Project details

Subsidy basis

Partner	Funding rules	
S-WORLD ASI LTD (Lead)	Subsidy control	[View answers](#)

Application team

S-WORLD ASI LTD

Organisation details

Type	Business

Team members

Full name	Email	EDI survey
Nick Ball	Nick@SiennaAI.net	Complete

Application details

Competition name
Innovate UK Smart grants: November 2024

Application name
🜨 ⚛ GP-AI Gatekeeper 2025: For Wes Streeting and Sir Keir Starmer

When do you wish to start your project?
30 June 2025

Project duration in months
12 months

Innovation area
Diagnostics, medical technology and devices

Has this application been previously submitted to Innovate UK?
No

Research category

Selected research category
Industrial research

Project summary

Project summary

Welcome to Sienna AI and ⚕ ⚛ GP-AI Gatekeeper

AI is on the cusp of exponential growth in [the trillion-dollar healthcare market (https://www.mckinsey.com/industries/healthcare/our-insights/tackling-healthcares-biggest-burdens-with-generative-ai)](https://www.mckinsey.com/industries/healthcare/our-insights/tackling-healthcares-biggest-burdens-with-generative-ai), and GP-AI Gatekeeper is uniquely positioned to capitalise on this wave.

Sir Keir Starmer: January 13th, 2025:
*"This is the global race of our lives: **Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them**. The question is, which of those will Britain be, AI maker or AI taker?"*

The purpose/objective of Sienna AI is to create sustainable NetZero growth on a macroeconomic scale. [This podcast (https://www.spreaker.com/podcast/nick-ray-ball-s-podcast--6239682)](https://www.spreaker.com/podcast/nick-ray-ball-s-podcast--6239682) describes how T7. S-RES (Financial-Engineering) can be adapted to UK economics.

GP-AI Gatekeeper directly assists three of Labour's five mission objectives, **Strengthening Healthcare**, **Enhancing Public Safety**, **and Driving Economic Growth, in an easily explained way**.

Sienna AI addresses Expanding Opportunities and Advancing Clean Energy using Technology 8 NetZero DCA Soft (Dynamic Comparative Advantage Software).

Because of this, there's a reasonable possibility that despite my current team's need to recruit, you would like to present this to the incoming government. I hope you do.

But before that, you have to determine whether I can pull this off.

What I'm talking about sounds very expensive, but **the following is here to explain why we can do this for 1/999 of the cost of lesser-scope government projects.**

Please watch the following video by David Farley - January 7, 2025: This Government Software Project WASTED $500,000,000... Here's Why (https://www.youtube.com/watch?v=w-_nCA3RTYs)

In Modern Software Engineering, we shun the waterfall design philosophy, expect to fail, and build tests for everything so we can fix it when it does! Thus, we solve the Post Office Horizon software problem (https://www.itv.com/news/2024-01-08/what-actually-happened-in-the-post-office-horizon-scandal).

Simplicity is prized. **Work with a small team to get it right**, **learn from the experience, and then duplicate and iterate on that winning design**.

The 🏦 ❄️ GP-AI Gatekeeper design can be repurposed to solve the constraints we've discovered at HMRC (that-prevents-people-from-paying-tax), DWP, Justice, and the GMC.

The Sienna AI design expands the scope commercially and toward other healthcare products, including GP-AI Psych, which would be of tremendous use to the government.

For Sienna AI's recent history, please see: www.s-web.org (http://www.s-web.org/)

Username: Innovate UK

Password: 2025

Also relevant: AngelTheory.org (http://www.angeltheory.org/) 2018 | Network.VillaSecrets.com (http://network.villasecrets.com/) 2017 | AmericanButterfly.org (http://americanbutterfly.org/) 2012 | CapeVillas.com (https://www.capevillas.com/) 2002

Cheers
Nick Ray Ball
Founder
Sienna AI Ltd.

Public description

Public description

🏦 ❄️ **GP-AI Gatekeeper**

Sir Kier Starmer: January 13th, 2025:

"This is **the global race of our lives**: Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them. The question is, **which of those will Britain be, AI maker or AI taker?"**

In The Future with Bill Gates (Episode One), it was suggested that GPT-4 could serve as a primary care physician within five years. But Britain doesn't have to wait. **With legislative action, Sir Keir Starmer has the power to ensure the UK leads this race and secures the first regulated AI healthcare monopoly** [in a trillion-dollar market.](https://www.mckinsey.com/industries/healthcare/our-insights/tackling-healthcares-biggest-burdens-with-generative-ai)

Why This Is Necessary: Mirroring **Michael Lewis's** research in [The Undoing Project](https://www.michaellewiswrites.com/#undoing-project), where **algorithms radically outperformed the doctors who trained them**. We conducted 30 months of research, comparing doctor consultations with the medical records they wrote. On more than 400 pages of the medical record, **due to the systemic omission of negligence-related data, the doctors errored on every page**. Malpractice cascaded through the system, exacerbating the NHS waitlist and causing unnecessary operations, harmful pharmaceuticals, crippling injuries, and preventable deaths.

When given the same conversations, **GPT-4o outperformed GPs and specialist doctors every time.**

Now imagine, **instead of phoning your GP, speaking to the receptionist**, and getting an appointment a week later, then going to a specialist a month later, ⚕❁**GP-AI Gatekeeper taking the call, providing immediate advice and giving your GP specialist opinions before they've spoken to the patient.** This is the future of healthcare and the solution to the NHS waiting list.

By funding ⚕❁**GP-AI Gatekeeper**, GP-AI Physio, **GP-AI Psych**, and The Good Doctor App, and using **NHS branding**, Britain has a real shot at becoming the first regulated AI healthcare monopoly, **making "Britain an AI maker, not an AI taker".**

Scope

Describe how your project fits the scope of the competition.

1. Groundbreaking and Innovative
The ⚕❁GP-AI Gatekeeper is a game-changing system combining GPT-4's advanced language processing with [S-Web 6 CMS](https://www.s-web.org/S-WEB_6_VC_Voice-Command__2023.php), [TBS-CC OKRs](https://www.s-web.org/TBS-CC-OKRs.php), and [Nudge CRM AI](http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai). It replaces GP receptionists, delivering error-free triage, real-time diagnosis, and specialist opinions---capabilities unparalleled globally. Built on the

cutting-edge Sienna AI (T10T (https://www.s-web.org/The_S-World_Algorithms.php#Index)) design, it epitomises innovation.

2. Significantly Different

Unlike existing tools, ⚕ ⚛ GP-AI Gatekeeper integrates patient history with AI analysis, eliminates pre-consultation errors, and provides specialist-level insights. Private healthcare competitors like TopDoctors.co.uk are ripe for disruption. GP-AI offers a scalable, global-first solution, transforming healthcare.

3. Set for Rapid Commercialisation

⚕ ⚛ GP-AI Gatekeeper addresses NHS inefficiencies while seamlessly adapting to global private healthcare markets. Leveraging NHS branding, it positions the UK as a global leader in AI healthcare systems, promising disruption akin to Airbnb or Uber.

4. Impact on the UK's Global Position

Per Sir Keir Starmer's directive for Britain to become an "**AI maker, not an AI taker**," ⚕ ⚛ Gatekeeper secures first-mover advantage in the trillion-dollar global healthcare market (https://www.mckinsey.com/industries/healthcare/our-insights/tackling-healthcares-biggest-burdens-with-generative-ai).

5. Evidence-Based Business Plan and ROI

This project targets a $10--$100 billion market within five years. A taxpayer investment of £329,700 could yield a minimum ROI of 30,331:1 by achieving global market leadership.

Additionally, this investment catalyses the T10T medical suite, including **GP-AI Psych**, **GP-AI Physio**, and **The Good Doctor App**. Together, these aim to increase workforce participation by 2%, adding £20 billion annually to GDP.

⚕ ⚛ GP-AI Gatekeeper is not just an opportunity for Britain to become an "**AI maker and export to the world**," but also to boost the UK economy at a macroeconomic level.

6. Why Smart Funding Is Right

Sienna AI is a phoenix rising. This support will restore us to delivering world-leading technology after setbacks that would never have occurred with ⚕ ⚛ Gatekeeper in service.

7. A Team with the Necessary Skills

Team leader Nick Ray Ball, a technologist with 35 years of experience and a world-first innovation, will recruit OpenAI and Azure Python specialists, a UI expert, and a communications director.

8. Awareness of Risks

Our TBS-CC-OKRs system integrates the ideal risk mitigation tool, detailed in OKRs 4.9 Risk Register Appendix.

9. Sound Financial Plans and Timelines

Team leader Nick Ray Ball oversees all finances, ensuring rigorous cost control and accountability.

10. Scope Bonus

⚕️⚛️ GP-AI Gatekeeper and Sienna AI **align with all five of Labour's mission objectives**, as detailed in Question 7.

Application questions

1. Applicant location (not scored)

Applicant location (not scored)

Wren House
5 Elm Grove
Epsom
Surrey
KT18 7LZ

2. Animal testing (not scored)

Animal testing (not scored)

No

3. Permits and licences (not scored)

Will you have the correct permits and licences in place to carry out your project?

Not applicable

4. Your idea and innovation

What is your idea and innovation, and why is it game changing?

The Specific Need or Challenge:
The **NHS** faces an unprecedented **waitlist of 7.7 million patients**, exacerbated by **administrative inefficiencies**, **misdiagnoses**, and **communication errors**. Over **thirty months of covert testing**, we gathered critical insights into these systemic issues, providing an **evidence-based understanding** of the sector.

GP-AI Gatekeeper is an Agile **Domain Driven Design** crafted in **Modern Software Engineering** applying **TDD** and **Continuous Delivery** for scale.

If enhanced by NHS branding, Sienna AI's technology has the potential to **disrupt private healthcare** and establish a **global monopoly**. In tandem, its applications can span **all levels of government**, including **HMRC, DWP**, and **Justice,** but the **ageing population** makes the NHS the most urgent priority.

The public and NHS staff benefit immediately. In the long term, **lowering waitlists**, **reforming healthcare**, and boosting the **UK economy** are achievable

goals. For example, enabling **2% of the population** to re-enter the workforce could generate **+/-£20 billion** in GDP.

Work Already Done:
The system is built on the **S-Web CMS**, developed since **2002**, and integrates **world-class innovations**: **Nudge CRM-AI, TBS-CC OKRs** (2017), and **ALL-COMMs** (2023). Together, these form **Sienna AI**. Individually, it offers new solutions in existing areas, but **collectively, it is a totally new approach**.

~

The 🔯 ⚛ GP-AI Gatekeeper 16-Stage Design

1. **The Perfect 24/7 Receptionist**
   The **GP-AI Gatekeeper** transforms the receptionist role into a seamless, **human-like conversational AI** that replaces or complements human operators. It enhances efficiency without sacrificing **empathy**, crafting a **400-word summary** for the doctor.

2. **AI Decision-Tree Logic**
   Employs **game-changing hierarchical questioning** and decision-tree logic to uncover critical details patients might not naturally convey.

3. **Probabilistic Diagnostic Reasoning**
   Uses **state-of-the-art probabilistic reasoning** to suggest preliminary diagnoses, **prioritise urgent cases**, and offer advice in simple cases.

4. **Visual Assistance Videos and Training (Basic)**
   Provides **instructional videos** on tasks like **COVID swabs**, physiotherapy exercises, and resuscitation techniques.

5. **Eliminates Administrator Error**
   AI eliminates human documentation errors, reducing negligence and the **waitlist**. It opens the door to scale **S-Web 6VC-CMS**, **Nudge CRM-AI and TBS-CC-OKRs** toward a fully automated NHS.

6. **Error-Free Communication**
   Voice-to-text and language errors were challenges, but the simple idea of **reading back the memo** to the patient to ensure accuracy solved them.

7. **Unlimited Discussion Time**
   Patients are transferred to **The Good Doctor app for complex cases**, allowing unlimited in-depth conversations.

8. **Cross-Referencing Medical Records and Prescriptions (Basic)**
   With **patient permission**, 🔯 ⚛ Gatekeeper **cross-references medical histories** and prescription records for better accuracy.

9. **Holistic Health Checks and Advice**
   The system provides tailored **wellness advice** and **health checks** based on patient histories and conversations.

0. **Eliminate Medical Record Fraud**
   Addresses the NHS's **biggest systemic issue** by ensuring accurate records,

reducing cascading **misdiagnoses**.

1. **GP-AI Psych Re-Evaluations and Therapy**
Identifies **overmedication** and misdiagnoses caused by **criminal marketing**, reevaluates diagnoses and provides **cognitive-behavioural therapy.**

2. **Specialist Insights**
Delivers **specialist-level opinions pre-consultation**, reducing waiting lists and improving patient outcomes.

3. **Deep Dive Diagnostic Solutions (Basic)**
Performs **multi-symptom keyword searches** across millions of specialists' medical opinions to suggest treatments.

4. **Continuous Learning (Basic)**
Improves future diagnoses by **learning from every patient interaction**.

5. **Advanced Deep Learning Diagnostics (Future Concept)**
Extends Stage 12 by applying **deep learning** to vast datasets for precision diagnostics.

6. **Immediate Results of Medical Scans (Future Concept)**
Delivers **scan results instantly**, providing actionable insights before patients put their shoes on!

Equality, Diversity, and Inclusion

Based on **behavioural science**, 🔱 ⚛️ **GP-AI Gatekeeper** tackles **misogyny**, **racial bias**, and **discrimination** in healthcare. It provides **multilingual services** and **vocal solutions** for individuals with **limited mobility**, ensuring inclusivity for all patients.

The platform enhances **public safety** by addressing **mental health challenges and** supporting those who struggle to communicate with doctors and may be improperly medicated. It expands opportunities for **tech-savvy millennials**, empowering them to pursue **meaningful NHS careers**.

[GP-AI Gatekeeper -16 Stage Design I Sienna AI - The 10 Technologies - iUK Q4.pdf (opens in a new window) (/application/10152480/form/question/44467/forminput/124503/file/795422/download)].

5. Justification for funding

Why is your innovation and proposal suitable for Smart funding, and why do you need public funding to help you succeed?

🔱 ⚛️ **GP-AI Gatekeeper** represents a significantly different, groundbreaking, and innovative idea uniquely positioned for Smart Funding due to its transformative potential and readiness for development.

Benefits Accruing To Others Outside The Project:

🪙 ⚛️ GP-AI Gatekeeper directly supports three of Labour's five key missions:

- **Strengthening Healthcare:** 🪙 ⚛️ GP-AI Gatekeeper reduces the NHS waitlist, providing patients with immediate advice and triaging urgent cases; it shortens the time to see a GP, **relieves overburdened doctors** and ensures faster, safer, and **more effective patient care**.
- **Enhancing Public Safety:** Stages 5, 6, 10, and 11 directly enhance public safety. Most notably, Stage 10, Eliminate Medical Record Fraud, addresses **the systemic omission of negligence-related data from medical records**, which **cascades through the system**, exacerbating the NHS waitlist, causing malpractice, unnecessary operations, harmful pharmaceuticals, crippling injuries, and preventable deaths.
- **Driving Economic Growth:** By developing the full suite of technologies: GP-AI Gatekeeper, GP-AI Psych, GP-AI Physio, and The Good Doctor App, we anticipate enabling 2% of the UK workforce to re-enter employment, contributing an additional **£20 billion annually to GDP**. This is not speculative; it is a realistic and evidence-based ambition.

Aligning with the funding criteria:

1. **Journey to Grant Readiness:** Our journey began in **2002** with virtual city tours, evolving into CMS and cloud business software within CapeVillas.com (http://www.capevillas.com/) and Experience Africa (https://www.experienceafrica.com/). From **2011-2022**, our progress was hindered by challenges the GP-AI Gatekeeper addresses, driving us to develop the **10 Technologies framework**. In **2023**, we adopted Modern Software Engineering principles and GPT-4, culminating in the GP-AI Gatekeeper---backed by over 30 months of NHS inefficiency analysis.
2. **Alternative Funding Routes Explored:** The 2011-2022 challenges, followed by immobility since 2023, have made engaging private investors impractical. Public funding offers the only viable path to advancing GP-AI Gatekeeper at scale.
3. **Why Smart Funding is Right for Us:** Smart funding ensures rapid delivery while safeguarding public interest. **Microsoft Azure AI** has invited us to their startup program. Smart funding would help catalyse a high-level partnership with Microsoft and OpenAI, streamlining commercialisation and NHS integration.
4. **Impact if Funding is Not Secured:** We will lose the patent race, and UK innovation risks being delayed or overtaken abroad. The project could pivot to legal and PR avenues.
5. **Advantages of Public Funding:** Public funding de-risks the project, **enabling NHS and public-private partnerships and prioritising societal benefits.** Unlike private funding, it ensures the GP-AI Gatekeeper remains altruistic.
6. **Justification for Public Funding:** See Labour's three key missions.

6. The potential market

What is your target market and what is your strategy for securing the market opportunity you have identified, including your route to market and commercialisation of project outputs?

Sir Keir Starmer: January 13th, 2025:

"This is the global race of our lives: **Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them.** *The question is,* **which of those will Britain be -- AI maker or AI taker?"**

Given Keir Starmer's support for AI makers, it is not unrealistic to envision a collaboration leveraging NHS branding, enabling **S-Web Swapping Menus Function** (SMF) (https://www.s-web.org/S-WEB_6_VC_Voice-Command__2023.php) franchising to establish a global monopoly. Learning from the loss of the villa rental market (http://network.villasecrets.com/) to Airbnb, we identified two product opportunities: The TLS-W (https://open.spotify.com/episode/19wXazWNC8yZpXRY7aAFD3?si=HKdL2TdUQPSK_heRXuyypA&nd=1&dlsi=8ef621816fe849ed) in the legal sector and GP-AI (https://open.spotify.com/episode/6hJFxfeeayDaEo8TKBr34h?si=da67a667f656420c&nd=1&dlsi=31a894b7892c4768) in healthcare---**both are ripe for monopolisation using our AI CMS (https://www.s-web.org/LLM-AI-ready-designs-&-The-S-World-Villa-Secrets-Platform.php)**.

GP-AI Gatekeeper could transform healthcare delivery and accelerate Britain's role as an AI leader.

1. **Size and Structure of the Market:** McKinsey & Partners highlights a $1 trillion unrealized potential in healthcare (https://www.mckinsey.com/industries/healthcare/our-insights/tackling-healthcares-biggest-burdens-with-generative-ai), with generative AI poised to disrupt inefficiencies. GP-AI Gatekeeper is-uniquely-positioned to capture this opportunity, leveraging NHS branding and SMF franchising as strategic enablers for economic and societal transformation.
2. **Market Dynamics:** AI in healthcare is driving unprecedented disruption. Leveraging UK-led legislation under Sir Keir Starmer, GP-AI Gatekeeper will establish **first-mover advantage.**
3. **Competitive Advantage:** SMF Franchising (https://www.spreaker.com/episode/df-68c-t3-everything-it-takes-to-make-a-sale-m4a--60775126)(1) and NHS credibility would create an unparalleled defence against competitors while driving rapid adoption.
4. **Market Growth and Predicted Growth Rates:** This is a once-in-a-lifetime opportunity with market growth projected between $10-to-$100 billion within five

years for the winners.

5. **Who is ready to buy your innovation? What is your planned route to market and commercialisation?** We will start in the niche market of GP concierge services, partnering via [the S-Web Franchising System](https://www.spreaker.com/episode/df-68d-the-smf-affiliate-split-error-corrected-m4a--60775551)(2). Along this trajectory, **we propose cost-price usage of** ⚕️⚛️GP-AI Gatekeeper across the NHS for international branding rights* while collaborating with private medical carriers to create a superior referral-system, addressing flaws in platforms like Top-Doctors.

6. **The export potential for your project outputs:** GP-AI Gatekeeper has immense export potential, targeting the trillion-dollar global healthcare market. Scaling across developed nations while offering free access to impoverished countries positions the UK as a leader in healthcare AI, delivering transformative benefits.

7. **Any barriers to entry, and how will you overcome these?** Barriers-to-entry become an advantage, as targeted legislation led by Sir Keir Starmer ensures global adoption. **Starmer's legal expertise enables the UK to overcome international obstacles, securing its position as an 'AI maker.'**

7. Impact and benefits

What will be the impact of receiving the grant, both for your business and outside your organisation?

The ⚕️⚛️GP-AI Gatekeeper project delivers **impactful outputs** across three fields:

Part 1 highlights the **16 stage-specific solutions** from Question 4; Part 2 demonstrates **the redevelopment of core Sienna AI technology**; and Part 6 illuminates **transformative UK benefits aligned with Labour's five missions**.

1. Outputs of the 16-Stage Project Design:

- **Reports**: 400-word patient interview summary, read back to ensure Error-Free Communication benefiting both patient and GP.
- **Demonstrator**: ⚕️⚛️GP-AI Gatekeeper triages urgent cases and provides demonstration videos.
- **Know-how**: Immediate provisional diagnoses for patients, specialist-level reports for GPs, and re-evaluations through GP-AI Psych.
- **New Process**: Includes the 24/7 Receptionist, interim diagnoses, cross-referencing medical records, and holistic health advice.
- **Product or Service Design**: Decision Tree Logic guides GPT-4 while Continuous Learning ensures improvements with every patient interaction.

2. Alignment with Existing Technology and Sienna AI Growth

- Developing ⚕⚛ GP-AI Gatekeeper involves building core Sienna AI technologies in Python.
- Remaking our flagship S-Web 5.1 CMS (https://www.s-web.org/S-WEB_6_VC_Voice-Command__2023.php), developed from 2002--2024. Its simple design (see it create LuxGuides.com in 51 seconds (https://www.youtube.com/watch?v=KytwOIMvMj8&t=3s)) powers **S-Web 6 VC Sienna AI CMS** with voice-command capabilities to create websites and apps in minutes, targeting WordPress's 60% global market share.
- Adding behavioural science from CRM-Nudge-AI (http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai), **Creating ALL-COMMs (AI speech interaction)** and **TBS-CC OKRs** (see: project plan and risk management appendices).
- While not completing every design aspect for commercial use at this stage, we are leveraging essential components to create ⚕⚛ GP-AI Gatekeeper, laying the groundwork for the redevelopment of our product lines.
- Beyond the revenues from ⚕⚛ GP-AI Gatekeeper outlined in Questions 8+9, Sienna AI redevelopment unlocks new revenue streams and macroeconomic opportunities, as explained in this podcast (https://www.spreaker.com/podcast/nick-ray-ball-s-podcast--6239682) and at S-Web.org (https://www.s-web.org/).
- Sienna AI: S-Web-SMF Affiliate_Franchise_System (https://www.spreaker.com/episode/df-68c-t3-everything-it-takes-to-make-a-sale-m4a--60775126) (2 (https://www.spreaker.com/episode/df-68d-the-smf-affiliate-split-error-corrected-m4a--60775551))-(3 (https://www.spreaker.com/episode/df-69e1-a-more-creative-capitalism-21jul24-m4a--60808259))

3. Market Share, Productivity, and Growth Timescale

- **Networks Distribution**: SWF resellers' custom Sienna AI websites and apps drive exponential growth through the affiliate franchise system (https://open.spotify.com/episode/6hIFxfeeayDaEo8TKBr34h?si=T-0i9KrnRu-6MRnp73I82w).
- Benefits accrue moderately over nine months, then curve steeply upward.
- Under Sir Keir Starmer's AI vision, NHS branding and fast-tracked legislation could compress long-term growth into just a few years within the trillion-dollar global healthcare market (https://www.mckinsey.com/industries/healthcare/our-insights/tackling-healthcares-biggest-burdens-with-generative-ai), "the race of our lives!"

4. Job Creation and Safeguarding

- ⚕⚛ Gatekeeper creates six jobs and lays the groundwork for more via Sienna AI and franchises.
- Efficiency gains assist **the return of family doctors.**
- SURH Spartan Contracts **retrain administrators**.

5. Protection and Exploitation of Outputs

- **Patent**: ⚕ ❋ Gatekeeper design and processes in the UK, USA, and EU.
- **Licensing**: Agreements with healthcare providers.
- **Quanta Analytica**: Royalty model for personnel.
- **Partnerships**: Engaging Microsoft, OpenAI, and others.

6. Transformative UK Benefits Aligned with Labour's Five Missions

- **Driving Economic Growth**: ⚕ ❋ GP-AI Gatekeeper, GP-AI Psych, The Good Doctor App, and GP-AI Physio target returning 2% of the UK workforce to work, **generating +£20 billion annually in GDP**.
- **Advancing Clean Energy**: 64 Reasons Why: Technology 8. NetZero DCA Soft (https://www.angeltheory.org/09.91__SuEc.3__64-Reasons-Why__Complete-Book__(2-Feb-2019-to-18-Oct-2020).pdf),
- **Expanding Opportunities**: UK Butterfly: Spartan Contracts (http://americanbutterfly.org/pt1/the-theory-of-every-business/ch3-the-theory-of-just-a-little-bit-more-than-we-know-now#the-universities-and-spartan-contracts) and Super University Resort Hospitals (SURHs (http://americanbutterfly.org/pt1/the-theory-of-every-business/ch3-the-theory-of-just-a-little-bit-more-than-we-know-now#super-university-resort-hospitals-surh)).
- **Enhancing Public Safety**: Stages 5. Eliminates Administrator Error, 6. Error-Free Communication, 10. Eliminate Medical Record Fraud, and 11. GP-AI Psych Re-Evaluations
- **Strengthening Healthcare:** ⚕ ❋ GP-AI Gatekeeper's primary objective.

7. Regional Impacts

- GP-AI Gatekeeper levels up underserved regions by improving diagnostic access, referral speed, and healthcare equity.
- SURHs (http://americanbutterfly.org/pt1/the-theory-of-every-business/ch3-the-theory-of-just-a-little-bit-more-than-we-know-now#super-university-resort-hospitals-surh)

8. Negative Impacts and Mitigation

- Addressing medical record fraud may increase NHSR claims but enables £20 billion in workforce returns.
- SURHs mitigate administrator job disruption.

9. Equality, Diversity, and Inclusion

- ⚕ ❋ Gatekeeper enables users via **dynamic language detection**, which recognises the user's language and responds with localised medical terminology.

- Voice command functionality **greatly assists disabled users**, including **Sienna AI founder Nick Ray Ball.**

8. Delivering your project

Who is in the project team, why do you have the right skills and experience to succeed, and how will you successfully deliver your project?

🔱 ⚛️ GP-AI Gatekeeper: Delivering Our Project at 1/1000th the Cost

GP-AI Gatekeeper employs a **lean, iterative methodology** guided by Modern Software Engineering (MSE) principles, as championed by **David Farley, Jez Humble, Rebecca Forsgren,** and **Gene Kim**. This **OKR DevOps-driven approach** avoids the pitfalls of traditional waterfall development, which often leads to catastrophic failures in government projects.

David Farley highlights these failures in this video:

"This Government Software Project WASTED $500,000,000... Here's Why." www.youtube.com/watch?v=w-_nCA3RTYs (http://www.youtube.com/watch?v=w-_nCA3RTYs)

Key Takeaways:

- **87% Failure Rate:** Government software projects over $6 million routinely fail.
- **Fire and Rescue Services Project:** £469 million spent with no working software delivered.

Why Waterfall Fails:

- Default approach for large projects assumes a perfect plan can be executed flawlessly.
- Micromanagement and rigid processes misunderstand the adaptive nature of software development.

Why Modern Software Engineering Works:

- Start with a **simple system (MVP)** and make it work.
- **Learn** and adapt through continuous feedback.
- Use **Test-Driven Design (TDD)** to ensure quality and scalability.
- Apply iterative enhancements:

🔱 ⚛️ Gatekeeper Plan:

1. Build the Gatekeeper **MVP.**
2. Develop **Level-2 Enhancements.**

3. Copy for HMRC, DWP, and commercial applications.

~

Total Business Systems --- Company Controller --- Objectives and Key Results

The **TBS-CC-OKRs** and **OKR DevOps Systems** (see Appendix) are integral to our project management and delivery approach. These revolutionary, **behavioural science-driven incentivisation systems** ensure efficient achievement of milestone objectives, reducing costs and accelerating outcomes.

Purpose:

- Tracks and manages progress effectively.
- Serves as the primary tool for securing successful project outcomes.
- Excels in managing complex R&D projects, financial planning, and risk mitigation.

Capability:

- Prioritises GP-AI Gatekeeper over existing business activities and constraints.

Evidence of Success:

1. **S-Web.org (AI CMS)**
2. **CapeVillas.com (Made by CMS)**
3. **Network.VillaSecrets.com (Nudge-CRM-AI)**

~

Core Team, Recruitment and Resources

Nick Ray Ball: Pro engineer since 1991, creator of software world-firsts since 2002---a business generalist managing finances, legal, HR, compliance, regulations, media creation, PR, and stakeholder meetings. As Sienna AI Founder, he recruits and empowers the Communications Director to secure deals with Microsoft, Virgin, private healthcare companies, and governments for impactful outcomes and commercialisation.

🔣⚛️Gatekeeper Team Composition:

- **Recruitment of four top-tier engineers:**
  - Python (OpenAI GPT-4)
  - Python (Azure Strength)
  - Designer/Web/App Developer

- App Developer
- (See Project Plan for details.)

Facilities and Equipment:

- Epsom-based team with remote engineers.
- Software and hardware as outlined in financials.

Resources and Support:

- Microsoft and OpenAI startup assistance.
- GPT-4o for development and patent drafting.
- External experts: Doctors for decision trees and an MSE Consultant, ideally David Farley.

2088z12) ⚕ ⚛ GP-AI Gatekeeper – iUK Q8h – OKRs 4.9 Risk Register Appendix (Final A) [16 Jan 2024].pdf (opens in a new window) (/application/10152480/form/question/44471/forminput/124527/file/792660/download).

2088z3) ⚕ ⚛ GP-AI Gatekeeper – iUK Q8c – Project Plan Appendix [5 Jan 2025].pdf (opens in a new window) (/application/10152480/form/question/44471/forminput/124527/file/796650/download).

9. Value for money

How will you spend your grant funding and how does this represent good value for money for the taxpayer?

1) How the Funding Will Be Spent and Aligned with Tasks

(See Project Plan Appendix 1)

Core Team of Senior Specialists to Engineer ⚕ ⚛ GP-AI Gatekeeper:

- **Team Leader in Engineering Phase**: £56,250. Oversees system design, project management, and OKRs.
- **Python Engineer 1**: £56,250. Develops the OpenAI API, creating ALL-COMMs and interfaces for GPT-4o memory and decision-tree logic.
- **Python Engineer 2**: £56,250. Focuses on Azure platform integration, including S-Web 6 VC CMS, decision-tree logic, OKRs, and Nudge-CRM-AI.
- **UI Designer/Web/App Developer**: £48,750. Builds user interfaces for S-Web 6 VC CMS, decision-tree logic, OKRs, and Nudge-CRM-AI.
- **Software Engineer -- Final Stretch App Developer**: £18,750.
- **Modern Software Engineering Consultant**: £25,000.

Communications, Research, Patents, and Operations:

- **Communications and Operations Director**: £50,000. Assists team leader with media creation, PR, and stakeholder engagement.
- **Team Leader**: £18,750. Focuses on medical research, patent applications, economics, financial planning, and behavioural science.
- **Patent Filing** (UK, USA, EU): £20,000.
- **Research Consultants**: £25,000 for medical experts.

Materials, Tools, and Travel:

- **Software and Tools**: £20,700.
- **Capital Equipment**: £1,800 for computers.
- **Travel**: £2,500.

Overhead: £71,000 (20% of Labour).

TOTAL: £471,000

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2) Best Value for Money Calculation

- 🜚 ⚛ **GP-AI Gatekeeper costs just 1/1000th of the Fire Service project failure detailed in question 8 by David Farley.**
- Direct hiring of senior specialists **avoids subcontractor markups**.
- Personnel are **doubly motivated by TBS-CC-OKRs royalty shares**.
- Modern Software Engineering reduces errors, delivering **scalable solutions** efficiently.

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3) How Contributions Will Be Funded

A consortium of **family funds** ensures readiness for immediate initiation.

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4) Wider Support Needed

Partnerships with NHS trusts, **trusted technology subcontractors**, investors, and **government departments** will drive **project success.**

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5) Post-Project Commercialisation Plan

With Microsoft's $125,000 Azure credits and startup support, the project is primed for scalability. Post-project, Sienna AI will expand into global markets.

GP-AI Gatekeeper applies unique CMS (https://www.s-web.org/S-WEB_6_VC_Voice-Command__2023.php), franchising systems (https://www.s-web.org/) and behavioural AI designs (http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai), originally developed for vacation rentals (https://www.capevillas.com/) and travel (https://www.s-web.org/The_S-World_Algorithms.php#Algorithms_Part_2), to unlock monopolistic opportunities (https://www.s-web.org/S-Web-Addendums.php) in healthcare. Its innovative **T7-S-RES macroeconomic (https://www.s-web.org/The_S-World_Algorithms.php) advertising initiative** exchanges equity for advertising credits (https://www.spreaker.com/podcast/nick-ray-ball-s-podcast--6239682) from Microsoft and others, targeting a potential ROI of **10,000:1**.

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6) Bonus Government Missions GP-AI Gatekeeper aligns with key government missions:

- **Driving Economic Growth**
- **Enhancing Public Safety**
- **Expanding Opportunities**
- **Strengthening Healthcare**

By enabling 2% of the UK workforce to re-enter employment as part of the GP-AI project, the system could help generate at least £20 billion in GDP annually.

The finances of all project partners are included in this summary.

	Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
S-WORLD ASI LTD Organisation	**471,000**	70.00	329,700	141,300	0

Funding breakdown

	Total	Labour (£)	Overheads (£)	Materials (£)	Capital usage (£)	Subcontracting (£)	Travel and subsistence (£)	Other costs (£)
S-WORLD ASI LTD Organisation View finances (/application/10152480/form/FINANCE)	**£471,000**	355,000	71,000	20,700	1,800	0	2,500	20,000

Supporting information

Project impact

Understanding the benefits of the projects Innovate UK supports

Partner	Status
S-WORLD ASI LTD (Lead)	Complete

Terms and conditions

Award terms and conditions

Partner	Funding rules	Terms and conditions
S-WORLD ASI LTD (Lead)	Subsidy control	Innovate UK - Subsidy control (/application/10152480/form/terms-and-conditions/organisation/96770/question/44463)