



Originally a specialist in high-performance cloud managed WiFi and analytics, Briteyellow have evolved into a leading innovator in the global Indoor Location technology market with a long-term commitment to Research & Development. Briteyellow's products help transport and built environment operators to improve customer experience, operational efficiency and liberate untapped revenues through deeper insight.

As our decision making is becoming increasingly reliant on location-based information, particularly when it comes to vulnerable people who are living alone or in assisted living, Briteyellow have developed a new wearable device and APP to allow remote monitoring of people in need.



### The Challenge

As Briteyellow's technology design is unique to the industry, the company turned to the University of Bedfordshire in preparation of their product launch, seeking high level assistance with market research and strategy development.



Pranjal Singh

### The Solution

Through the EU funded ALPHAS project, the University's Research & Innovation Service were able to offer the company access to a highly skilled business management graduate, Pranjal Singh, as well as grant funding to help with their research and development.

### The Outcome

Pranjal provided invaluable insights and solutions, producing a market research report and customer target list, as well as developing a go-to-market strategy and marketing tool kit.

The company are now working on an exclusive licensing agreement to integrate University research into their cutting edge smart cities software.

Since the ALPHAS project, Briteyellow have been successful in securing substantial funding from Innovate UK, allowing them to reach several project milestones, with the next being the trial stage. Briteyellow hosted an official product launch in Spring 2021 at the Digital Health Technology show in London.

*"The collaboration between the University of Bedfordshire and Briteyellow has enabled us to develop and bring to market a new product within a challenging timescale."*

**Fredi Nonyelu**  
Briteyellow CEO

*"I would strongly recommend ALPHAS to all graduates as it can provide a hands-on experience, building a solid foundation to business and technical learning."*

Pranjal Singh, Business Management Graduate