

# R&D Case Study: Software Application

**Our client, a management consultancy business, has successfully recovered in excess of £11,000 by way of a tax credit to reward it for innovative activity undertaken to develop a new and unique software application.**

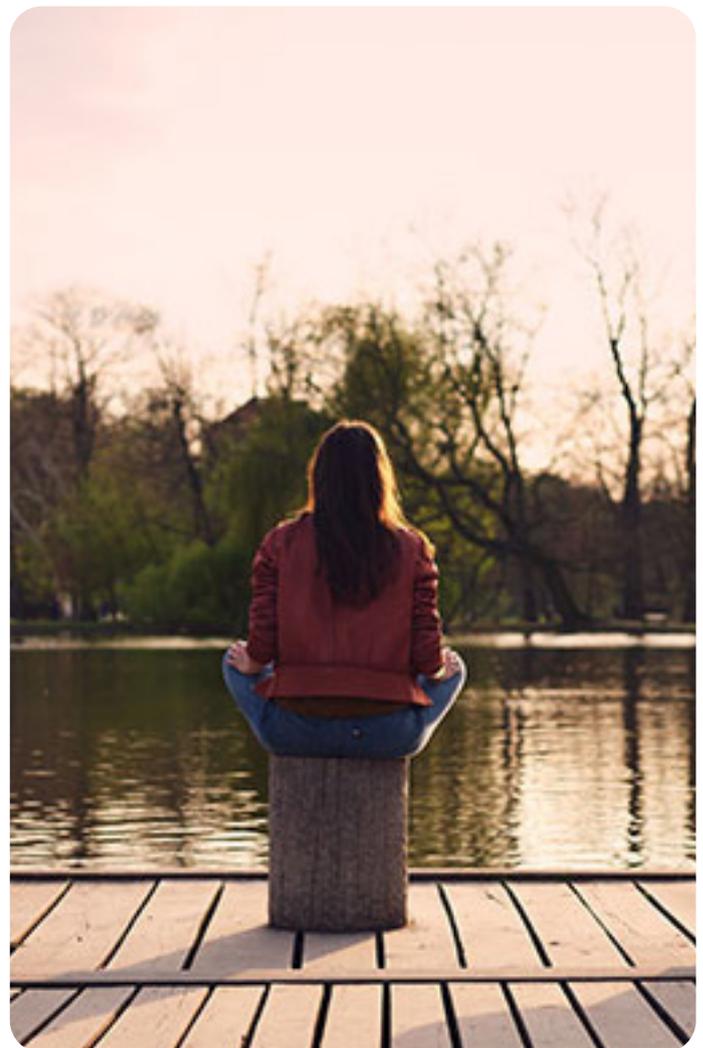
In 2018, our client identified a gap in the market for a new "well-being" software application that would encourage and promote positive changes in a person's health and wellbeing.

Our client intended that the application be targeted across all ages, and in particular, the older demographic; not purely for people already in good physical shape and using existing applications such as Strava.

The intention was to promote physical activity, a healthy diet, positive sleep patterns and sound mental health practices.

Our client intended to differentiate the software application from existing applications in a number of key ways. Our client intended to use the power of group support to promote wellness and intended that its users be members of either private and/or public groups.

The private groups would allow users to set individual aims and monitor and encourage each other's progress. The public groups would be hosted by corporate partners with users joining up for a particular campaign. Our client intended that support and



# CLARITAS

encouragement be achieved through a social media feed within the app providing users with targeted notifications to keep them engaged with the app and encouraged to continue to achieve their wellness goals.

Our client also wanted to provide users with tailored goals that change according to user's progress and with sufficient 'stretch' to encourage progression without being too difficult to achieve to be demoralising. They recognised that if it was successful in this endeavour, the outcome would represent an appreciable improvement in what was technologically possible.

At the outset, our client identified a number of technological uncertainties with the principal uncertainty being how to develop and code an effective logic that would have the desired effect on user' motivations. In addition, there was substantial technological uncertainty concerning how to manage the notifications that the users would receive; ensuring that they were relevant and sent at the appropriate times as well as ensuring that the new technology would be compatible with all legacy technology.

Our client carried out research and development activity with the aim of surmounting these technological challenges and developing a "well-being" software application that would be of benefit the market and represent an advance on what was already available.

**Corporation Tax Saving- £11,000+**

## Meet the Claritas Team:

For more information or to discuss any of the issues raised in this document, please contact one of our R&D experts below:



**Matt Hodgson,**

Partner

E: [matt.hodgson@claritastax.co.uk](mailto:matt.hodgson@claritastax.co.uk)



**Caroline Walton,**

Senior Manager

E: [caroline.walton@claritastax.co.uk](mailto:caroline.walton@claritastax.co.uk)



**Mark Cuppello,**

Tax Assistant

E: [mark.cuppello@claritastax.co.uk](mailto:mark.cuppello@claritastax.co.uk)



**David Nolan,**

Associate Partner

E: [david.nolan@claritastax.co.uk](mailto:david.nolan@claritastax.co.uk)



**Faith Ross,**

Manager

E: [faith.ross@claritastax.co.uk](mailto:faith.ross@claritastax.co.uk)



**Sam Giles,**

Tax Assistant

E: [sam.giles@claritastax.co.uk](mailto:sam.giles@claritastax.co.uk)