

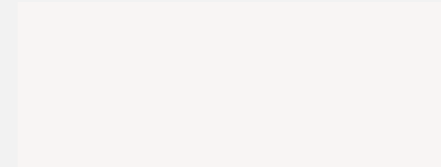


Innovate
UK

Welcome



Innovate
UK



Mindset: Extended Reality for digital mental health – strand 1 and 2

Assessor briefing

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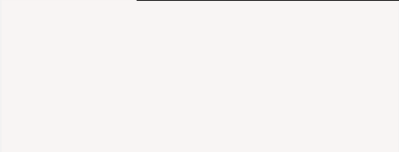
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Agenda

- **Welcome and introductions**

- **Part 1**

Mindset XR Competition scope and Q&A

- **Part 2**

Accessing your assessments, competition eligibility criteria and funding rules, competition questions

- **Part 3**

How to score and provide good feedback, process Q&A



Welcome and Introductions

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

All assessors are required to receive this briefing
prior to assessing on this competition.

[REDACTED]

[REDACTED]

[REDACTED]

UK
RI [REDACTED]

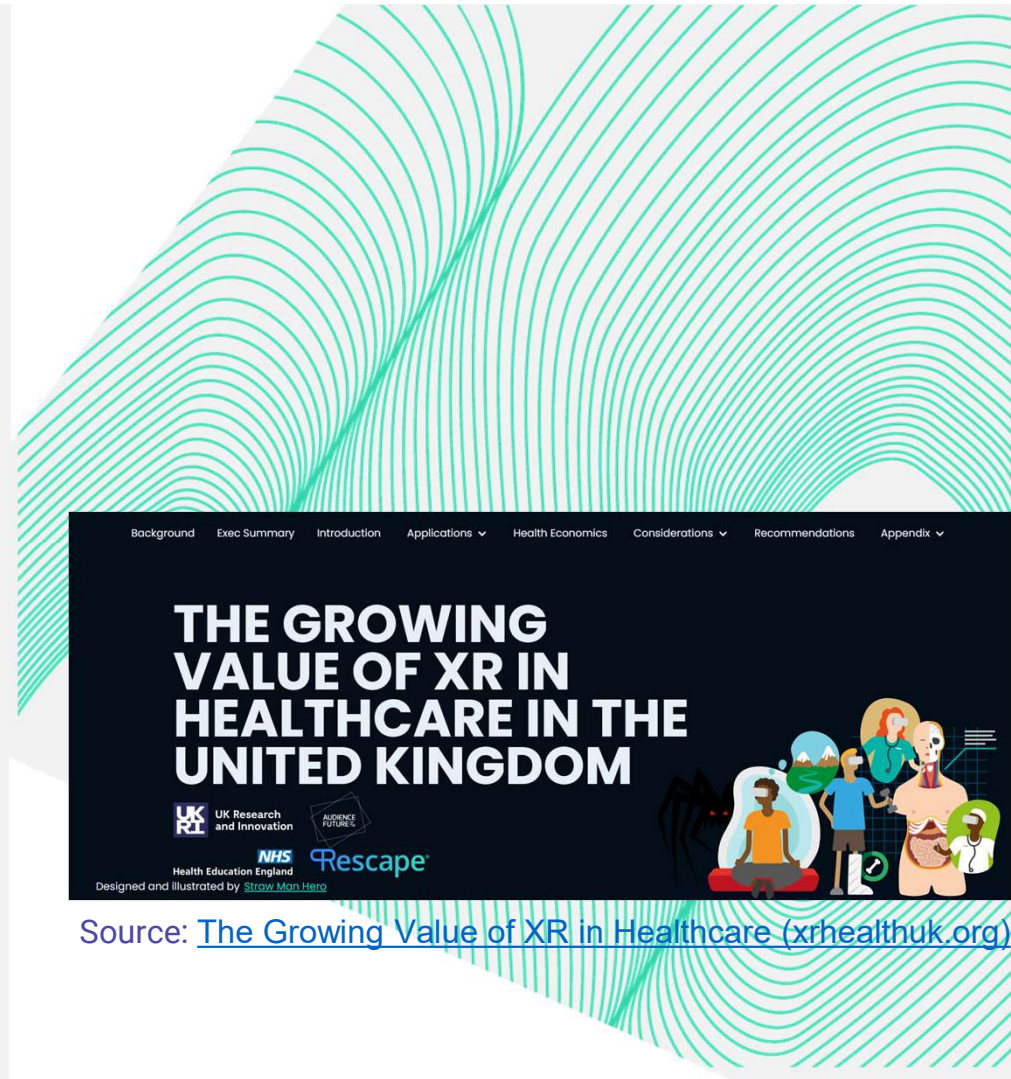


Competition Scope



Mindset XR: Problem Domain

- Mental health problems of some kind will be experienced by 1 in 4 people each year in the UK while only 1 in 8 adults with a mental health problem are currently getting any kind of treatment.
- Over the first two years of COVID-19 the percentage of people reporting at least one severe problem has doubled.



Source: [The Growing Value of XR in Healthcare \(xrhealthuk.org\)](https://xrhealthuk.org/)

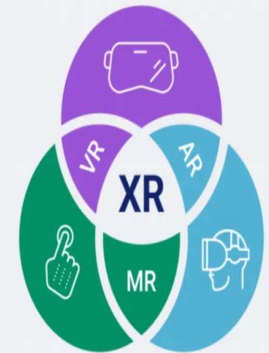
Introduction to the Mindset Programme: Vision & Ambition

- To treat more people by investing in Extended Reality (XR) and other immersive technologies - which can be delivered as digital mental health therapeutics.
- To create a supportive ecosystem which will help companies bring their innovations to market and stay there.



Introduction to the Mindset Programme: “The Growing Value of XR in Healthcare in the UK”

- Nascent, world class XR sector emerging in the UK healthcare market
- Delivering therapies remotely via VR can be 2-3 times cheaper than traditional rehabilitation, can cut wait times, improve engagement and reach, and reduce the likelihood of symptoms
- Definitions: XR refers to Extended Reality and Augmented Reality (AR), Mixed Reality (MR) and Virtual Reality (VR), haptics, interfaces, platforms and software. These are often referred to as immersive technologies



Introduction to the Mindset Programme: Proposed Workstreams 2022 - 2026

- Overall Programme £20m-:
 - Grant funding for R&D
 - Investment partnerships
 - An Innovation Support Programme to encourage knowledge sharing, market making and marketplace longevity (support partner onboarding Jan 24)





UK Research
and Innovation

Mindset Workstream 1: Scope Overview

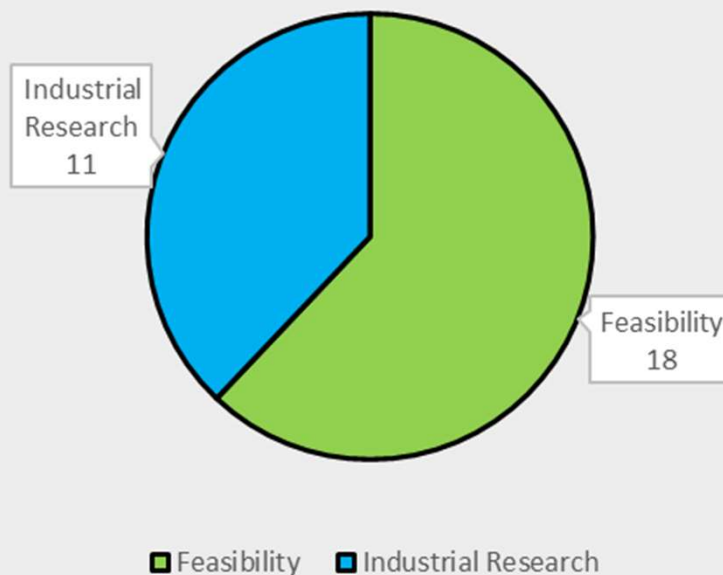
Research & Development Competitions: circa £8m+

- Workstream 1: grant funding opportunities for **business led** research & development (R&D) projects that apply immersive technology in digital mental health therapies (all ages). Up to four collaborative partners of any personality
- First R&D funding competition: closed Oct 22 (£3.1m committed). Projects started Apr 23, some already finished.
- This second R&D funding competition: closed 6 Dec 23 (up to £4.5m).
- Third R&D competition, 2024 TBA
- Example XR mental health therapeutic applications include (but not limited to): anxiety, eating disorders, phobias, depression



Mindset Workstream 1: A Look At Our Existing Project Portfolio: Broad Spectrum

Mindset Existing Project Portfolio



- **Industrial Research Projects** – larger projects, close to market with refined co-design assets. Undergo interview panel.
- **Feasibility Studies** – smaller projects, typically more explorative. Written assessment only

Some Important Mindset XR Contacts to Know:



[Redacted text block]




[Redacted text block]

Overview of Incoming Portfolio:

- Around 120 applications going to written assessment
- More competitive than last year's R&D funding round and good coverage of mental health themes.
- Good regional representation following MindsetXR tour of UK, 2023
- Includes some follow-on projects by existing Mindset companies.
- Red flags: all projects must have a clear immersive technology content strategy to be in scope

Scope Q&A





Accessing your assessments on the Innovation Funding Service (IFS)

Data security

- Your scores should reflect your personal expert views against the criteria laid down in the guidance notes
- You should not share this, or any other information with others and your scoring must be done independently
- Please take care to ensure data security at all times
- Please do not search for named applicants on LinkedIn or follow-on links in the applications as you may identify yourself as an assessor

It is vital that the process of assessment is respected, endorsed and seen to be both fair and of value. The functioning of Innovate UK competitions are entirely dependent on the project evaluations performed by **individual independent experts**



Assessor Dashboard

You will receive an email notifying you to review the applications you have been allocated

- Log in to your account
- Select the competition title

We expect your skills to be kept up-to-date and in line with new and emerging technologies in your area of expertise.

You must reflect any changes in your skills to be updated in your assessor dashboard and evidenced in your CV.



Assessor dashboard

Invitations to assess (1)

Sector infrastructure competition

You have been asked to assess this competition. Please respond.

Assessment period

Begins 7 April 2017

Ends 7 April 2017

Competitions for assessment (1)

Sustainable living models for the future

✎ 3 applications awaiting acceptance | 1 applications to assess

18446

days left
Deadline 28 January

Upcoming competitions to assess (1)

APC8

Upcoming competition

Assessment period

Begins 3 October

Ends 10 October

Your assessor details

- [your skills](#)
- [your declaration of interest](#)
- [your assessor agreement](#)
- [travel and subsistence rates](#)

Getting started

- View the brief before you begin your assessment
- Click the link to review each application in your assessor dashboard and then accept or reject them
- Only accept applications you are qualified to assess
- Applications' must be accepted by **22nd December 2023**
- You could be reallocated further applications if required

If you are allocated any applications you do not feel qualified to assess on, please reject them in IFS and notify us as soon as possible, so we can reallocate them to another assessor.



View the brief before accepting applications

Sustainable living models for the future

Competition:
Sustainable living models for the future

Innovation Lead:
[REDACTED]

Accept applications deadline:
12:00pm Thursday 12 January 2068

Submit applications deadline:
12:00pm Saturday 28 January 2068

[View competition brief \(opens in a new window\)](#)

Applications for assessment (4)

[REDACTED]	Pending	Accept or reject
[REDACTED]	Pending	Accept or reject
[REDACTED]	Pending	Accept or reject
[REDACTED]	In progress	

Viewing applications

- All the information you need to review the application is contained within each question heading
- You will be able to see a breakdown of finances



Assessment overview

Project details

These sections give important background information on the project. They do not need scoring however you do need to mark the scope.

<u>Application details</u>	No score required
<u>Project summary</u>	No score required
<u>Public description</u>	No score required
<u>Scope</u>	

Application questions

Each question should be given a score out of 10. Written feedback should also be given.

<u>1. Business opportunity</u>		✓ Complete
<u>2. Potential market</u>		✓ Complete
<u>3. Project exploitation</u>		
<u>4. Economic benefit</u>		

Conflicts of interest

If you are aware of, or think you may have, a conflict of interest which may impact on your ability to assess you can email to ask for advice or reject your own assessments on IFS

Direct Conflict - Cannot assess in the competition	Indirect conflict - Can assess in the competition, but not applications with a conflict
You have been directly involved in the writing of the proposal.	You previously worked for an organisation or individual named in the application and no longer benefit financially.
You are part of the project or feel in any way that you are not able to independently and objectively assess an application.	You work for or with the company but have no knowledge, involvement, or do not stand to benefit financially or personally from the funding outcome of the application.
You benefit or could benefit financially from either scoring the application well or scoring it poorly.(for example hold shares in company listed in the application)	You have a close association with an individual involved in the application who has a financial interest.
You could benefit professionally or personally (for example you are a member of a particular specialist professional body where your status or reputation may be strengthened by scoring well or poorly.)	You have a close association with an individual involved in the application who has a personal or professional interest.

To ask advice please email



Rejecting applications

You must review all applications allocated to you and reject any you are unable to assess on by XXXX

▼ Unable to assess this application?

If you have discovered a conflict of interest or are unable to review this assessment, you can return this application to Innovate UK

Please select a reason for rejecting the competition

Select a reason ▼

Use this space to provide more information

Words remaining: 100

Reject

Select a reason from the dropdown menu

Please select a reason for rejecting the competition

Please enter a reason.

Select a reason ▼

Select a reason

Conflict of interest

Not my area of expertise

Too many assessments



Competition eligibility criteria and funding rules



Competition criteria

	Strand 1	Strand 2
Project eligibility	<ul style="list-style-type: none">• carry out all of its project work in the UK• intend to exploit the results from or in the UK• start by 1 May 2024• end by 31 October 2024	<ul style="list-style-type: none">• carry out all of its project work in the UK• intend to exploit the results from or in the UK• start by 1 June 2024• end by 31 March 2026
Total project costs	£50,000 and £100,000	£100,000 and £300,000
Project length	Between 3 and 6 months	Between 6 and 20 months

Previously submitted applications

This competition **does** allow the applicant to submit a previously submitted application.

Previously submitted application	Not a previously submitted application
<p>A previously submitted application is an application Innovate UK judges as <u>not</u> materially different from one you've submitted before (but it can be updated based on the assessors' feedback)</p>	<p>A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition</p> <p>OR</p> <p>A previously submitted or ineligible application which:</p> <ul style="list-style-type: none">✓ has been updated based on assessor feedback✓ <u>and</u> is materially different from the application submitted before✓ <u>and</u> fits with the scope of this competition

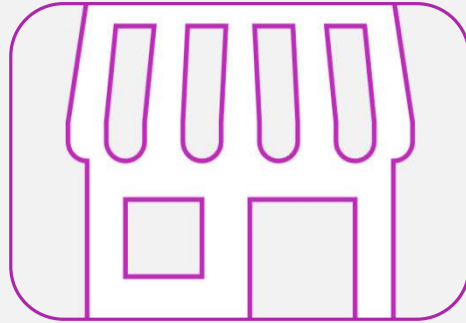


Organisation or type of activity	Technical feasibility studies and industrial research
Business (economic activity)	Micro or Small – 70% Medium – 60% Large – 50%
Research Organisation (non-economic activity)	Universities – 100% (80% of Full Economic Costs) Other research organisations can claim 100% of their project costs
Public Sector Organisation or Charity (non-economic activity)	100% of eligible costs
Research Organisations (undertaking economic activities) Organisations receive funding related to the size of their organisation	Micro or Small – 70% Medium – 60% Large – 50%

Project cost categories



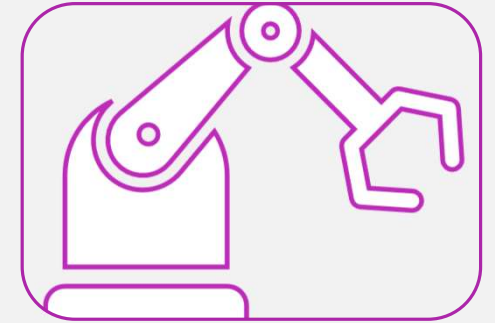
Labour



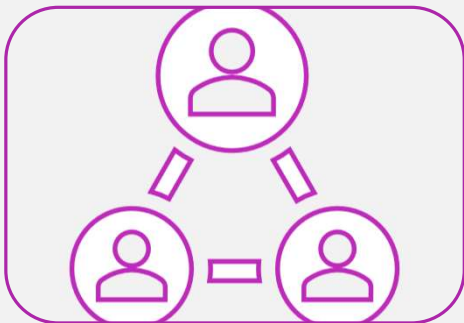
Overheads



Materials



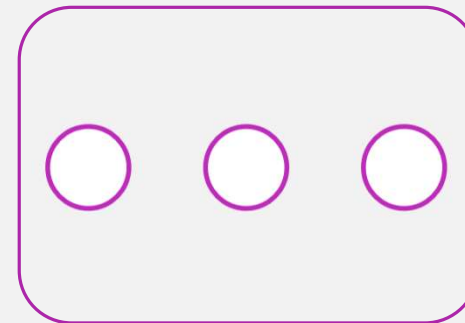
Equipment
Usage



Subcontractors



Travel &
Subsistence



Other

Competition questions and assessment process



Your role as an assessor

We have invited you to help us identify projects that are worthy of public funding.

We are looking to fund projects which:

- are innovative
- demonstrate good value for money
- demonstrate a clear need for public funding
- will be successfully delivered or exploited



Project Details

- **Application Team** - details of all organisation in the application including Equality, Diversity and Inclusion survey
- **Application Details** - title, timescales, Research Category, 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 - How does your project align with the scope of this competition?** - if the project is not in scope, it will be ineligible for funding

Research categories

Please select the research category for this project

Industrial research ▼

Select the research category in which you feel the majority of the work packages fit, which determines the funding rate. Guidance is available at:

<https://www.gov.uk/guidance/innovate-uk-funding-general-guidance-for-applicants#categories-of-research-and-development>

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
- You must **NOT** mark an application out of scope if it marked as the wrong research category



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

Application form		Appendix?
Question 1	Applicant location (not scored)	No
Question 2	Permits and licences (not scored)	No
Question 3	Video demonstration (not scored)	No
Question 4	Need or challenge	No
Question 5	Approach and innovation	Yes - optional
Question 6	Team and resources	Yes - optional
Question 7	Market awareness	No
Question 8	Outcomes and route to market	No
Question 9	Wider impacts	No
Question 19	Project management	Yes - mandatory
Question 11	Risks	Yes - mandatory
Question 12	Added value	No
Question 13	Costs and value for money	No

Questions 4 to 13

- 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:
[REDACTED]

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)

[REDACTED]			In progress
<input type="checkbox"/>	[REDACTED]	[REDACTED]	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

Finance Summary Table

[Redacted]

Funding

Finances summary

	Total costs	% Grant	Funding sought	Other public sector funding	Contribution to project
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

Project cost breakdown

	Total	Labour	Overhead costs	Materials	Capital usage	Subcontracting costs	Travel and subsistence	Other costs
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

Accessing more detailed information

Funding

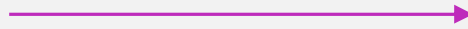
Finances summary

Total costs	% Grant	Funding sought (£)	Other public sector funding (£)	Contribution to project (£)
-------------	---------	--------------------	---------------------------------	-----------------------------

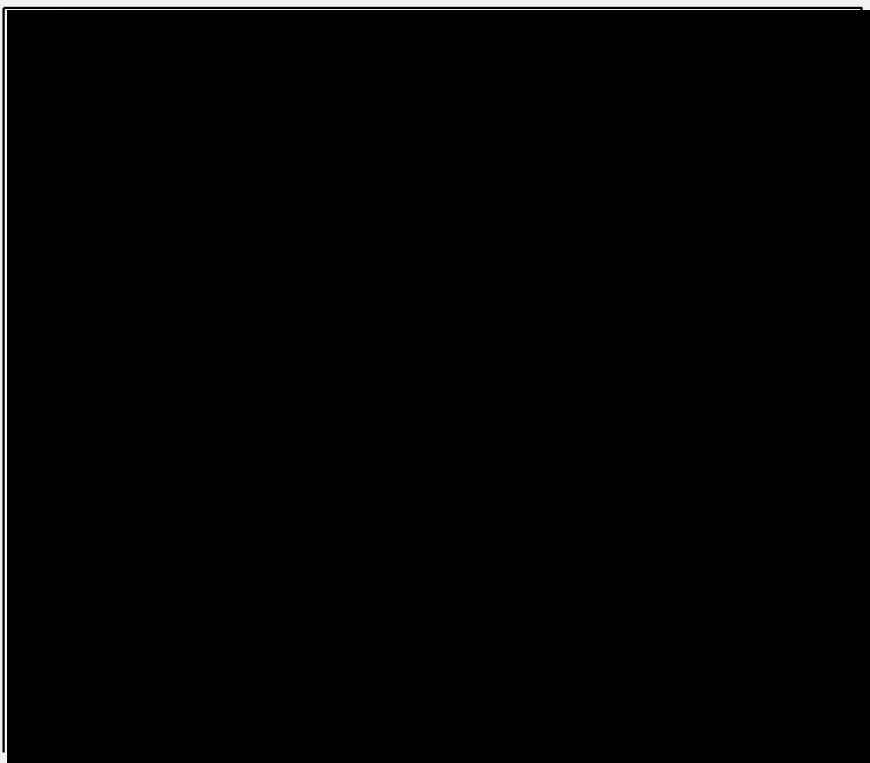
Project cost breakdown

Total	Labour (£)	Overhead costs (£)	Materials (£)	Capital usage (£)	Subcontracting costs (£)	Travel and subsistence (£)	Other costs (£)
-------	------------	--------------------	---------------	-------------------	--------------------------	----------------------------	-----------------

Click “View finances” to see the cost categories



Detailed financial breakdown



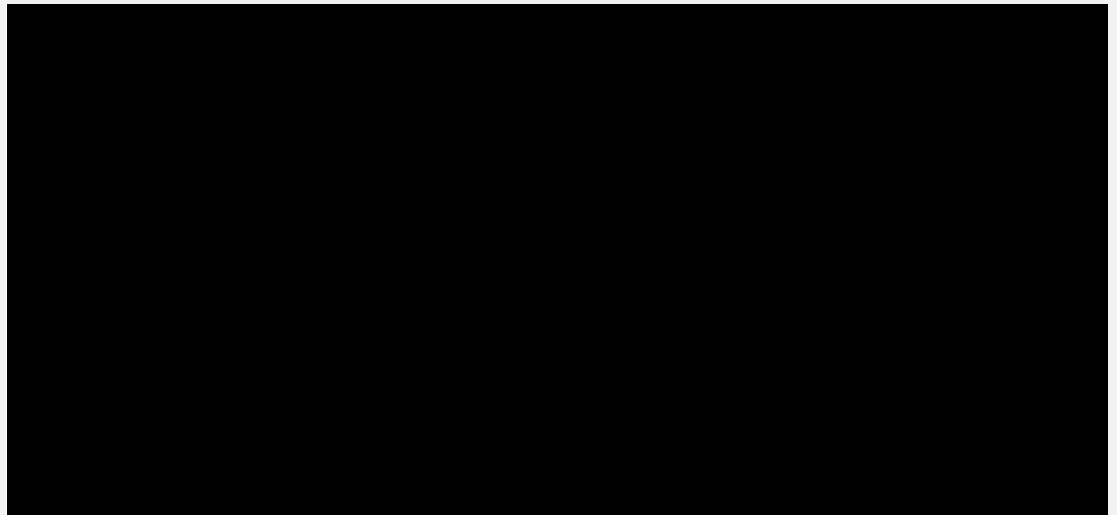
Click the + to see a more detailed financial breakdown per cost category

Funding recommendations

Do you believe this application is suitable for funding?

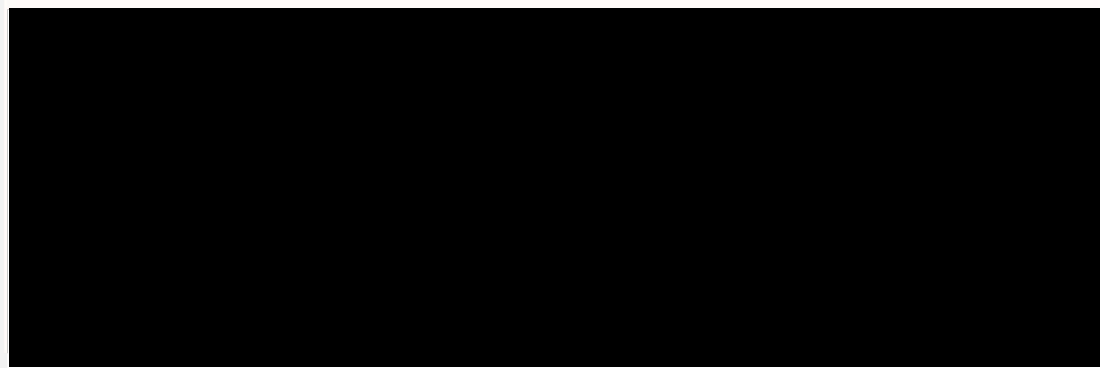
- Yes or No answer
- Your funding decision should be focussed on the aims of the competition
- You should consider:
 - is the project innovative
 - does the project demonstrate good value for money and the need for public funding
 - can the project be successfully delivered and exploited

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



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?



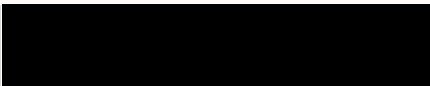
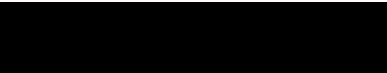
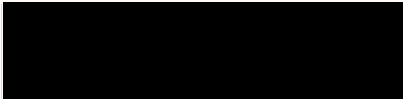
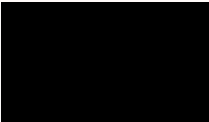
Is there something you want to highlight to us about an application?

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 [redacted] 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.

Completing, saving and submitting assessments

Applications for assessment (3)

	Pending	Accept or reject
	In progress	
<input checked="" type="checkbox"/> 		Assessed

Once you have completed your assessment of these applications, use the checkboxes to submit assessments individually or as a series. You cannot edit any submitted assessments.

Submit assessments

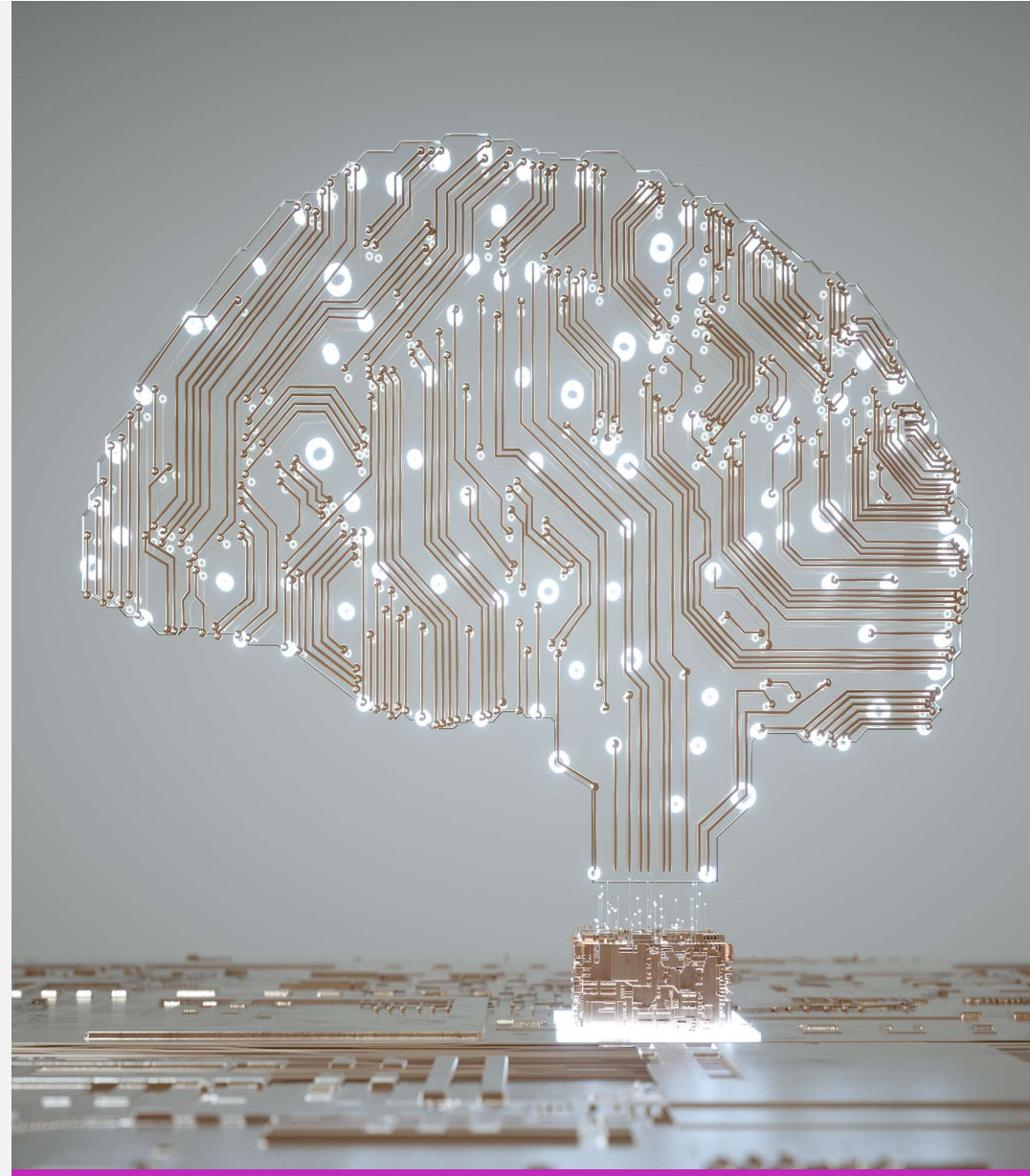
Ensure you are happy with all your assessments for this competition before you submit.

We advise:

- Once you have completed an assessment, save it
- Once all assessments have been completed, submit them
- Assessments can be submitted individually or as a group

Once you have submitted an assessment, it cannot be revised later.

How to score and provide feedback



Your invite to assess

By accepting your invitation to assess you are confirming that:

- you will attend the whole assessor Q&A webinar
- you are available to assess during the assessment period
- you will submit all assessments allocated to you before the assessment deadline
- this competition is in your area of expertise
- you will confirm your declaration of interest (DOI) is up to date on your assessor profile in the Innovation Funding Service (IFS)
- you will confirm you do not have a direct conflict of interest with any proposals you are allocated to assess,
- you have no intention of applying into this competition yourself
- you have not supported anyone on putting a proposal together
- you can confirm that any organisation you hold shares in has not applied into this competition
- you will reject any proposals that you cannot assess on by **22nd December 2023**

Assessing your applications

- Feedback is provided to all applicants using the comments provided by assessors and individual scores may be released under the Freedom of Information Act
- **Please ensure that you provide constructive feedback for every question in the application.** Do not be afraid of the extremes if you believe that the application warrants the score. 1 is the lowest score and 10 is the highest score possible per criteria.
- Ensure you are fair and equitable in your scoring. If you think that your scoring has changed during the duration of the assessment, go back & briefly review your initial assessments to ensure consistency.
- Remember to stay anonymous. Do not refer to specific companies, people, projects or anything which might identify you or other projects.

Minimising Bias

- Give yourself sufficient time to complete assessments
- Avoid distractions whilst assessing
- Pay attention to the detail in the application to avoid assumptions
- Question your initial reactions, interpretations and judgements, to avoid jumping to decisions
- Focus on maintaining consistency

Constructive feedback

Constructive feedback is providing applicants with suggestions that are useful in their future work.

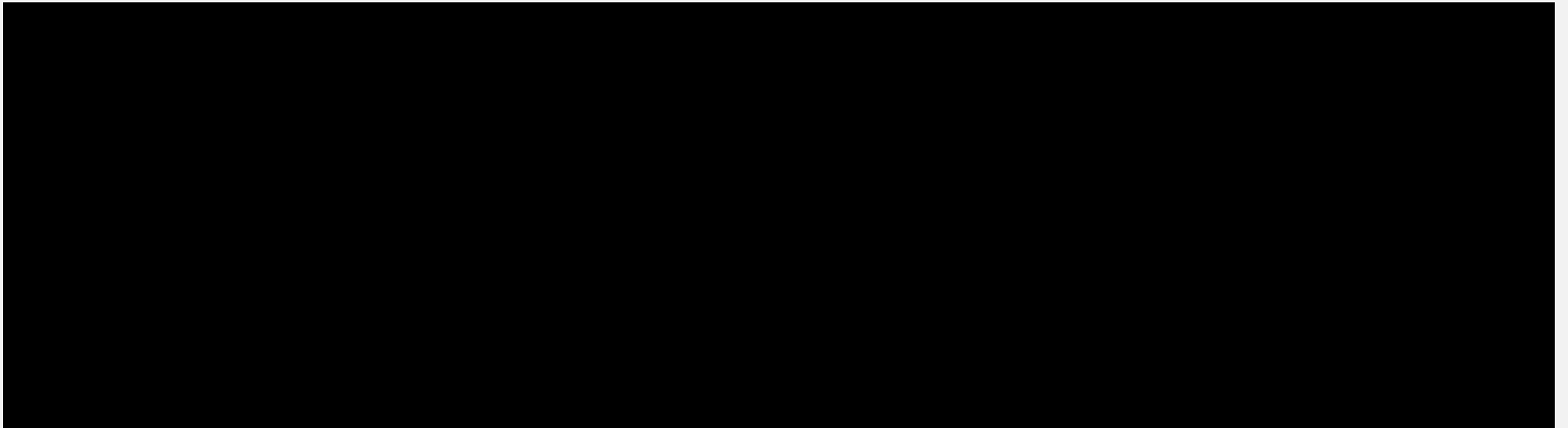
- Be specific with your feedback
- Explain what is good about the project
- Comment on things which can be actioned upon
- Give recommendations on how to improve
- Don't make assumptions

Put yourself in the shoes of the applicant and imagine you had submitted an application.

Would the feedback below help in developing an application?



Good examples



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

Do:



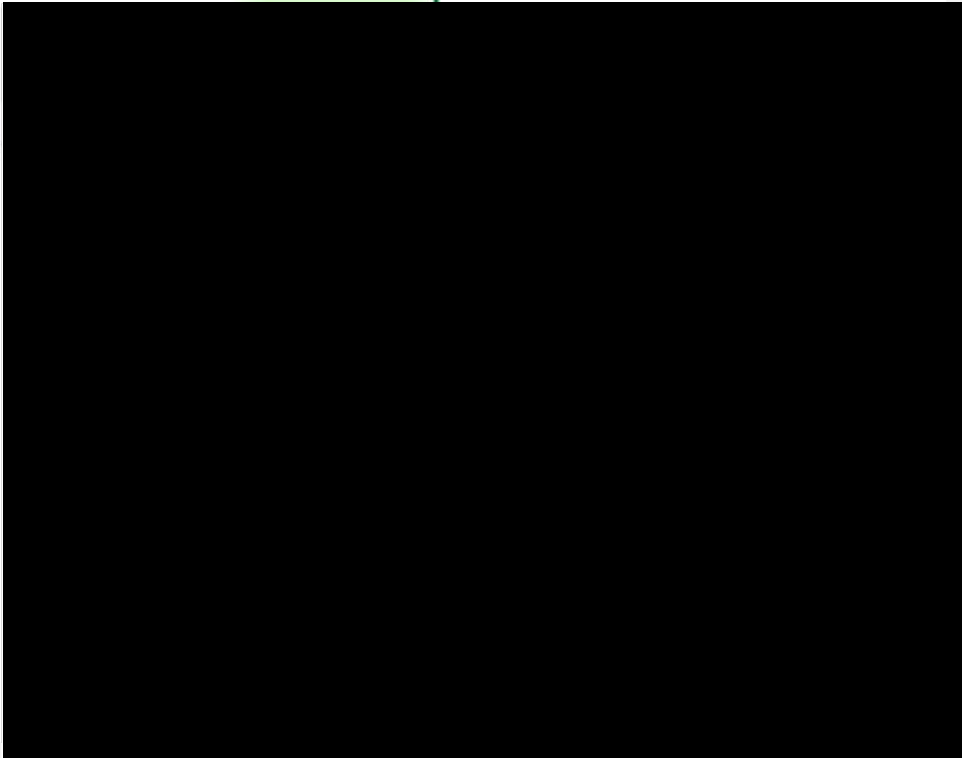
- Back-up your scores, write at adequate length
- Highlight any points that need further clarification
- Describe the strengths and weaknesses
- Double check any matters-of-fact you quote
- Give clear, precise feedback
- Check your spelling, keep the language professional
- Refer to Innovate UK, not IUK

Don't:



- Paste in sections of the scoring matrix
- Cut and paste the same feedback into different applications
- Cut and paste the feedback into the wrong application
- Give single word feedback or give ambiguous, vague feedback
- Ask questions
- Write in the first person
- Use exclamation marks or use capital letters for emphasis

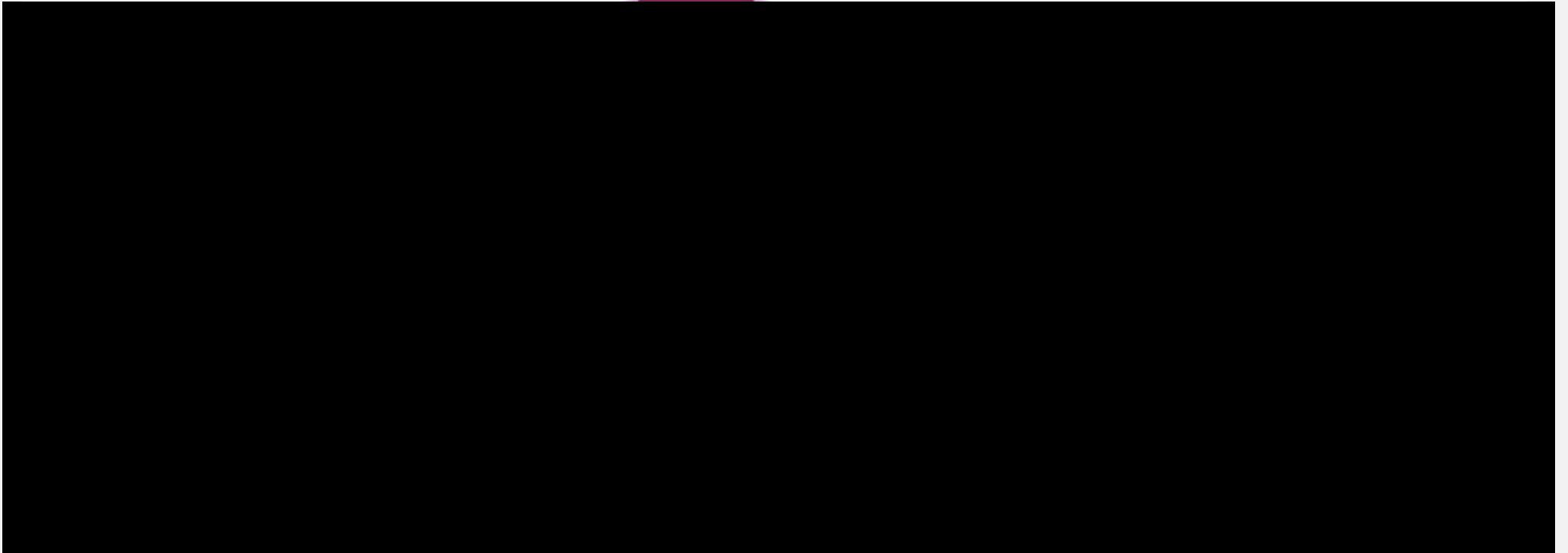
Application assessment



The score spread shows the difference between the top and bottom scores.

- If score spread is 30% or more, we will look to see if an outlier is apparent.
- If there is a 3 or more in either the two columns **Count of No Scope** or **Count of Not Recc'd**, we review the application's feedback and, if justified, the application will not be eligible for funding.

Identifying outliers



The **green** box = particular assessors scores on an application

The **purple** box = set of scores for a particular question

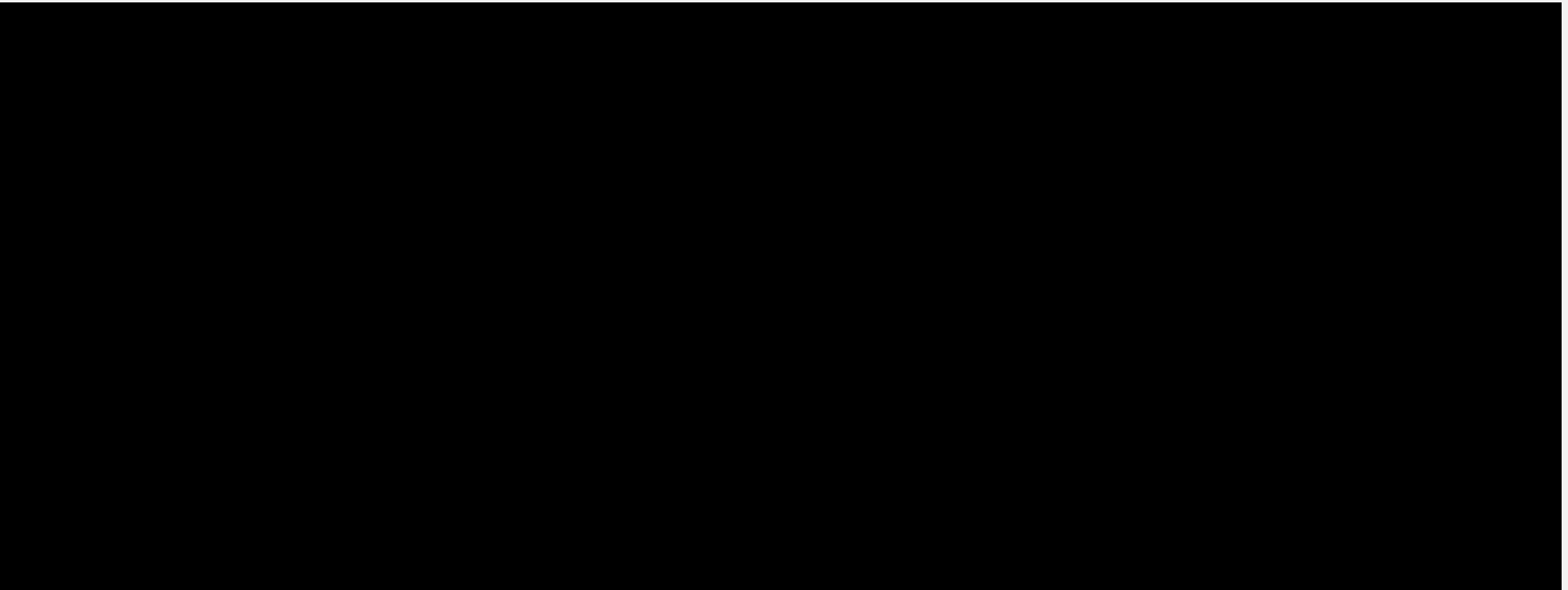
The **red** box = at first glance this looks like an outlier



Timeline for assessment



House keeping



Process Q&A



Contact

Conflicts, assessment issues, invoice submission or related queries:

Email: [REDACTED]

General competition related queries (including all IFS system queries)

Customer Support Service

0300 321 4357

Lines open Monday - Friday 9am-12pm and 2pm-5pm

Email: support@iuk.ukri.org

**UK
RI**



Innovate
UK

Thank You



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