

// Case Study

ArchAngel Imaging

ARCHANGEL
IMAGING

Distributed Intelligence &
Unmanned Camera Systems

Welcome to Intelligence everywhere

We work with
Innovate UK

 **UK SPACE
AGENCY**

CATAPULT
Satellite Applications



OVERVIEW OF THE COMPANY

ArchAngel Imaging enables distributed intelligence through smart sensors (hardware) and a flexible central management platform (software). Cerebella is the platform to manage distributed intelligence as you would manage a team of people. It provides organisations with a simple platform to quickly update remote units and sensors to detect or perform specific monitoring tasks.

RATIONALE FOR INTERVENTION

The CEO of ArchAngel Imaging is facing a growth-fuelled challenge: the business is gaining traction for a solution focused on AI training and management for distributed intelligence, while the part of the business focused on HAPS and high throughput downlink for Earth Observation (EO) satellites has received strong interest from key stakeholders in the space industry. The business needs support in order to better segment the market that they can address; defining a 'plan of attack' would allow the team to take advantage of both market opportunities without spreading themselves too thin.

OUTCOMES

Sprint focus

- Support for market and sales strategy

Agreed Deliverables

- Slide-deck outlining sprint day work, including:
 - overview of commercial partnership opportunities
 - support for value proposition refinement
 - strategic management recommendations

FOLLOW ON ENGAGEMENT

- IPP and international project opportunities involving IoT and distributed intelligence
- Funding round
- Partnership opportunities
- Bid for Design Foundation

IMPACT

ArchAngel Imaging were recently announced as the winner of the Augmented Intelligence competition by British Telecom (BT), in partnership with the Cabinet Office and TechHub. The competition is aimed at finding innovative SMEs with expertise in Artificial Intelligence, machine learning, and robotics, whose ideas could help transform the retail, defence and public sectors.

ArchAngel Imaging was the digital defence enablement winner. As a result, they will have the opportunity to work with BT to explore technical and commercial partnerships to bring their solutions to market.

“**Archangel Imaging** worked through a business sprint with the **Satellite Applications Catapult staff**, looking to clarify our proposition and the roadmap ahead. As a result of the sprint, we became aware of and won a design grant to further explore user needs and solutions. This has put us in an excellent position for future engagement with collateral and demonstrations of utility.”

~ **Dan Sola**,
CEO of ArchAngel Imaging Ltd

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