

Start-ups 1216

RIF PROPOSAL NUMBER	TITLE	COORDINATOR	HOST ORGANIZATION	PARTNER ORGANIZATION	FOREING RESEARCH ORGANIZATION	PROGECT BUDGET	RIF FUNDING	PUBLISHABLE SUMMARY
START-UPS/1216/0016	Blupath CulturePoint Development	Christos Symeou	BL Blupath Ltd	PA1: Nicosia Tourism Board PA2: Archbishop Makarios III Foundation		63.473,00€	50.000,00€	The objective of the project is the substantial further development of an existing solution named 'Infopoint' into a 'holistic, omni-channel, communication, visitor engagement, and collaboration platform for the wider cultural and tourism space, aimed towards locations such as museums, galleries, and administrators of outdoor tourism attractions such as municipalities and tourism boards'. Development of the solution will be informed by feedback and comments from its parallel deployment at key indoor and outdoor tourism and cultural locations in the city of Nicosia. The solution will be deployed at these locations at the earliest possible stage in which working software is available, with deployments continuously updated through the course of the project, and the real user feedback from these taken into consideration during the ongoing software development. The goal of the project is to end up with a powerful, marketing leading solution that supports the wider needs of institutions in the culture and tourism space, that has been built using the insights from actual market users. The partnering consortium partners with which the solution will be deployed are the Nicosia Tourism Board, The Nicosia Byzantine Museum, and the Makarios III Art Gallery.
START-UPS/1216/0014	Validation of Novel Biomarkers of Response to Therapy with 5-Fluorouracil in Human Tumors	Demetris Iacovides	BIQ Laboratories Limited	PA1: University of Cyprus		58.800,00€	49.980,00€	Cancer is a multifaceted disease initiated, maintained and allowed to progress through multiple genetic alterations affecting a large number of signaling pathways and biochemical processes and ultimately causing uncontrolled cell proliferation and immortality. Chemotherapy is a mode of treatment widely used to treat cancer, and traditionally involves the use of nonspecific cytotoxic drugs that target rapidly proliferative cells, such as most tumor cells. 5-fluorouracil (5-FU) is one of the major drugs used in chemotherapy, as a single agent or in combination with other drugs. Despite recent advancements in cancer therapy, including new therapeutics and improvements in adjuvant and neoadjuvant therapies, the development of resistance to available anti-cancer drugs continues to represent a major limitation in patient treatment. Identification of putative biomarker molecules that could be used to identify 5-FU sensitive and resistant tumors and enable prediction of response to therapy would greatly facilitate the development of individualized treatment protocols thus reducing toxicity, lowering the cost of treatment, and ultimately improving disease-free and overall survival of cancer patients. The main objective of the project proposed here is to validate novel molecules we already identified as putative biomarkers of response to 5-fluorouracil, one of the most commonly used chemotherapeutic agent in the clinic.
START-UPS/1216/0042	Development of an Inexpensive Lightweight Aerosol Particle Size Spectrometer	Κωνσταντίνος Μπαρμπούκας	A.K. Lemon Labs Limited			59.300,00€	50.000,00€	Monitoring the quality of the air, and particularly the concentration and size of airborne particles, is increasingly important for assessing the impacts of air pollution on human health and climate. Existing instruments for measuring only the concentration of atmospheric aerosol particles are bulky and expensive, and thus monitoring them is typically performed at a small number of stations spread around cities or wider regions. What is more, getting the information of particle size (which is very important for assessing their impacts) requires more complex instrumentation, and thus such measurements are even much more scarce. Here we propose to further develop and build a compact and cost-effective instrument for measuring both the size and concentration of atmospheric aerosol particles, which when reproduced in large numbers they can be employed simultaneously in multiple monitoring stations to obtain spatially distributed measurements. This instrument will consist of a particle classifier and a particle counter. The main parts of both these components will be manufactured using novel mold-casting and 3D printing methods, which we have recently demonstrated that can be used to significantly reduce (by at least one order of magnitude) the weight and the cost of such instruments. As a result the price of the integrated instrument (combining the particle classifier and the counter) will have been very competitive compared to its existing commercial counterparts, thereby securing its commercial success. Once the prototype is developed, we will test its performance at different conditions in the laboratory, and in collaboration with recognized research teams we will deploy it for a small period of time in field measurements for assessing the quality of the air. By the end of the project we will therefore have a cost-effective and reliable instrument that we will be able to put in the market.

START-UPS/1216/0048	PROGRAMMATIC ADVERTISING ON TV AND RADIO	Nektarios Sartzetakis	S & A NEMO ONLINE HOLDING LTD			58.945,00€	50.000,00€	This proposal is about the development of new age services for automating the advertising market in the areas of offline media. TV and Radio need to follow the current trends for advertising services. Programmatic automated advertising through software have been developed the recent years for the sector of online advertisement. Google with its platform ADWORDS, and Facebook with Business Manager are now moving more than 50% of the digital advertisement budget. This proposal objective is the development of an online software platform that it will offer services: (1) To TV and Radio Stations for the management of their advertising inventory, and a new way to sell it directly to the interested customers, (2) To the companies and individuals that want to advertise on the TV and Radio stations who through this software will be able to view the available advertising slots, book them for their advertisement, pay online.
START-UPS/1216/0031	Electronic Health Record for the Elderly	Marios Neophytou	3AEHEALTH LTD			58.920,00€	50.000,00€	Demographic changes by 2060 in the EU estimate an impressive increase (+79%) in the number of people over 65 years of age. These projections underpin the need of adopting a common European strategy for the ageing that will facilitate personalized and assisted living interventions capitalizing ICT advances, towards increasing the level of healthcare provision and ultimately quality of life. The eHealth4Ageing project aims to develop and promote an integrated Electronic Health Record (EHR), specifically designed for the elderly population. EHRs are the backbone of any healthcare system and provide the means to store, process and communicate patients' medical data in a secure manner. The eHealth4Ageing system will be implemented leveraging state-of-the-art technologies in cloud-based service provision for anywhere, anytime, and any-device secure and role-based access to EHR, IHE interoperability profiles adhering to EU directives for cross-system and cross-border communication, statistical analysis for informed decision making at a disease and population level, as well as synchronization of patients' treatment plan with EHR for real-time notifications and alerts. Importantly, the proposed solution will accommodate provisions for communicating epSOS patient summary between National Contact Points as required by the Connecting Europe Facility (CEF) initiatives for healthcare. eHealth4Ageing aspires exploiting the full potential offered by the present call towards developing an EHR solution for the explicit needs of the elderly population, both in Cyprus and the EU. The business plan of the project is to promote and distribute the eHealth4Ageing platform obtaining a reasonable market share of National elderly care centers during the first year of commercialization. By the second year our intentions are to expand our services at an international market and gradually upgrade the eHealth4Ageing platform to include new commercial solutions for the benefit of all stakeholders in the healthcare sector.