|  |  |
| --- | --- |
| **Company Details** | |
| Company name | Mason Verdi |
| Contact name | James Wilson |
| Contact telephone number | +447934778777 |
| Contact email address | james.wilson@sbpharma.co.uk |
| Turnover (state which FY) | £150,000 |
| Number of employees | 25 |
| Ownership structure | Ltd |
| Main business activity | construction, real estate buying and selling |
| **Academic Details** | |
| University name | Middlesex University |
| Contact name | Kai Xu |
| Contact telephone number | 02084115510 |
| Contact email address | k.xu@mdx.ac.uk |
| **Benefits** | |
| For the company: What is the anticipated financial payback? | the estimated amount of reduced cost, improved sale, improved profit margin, etc. |
| For the company: What capability will be increased? | 1) Machine learning capability for financial forecasting  2) Machine learning capability to support company investment decisions |
| For the University: What benefits will arise for the academics/university? | 1) Better understanding of the industrial requirements related to data analysis and machine learing, particilary practical constrants.  2) Potential new research question based on the practical application.  3) Establish new industy partnership for future research project. |
| **Proposed KTP Project** | |
| Describe the proposed project | Machine Learning for Real Estate financial forecasting and invetment decision support |
| How does the project fit the strategic aims of the company? | Financial forecasting and investment decision are the two business activities that are core to Mason Verdi, which is constantly looking for new investment opportunities. Financial forecasting is an important component in the investment decisions and relevant for many other strategic decisions the company has to make. |
| What is innovative about the project? | Currently the financial forecast and investment decision still mostly rely on manually analysis supported by relatively simple analytical techniques. Machine learning methods introduced by this project will provide a novel and powerful tool to improve the efficacy and efficiency of both processes, taking advantage of the latest research literature and increasingly available dataset. |
| What knowledge is to be transferred and why is it required by the company? | The knowledge that is to be transferred include  1) Latest machine learning methods that can be applied to financial forecasting for real estate industry  2) Human-machine teaming techniques that support decision making by integrating user expertise with machine learning models.  Mason Verdi currently lacks the knowledge and the technical capability to develop in either of these areas. |
| What is the academic challenge related to the project? | There are two main challenges:  1) adapting machine learning methods for financial forecasting to real estate industry  2) developing human-machine teaming methods for investment decision support |
| What is the proposed length of the project? | 24 |
| Has the company performed any previous KTP activity? If yes, how does this project relate? | No |
| Have the affordability and resource implications been assessed by the company – please explain your reasoning  N.B. Company finances will be assessed pre-application, by the KTP Adviser | Yes, (what has been assessed and what is the conclusion) |