

# Family stories, kept close

Shared family stories for responsible dementia support

Hamza Munshi

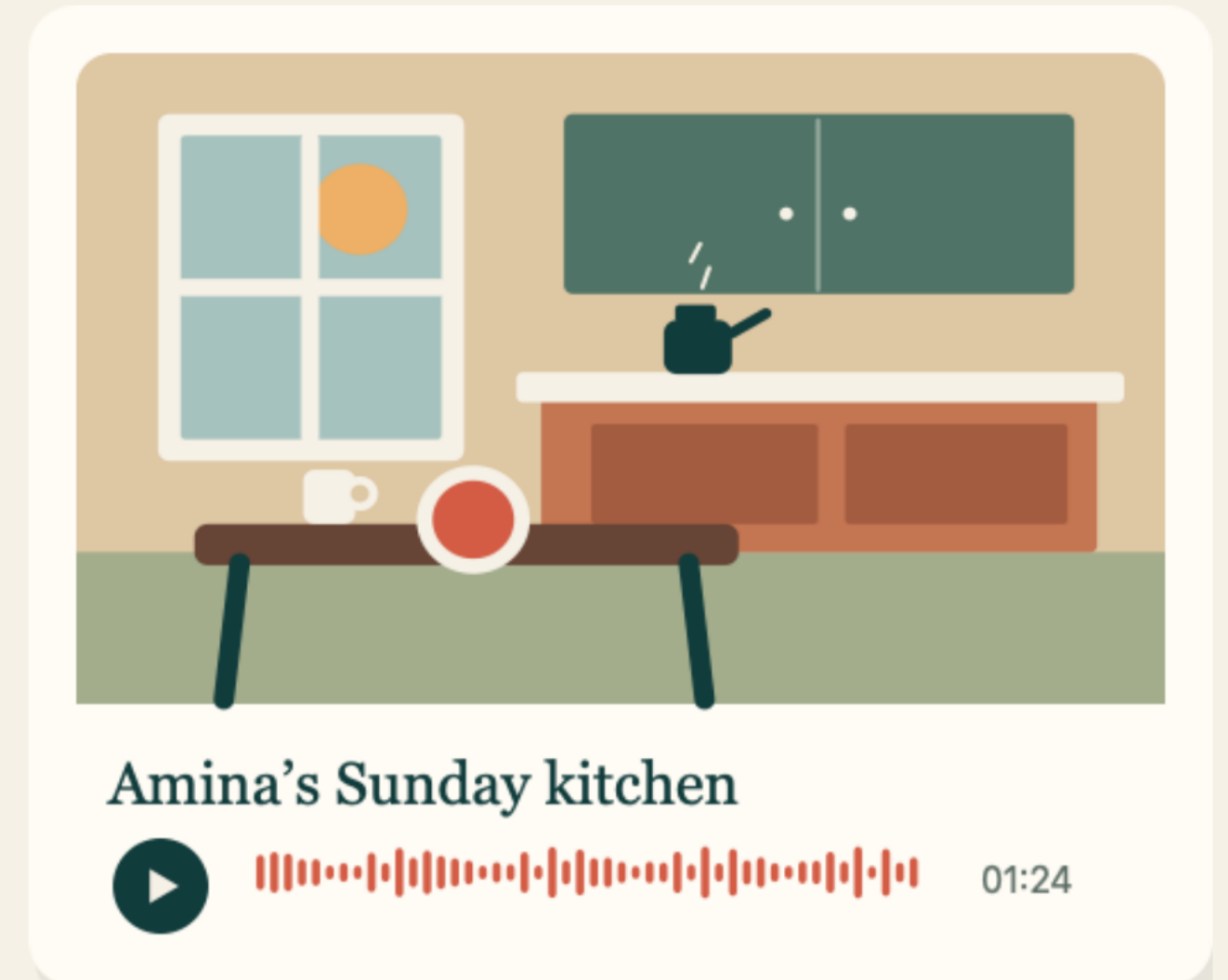
Greenwich Enterprise Challenge 2026–27

# A shared moment, at the person's pace

## A familiar story. Room to choose.

Imagine Amina, who lives with dementia, and Sam choosing a family photo to view and listen to together.

Illustrative example. Sam and Amina are fictional.



# Family Story Starter

A moment to remember

What did a Sunday morning sound like?

Make tea. Take your time. Start anywhere.

Record a story

Skip for now

FICTIONAL EXAMPLE

Amina’s Sunday kitchen

Record an original voice story



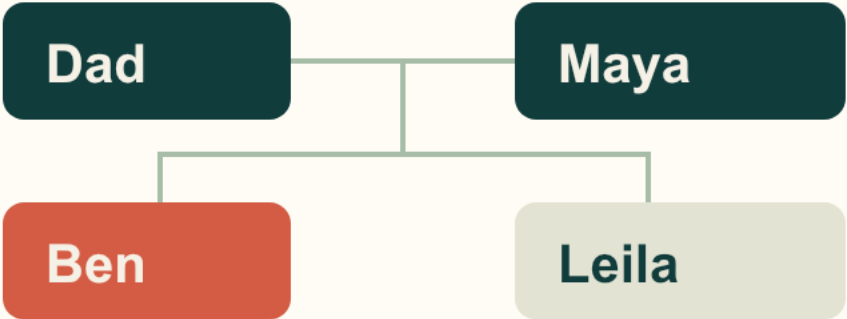


00:17

Recording concept

Family relationship map

Fictional family. Viewer: Dad



**Ben: Your son**

Family-reviewed relationship

Chosen photos + optional story

Choose a few photos

Optional original voice

Choose Ben. See “Your son”

A family-reviewed relationship leads to chosen photos and optional original voice. Fictional example. Five photos is a proposed starting scope.

# Families shape the supported view

## The family organiser

An adult child or supporter prepares a small collection, with permission and useful context.

## The person taking part

Chooses what to view or hear, with a relative's support and room to pause, skip or stop.

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## Co-design partners

Families and practitioners shape controls, pacing, accessibility and comfort.

# What the funded work will evaluate

## Usefulness, comfort and shared interaction

### **Accessible supported use**

Co-design a readable view, clear audio controls and a pace the person can choose.

### **Secure family context**

Develop recording, photo context, invited access and secure storage for a limited pilot.

# Alternatives families already have

| Product     | Published focus                                                           |
|-------------|---------------------------------------------------------------------------|
| Memory Lane | Family stories, photos and voices for people living with memory loss      |
| Storyworth  | Phone storytelling and family calls, with recordings linked to memoirs    |
| Remento     | Spoken stories, a printed book, original recordings and a private archive |

Compare the supported experience with these services and each family’s own photo and messaging routine.

# Co-design, then evaluate

01

## Listen

Propose 10 organiser or supporter interviews, concept comparisons and hypothetical offer cards.

02

## Design together

Bring family and practitioner input into a supported view. Propose usability work with 6 pairs.

03

## Evaluate

Propose a four-week pilot with 10 families. Observe usefulness, comfort and interaction.

Studies and sample sizes are proposed. Participant involvement depends on readiness, consent, safeguarding and appropriate specialist review.

# £5,000 for the first evaluation stage

| Proposed use                    | Amount |
|---------------------------------|--------|
| Secure pilot engineering        | £1,500 |
| Accessible UX and usability     | £900   |
| Research and practitioner input | £700   |
| Privacy and security review     | £650   |
| Hosting, storage and tooling    | £550   |
| Contingency                     | £700   |
| Total                           | £5,000 |

## Weeks 1–3

Co-design and study plan

## Weeks 4–7

Secure supported prototype

## Weeks 8–12

Evaluate and revise

Indicative timetable after funding. Estimates, subject to award terms.

# Hamza Munshi

## Founder of Autom8r

Websites, business automation and influencer marketing

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### **What I will lead**

Product direction, digital foundations and working with families on the supported experience.

### **Specialist support**

Dementia practice, accessible design, privacy, safety and evaluation advice.

## The funding ask

£5,000

A secure, accessible pilot  
designed with families and practitioners

**Evidence on usefulness, comfort and interaction**

# Proposed budget detail

| Use                             | Amount | Intended output                                         |
|---------------------------------|--------|---------------------------------------------------------|
| Secure pilot engineering        | £1,500 | Recording, context, invited access and secure storage   |
| Accessible UX and usability     | £900   | Supported view, clear controls and observed usability   |
| Research and practitioner input | £700   | Family co-design, practitioner input and pilot feedback |
| Privacy and security review     | £650   | Consent, permissions, data handling and safety review   |
| Hosting, storage and tooling    | £550   | Limited pilot infrastructure and services               |
| Contingency                     | £700   | Uncertain costs, released against need                  |
| Total                           | £5,000 | Subject to award terms and supplier estimates           |

# Draft evaluation questions

| Question                     | Proposed approach                             | What to record                                                |
|------------------------------|-----------------------------------------------|---------------------------------------------------------------|
| Can families use it?         | 6-pair usability, then a limited pilot        | Task completion, assistance and access problems               |
| How does it feel?            | Optional participant feedback in each session | Comfort, enjoyment, confusion and reasons to stop             |
| Does it support interaction? | 10-family, four-week pilot, if ready          | Observed or participant-described conversation and usefulness |
| Is it worth continuing?      | Review family feedback, use and costs         | Repeat use, support effort and preferences, including non-use |

Exploratory service evaluation. Comfort and interaction are not evidence of clinical benefit.

# Trust, comfort and future adoption

| Need                   | Proposed approach                                                              |
|------------------------|--------------------------------------------------------------------------------|
| Privacy and permission | Clear contributor consent, secure storage, invited access and deletion choices |
| Supported use          | Readable controls, clear context and a pace chosen with the person             |
| Comfort and choice     | Optional feedback, pause/skip/stop controls and agreed review arrangements     |
| Future NHS ambition    | Evidence, safety, data/security, accessibility and adopter assessment          |

Design and evaluation requirements. Benefits remain unproven.

# Illustrative offers and unit economics

## Subscription test

£5 versus £8 per month.  
Family access scope to define.  
Support costs remain to test.

## One-off test

£39 for a Starter collection.  
12 months hosting and export.  
Terms after year one to test.

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## Viability to measure

Storage cost, support minutes, payment fees,  
acquisition cost and retention.

# Competition preparation status

## Confirmed for this round

Applications close 22 November 2026. The current announcement advertises up to £5,000.

## Still to confirm

Exact closing time, remaining form fields, upload requirements, pitch length and funding terms.

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## The three-minute script is a practice format

Previous finals used three-minute pitches. Current-round timing remains unverified.

# Sources and evidence boundaries

|                         |                                                                          |
|-------------------------|--------------------------------------------------------------------------|
| Memory Lane             | <a href="#"><u>Published product and pilot description</u></a>           |
| Storyworth              | <a href="#"><u>Voice recording help, updated 21 August 2026</u></a>      |
| Remento                 | <a href="#"><u>Published recording, family and archive workflow</u></a>  |
| University of Greenwich | <a href="#"><u>Current challenge announcement and application</u></a>    |
| University of Greenwich | <a href="#"><u>Previous finals report for practice context</u></a>       |
| NHS Innovation Service  | <a href="#"><u>Digital healthcare technology assessment guidance</u></a> |

Checked 22 October 2026. Full links and qualifications appear in speaker notes.