iCE is a start up from Morley, founded by two construction professionals

iCE, a new start up created by two friends in Morley who struggled with energy costs in the winter, has a circular economy solution for retrofitting homes with heating insulation.

iCE are now looking for funding to test the solution and develop a robust offer to clients – they bring the challenge and idea to the WRIH pitch day.

At the monthly pitch session with North Invest (sometimes there are other funders) there is a question about the actually issue this new service addresses. iCE are invited to re-pitch at next months stand up.

iCE work with the community of businesses, contractors in Leeds to understand the root issue – using MyWRIH app's engagement platform.

The WRIH provides the technologies needed. In this case, 5G, 3D printing, and coding skill camps.

iCE is also working with the local school to bring in students to help build the website – they get 10% off space rent for this exchange.

WRIH can't provide some of the materials to be tested on site but through their Connect Programme, they work with their sister Hub in Berlin to facilitate this.

There is a problem with the testing when taken to trial with stakeholders at the hub. The team iterate quickly, with support from the WRIH manager and local stakeholders.

Planning rules on the park are relaxed to support trials on the park and within the buildings there.

After a few iterations, the team trial in Berlin and work with the marketing team to start broadening reach.

At the key sign points around the White Rose Park, iCE is advertised and it's story shared. iCE is tested and trialled in buildings on the park, working with local businesses on the park and enabling the use case to scale to businesses around Leeds.

The iCE team win awards hosted at the WRIH and also employee two local graduates from the University of Leeds.

…. 10 years time …

Circular Leeds has been built off the iCE platform. iCE now employ 120 people on the WR Park.

- WRIH General Activity
- Concieve
- Validate
- Test & Launch
- Implement
- Launch & Deploy