

Innovation & Idea

Generation

Maisie Keogh

Maisie.Keogh@convergechallenge.com

CONVERGE



# Our track record

**670+**

Aspiring  
academic  
entrepreneurs  
trained

**420+**

Companies  
created

**85%**

3-year survival  
rate

**£360M+**

Funding secured

**CONVERGE**

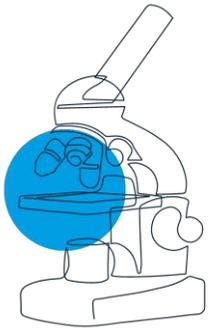
# The power of collaboration

Converge is funded by the Scottish Funding Council, Scottish Universities and a network of strategic and professional partners.

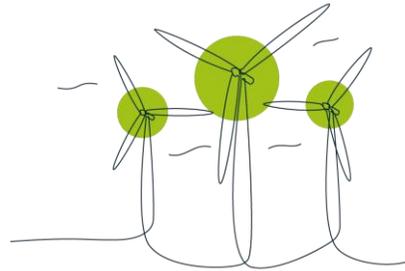


CONVERGE

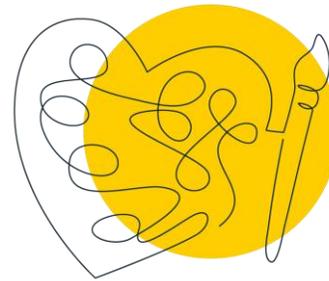
# Converge competitive programme



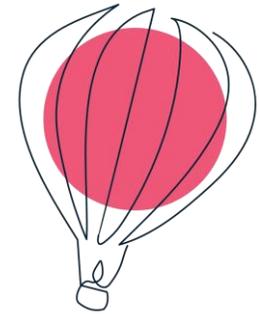
Converge  
Challenge



Net Zero  
Challenge



Create Change  
Challenge

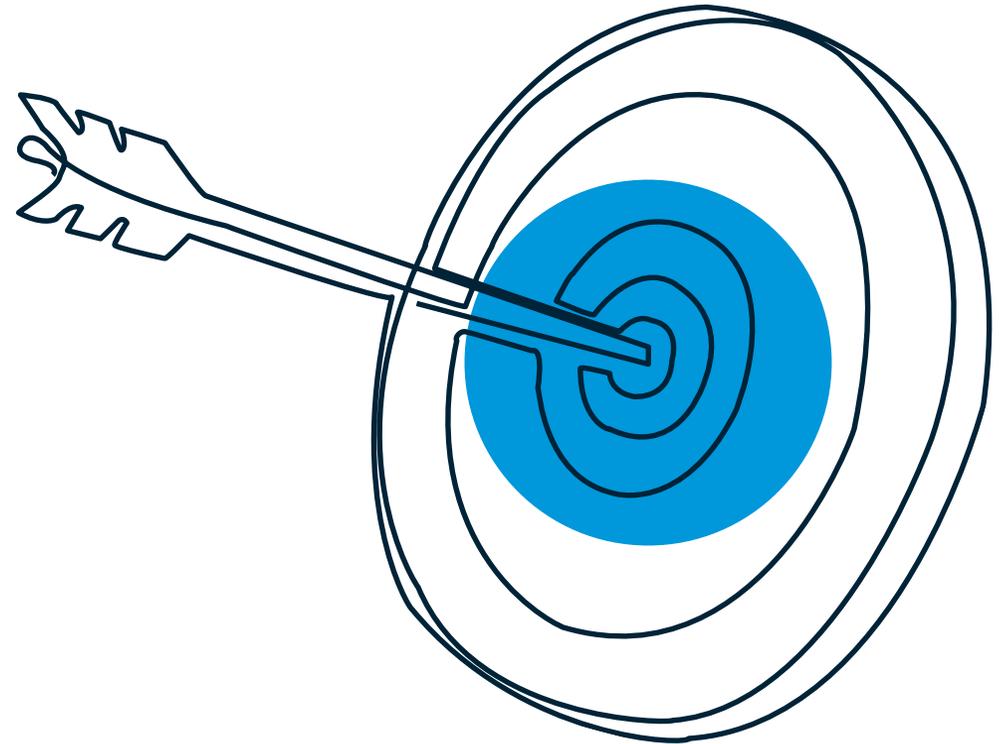


KickStart  
Challenge

**CONVERGE**

# Key elements of the programme

- Business training
- Funding
- Connectivity
- Validation



**CONVERGE**

Why is innovation  
important?

**React to  
change**

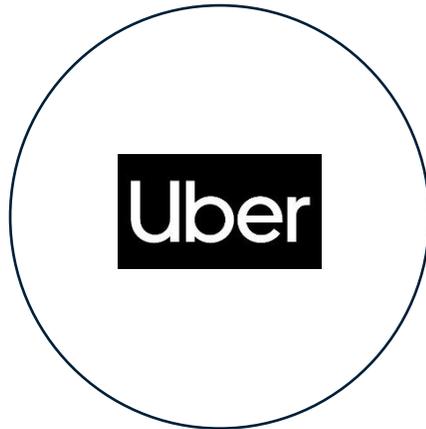


current health

CONVERGE

Why is innovation  
important?

**Solve customer  
problems**

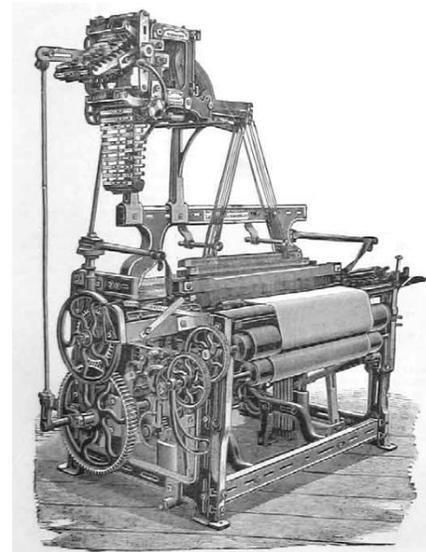
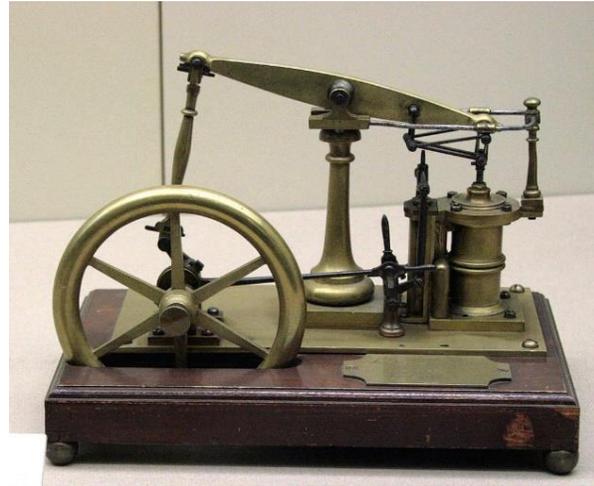


CONVERGE

Why is innovation

important?

**Change the world**



CONVERGE

Why is innovation  
important?

**Change the world**



CONVERGE



Why is innovation  
important?

CONVERGE

Where do ideas  
come from?

CONVERGE

Step 1: Identify a challenge



Step 2: Brainstorm possible solutions and select one



Step 3: How would you commercialise your idea?

CONVERGE

# Case Study: Speak:Unique



## Problems:

- People with neurodegenerative diseases lose their own voice, causing a loss of identity and ability to communicate
- Synthetic voices can be robotic or require many hours of recording to recreate a natural voice

CONVERGE

# Case Study: Speak:Unique

Solution: State-of-the-art voice banking technology



SpeakUnique



CONVERGE

# Unique Selling Point(s)

Personalised synthetic voice based on only 30-minute recording

Can 'repair' voice that is already deteriorated

Ability to create new voice with desired characteristics (age, gender, regional accent)

CONVERGE

Your Turn!

CONVERGE

Questions?

CONVERGE