

Changing Mindsets

HIRANI partnered with UKRI Innovate UK and Health Innovation Network South London to bring Innovate UK's £20 million Mindset programme to Northern Ireland, supporting companies who have been successful in the region and keeping the ecosystem up to date with new funding opportunities.

The programme helped to catalyse the growth of immersive digital mental health solutions in the UK. By funding projects that develop therapeutic interventions, Mindset established a supportive ecosystem to facilitate the market entry of these innovations.

Leveraging immersive digital therapies

Through fostering collaboration between the immersive technology sector and mental health providers, Mindset aimed to accelerate treatment by leveraging immersive digital therapies to offer faster and more accessible support for individuals with mental health concerns.

Over £1 million was allocated to NI companies. For example, in the category for low-cost VR for the treatment of post-traumatic stress disorder (PTSD) within routine mental health care settings, Propeer Solutions Ltd were awarded funding for their VR platform which enhances PTSD treatment by immersing patients in realistic environments which has the potential to reduce therapy times and improve outcomes.

And in the category VR: pioneering advances in addiction recovery, NI company Life Process Program Ltd were awarded funding for their groundbreaking suite of VR experiences, designed to enhance the effectiveness of an established online addiction recovery programme.



During round one of the Mindset funding there were no NI applications and the HIRANI team developed a close strategic relationship with the Innovate UK Mindset team and we proactively promoted and ran events to matchmake proposals and showcased the competition as it was launched.

Not only did this reach back into academia and connect researchers to new tech companies to pivot into mental health, it also raised the profile of this need in NI and created new discussion forums.

