

# Cyber Foundry

## Case Study: The Blair Project



### The Results

The Blair Project have extensive plans for growth and wanted to ensure they were embedding the principles of cyber security into their business model and decision making. The Programme encouraged them to do this. Participation in the project enabled the Blair Project to develop innovative growth strategies and develop a new product to market that embeds cyber security at the heart of the business.

### CEO Quote

"The Cyber Foundry programme has been instrumental in helping me to think about how I can securely digitise aspects of my business to generate new revenue streams as well as considering how to better protect my business from cyber-attacks.

I found the workshop programme really insightful, I learnt about cyber security principles and technologies alongside the opportunity to develop a business model canvas and a range of other strategic development tools for helping me to plan to scale up my business safely and securely.

The online platform was simple to use, easy to navigate and flexible, I could access it when convenient meaning the impact on my time away for the office was minimal.

We have progressed to phase 2 of the programme and are currently working with Lancaster University's technical team to develop a secure telemetry system to capture data and to drive performance improvements in kart racing and vehicle handling that will help meet/fill a gap in the market."

### The Company

The Blair Project are a disruptive social enterprise that exists to inspire the next generation of high tech engineers through electric karting and digital manufacturing & design project based activities to enthuse young people (aged 15-18) to pursue careers in the fast growth science, engineering, technology and digital sectors.

We developed an exciting STEM education programme called the ProtoEV Challenge where student/apprenticeship teams aged 15-18 convert used petrol go-karts into fully electric e-karts which they test and race to see which is the fastest and most energy efficient.

Students learn computer-aided-design, 3D printing, battery technologies and electronic controls. Successfully piloted in summer 2018, with launch of a development series in 2019. ProtoEV will act as an essential innovation platform and test bed for the development of cost effective propulsion technologies.

We nurture and grow their confidence, aspirations and ambition to generate hi-tech results and help them transition onto a traineeship or apprenticeship as well as further/higher education.

In addition, the company will promote greater social equality and inclusion in motorsports, by supporting talented young drivers, engineers and mechanics to experience career success through racing and education.

