The Innovate UK Unlocking Potential Award

5 September

Applicant Support Session
Zoom Etiquette

Chat
Q&A

Closed
Captions

Recording

Mindset
What are the Innovate UK Unlocking Potential Award strands?

Unlocking Potential

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

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

Build
- £50,000 grant
- Tailored business support

Role Modelling: Pledge to paying it forward and inspire future innovators
Who is the Innovate UK Unlocking Potential Award for?

For the purpose of this competition, Innovate UK considers the following groups of people as underrepresented in the innovation ecosystem:

- disabled, including and not limited to mental health conditions, learning disabilities, neurodiversity and physical disabilities
- ethnic minority groups
- LGBTQIA+
- non-binary and all marginalised genders
- people with primary caring responsibilities
- people from low socioeconomic backgrounds
- people from non-traditional educational routes into innovation
- women
- younger (aged 18 to 30) and older (aged 60+) people

Innovate UK is unable to advise on your eligibility regarding the above list; you must self-identify.
### Application Questions: Begin

**Unscored Questions:**
1. Applicant location
2. Minimal Financial Assistance declaration
3. Registered Business
4. Underrepresentation in innovation
5. Time commitment

**Scored Questions:**

<table>
<thead>
<tr>
<th>Scored Question</th>
<th>Appendix</th>
<th>Word Limit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Your potential to be a leader and role model to inspire others and promote EDI in Innovation – video</td>
<td>No</td>
<td>10</td>
<td>30%</td>
</tr>
<tr>
<td>11 What is your value proposition?</td>
<td>No</td>
<td>300</td>
<td>17.5%</td>
</tr>
<tr>
<td>12 Your plan for the Award</td>
<td>No</td>
<td>500</td>
<td>17.5%</td>
</tr>
<tr>
<td>13 What difference will this award make to you personally and your business idea?</td>
<td>No</td>
<td>500</td>
<td>17.5%</td>
</tr>
<tr>
<td>14 Risks</td>
<td>Yes – 1 optional</td>
<td>300</td>
<td>17.5%</td>
</tr>
</tbody>
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Detailed guidance available on IFS
We are looking to fund a diverse range of innovators with great business ideas who have the potential to become leaders in innovation and successful entrepreneurs.

The proposal must:

- address a problem
- be innovative
- be significantly better than what is currently on offer, including from existing businesses

The innovative ideas can be either:

- ready to be developed into a new business
- within an existing early-stage business

You should consider how you fulfil these requirements when answering the Scope Question.
## Application Questions: Build

### Unscored Questions:
1. Applicant location
2. Minimal Financial Assistance declaration
3. Underrepresentation in innovation
4. Project costs
5. Previous support
6. Additional support

### Scored Questions:

<table>
<thead>
<tr>
<th>Scored Question</th>
<th>Appendix</th>
<th>Word Limit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your potential to be a leader and role model to inspire others and promote EDI in Innovation – <a href="#">video</a></td>
<td>No</td>
<td>10</td>
<td>25%</td>
</tr>
<tr>
<td>Need or challenge</td>
<td>No</td>
<td>600</td>
<td>15%</td>
</tr>
<tr>
<td>Your business opportunity</td>
<td>No</td>
<td>600</td>
<td>15%</td>
</tr>
<tr>
<td>Plan for the award</td>
<td>Yes – 1 mandatory and 1 optional</td>
<td>600</td>
<td>15%</td>
</tr>
<tr>
<td>Your vision for your business and timeliness of the award</td>
<td>Yes – 1 optional</td>
<td>600</td>
<td>15%</td>
</tr>
<tr>
<td>Equality, Diversity and Inclusion</td>
<td>No</td>
<td>600</td>
<td>15%</td>
</tr>
</tbody>
</table>

Detailed guidance available on IFS
Build – Scope

We are looking to fund and support a diverse portfolio of award holders:

- who will be relatable role models and inspire others into innovation
- from regions across the UK
- working in a variety of innovation areas
- who are most likely to benefit from the package of support on offer

The proposal must identify clearly evidenced pressing societal, environmental and/or economic challenge(s), and how the project and innovation can help solve them.

You should consider how you fulfil these requirements when answering the Scope Question.
General Queries:

Application:
▪ the word count is the maximum allowed for the question, you do not have to hit it
▪ when citing sources, we recommend doing so concisely due to the word count; there is no requirement to submit a reference list or bibliography
▪ do not rely on any additional links; the assessors will only review what you have written in your answer

Payment:
▪ if successful, the grant will be paid (into your business bank account) in 3 instalments:
  ❖ December 2023, June 2024, September 2024

Video:
▪ the assessors will be scoring the videos based on the content of your answer to all elements of the question
▪ it is not scored on editing, background music, or story telling abilities
Some common errors..

Here are some common mistakes to flag for you to double check and ensure your application isn’t made ineligible:

➢ Project costs:
  ▪ **Begin**
    ▪ £5,000 exactly (use the ‘other costs’ category)
    ▪ You do not need to claim for or reference the £10,000 living allowance in your application
    ▪ You do not need to breakdown or summarise your project spend
  
  ▪ **Build**
    ▪ £50,000 exactly
    ▪ You will need to give a rough breakdown of your project spend into the categories provided
    ▪ Labour costs are not a requirement, but you may include labour costs for those in your team also working on your project

This grant funding can be the total project cost, or it can contribute to a wider project with higher costs, but you should ensure you are **only** requesting for the grant funding provided for each strand.
Some more common errors..

Continued:

➢ Video pitch - don’t forget to include the YouTube link for your video (including a password if required)
➢ the award is for sole-applicants, you should not have any partners listed on your application
➢ all projects must start on 1 December 2023 and last for 12 months
➢ make reference to the full package of support, not just the grant funding
➢ include any appendices requested in the question, ensuring they fit the requirements listed:
  ▪ PDF format no larger than 10MB, 1 A4 page long, the font must be legible at 100% zoom
➢ answer all questions and do not include any website addresses (URLs) in your answers other than the link to your video

All of the information on how to answer the questions is in the application question guidance on IFS
What is Role Modelling?

➢ As a part of Unlocking Potential, we expect all of our awardees to undertake Role Modelling activity over the 12 month award period.

➢ We ask this because we know representation matters when encouraging individuals to start their innovation journey, and our awardees and alumni have an amazing opportunity to show what an innovator looks like in the real world.

➢ Alongside this, it’s a great way for our awardees to get noticed and recognised as a part of their development.

**Begin**: 4 days of role modelling (minimum)

**Build**: 5 days of role modelling (minimum)
How does it work?

Role modelling can be completed in a number of different ways such as:

▪ passing on your knowledge, skills, and/or personal lived experiences through talks, panels, workshops, and media engagements
▪ supporting students, through careers talks, careers events and mentoring
▪ providing workplace experience to young people
▪ mentoring other innovators and entrepreneurs

As a part of the award, Innovate UK will share opportunities as they come to us, but we also encourage awardees to look into their own networks and local organisations to identify opportunities that might arise for them to speak on their journey and experience.
Package of support - Begin

The tailored business support and expert advice available includes, but is not limited to:

- business planning strategy
- media and communications
- branding
- business planning strategy
- growing your networks
- funding and finance options

Access to relevant world-leading facilities and equipment will also be provided where this is appropriate. As part of your award, you will receive press and media support to become a leading role model in innovation.
Package of support - Build

The tailored business support and expert advice available includes, but is not limited to:

- funding and finance options and how to access these, including introductions to investors and training on pitching
- media and communications, such as branding
- intellectual property
- developing new business models
- evaluating market opportunities
- finding new partners
- growth and scale up
- developing international collaborations and accessing global markets
- business planning strategy

Access to relevant world-leading facilities and equipment will also be provided where this is appropriate. As part of your award, you will receive press and media support to become a leading role model in innovation.
The assessment process

Here is the timeline for Innovate UK Unlocking Potential Awardees: Begin and Build.

13 September:
- all eligible applications will be sent to the expert independent assessors
  - assessors will be sent the whole application (scored and non-scored questions)
  - the assessors will not have access to your Equality, Diversity and Inclusion (EDI) survey information at any time and your EDI survey will not be used in the decision making process

6 October:
- all applicants will be notified of the outcome of their application
- you can view scores and feedback on IFS on that date

We aim to support 225 awards across the two strands. Innovate UK reserves the right to adjust the funding allocations between the two competition strands.
## Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
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<tbody>
<tr>
<td>Competition Opened</td>
<td>10 July 2023</td>
</tr>
<tr>
<td>Submission Deadline</td>
<td>6 September 2023 - <strong>11am exactly</strong></td>
</tr>
<tr>
<td>Applicants Informed</td>
<td>6 October 2023</td>
</tr>
</tbody>
</table>

Extensions to this deadline cannot and will not be granted under any circumstances.

Please bear in mind the customer support line will be busy on the day the competition closes – **do not** leave it to the last minute to contact them if needed.
Contacts & Further Resources

Customer Support Services
0300 321 4357 (Monday - Friday 9-5pm)
support@iuk.ukri.org

Innovate UK Unlocking Potential Award Webpage