

An aerial photograph of a winding asphalt road that curves through a dense forest. The trees are mostly green, with some showing autumnal colors of orange and yellow. A small car is visible on the road. The image is partially obscured by a dark blue diagonal overlay on the right side of the slide.

ZENZIC⁴



Centre for Connected
& Autonomous Vehicles

Take your next big step:

Start-ups/SMEs

**Zenzic CAM Scale-Up UK
programme: 2024/2025**



Introducing Zenzic



Zenzic was created by the UK government and industry to champion the connected and self-driving ecosystem and accelerate the self-driving revolution in the UK.

Zenzic drives collaboration with partners across industry, government and academia to shape and promote the world-class CAM Testbed UK.

Zenzic is committed to ensuring a safer, more inclusive and productive mobile future. As part of this mission the Zenzic CAM Scale-Up UK programme was born. Access for start-ups and SMEs to CAM Testbed UK is at the very heart of the initiative.

[Learn more](#)

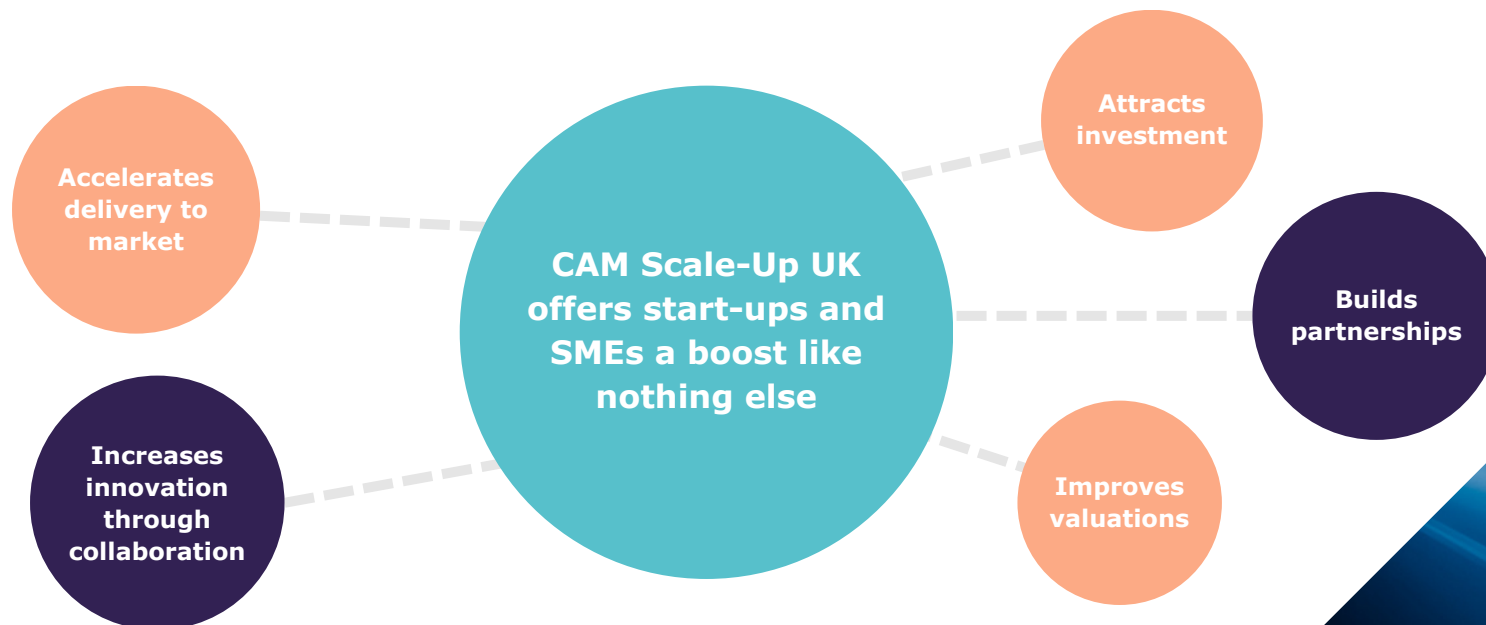
Introducing CAM Scale-Up UK

CAM Scale-Up UK accelerates the market readiness of CAM related technologies in the UK.

Government grant funding is awarded to UK-based organisations within the CAM sector, and those from adjacent sectors who aim to pivot solutions into the market.

The intention is that, by testing with the world-leading CAM Testbed UK, successful innovators will demonstrate that their products are ready to operate in the real-world. The aim is to accelerate market readiness, build partnerships, attract investments, and deliver products to market better, and faster.

CAM Scale-Up UK is fully funded by the government's Centre for Connected and Automated Vehicles (CCAV), is co-ordinated by Zenzic, and delivered in partnership with Plug and Play.





Who can take part?



CAM Scale-Up UK is intended for ambitious UK based* start-ups, micro, small and medium (SME) companies that have a technology and services prototype ready for testing using the facilities of CAM Testbed UK, and who can benefit from engagement with the CAM ecosystem.

Your technology must be relevant to the CAM opportunity. You may already be working in the CAM sector or in an adjacent sector and be interested in pivoting solutions to take advantage of the CAM opportunity.

** Is a registered company in the UK or intending to establish a base in the UK before the programme start date.*

Introducing the CAM opportunity

We conduct extensive research to build and maintain a strong understanding of UK capabilities, strengths, and opportunities. Our findings can be freely downloaded from our website.

While we are interested in advancing any technology and solutions that will advance CAM, we are particularly interested in:

- **Hardware** - design and development and engineering services. There is a clear opportunity in the design and development of hardware technologies for the CAM sector. Research has indicated a market opportunity for the UK in areas such as systems integration/ADS platform provision as well as scaling hardware solutions for CAM products e.g., resilient drive-by-wire systems.
- **Service - related CAM opportunities** -including tools related to simulation for the development, testing, analysis and ultimately certification of CAM technologies.
- **Other key CAM enablers** - for example insurance products for CAM.
- **Communications and data infrastructure** – the leveraging of connectivity for CAM technologies and services are seen as area that the UK CAM market has yet to really tap into.

Access insights

The selection criteria:




The selection process will be led by Zenzic in consultation with CAM Testbed UK. The applicants will be reduced at each review stage, with the final selection of applicants announced in Q3 2024.

The selection criteria will consider whether the applicant:

1. Is seeking to deliver a new product or service into the CAM market.
2. Has a demonstrable CAM product or service that needs validating, developing or demonstrating in simulated, controlled or real-world environments.
3. Is ready to validate in a relevant environment and progress rapidly to a system prototype demonstration in operational environment, working towards TRL 7 and beyond.
4. Has a need to develop, test or validate a new product or service related to the CAM market.
5. Will have a meaningful go-to-market plan with a clear value proposition.
6. Is a registered company in the UK or intending to establish a base in the UK.

Successful applicants will need to meet UK grant qualification criteria.





Key Grant Information

CAM Scale-Up UK provides grant funding of up to £100,000 to support proof of concept development.

- Grant is offered at an intervention rate of 60% of total project costs.
- You can match the grant funding allocation with your allocation of time and resources dedicated to completing the programme and any related technical development (contribution in-kind).
- At the start of the programme, we'll work with participants to assign an appropriate day rate to each company employee and a company overhead rate.
- The grant is paid in arrears against incurred staff costs and invoiced external costs.
- During both phases, the grant is claimed monthly through the submission of a breakdown of monthly project-related spend incurred.
- The grant falls under the UK Trade and Cooperation Agreement 2020 and the 'Small Amounts of Financial Assistance' provision (SAFA).
- Any award is subject to Ministerial and His Majesty's Treasury (HM Treasury) approval.
- The grant can only then be used to pay costs incurred during work with CAM Testbed UK, and not for any costs incurred by the applicant.
- All costs incurred by the participant from the Testbed will be claimed from Zenzic through the financial claim process.
- Approved grants will be paid in Net of VAT.

The total eligible project costs must then be matched by your costs. These include, but are not limited to: labour, overheads, material, depreciation, sub-contracts, travel and subsistence. VAT cannot be claimed for as part of the grant funding, as it is under rules of state aid funding. The VAT element of the testing costs will need to be reclaimed in your normal VAT accounting cycle.

Introducing CAM Testbed UK



The UK is a global centre for the innovation and development of connected and autonomous technologies.

CAM Testbed UK's is the only place worldwide with the capability to take ideas from concept to development both virtually and physically, all within a 3-hour drive. The comprehensive and integrated facilities are world-leading, with a unique ability to cross-share data and a collaborative way of working.

Through the CAM Scale-Up UK programme, the successful applicants will have access to these facilities, which include:

- **Controlled Environment - urban, inter-urban, high speed/limit handling**
- **Public Environment - urban, inter-urban**
- **Simulation**
- **Data Exchange**

Visit website





CAM Scale-Up UK timeline

You can start the application process by submitting an expression of interest for the fifth cohort of CAM Scale-Up UK now.

**February
2024**

Expressions of
Interest
welcomed

**May
2024**

Meet CAM
Testbed UK

**August
2024**

Selected
SMEs
announced

**September
2024**

Testing
phase

**February
2025**

Exploitation
phase

**March
2025**

Showcase
& project
close

Do you have any questions?

Please email: camscaleup@zenzic.io

What do participants gain?

Selected start-ups and SMEs of the CAM Scale-Up UK Programme will have access to:

- A share of government funding through the Centre for Connected and Autonomous Vehicles.
- World leading testing facilities in controlled and real-world environments via CAM Testbed UK.
- Opportunities for expert technical and business assistance through our network of industry leaders as well as the wider CAM Scale-Up UK ecosystem.
- Insights from the UK Connected and Automated Mobility Roadmap to 2035.
- Investment support from our delivery partner Plug and Play and their global investor accelerator platform.
- Opportunities to engage with an alumni network of successful CAM Scale-Up UK innovators.
- The opportunity for exhibition space at the Plug and Play UK Mobility EXPO 2024.



Marketing to support your journey

CAM Scale-Up UK organisations will receive valuable case studies, and promotion by Zenzic to boost their visibility within the CAM ecosystem.

Programme highlights

Successful applicants will have the opportunity to have their CAM Scale-Up UK journey captured through film.

Once published, videos are provided to the SME for ongoing use.

SME case studies

SMEs will receive written case studies to capture their journey with CAM Testbed UK.

These case studies capture the origins of their organisations, their process throughout their programme and their ambitions for the future.



The application process

How to apply

1. Review the programme scope

Make sure to review the scope of the programme and ensure your organisation is a good fit.

2. Express your interest

Express your interest by contacting camscaleup@zenzic.io, where you can introduce your organisation to the team.

3. Applicant review

Following this, candidates will be screened by Plug and Play. Should any more information be required to assess your application that will be ascertained at this stage.

4. Panel Invitation

Should your application be approved for the programme, you will be invited to join a panel session to discuss your application further.

Start application

Do you have any questions?

Please email: camscaleup@zenzic.io

About Plug and Play

Plug and Play is the leading innovation platform, connecting startups, corporations, venture capital firms, universities, and government agencies. Headquartered in Silicon Valley, we're present in 40+ locations across five continents. We offer corporate innovation programs and help our corporate partners in every stage of their innovation journey, from education to execution.

We also organize startup acceleration programs and have built an in-house VC to drive innovation across multiple industries where we've invested in hundreds of successful companies including Dropbox, Guardant Health, Honey, Lending Club, N26, PayPal, and Rappi.

Plug and Play has mobility and smart cities innovation programmes in: Silicon Valley, Detroit, Stuttgart, Milan, Madrid, Paris, Tokyo, Singapore, the UK and Beijing.

About CAM Testbed UK

CAM Testbed UK is the global centre for the innovation and development of connected and self-driving vehicle technologies.

It is the only place worldwide with the capability to take ideas from concept to development both virtually and physically, all within a 3-hour drive.

The UK's comprehensive and integrated facilities are world-leading, with a unique ability to cross-share data and a collaborative way of working.

The testing facilities at CAM Testbed UK include:

- ASSURED CAV
- Midlands Future Mobility (MFM)
- Convex
- UTAC Millbrook-Culham
- Smart Mobility Living Labs: London (SMLL)

PLUGANDPLAY

**CAM
TESTBED
UK**

About Zenzic

Zenzic was created by government and industry to champion the UK Connected and Automated Mobility (CAM) ecosystem and lead the UK in accelerating the self-driving revolution, with the goal of ensuring a safer, more secure, sustainable, and inclusive transport future.

Zenzic delivers strategic insight to support the UK CAM ecosystem and deliver the industry accepted UK Connected and Automated Mobility Roadmap. Zenzic fosters innovation by channeling government investment to support UK companies develop products and services to market.

Zenzic encourages collaboration between industry, government, and academia across all relevant sectors to facilitate the development and deployment of CAM in the UK.

About CCAV

The Centre for Connected and Autonomous Vehicles (CCAV) is a joint Department of Business and Trade (DBT) and Department for Transport (DFT) unit. Established in 2015, CCAV is an expert policy unit that is working with industry and academia to make everyday journeys greener, safer, more flexible, and more reliable by shaping the safe and secure emergence of connected and self-driving vehicles in the UK and delivering the government's vision for the sector set out in its 2022 command paper, "Connected and Automated Mobility 2025".

CCAV is developing regulation and legislation, investing in innovation and skills, and engaging the public to realise the benefits of new transport technologies and to create a thriving connected and self-driving vehicle sector in the UK. It uses its unique position to bring together world-class expertise from across the public, private and academic sectors to create an environment in the UK for new technologies and business models where innovation, safety and regulation are delivered in unison.

The work undertaken by CCAV and its partners has already ensured that the UK has a proven track record in leading connected and self-driving vehicle innovation, enabling joint public and private investment of £600 million. As announced on 26th November 2023, as part of the DBT's Advanced Manufacturing Plan, CCAV has secured a commitment of up to £150 million funding between 2025-26 and 2029-30 to help the UK to cement its place among world leaders for designing, developing, deploying, and manufacturing self-driving technologies, products, and services.

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From the Ecosystem



"The Clean & Smart mobility team at PA Consulting Group have found Zenzic's CAM Scale-Up UK Programme stimulating.

We actively look for opportunities to work with ingenious people and companies to deliver fast paced innovation, which we know is critical to accelerating the widespread adoption of clean & smart mobility.

We are looking forward to engaging further with the start-ups in the programme to help scale their products, services and businesses as a whole"

Amy Marshall
Partner and Co-Head of UK Clean and Smart Mobility Practice

Zenzic's CAM Scale-Up UK programme helped us immensely in securing ground truth data against which the accuracy of new tech could then be benchmarked and measured.

As a result of the Zenzic programme, we immediately turned a belief into a working solution that's now commercialising 1.5 years faster than originally planned.

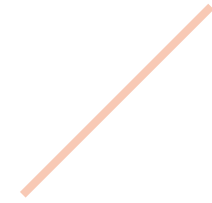
The connections made through this experience were and still remain invaluable. We would recommend this programme to anyone serious in making a difference in the space."

Jay Biring
CEO, Exeros Technologies

HORIBA MIRA are proud to support SME's on their development journey through the Zenzic CAM Scale-Up UK Programme. We work closely with the SME's to identify how our engineering consultancy services and world leading ASSURED CAV test facilities can accelerate their development to bring their products to market, and feed into the wider CAM supply chain.

The CAM Scale-Up UK Programme has enabled us to build lasting relationships with the SME's in previous cohorts where we have continued to collaborate with them after of the programme, and we are looking forward to working with the future of CAM technology suppliers in the upcoming cohort."

Aaron Mandalia
Solution Leader - CAV, HORIBA MIRA.



From the Fourth Cohort



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My advice would be get involved and get the most out of it. We're learning every day. We're getting to meet new people every day and we're getting to expand our list of contacts, opportunities, and our vision."

Jose Contreras
CEO, Gamma Energy

The program's state of the art testing facilities are instrumental in expediting our validation processes. These testbeds replicating realistic conditions are crucial for validating our technologies."

Nusrat Shah
CEO, Helix Geospace

It gives you that opportunity to really get deep into what the state of the art is in testing and how that can apply to you."

Samuel Swift-Glasman
CEO - Megaset

Having access to world leading experts from CAM Testbed UK goes way beyond the grant value that you get. The experience and the advice that you get is very, very valuable."

Paolo Paoletti
CTO - Robotiz3d Ltd.



With thanks to our supporters



CAM Scale-Up UK is very fortunate to be supported by a network of engaged industry leaders including the companies below.

HONDA
Honda R&D Europe (UK) Ltd.



THALES



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