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UK

# Mindset: Extended Reality for Digital Mental Health – Strand 1 and Strand 2

Applicant briefing

Date: 12<sup>th</sup> October 2023

**The webinar will start at 13:30**

- We are currently on mute, whilst waiting for more people to join
- The briefing will be recorded and available to refer to through the IFS date page
- PDFs of the presentation will also be available on request
- For more information on the competition process, please go to: [Competition briefing: applicant information - YouTube](#)



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## Agenda

- **13:30 – Welcome**  
Richard Foggie, Innovate UK KTN & Julia Glenn, Innovate UK
- **13:35 – Mindset XR: Formal Briefing & Mindset XR R&D Opportunity/Story so Far**  
Laura McCartney, Mindset XR & Julia Glenn, Innovate UK
- **14:20 – Introduction to MindTech and NHS adoption pathways**  
Jennifer Martin, MindTech
- **14:35 – Storyboarding – building a successful Mindset XR R&D application**  
Penny Day, XR Therapeutics Ltd
- **14:50 – Intro to Immerse UK**  
Asha Easton, Immerse UK
- **15:00 – Q&A**
- **15:15 – Close**



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**MEETING**  
**MOJO** <sup>TM</sup>

# Welcome and Introductions

**Laura McCartney**

Portfolio Manager

**Julia Glenn**

Design Innovation Lead, Mindset XR





# Innovate UK

- We are the UK's innovation agency
- We support business-led innovation in all sectors, technologies and UK regions
- A key delivery body of the Government's Innovation Strategy

## Our Mission

To help UK businesses grow through the development and commercialisation of new products, processes, and services, supported by an outstanding innovation ecosystem that is agile, inclusive, and easy to navigate.

