



CASE STUDY

EarthSense uses air quality solutions IP stack to get £264,000 IP backed loan from NatWest



About Earthsense

EarthSense delivers products that help users visualise and manage air quality challenges. Its award-winning air quality monitors, advanced pollution modelling, and API are critical components in smart systems deployed by private sector companies and local authorities to inform major investments and assess historic exposure and future risk.

Leicester-based scaleup company EarthSense was formed in 2016 to leverage technologies developed at the University of Leicester, and has since signed major deals and partnerships around the world. The company has received several accolades over the years including the Innovation Award by The Queen's Award for Enterprise and 'Design Team of the Year' at the British Engineering Excellence Awards. It was ranked 19th in the Elite Business Top 100 SME businesses as well as being a finalist for the sustainability company of the year.

The challenge

EarthSense was looking for further funding to scaleup its overseas operations and also reinforce its IP. As part of the application process for the NatWest High Growth IP-backed loan it had to provide details of its existing IP which was then assessed using Inngot's online tools.

The solution

EarthSense put three different IP assets through Inngot's tools: Zephyr[®], MappAir[®] and the MyAir[®] tech-stack.

The Zephyr[®] is an award-winning, certified, indicative iMCERTs ambient air quality monitor that accurately measures a range of harmful gases and particle matter to provide detailed air quality measurements in real-time at a localised level, such as busy road junctions. With a range of power and configuration options to collect pollution data for project-specific deployment to aid the development of smarter and cleaner towns and cities.

 **Goldseam[®]**
IP identification tool

 **Sollomon[®]**
IP valuation tool

 **Hallmarq**
Collateral suitability tool



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ADDING VALUE TO YOUR IP



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MappAir® is a high-resolution global model of air pollution that uses advanced modelling techniques, cloud-based data inputs including transport and weather data and Machine Learning to create reliable and usable visualisations of air pollution around the world.

MyAir® is a data visualisation and analysis platform that enables users to seamlessly view, analyse and download air quality information from measured and modelled air quality data. Users can view data in an intuitive, interactive map with advanced tools, fused with real-time and future air quality forecasting on the web application, mobile app or through public portals.

Once NatWest explained the new lending proposition, the role that IP would play in the loan application, and how EarthSense would need to use Inngot's tools as part of the loan procedure, Tom immediately saw the potential for an IP-rich scaleup like EarthSense. He says that the Inngot platform's valuation for EarthSense's IP was more than enough for NatWest to offer them the initial funding they needed.

He adds: "We are expecting to expand our IP asset base significantly in the next 12 months, and I would expect to be coming back in and leveraging the value of our IP further. Using the IP backed loan, it will allow us to bring our air quality solutions to even more countries and customers."

Andy Edwards, the NatWest Relationship Director who worked with EarthSense to help them through the bank's application process, says: "I've known EarthSense for a number of years - it's a business that excites me and I really believe in them. When NatWest launched the High Growth IP-backed loan, I immediately thought it was a way they could leverage their cash flow and their innovative IP."

The result

£264,000 loan approved

EarthSense used the IP it has developed in its award-winning air quality monitors, online platform, advanced pollution modelling and apps as collateral to borrow £264,000 from NatWest



Tom Hall
CEO



"In terms of our business, we see IP as our most important asset. So when our NatWest Relationship Manager, Andy Edwards, mentioned the new IP-backed loan, we did snap his hand off!"

"We are expecting to expand our IP asset base significantly in the next 12 months, and I would expect to be coming back in and leveraging the value of our IP further. Using the IP backed loan, it will allow us to bring our air quality solutions to even more countries."



Neil Bellamy
Head of Technology, Media
and Telecoms



"As Britain's biggest bank for start-ups, at NatWest we see innovative and disruptive businesses like EarthSense pass through our doors every day. We believe in powering up their success, which is why we are the only UK bank to offer a mass-market IP-backed lending proposition for SMEs, starting from amounts as low as £250,000.

"We know that access to finance is often the biggest hurdle for high growth tech firms, who may have incredible IP, but can lack the tangible assets needed to secure growth funding. Solving this problem will help companies like EarthSense develop solutions to tackle the world's most pressing problems, while driving forward their growth and boosting the UK economy."



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