

## Case Study



### **Case Study: Hermione Crease, Co-founder of PurrMetrix, Winner of 2015 Bouygues UK Special R&D Award**

As a co-founder of facility performance company, PurrMetrix, Hermione Crease entered the COINS Construction Industry Grand Challenge in 2015 to help build the company's credibility within the construction industry.

Using data analytics to improve the performance of heating and cooling systems, it was important that PurrMetrix had direct communication with its end users to help grow and mature the company.

Speaking of the Grand Challenge, Hermione said: "As a start-up business, one of the most valuable things that you can do is build credibility within your industry.

"We entered the Grand Challenge in 2015 to help organisations understand what positive benefits the PurrMetrix tool can have on commercial buildings, and also because it was run by COINS - an organisation with a great reputation in the construction industry. Not only has the Grand Challenge helped us to communicate with a wide range of key industry players within the construction sector but Bouygues UK has also supported the pilot scheme of the tool within occupied offices."

Entering the Grand Challenge alongside a small team, Hermione found the application process straightforward and manageable.

She added: "Like entering any pitching format competition, the Grand Challenge came with a mixture of excitement and nerves but the whole process was extremely smooth. Everyone was really friendly and it was very inspiring to be a finalist amongst others who had so many great ideas to improve the built environment.

"We definitely view entering the award as a good investment of our time. It's been incredibly valuable and helped us to reach our goal of building credibility of PurrMetrix in the construction industry as well as putting the pilot tool to the test."

For more information about the COINS Construction Industry Grand Challenge, visit [www.coins-grandchallenge.com](http://www.coins-grandchallenge.com) or contact COINS:

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