

INVENT INSIGHTS with DELOITTE DIGITAL

In the sixth in a series of conversations with the finalists of Catalyst INC's INVENT 2016 programme, sponsor Deloitte Digital catches up with Becca Hume, creator of e+press.

It is the first app of its kind designed to provide non-verbal instant connectivity to emergency services in a highly efficient and visual manner. Since its formation in 2014, the app has been developed whilst collaborating with the UK's emergency services, establishing a strong relationship resulting in e+press being placed onto the app accreditation scheme with BAPCO (British Association of Public Safety-Communications Officials) ensuring full integration with the BT telematics system. Due for completion in 2017, this integration will ensure that e+press alerts are treated as any other 999 emergency call.



How did you come up with the idea?

I have always had an interest in problem solving. I studied design for six years at university in order to problem solve through design. When I was sixteen, while working in a retail store, I first encountered the challenges in communicating with a deaf colleague. I was motivated to attend classes to learn and develop sign language skills. Since that point I have been seeking ways to learn more, engage further and develop new ideas for this sector. This inspired the design of e+press, the first of our inclusive product range.

What makes this idea unique to anything else out there?

e+press is the first app of its kind to be on an app accreditation scheme with B-APCO, (British Association of Public-Safety Communications Officials), working towards B-APCO approval with the involvement of BT ensuring integration with EISEC ensuring that e+press alerts are treated as any other 999 emergency call.

The development of e+press coincides with the current national drive to deliver 'Next Generation 999'.

e+press has received keen interest from NIAS, PSNI and Gloucestershire Police, each recognising the potential for such an app. Discussions are underway to secure a mentor from each emergency service to ensure the app conforms to control room protocols.

Where do you envision your idea being in five years from now?

By the end of year five we aim to have launched in a new EU market and to have started launch preparations within the USA.

As an entrepreneur who or what inspires you the most?

I love to observe. Observing how people interact with objects and generally live their day to day lives inspires me to think creatively and challenge the norm. I constantly look for opportunities to improve how things function and to improve the standard of "quality of life".

To find out more visit Becca's website by clicking [here](#).