



The Innovate UK Unlocking Potential Award

21 September
Assessor Drop-In



INNOVATE UK AWARD WINNERS

What are the Innovate UK Unlocking Potential Award strands?



Unlocking Potential

is composed of TWO strands;
applicants can only apply for ONE



Begin

- A £5,000 grant
- A £10,000 living allowance
- Tailored business support



Build

- A £50,000 grant
- Tailored business support

Role Modelling: Pledge to paying it forward and inspiring future innovators

Who do we want to fund?

For this pilot competition, we are targeting communities which are currently underrepresented in the innovation ecosystem. We want you to look for innovators:

- ✓ with exciting innovative ideas..
 - driving positive economic, environmental and societal change
 - even if their application is not perfectly written
 - who others may consider a risky investment
- ✓ who have the potential to be great role models
- ✓ who will benefit from the full package of support
- ✓ where this award will make a huge impact and there is significant added value to them as an individual and their business or business idea



Begin & Build Eligibility

Innovate UK has taken the following decision regarding this competition:

All applications that you have received are eligible.

- We are not checking start dates as all successful projects will start on 1 December 2023
- On **Begin Strand** if they have answered **yes** to Question 6, they are eligible (despite what has been put in their finance summary)
- On **Build strand** any with costs under £50k was allowed through
 - If they sought 0 funding, but had requested “other funding” – this is fine
 - If they sought above £50k – they would be ineligible
 - If they sought, beneath £50k but above 0 – this is fine

Please score and provide feedback accordingly, we encourage you to consider constructive feedback which will allow the applicant to improve for any future applications, if not funded.



Emerging themes...

Q. Will applicants be paid extra for role model days/activities?

A. No. The role model activities should be volunteered by the award holder.

Q. Can Begin applicants use the grant to hire sub-contractors?

A. No. Subcontractors are not allowed on the Begin strand.

Q. Can Build applicants have subcontractor costs at 100%?

A. Please check that subcontracting costs are relevant, justified, and reasonable for the project and highlight that in your feedback.

Q. I am reviewing a Begin application, I think it is better suited for Build strand

A. Applicants can only apply for one strand; it is their responsibility to ensure they submit their application to the correct strand for their project. Please continue to assess as per the guidance for that strand. If you think useful, you can highlight in your feedback that it is better suited to the other strand.



Emerging themes...

Q. An applicant has received Innovate UK funding before, can I carry on with the assessment?

A. If they are not a WII or YI Next Steps holder, they can apply with a new project. Ensure you capture the added value of receiving this grant in your feedback.

Q. The same applicant has submitted 2 applications, 1 to Begin strand and the other to Build strand, they are different projects too

A. If an applicant submits more than one eligible application, only the first submission will be sent for assessment.

Q. The applicant has a well-established business, I don't think they need this award

A. There should be a clear demonstration of the added value of this award by the applicant, please provide constructive feedback to reflect your score.

Q. I have not been able to access the video on YouTube

A. Please copy the link from the application form and paste this into the URL bar on your browser.



Eligible Costs: Build

Applicants have used a wide range of grant spend categories, as such, you may come across applications which have used costs that are usually out of scope, in particular:

- Marketing or Sales costs
- Training Courses
- Travel and subsistence
- High subcontracting costs (eligible for Build only)

You do not need to flag these to us but you may provide a constructive steer or reminder in your feedback for the applicant.

We will run thorough finance checks with applicants who are successful and they will have the opportunity to discuss and amend their spend profile with their Monitoring Service Provider once allocated.

Video Question:

Their potential to be a leader and role model to inspire others and promote EDI in Innovation

For both **Begin** and **Build**, there is a video submission question. Applicants will provide a YouTube link (and any passwords) as the answer to the question.

- If you are unable to access this link, please score this as **1** and comment that you were unable to access the video. Before making this decision, we ask if you could make every effort to try and access the video and **inform the Assessment team of any issues.**

To note:

- Some applicants may provide a password within their responses for you to use.
- Some links may be embedded within parenthesis so you may need to copy and paste it from the application without these included in the web address bar.
- Another browser or system may respond better to YouTube (i.e. Google, Windows, Android)



Video Question:

Their potential to be a leader and role model to inspire others and promote EDI in Innovation

- Videos should only be 3 minutes long:
 - if a video is longer than 3 minutes, we would ask you to watch the video for 3 minutes and score on what has been provided during that 3 minutes and put a comment in your feedback that their video was too long. This **does not** apply if it is a reasonable adjustment.
 - if a video is considerably less than 3 minutes, please score the content provided accordingly and comment in your feedback if the video did not contain enough detail.

Score on the content given and ensure you provide constructive feedback for the applicant.

If you believe all videos are worth top marks, don't be afraid to give them. There is no need to differentiate between them if they are inspiring and answer all the points in the question.



Role Modelling

A role model is a person perceived by others as setting an example of best practice which, if replicated, can enable the achievement of goals.



Pay it forward



Inspire others



Make an impact

Role Modelling

What it is

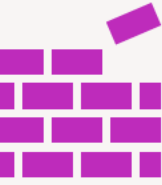
- **Engaging with** schools, universities, community centres, libraries, charities, not-for-profit organisations, museums, etc.
- **Passing on** knowledge, skills, and/or personal lived experiences through talks, panels, workshops, etc.
- **Mentoring others** e.g., young entrepreneurs, refugees, students, etc.
- **Supporting people from different communities** e.g., elderly, underrepresented groups, etc.
- **Inspiring others to innovate** by offering visits of your facilities/operations, participating in case studies, targeted social media campaigns, etc.
- **Becoming an ambassador or advisor** for charities, other not-for-profit organisations, etc.
- **Preparing** ahead of a role modelling engagement



What it isn't

- **Doing PR/Media** for yourself/your business
- **Selling** your product or service
- **Organising** customer focus groups
- **Chatting with friends or family** about starting a business

*Successful award holder will be expected to provide at least four days on **BEGIN** strand and at least five days on **BUILD** strand over the duration of the award*



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Competition eligibility criteria and funding rules



Eligibility criteria: Begin

Project eligibility	<ul style="list-style-type: none">✓ be a sole applicant✓ identify with a community that is currently considered by Innovate UK as underrepresented in the innovation ecosystem✓ be a UK resident, carry out all project work in the UK and exploit the results from or in the UK✓ be aged 18 and above on the date of competition close✓ must not have received any Innovate UK funding
Dates	<ul style="list-style-type: none">✓ start on 1 December 2023✓ end by 30 November 2024
Requirements of the award	<ul style="list-style-type: none">✓ attend events including Development Sessions✓ be able to commit on average 15 hours per week to working on your funded project
Total grant	✓ of £5,000
Living Allowance	✓ of £10,000
Project length	✓ 12 months

Eligibility criteria: Build

Project eligibility	<ul style="list-style-type: none">✓ be a sole applicant✓ identify with a community that is currently considered by Innovate UK as underrepresented in the innovation ecosystem✓ be a founder, co-founder or senior decision maker within a UK registered micro, small or medium business (SME) which has been active for at least 12 months by the competition closing date✓ be a UK resident, carry out all project work in the UK and exploit the results from or in the UK✓ be aged 18 and above on the date of competition close
Dates	<ul style="list-style-type: none">✓ start on 1 December 2023✓ end by 30 November 2024
Requirements of the award	<ul style="list-style-type: none">✓ attend events including Development Sessions
Total grant	<ul style="list-style-type: none">✓ of £50,000
Project length	<ul style="list-style-type: none">✓ 12 months

Competition questions and assessment process



Project Details

- **Application Team** - details of all organisation in the application including Equality, Diversity and Inclusion survey
- **Application Details** - title, timescales, Innovation Area & previously submitted application
- **Subsidy basis** - where in the UK are the applying organisations based?
- **Project Summary** - short summary and objectives of the project including what is innovative about it
- **Public Description** - description of the project which will be published if it is successful
- **Scope** - if the project is not in scope, it will be ineligible for funding

Scope

- Yes or No answer
- Requires feedback comments for either response – please justify why
- Guidance is provided
- The Innovation lead has the over-riding decision

Scope

Please indicate whether this application is in scope for this competition.

How does your project align with the scope of this competition?

This is the applicant response from Test One for Scope.

Please select the research category for this project

Industrial research ▼

Is this application in scope?

☒ Yes ☐ No

Feedback

Please justify your answer by writing 2 or 3 sentences which will be returned to the applicant as feedback.

▼ Guidance for assessing scope

You should still assess this application even if you think that it is not in scope. Your answer should be based upon the following:

Yes The application contains the following: Is the consortia business led? Are there two or more partners to the collaboration? Does it meet the scope of the competition as defined in the competition brief?

No One or more of the above requirements have not been satisfied.

Application Questions: Begin

Unscored questions

	Question	Appendix
1	Applicant location (not scored)	No
2	Minimal Financial Assistance declaration (not scored)	Yes - mandatory
3	Registered Business (not scored)	No
4	Underrepresentation in innovation (not scored)	No
5	Time commitment (not scored)	No
6	Project costs (not scored)	No
7	Previous funding (not scored)	No
8	Previous support (not scored)	No
9	Additional support (not scored)	No

Detailed guidance available on IFS

Application Questions: Begin

Scored questions

	Scored Question	Appendix	Word Limit	Percentage
10	Your potential to be a leader and role model to inspire others and promote EDI in Innovation – video	No	10	30%
11	What is your value proposition?	No	300	17.5%
12	Your plan for the Award	No	500	17.5%
13	What difference will this award make to you personally and your business idea?	No	500	17.5%
14	Risks	Yes – 1 optional	300	17.5%

Detailed guidance available on IFS



Application Questions: Build

Unscored questions

	Question	Appendix
1	Applicant location (not scored)	No
2	Minimal Financial Assistance declaration (not scored)	Yes – mandatory
3	Underrepresentation in innovation (not scored)	No
4	Project costs (not scored)	No
5	Previous support (not scored)	No
6	Additional support (not scored)	No

Detailed guidance available on IFS

Application Questions: Build

Scored questions

	Scored Question	Appendix	Word Limit	Percentage
7	Your potential to be a leader and role model to inspire others and promote EDI in Innovation – video	No	10	25%
8	Need or challenge	No	600	15%
9	Your business opportunity	No	600	15%
10	Plan for the award	Yes – 1 mandatory and 1 optional	600	15%
11	Your vision for your business and timeliness of the award	Yes – 1 optional	600	15%
12	Equality, Diversity and Inclusion	No	600	15%

Detailed guidance available on IFS



Questions

- Check what each question is scored out of as these can vary
- Use the scoring guidance provided for each question, before scoring and providing your feedback comments.
- Don't be afraid to use extremes if you believe the application warrants the score.

Business opportunity

Please review the answer provided and score the answer out of 10 points.

1. What is the business opportunity that your project addresses?

Question score

6 / 10

Feedback

Please justify your score by writing 2 or 3 sentences which will be returned to the applicant as feedback.

▼ Guidance for assessing business opportunity

Your score should be based upon the following:

- | | |
|----------------|--|
| 9 to 10 | The applicants have a very clear understanding of the business opportunity and the problems that must be overcome to enable successful exploitation. The project is well aligned with these needs. |
| 7 to 8 | The applicants have a good idea of the potential market and opportunities. The needs of the customer are central to the project's objectives. |
| 5 to 6 | The business opportunity is plausible but not clearly expressed in terms of customer needs. |
| 3 to 4 | The business opportunity is unrealistic or poorly defined. The customer's true needs are not well understood and are not linked to the project's objectives. |
| 1 to 2 | There is little or no business drive to the project. The results are not relevant to the target customers or no customer interests are provided. |

Words remaining: 100

Viewing the Applicant Questions

- When you click in the application a link in the top right hand side of your page should state “View Competition Brief”
- Right click on this link and click “open brief in new window”

Connected digital additive manufacturing

Competition:
Connected digital additive manufacturing

Innovation Lead:

Accept applications deadline:
12:00pm Monday 10 April 2017

Submit applications deadline:
12:00pm Tuesday 11 April 2017

View competition brief (opens in a new window).

- Open link in new tab
- Open link in new window
- Open link in incognito window
- Save link as...
- Copy link address
- Inspect

Applications for assessment (2)

			In progress
<input type="checkbox"/>			Assessed

Funding competition

Connected digital additive manufacturing

Innovate UK is investing up to £15 million in innovation projects to stimulate the new products and services of tomorrow

Competition opens: Tuesday 15 March 2016

Competition closes: Monday 3 April 2017 9:00am

▲ This competition is now closed.

Start new application

Summary

Eligibility

Scope

Dates

How to apply

Supporting information

Description

Innovate UK is investing up to £15 million in innovation projects to stimulate the new products and services of tomorrow. The aim of this competition is to help businesses innovate to find new revenue sources. Proposals should show how to achieve a step change in business growth, productivity and export opportunities for at least one UK small and medium-sized enterprise (SME). We expect projects to range from total costs of £35,000 to £2 million. Projects should last between 6 months and 3 years. There are 2 options to apply into this competition, dependent on project size and length, these are referred to as streams. Stream 1 is for projects under 12 months duration and under £100,000. Stream 2 is for projects lasting longer than 12 months or costing over £100,000.

- Click on the “How to apply section”
- Scroll down to section 2 “application questions”
- We suggest you have the two windows open side by side when assessing an application

Funding recommendations

Do you believe this application is suitable for funding?

- Yes or No answer
- Your funding decision should be focussed on the aims of the competition
- You should consider:
 - is the project innovative
 - does the project demonstrate good value for money and the need for public funding
 - can the project be successfully delivered and exploited

We expect your scores and feedback provided on an application to support your funding decision.



Do you believe that this application is suitable for funding?

[Redacted]

Your feedback
Please explain your decision with a few sentences. This feedback will be sent to the applicant.

[Redacted]

It is important to note: if a technology is already in existence but has been repurposed to be used in a different way or has undergone considerable development this could be deemed acceptable for funding.


Want to bring something to our attention?

Do you have any other comments about this application? Your comments here will only be shared with Innovate UK. (Optional)

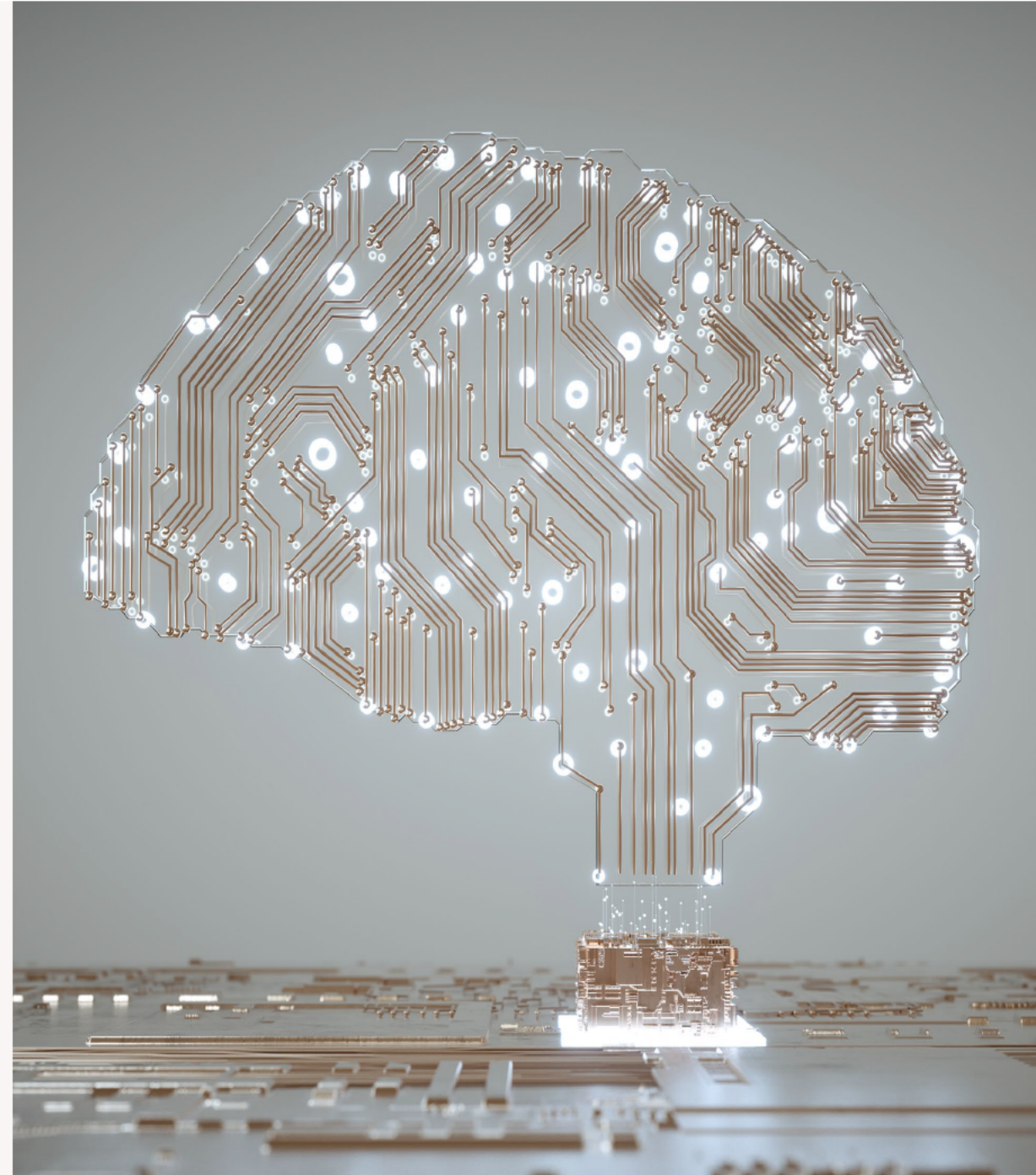


Is there something you want to highlight to us about an application?

This can include:

- Concerns over aspects of the project
- The projects alignment to the competition scope or chosen research category
- Potential duplicate application
- The comments you provide here are for internal use only but can be released under the Freedom of Information Act if requested.
- Make sure you follow-up any comments in an email to  stating the application number and project title in the subject line. Stating the competition name, and a clear description of your concern in your email. We may follow this up with a call.

How to score and provide feedback

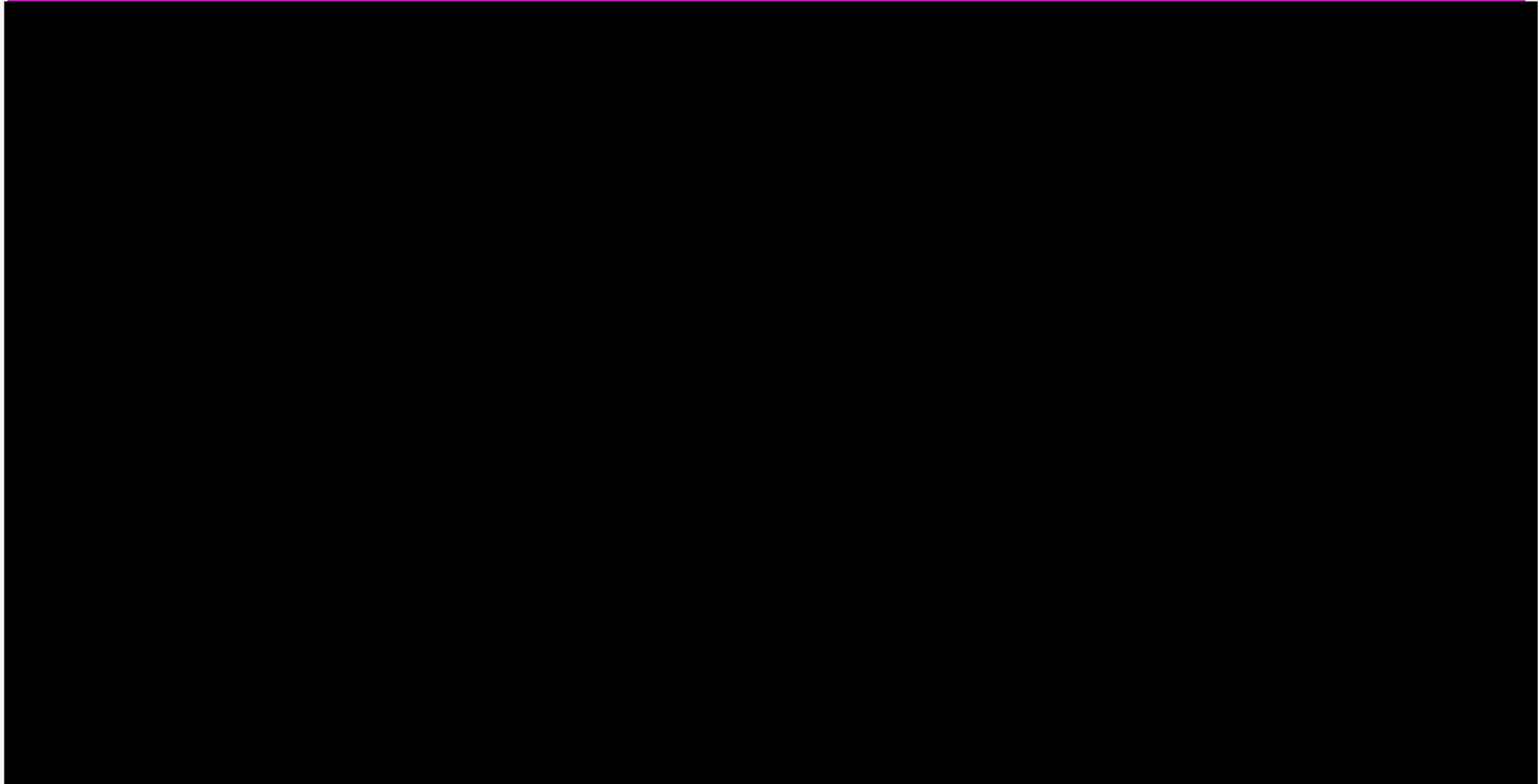


Good examples

Score 3	<div></div>
Score 8	<div></div>
Score 9	<div></div>
Score 10	<div></div>

Write at length. Advise what improvements could be made to their proposal.

Key Dates





Any questions?



Contacts

General competition related queries (including IFS system queries):

Customer Support Services

0300 321 4357 (Monday to Friday 9-12 and 2-5pm)

support@iuk.ukri.org

Conflicts, assessment issues, invoice submission or related queries:

