

# Analysis for Innovators (A4I) round 10: Stage 1

Applicant briefing

Date: 20 April 2023

**The webinar will start at 10am**

- We are currently on mute, whilst waiting for more people to join
- The briefing will be recorded and available to refer to through the IFS date page
- PDFs of the presentation will also be available on request
- For more information on the competition process, please go to: [Competition briefing: applicant information - YouTube](#)



Innovate  
UK

# Analysis for Innovators (A4I)

**Bobby Agwu**

Innovation Lead - A4I

Innovate UK

# Innovate UK

- We are the UK's innovation agency
- We support business-led innovation in all sectors, technologies and UK regions
- A key delivery body of the Government's Innovation Strategy

## Our Mission

To help UK businesses grow through the development and commercialisation of new products, processes, and services, supported by an outstanding innovation ecosystem that is agile, inclusive, and easy to navigate.





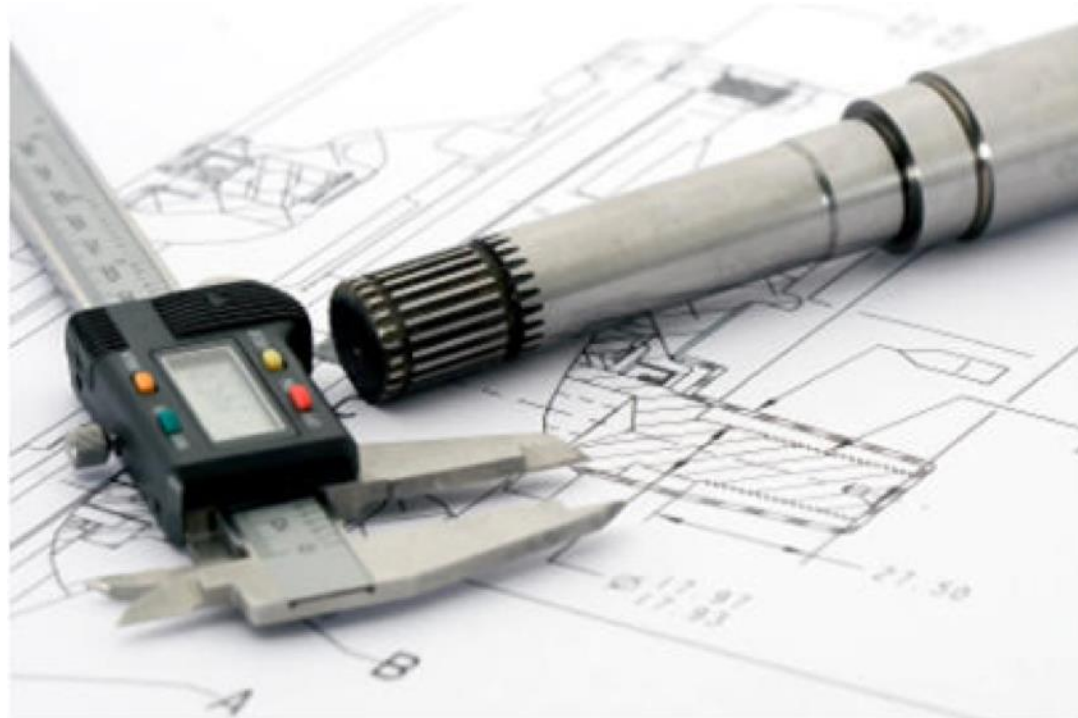
Innovate  
UK

# Analysis for Innovators (A4I) R10

A unique and different type of core programme

# Analysis for Innovators (A4I)

## Focused on Problem Solving



Physical,  
Biological,  
Chemical,  
Numerical; or  
gathering data for  
validation and  
analysis or turning  
them into useful  
information.

# Analysis for Innovators (A4I)

Addresses problems that, when solved, will improve your company's productivity and/or competitiveness







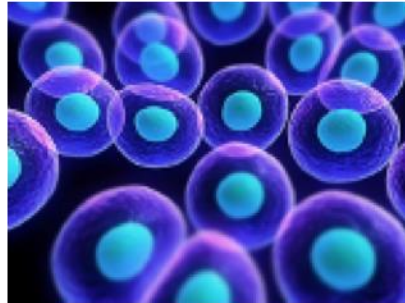
# Analysis for Innovators (A4I)





# Analysis for Innovators - Scope: Type of Problem

“Projects that can demonstrate the adverse business impact of existing process or product variability, where the latest analytical technologies and data analysis approaches have the potential to be able to identify root causes and enhance control measures.”



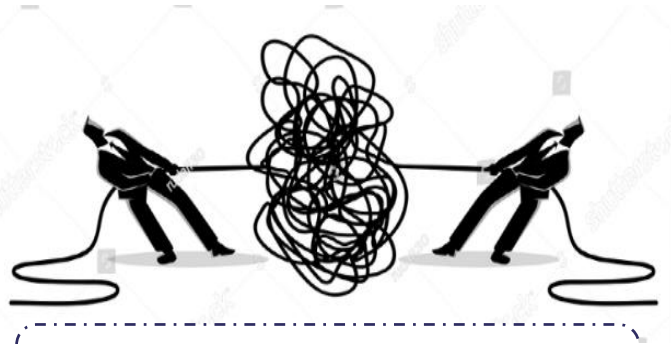
# Analysis for Innovators - Out of Scope

“Problems completely solvable by techniques that are widely available through commercial service companies; such as mainstream NMR, FTIR, UV, GC etc. **are out of scope.**”

“Problems which are purely developing a software application to perform a specific task, **are out of scope.**”

“Problems which relate to products or services that you still need to develop or produce, **are out of scope.**”

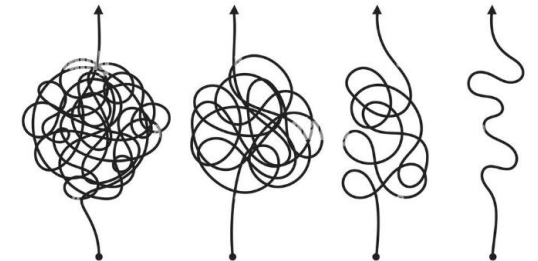
# Analysis for Innovators



**A4I Stage 1**  
Measurement/analysis problem



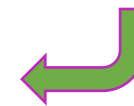
**A4I Stage 1**  
Applicant /partner brokerage



**A4I Stage 2**  
Project delivery



**A4I Stage 2**  
Project Output



# Analysis for Innovators

## Problem Statement

**Must** describe the problem by short video (pitchtape)

Problem **must not be** solvable by standard off-the-shelf methods

**Must** state what has been tried before



## Value Statement

**Must** state what value solving this would give to the business (estimate in £)

This value statement will be assessed and validated within the context of the company.

# Analysis for Innovators

## Video (Mandatory)

*pitchtape or YouTube recording platform only*

- Maximum 2 minutes
- Video production quality is not important
- Create using A4I video submission platform (**pitchtape/YouTube**)



- Guidance, Tutorial video and KTN Support
- Focus on the problem you are describing NOT background and company intros etc.





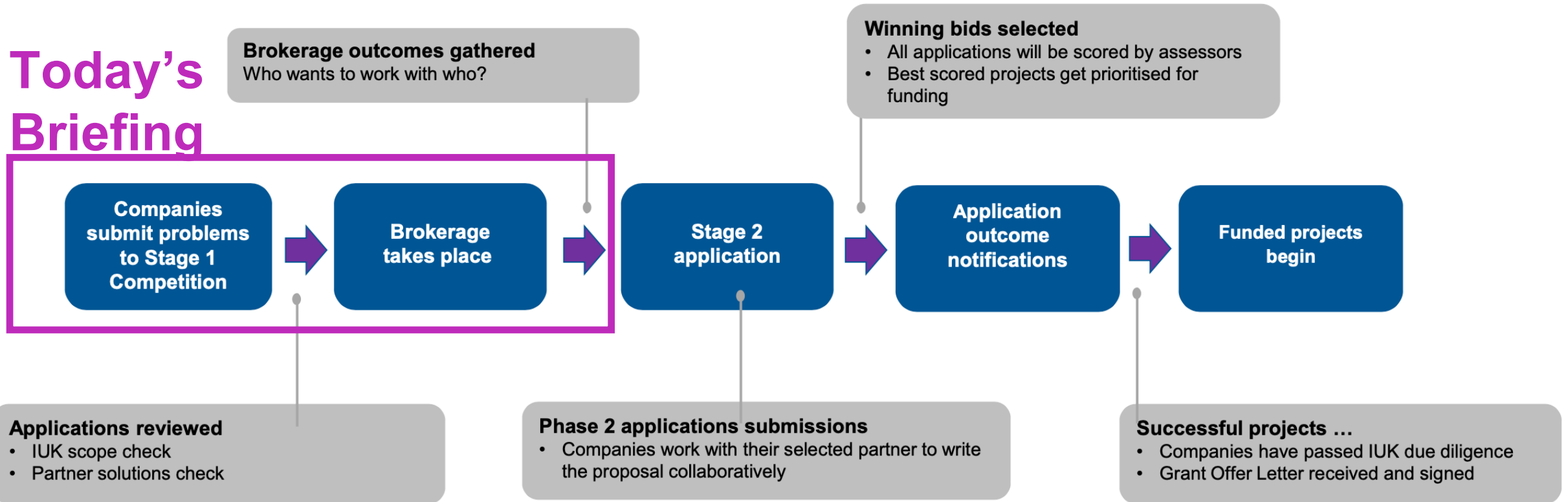
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# Analysis for Innovators Round 10

The Competition Process

# A4I: Two stage competition process overview

## Today's Briefing



# Analysis for Innovators stage 1 process

## Stage 1 Assessment

Innovate UK will scope check

Independent scientific experts assess for solution options

Partner experts assess for solution capability

Independent assessors will assess problems and value statements.



# A4I round 10: General Eligibility

- Only the business may apply to stage 1 (single applicant)
- No applicant research base (Academia, RTO, etc) involvement
- Business must carry out work on their problem in the UK
- Business must be prepared to work collaboratively with at least one of the 9 participating partners
- Business must be registered in the UK

# A4I round 10: Eligibility - multiple applications

- A business may submit only one application to stage 1 of this A4I round
- You may also reapply with a problem already tried, in scope but not taken through to a funded project in stage 2 of a previous A4I competition round.



# Funding rules

- There is no funding in stage 1 (this competition).
- In stage 2, some or all of your funding from this competition may be subject to Minimal Financial Assistance (MFA) limits.
- MFA allows public bodies to award up to £315,000 to an enterprise in a 3-year rolling financial period.
- In your stage 2 application, you will be asked to declare previous funding received by you.



# A4I: What happens after stage 1 ...

- By invitation only to apply for stage 2, following success at stage 1, and productive brokerage sessions
- Work with the A4I partner scientist teams to prepare project proposal
- Must be led by the company, supported by A4I partner(s)
- Submit collaborative project proposal on IFS before stage 2 deadline
- Normal independent assessment process by Innovate UK
- Successful companies funded to start work following due diligence checks

# A4I: Round 10: Two strands in stage 2

## Strand 1: A4I R10 Mini Projects

- UK SME business only
- Stage 2 project proposals:
  - 3 month duration only
  - Total project costs <£50k
  - No subcontractors in project
  - 100% funded by Minimal Financial Assistance (MFA)
  - Total project cost counts toward company MFA limits

## Strand 2: A4I Round 10

- Any size UK business
- Stage 2 project proposals:
  - 3 - 6 month duration
  - Max total project costs £15k to £120k
  - Subcontractors permitted
  - Match-funded (% depends on company size - 60/50/40: S/M/L)
  - Partner contribution counts toward company MFA limits

# Key Dates

Timeline	Dates
Applicant briefing event	20 April 2023
Competition opens	24 April 2023
Submission deadline (11am)	24 May 2023
Applicants informed	9 June 2023

# A4I round 10: Partner organisations



National Engineering Laboratory



<https://www.a4i.info/a4i-partners/>

**A4I** Analysis for Innovators

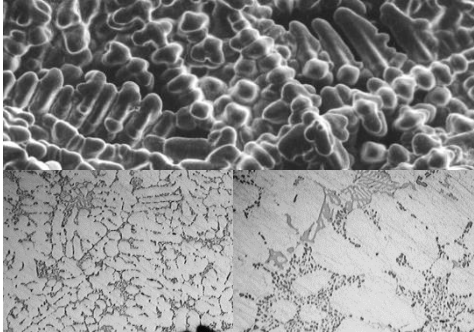




## Fawzi Belblidia

ASTUTE (Advanced Sustainable Manufacturing Technologies) was initiated 2010 and was designed to stimulate growth in **the Manufacturing Industry** by applying advanced engineering technologies to manufacturing challenges

- Liquids, Gases, Metals & Alloys
- Polymeric Materials & Elastomers
- Composite Materials
- Semiconductors



Advanced Materials  
Technology

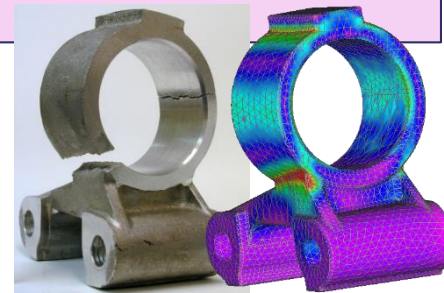
Manufacturing Systems  
Engineering

- Automation, Robotics & Vision Systems
- Digital Manufacturing
- Big Data, Mining, Data Collection
- Sensor Technology, Quality Control

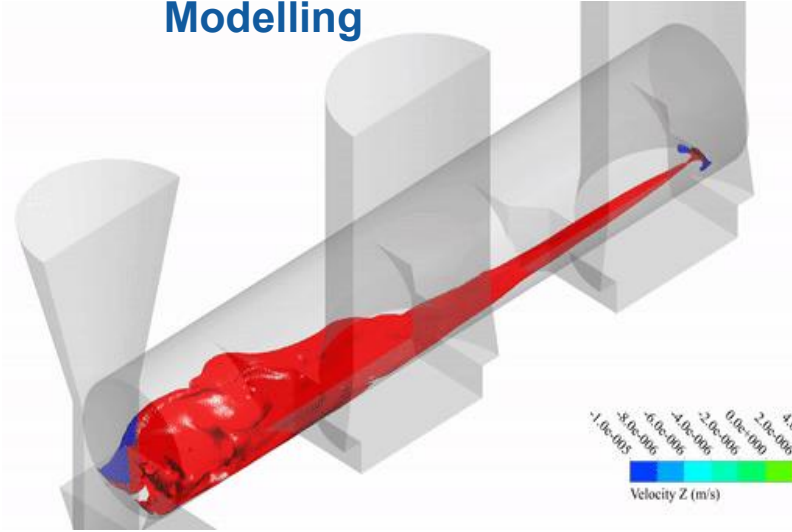


**Computational Engineering  
Modelling**

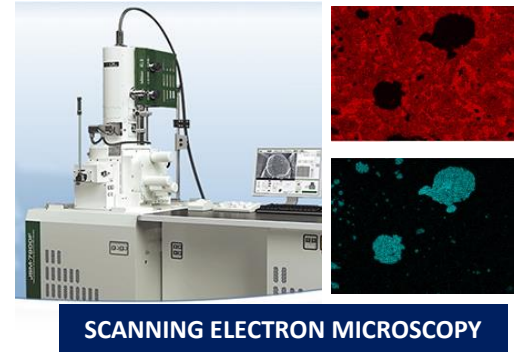
Reducing trial and error approaches through computer multi-physics simulation



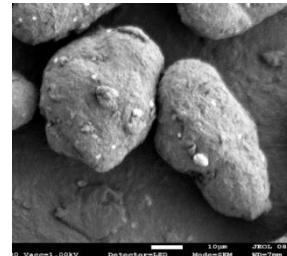
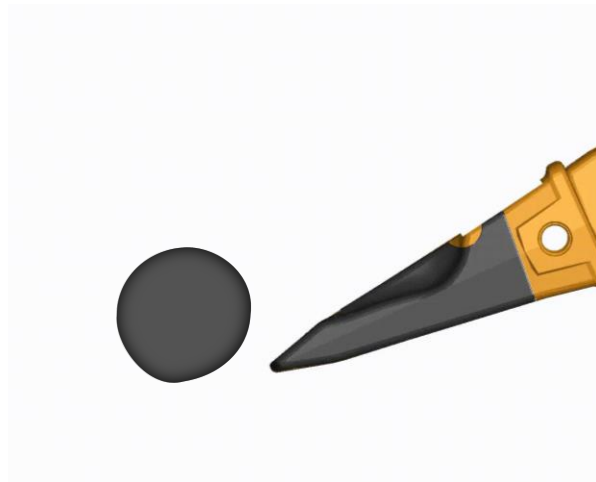
## Computational Engineering Modelling



## Advanced Materials Technology



## Manufacturing Systems Engineering



# Why should I apply?

- Unique IUK Programme
- World-leading Experts
- Top facilities and capabilities
- Easy to apply
- Handy Support from A4I, KTN and Partner through out the process




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# Analysis for Innovators Round 10

Using Innovation Funding System (IFS) to apply

# Find the Analysis for Innovators R10 competition on IFS

 **GOV.UK** Innovation Funding Service  
[Sign in](#)

**BETA** This is a new service – your [feedback](#) will help us to improve it.

[← Back to all competitions](#)

Funding competition  
**Analysis for Innovators (A4I) Round 7 Mini Projects**

UK businesses can apply for a share of up to £3 million to resolve productivity and competitiveness issues by working with top scientists and research facilities.

**Competition opens:** Monday 28 March 2022  
**Competition closes:** Wednesday 20 April 2022 11:00am

[Start new application](#)

Or [sign in](#) to continue an existing application.

Summary	Eligibility	Scope	Dates	How to apply	Supporting information
<b>Description</b>	Up to £3 million in small collaborative innovation projects will be invested by Innovate UK, as part of UK Research and Innovation including partnerships with: <ul style="list-style-type: none"><li>• the National Physical Laboratory (NPL)</li><li>• the National Measurement Laboratory (NML) at LGC Group</li><li>• the National Engineering Laboratory (NEL)</li><li>• the Science and Technology Facilities Council (STFC)</li><li>• National Institute for Biological Standards and Control (NIBSC)</li><li>• National Gear Metrology Lab (GEARS)</li><li>• Henry Royce Institute</li><li>• Newton Gateway to Mathematics</li><li>• Advanced Sustainable Manufacturing Technologies (ASTUTE 2020+)</li></ul> The aim of this competition is to match the best UK scientists and cutting-edge facilities with businesses that have complex analysis or measurement problems.				





# IFS: Create an account

**GOV.UK** Innovation Funding Service

**BETA** This is a new service – your [feedback](#) will help us to improve it.

[← Back](#)

## Please sign in or create an account

**Used this service before?**  
Please sign into your Innovation Funding Service account.

[Sign in](#)

**New to this service?**  
If you haven't used the new Innovation Funding Service before you will need to create an account.

[Create account](#)

Need help with this service? [Contact us](#)

**GOV.UK** Innovation Funding Service

**BETA** This is a new service – your [feedback](#) will help us to improve it.

[← Back](#)

## Create your account

### Your organisation

**i** Your organisation must be UK based to receive funding from Innovate UK

**Business**

**Find your organisation on Companies House**  
Enter your organisation name or registration number

[Search](#)

**Companies House search results**  
Select your organisation from the options below

[NOMENSA LTD](#)  
04214477 - Incorporated on 10 May 2001  
13 Queen Square, Bristol, BS1 4NT

# Project Details

- **Application Team** – Invite colleagues from your own organisation to help you complete your application.  
You must complete the Equality, Diversity and Inclusion survey embedded in IFS as part of your application.
- **Application Details** - Title, timescales.
- **Application Summary** – How your problem is important to your company and what impact solving the problem in a stage 2 project will have?
- **Scope** - **How does your problem fit the scope of this competition?** - If your project is not in scope, it will not be sent for assessment.

# IFS: Answering Questions

The screenshot shows a web form titled "Need or challenge". At the top, there is a grey bar with a pencil icon, the text "Assigned to you.", and a blue link "Assign this question to someone else" with a dropdown arrow. Below this is the question text: "1. What is the business need, technological challenge or market opportunity behind your innovation?". Underneath the question is a blue link: "What should I include in the need or challenge section?". The main content area is a text editor with a toolbar containing "B", "I", and list icons. The text "There" is entered in the editor. At the bottom left of the editor is a blue link "Mark as complete". At the bottom right is a status bar that says "Saving... Last updated: Words remaining: 399".

assign to a  
someone else in  
your organisation

online guidance

Formatting for  
your content

Word count

Spell check using your web browser

# Application Questions

Detailed guidance available on IFS

Application Form	
Question 1	Applicant location (not scored)
Question 2	Problem scope
Question 3	Problem
Question 4	Previous attempts to solve the problem
Question 5	Value to your business of solving the problem
Question 6	Video link

Detailed guidance available on IFS



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# Analysis for Innovators Round 10

Using the Pichtape video creation/submission platform ...

Alternative to Pichtape: YouTube

# What equipment do I need?

You can use the following equipment to record your video:



Your videos must be recorded through our platform using the Google Chrome browser. You cannot upload your own pre-recorded videos.

To record on a computer, you will need to:

- ensure Google Chrome is your preferred browser
- create a PitchTape account and login
- use the same device for recording all topics

Before you start you can check if your device is WebRTC compatible by going here:

<https://www.webrtc-experiment.com/DetectRTC/>



# Recording on a mobile device?

To record on a mobile device, you will need to:

- ensure Google Chrome is your preferred browser
- create an account and login
- use the same device for recording all topics
- record with your device in a horizontal orientation
- Only use the camera at the front of your device only

Your videos must be recorded through our platform using the Google Chrome browser. You cannot upload your own pre-recorded videos.

Before you start you can check if your device is WebRTC compatible by going to:  
<https://www.webrtc-experiment.com/DetectRTC/>



Operating System	System Requirements
iOS	iOS 14.3 or above Compatible with iPhone, iPad, and iPod touch
Android	Android 6.0 Marshmallow or above Not compatible with Android Go edition

# Key benefits to using the video platform

- ✓ You can record your video directly in the system
- ✓ Supports recording on various devices
- ✓ Secure storage on UK based servers in compliance with NCSC guidelines  
(comparable to MIST guidance)
- ✓ Teleprompter functionality so you are looking directly at the screen
- ✓ Useful advice on how many words should be included in each section
- ✓ Separate area to practise
- ✓ Video can be recorded in small chunks by means of a focussed topic
- ✓ Ability to stitch your videos together into a single video
- ✓ Intuitive, well-supported system
- ✓ Ability to share your video with others
- ✓ Assessors can review the video as a whole and revisit each recorded topic independently
- ✓ Feedback can be provided directly in the platform

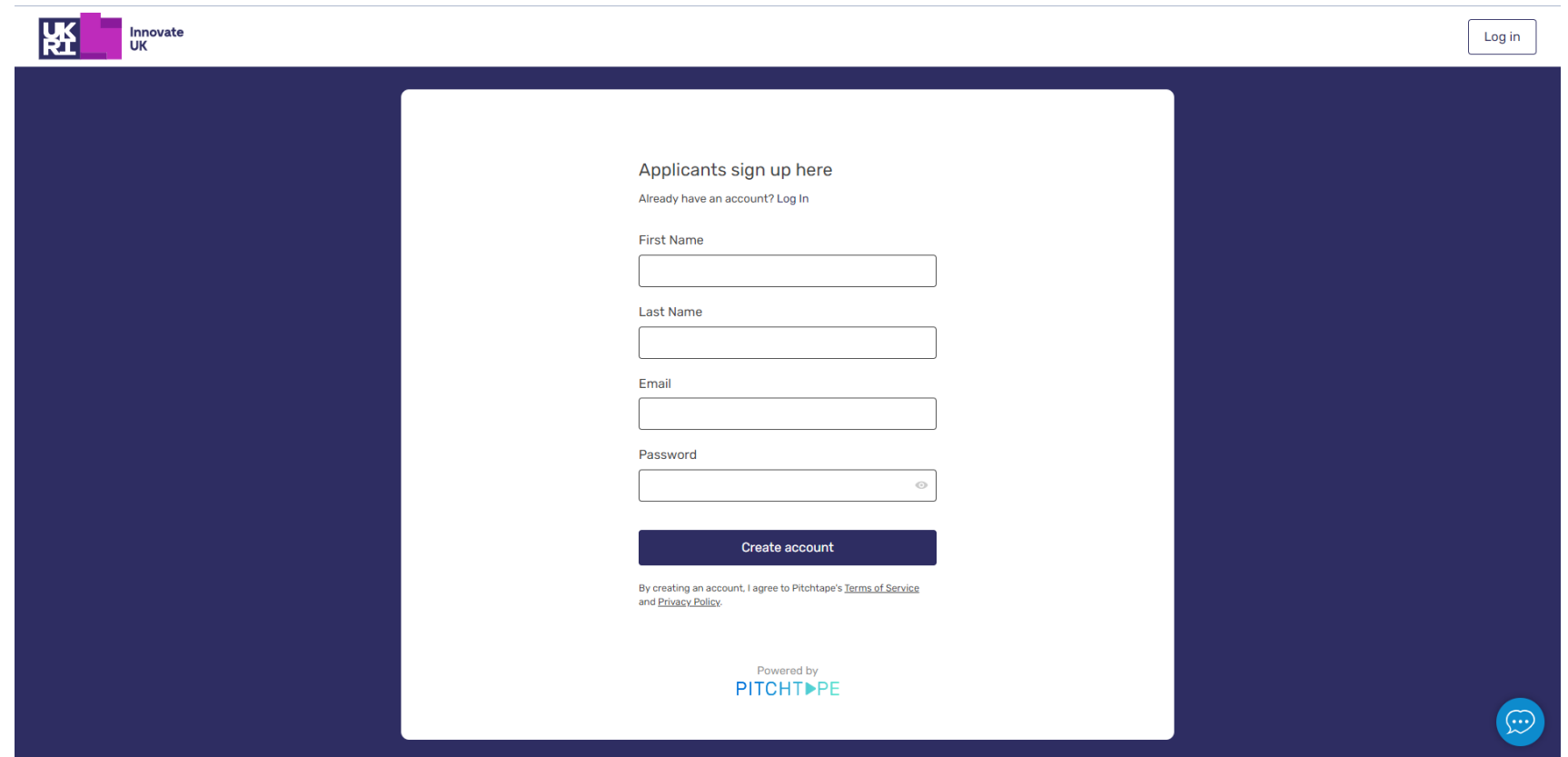
# First, you need to create an account...

You can access the platform here: <https://a4i.pitchtape.com/signup/founder>

Simply enter your details one complete click **Create account**

Note: If you created an account for a previous A4I round , you will need to create a new pitchtape account for R10.

Tip: It doesn't matter if you create your account on a desktop computer and then record your video on a mobile device or vice versa.



The screenshot shows the sign-up page for Pitchtape. At the top left is the UKRI Innovate UK logo. At the top right is a 'Log in' button. The main content area is a white box on a dark blue background. Inside the box, the text reads 'Applicants sign up here' followed by 'Already have an account? Log In'. Below this are four input fields: 'First Name', 'Last Name', 'Email', and 'Password'. The 'Password' field has a toggle icon. A dark blue 'Create account' button is positioned below the fields. At the bottom of the form, there is a line of text: 'By creating an account, I agree to Pitchtape's [Terms of Service](#) and [Privacy Policy](#).' Below the form, it says 'Powered by PITCHTAPPE'. In the bottom right corner of the dark blue background, there is a blue speech bubble icon.

# Welcome to our new video platform

The Welcome screen advises you what we are expecting from your video  
When you're ready click **create video** to begin

If you do experience any problems do not hesitate to call us and make sure you have left yourself plenty of time ahead of the deadline.

A screenshot of the Innovate UK Video Profile page. The page has a dark grey header with the UKRI logo, 'Innovate UK', and 'Video Profile'. A purple 'Welcome!' modal is centered on the screen. The modal contains a welcome message, instructions on how to use the platform, contact information for customer support, and a 'Create video' button. In the background, the 'Your Video Progress' section is visible, showing a list of steps: 1. Basic Info, 2. Teleprompter Script, 3. Record Video, and 4. Copy & Paste Video URL. The '4. Copy & Paste Video URL' step is currently active. Below the progress list is a 'Copy Video URL' button. At the bottom of the page, there is a 'Knowledge Center' section with links to tutorial videos and practice pitching on video. A chat icon is visible in the bottom right corner of the page.

**Welcome!**

Thank you for creating your account on the Innovate UK Analysis for Innovators (A4I) Video Portal.

You can now record a 2 minute video to support your application. You will have access to video templates and recording tools.

After completing your video, make sure to copy your video URL and paste it into your IFS application.

If you experience any technical difficulties whilst using the platform, you must contact Customer Support Service on 0300 321 4357 or [support@iuk.ukri.org](mailto:support@iuk.ukri.org) before the submission deadline.

If you need assistance with using the video portal, please contact the KTN A4I support team at [a4i@ktnuk.org](mailto:a4i@ktnuk.org)

**Create video**

**Your Video Progress**  
\* Required

- 1 Basic Info \*
- 2 Teleprompter Script
- 3 Record Video \*
- 4 Copy & Paste Video URL \*

**4. Copy & Paste Video URL** ⓘ

*After completing your Video, click on the copy Video URL button to copy your Video URL to your clipboard. Then, you must paste this Video URL into your online application on the Innovate UK Innovation Funding Service.*

Copy Video URL

**Knowledge Center**

- [Tutorial video on creating a pitch](#)
- [Tips for self-recording a pitch](#)
- [Practice pitching on video](#)

# Your video dashboard

The screenshot shows the 'Video Profile' dashboard for Innovate UK. It features a top navigation bar with the UKRI logo, 'Innovate UK', and a 'Video Profile' dropdown menu. A user profile icon with the letter 'T' is in the top right corner. The main content area is divided into several sections:

- Your Video Progress:** A vertical list of four steps: 1. Basic Info, 2. Teleprompter Script, 3. Record Video, and 4. Copy & Paste Video URL. A green callout labeled 'View progress' points to this section.
- 1. Basic Info:** A form with three input fields: 'Company Name', 'Application Number', and 'Application Title'. A green callout labeled 'Enter key information' points to this section.
- 2. Teleprompter Script:** A section with an 'Open script template' button. A green callout labeled 'Create your script' points to this section.
- 3. Record Video:** A section with a 'Record video' button and a note: 'Important: Please use Google Chrome to record. Click [here](#) for additional technical requirements.' A green callout labeled 'Record your video' points to this section.
- 4. Copy & Paste Video URL:** A section with a 'Copy Video URL' button and instructions: 'After completing your Video, click on the copy Video URL button to copy your Video URL to your clipboard. Then, you must paste this Video URL into your online application on the Innovate UK Innovation Funding Service.' A green callout labeled 'Access support' points to this section.
- Knowledge Center:** A section with three links: 'Tutorial video on creating a pitch', 'Tips for self-recording a pitch', and 'Practice pitching on video'. A green callout labeled 'Access support' points to this section.

A chat bubble icon is located in the bottom right corner of the dashboard.

# Let's get started – Prepare your script



Our platform allows you to record your video into topics. This allows you to focus your video to provide only the key information at the right time.

When you're happy with your script click **Back to my video profile** at the top of the screen.

The screenshot shows the '2. Prepare Teleprompter Script' section of the Innovate UK Video Profile interface. At the top left, there is the UKRI logo and 'Innovate UK' text, followed by a 'Video Profile' dropdown menu. At the top right, there is a purple circular icon with a white 'T' and a dropdown arrow. Below the header, there is a link that says '◀ Back to my video profile'. The main content area is titled '2. Prepare Teleprompter Script' and contains the following sections:

- Instructions:** The text that you enter below will display on your screen as a teleprompter while you record your video. Please limit your entire video to **2 minutes total**, which gives you about **40 seconds for each video topic**. When writing your script, this corresponds to roughly **70-100 written words for each video topic**.
- Video Topics:**
- Problem Summary**  
Give us a summary of the problem you are facing and submitting to Analysis for Innovators?  
A text input field with the placeholder text 'Enter your teleprompter script here...'. Below the field, it says '0 words'.
- Problem Description**  
Demonstrate, show or describe the problem in as much detail as possible. Use the video to support the answer given in your application form rather than duplicating it. Show actual processes and what happens when the problem occurs if possible.  
A text input field with the placeholder text 'Enter your teleprompter script here...'. Below the field, it says '0 words'.



# Get recording your video



When you're ready to begin recording your video, click on the **Record video** button on your video profile page. A prompt will appear requesting access to your microphone and camera make sure you allow it.

Hit the **start** button when you're ready to start recording, the screen will count down and your script for this topic with appear at the top of the screen.

Don't worry you can record multiple times until you are satisfied with the outcome and have access to your script throughout.

Select **Next question** highlighted when you want to move on.

Shows you which topic you are working on.

**Record Video** ⓘ

Record your video one topic at a time, and our tech will stitch your topics together into one video. To record a video for a topic, click on the topic name.

Please limit your entire video to **2 minutes total**, which gives you about 40 seconds per topic, or 70-100 written words per topic.

Once all topics are recorded, click on the **Stitch Video** button to complete your video.

**Video Topics:**

- Problem Summary
- Problem Description
- Other Information

Stitch video

**Give us a summary of the problem you are facing and submitting to Analysis for Innovators?**

At A1 solutions we would like to use the Analysis for Innovators competition to help solve our problem of....

[Edit Script](#)

**You can edit and save your teleprompter script**

The text that you enter will display on your screen as a teleprompter while you are recording. Just don't forget to save your work!

Got it!

**Start**

Tape 1    Tape 2

**Next question ▶**

a4i.pitchtape.com wants to

- Use your microphone
- Use your camera

Allow    Block

# Video processing



The platform will give you guidance on how long it will take to process your video. This could take up to 15 minutes for a video that is up to 5 minutes long. Please ensure you have factored this time prior to the submission deadline.

**Do not refresh your browser or close the browser tab** whilst your video is being processed.

**Please wait** until you have received your notification email from [team@pitchtape.com](mailto:team@pitchtape.com) and the screen has refreshed, displaying your video.

The screenshot shows the PitchTape 'Video Profile' page. At the top left is the UKRI Innovate UK logo. A 'Video Profile' dropdown menu is visible. Below the logo is a 'Service' section with a 'Copy Video URL' button. To the right, a note states: 'Important: Please use Google Chrome to record. Click [here](#) for additional technical requirements.' A 'Knowledge Center' box contains three links: 'Tutorial video on creating a pitch', 'Tips for self-recording a pitch', and 'Practice pitching on video'. The main content area is a large light blue box with a video camera icon and the text: 'Your video is processing... This could take up to 15 minutes to complete. Look for an email notification letting you know that your video pitch is ready for review, then refresh your screen.' At the bottom right, it says 'Powered by PITCHTAPE'.

# Your video is now complete



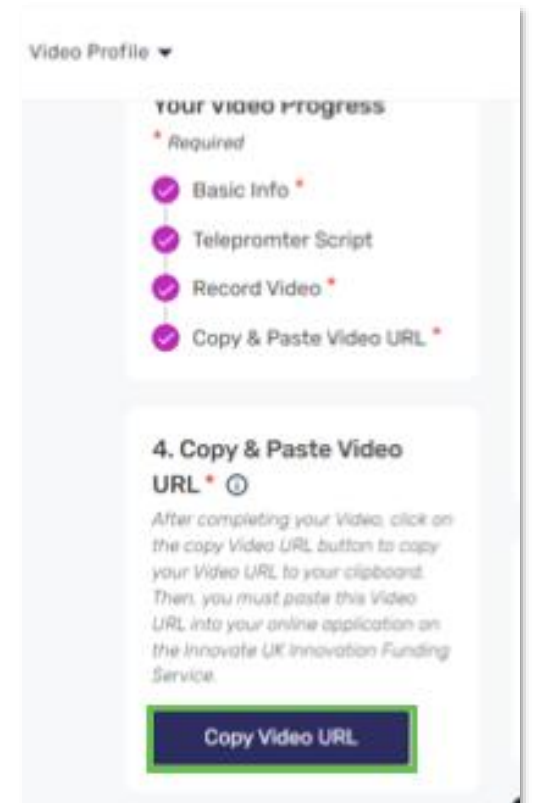
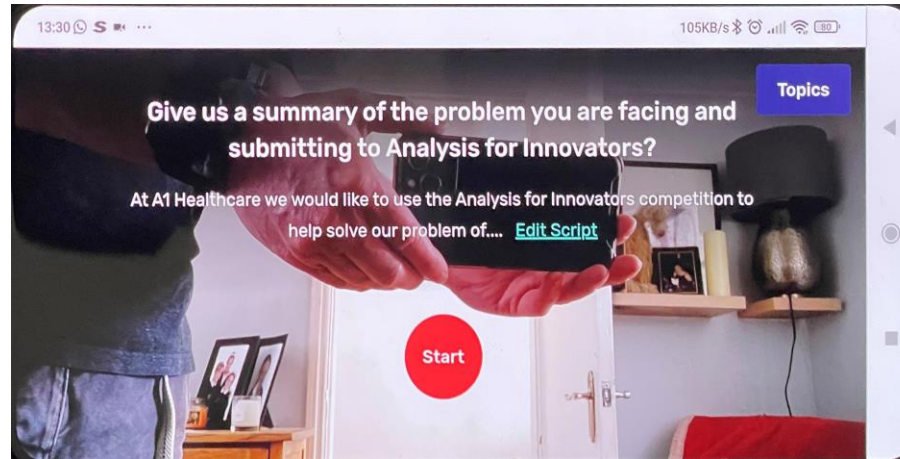
Once your video has been processed we recommend you watch it back.

Now, you can also:

- make edits to your video
- download a copy of your video
- share your video with others

If you need to amend your video, factor in the time to re-process and review it ahead of the deadline.

Your video URL is now available, click **Copy Video URL** and paste into Video link question in your A4I application.



# Review your application before submission

Robotic wine waiter

## Application summary

Please review your application before final submission. Any highlighted sections are incomplete and need further information from you.

### Project details

Application details	✓ Complete ▼
Project summary	✓ Complete ▼
Public description	✓ Complete ▼
Scope	✓ Complete ▼

### Application questions

1. Need or challenge	✓ Complete ▼
2. Approach and innovation	✓ Complete ▼
3. Team and resources	✓ Complete ▼
4. Market awareness	⚠ Incomplete ▼
5. Outcomes and route to market	⚠ Incomplete ▼

IFS will check your application is complete

All questions must be “**marked as complete**”

Leave plenty of time to validate your submission

Deadlines are absolute

# Submitting your application

Close

**This is your final chance to make changes to the application.**  
You will not be able to access the application after this point. Are you sure you want to submit?

---

[Yes, I want to submit my application](#)      [Cancel](#)

[Submit application](#)

# Application submitted

Robotic wine waiter

## Application status

### Application submitted

Application number: 85

Your application for the competition 'Emerging and enabling' was submitted on 3 May 2017 at 12:01pm.

[View application](#) [Print application](#)

## What happens next?

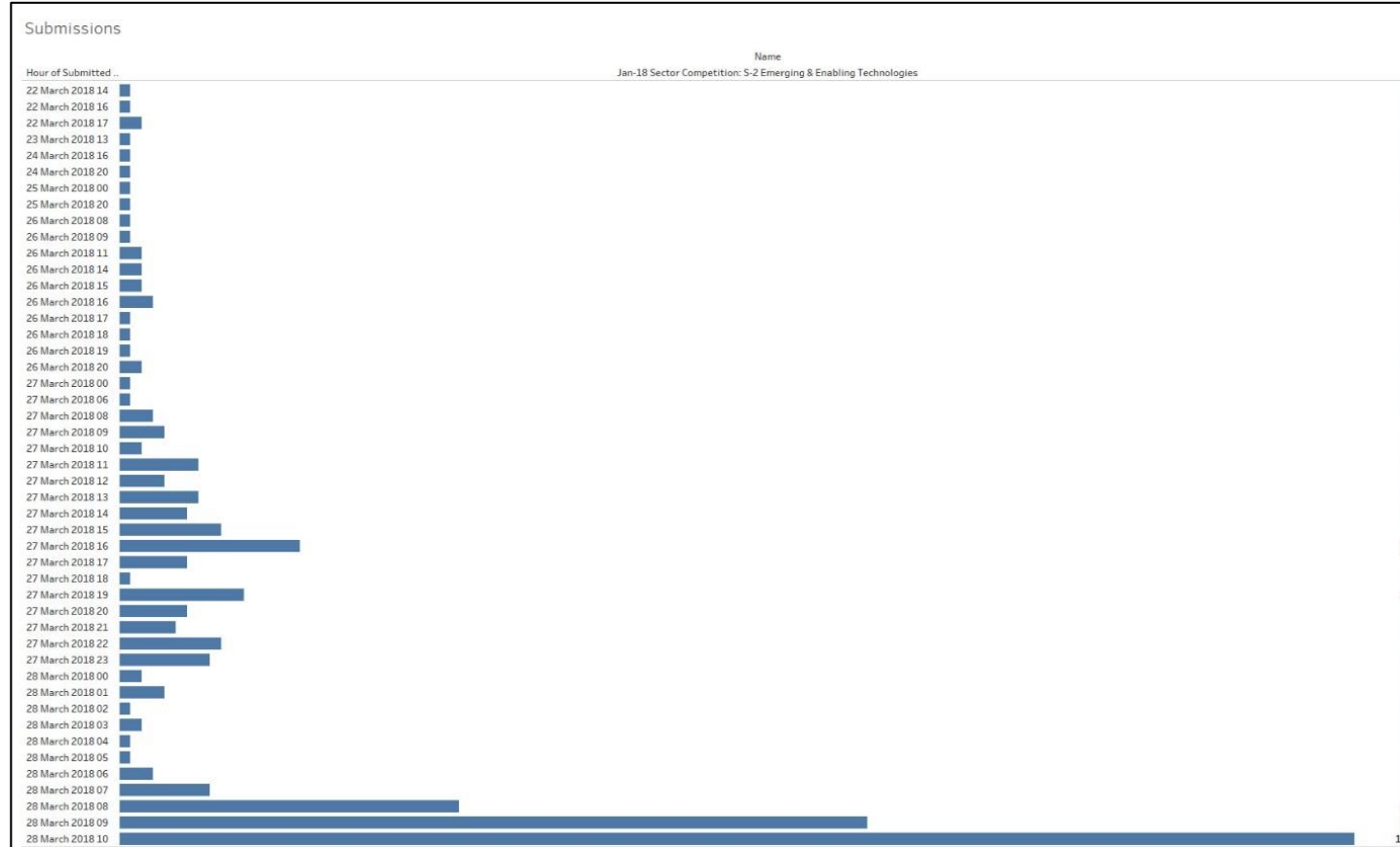
### Assessment process

Once the competition submission deadline is reached your application will be sent for assessment. This is subject to eligibility. The assessment process follows these steps:

- eligible applications will be assessed independently by expert assessors
- each application is assessed by up to 5 assessors and against the same set criteria
- the assessor will score each question and provide feedback to justify those scores
- a panel process is held to moderate and ratify the outcome of the decision



# Don't leave submission to the last minute!



# Your IFS dashboard



Innovation Funding Service

[My dashboard](#) [Sign out](#)

**BETA** This is a new service – your [feedback](#) will help us to improve it.

## Your dashboard

### Set up your project

#### [Medical device feasibility studies](#)

Project number: 92

Competition: Biomedical catalyst feasibility studies

Project in setup

### Application in progress

#### [Robotic wine waiter](#)

Application number: 85

Competition: Emerging and enabling

Awaiting assessment

Application submitted



# Equality, Diversity & Inclusion

- We are on a mission to embed Equality, Diversity, and Inclusion in everything we do, internally and externally.
- We believe that great ideas can, and do, come from anyone and everyone.
- We know that diversity and inclusion in businesses contributes to enhanced innovation, satisfaction, performance, and ultimately, commercial success.
- So, if you would like any support, please contact our Customer Support Service Team on [support@iuk.ukri.org](mailto:support@iuk.ukri.org) or at 0300 321 4357.



# A4I round 10: Summary

- Tenth round of this now popular and different type of core funding programme.
- Focus on existing industry problems addressing business productivity and competitiveness through a wide scope of analysis and measurement solutions.
- Supported by 9 world-class partner organisations.
- Two stage competition for UK businesses with substantial funding options.
- Focus on problem statement & value to solve for success at stage 1.
- Kindly use Pichtape as your 1<sup>st</sup> option when recording videos but if you experience any issue, feel free to use YouTube as an alternative.



*Good luck with your entries...*



Innovate  
UK

# Thank you



@InnovateUK



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Innovate UK

**A4I** Analysis for  
Innovators

# Additional Support

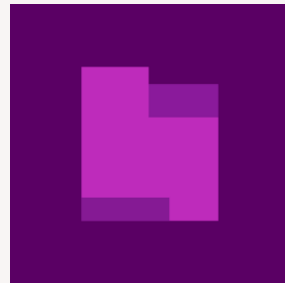


# Contact

## Customer Support Services

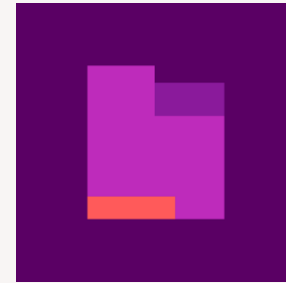
0300 321 4357 (Monday - Friday 9-5pm)

[support@iuk.ukri.org](mailto:support@iuk.ukri.org)



**Innovate UK**

[ukri.org/councils/innovate-uk](https://ukri.org/councils/innovate-uk)



**Innovate UK KTN**

[A4I@ktn-uk.org](mailto:A4I@ktn-uk.org)



# Q&A



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