

Scope & Broader Mindset XR Programme

Mindset XR Programme: 2022 – 2026

Visit: [About Mindset XR](#)

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Mindset: 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 covers 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 Oct 23)



Mindset Workstream 1: Research & Development Competitions: circa £8m+

Scope/Overview:

- 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 competition closed Oct 22 (£3.1m committed). Projects started Apr 23.
- Second competition (**this competition**) opened 9 October 23 (up to £4.5m). A third competition 2024 TBA
- Example XR mental health therapeutic applications include (but not limited to): anxiety, eating disorders, phobias

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



- **Industrial Research Projects**
– larger projects, close to market with refined co-design assets
- **Feasibility Studies**
– smaller projects, typically more explorative

Mindset Workstream 1: A Look At Our Existing Project Portfolio: Growth Examples

Our first Mindset portfolio comprises a number of organisations that have acquired significant platform – examples-:



- 100th NHS customer;



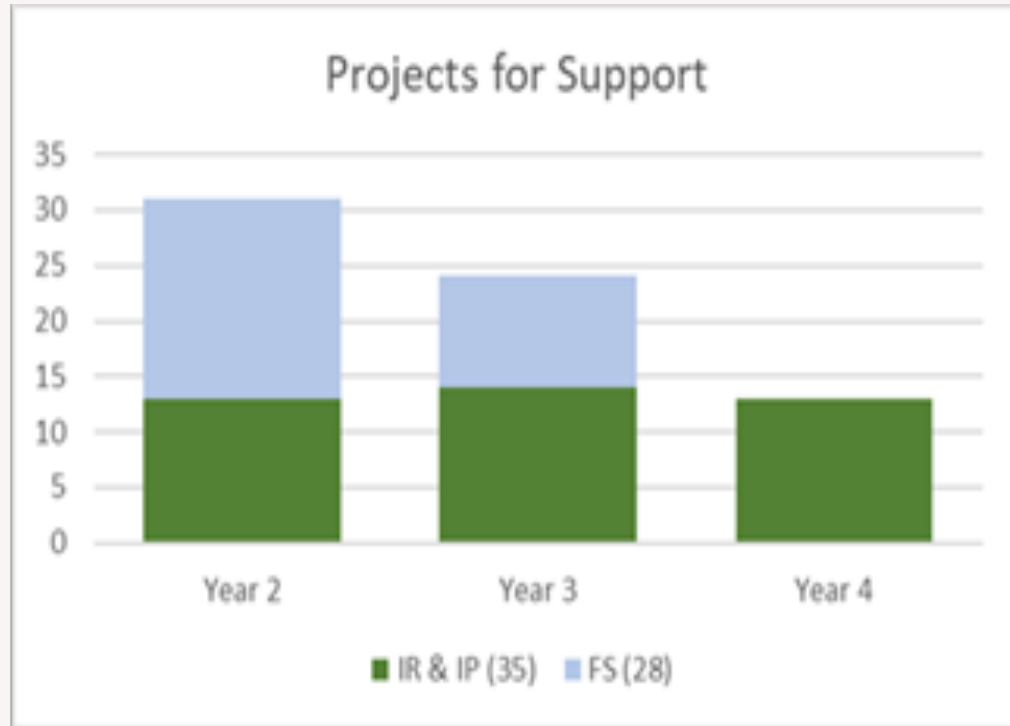
- Global customer base;



- Private sector sales








Mindset R&D Workstream 1: Expanding Mindset Project Portfolio – 2023-2026

We plan to expand our portfolio via a third R&D competition in 2024 and via our investor partnership scheme








- A 70-project portfolio anticipated, weighted 4:3 IR to feasibility.
- By Y4 IR only – anticipated evolution of feasibility projects to IR

Mindset WS1 - Competition Profile: Industrial Research

|  |  |  |  |  |  |  |
|---|---|---|---|---|---|--|
| <p>Launch Oct 23</p> <p>Close Dec 23</p> | <p>£4.5m</p> <p>Fund Available</p> | <p>Project duration</p> <p>6 – 20 months</p> | <p>Project Start by</p> <p>01 Jun 24</p> | <p>Total Likely Project Eligible Costs:</p> <p>£100 - £300K</p> | <p>Research stage - Industrial research</p> <p>Business led planned R&D to gain new knowledge and skills for service/solution development leading to an improvement in existing services/solutions</p> | <p>Grant funding for eligible project costs of:</p> <ul style="list-style-type: none"> • up to 70% if you are a micro or small organisation • up to 60% if you are a medium-sized organisation • up to 50% if you are a large organisation |

Mindset WS1 - Competition Profile: Feasibility Studies

|  |  |  |  |  |  |  |
|---|---|---|---|---|--|--|
| <p>Launch Oct 23</p> <p>Close Dec 23</p> | <p>£4.5m</p> <p>Fund Available</p> | <p>Project duration</p> <p>3-6 months</p> | <p>Project Start by</p> <p>01 May 24</p> | <p>Total Likely Project Eligible Costs:</p> <p>£50-100K</p> | <p>Research stage - Industrial research</p> <p>Business led explorative R&D to gain new knowledge and skills service/solution development</p> | <p>Grant funding for eligible project costs of:</p> <ul style="list-style-type: none"> • up to 70% if you are a micro or small organisation • up to 60% if you are a medium-sized organisation • up to 50% if you are a large organisation |



UK Research
and Innovation

Thank You

If you have any questions, please contact
julia.glenn@iuk.ukri.org

Learn more:
Visit: www.UKRI.org

Visit: [About Mindset XR](#)

Join us on LinkedIn:
UKRI Healthy Ageing Challenge

Following us on Twitter:

Eligibility criteria

Eligibility criteria

| | Strand 1 | Strand 2 |
|---------------------|---|--|
| Project eligibility | <ul style="list-style-type: none">• Lead or to work alone you must be a UK registered business• must carry out your project in the UK• exploit the results from or in the UK• Start by 1st May 2024• End by 31st October 2024 | <ul style="list-style-type: none">• lead or to work alone you must be a UK registered business• must carry out your project in the UK• exploit the results from or in the UK• Start by 1st June 2024• End by 31st March 2026 |
| Total project costs | Between £50,000 and £100,000 | Between £100,000 and £300,000 |
| Project length | Between 3 and 6 months | Between 6 and 20 months |

Funding

Funding rules

The level of funding awarded will depend upon the type of organisation and the type of research being undertaken in the project

Funding is calculated by project participant

IFS will advise the maximum grant % you can request based upon your answers to:

- type and size of organisation
- research category defined by the lead applicant in the Application Details section of the application

Eligibility Criteria: Funding Levels

| Feasibility studies and industrial research | Research organisations |
|--|------------------------|
| 70% if you are a micro or small organisation | 100% funding |
| 60% if you are a medium-sized organisation | |
| 50% if you are a large organisation | |

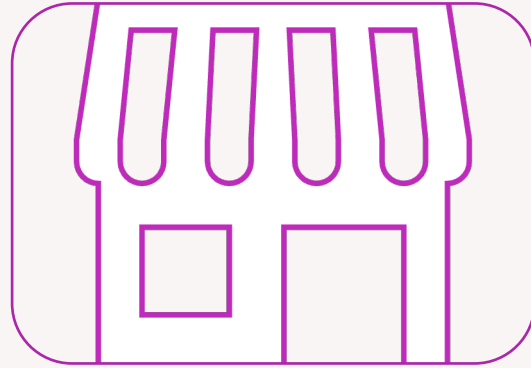
For more information:

<https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/general-guidance/categories-of-research-and-development/#contents-list>

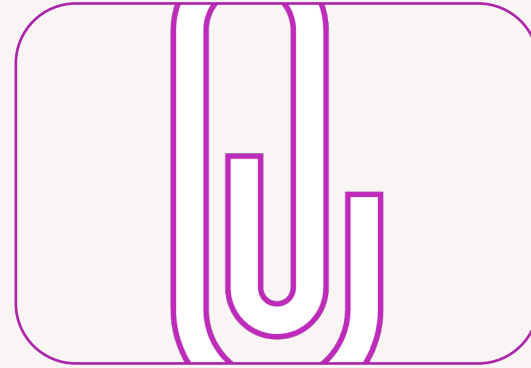
Your Project Cost Categories



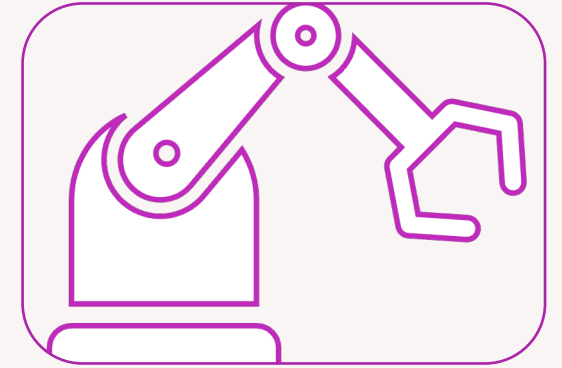
Labour



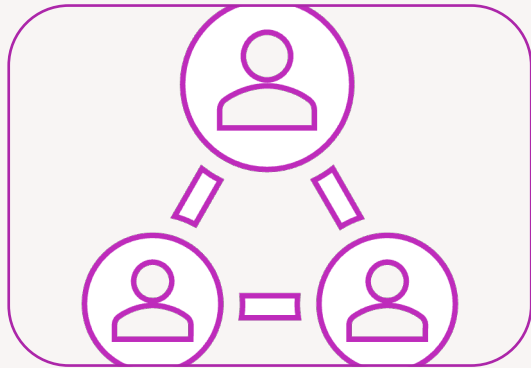
Overheads



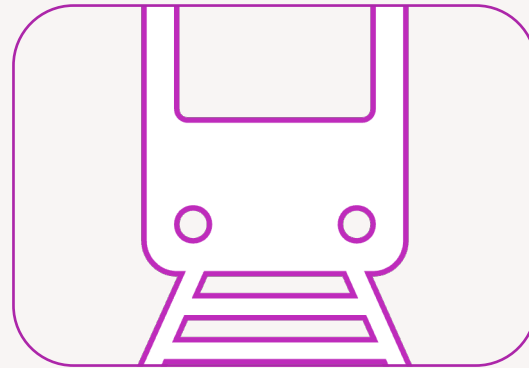
Materials



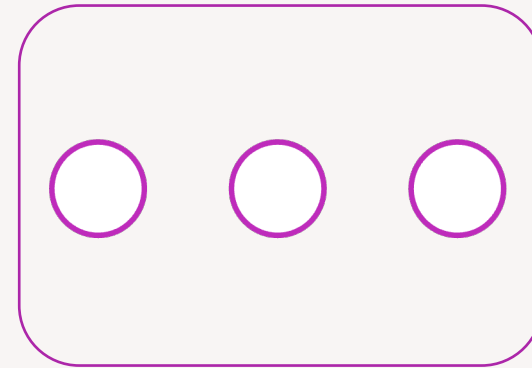
Equipment Usage



Subcontractors



Travel & Subsistence



Other

Conditions of Award

Under the Subsidy Control Regime, we will conduct a financial review and seek assurances on your organisation, leadership team, and persons of significant control.

Certify you are eligible

When submitting an application, you must certify that you are eligible for funding. If you are unsure, please take independent legal advice before applying. You must pass our financial review and assurances before being offered a conditional award.

Other Innovate UK projects

If you have an outstanding final claim or Independent Accountant Report (IAR) on a live Innovate UK project, you will not be eligible to apply to this competition, as a lead or a partner organisation.

We will not award you any further funding if you:

- applied to a previous competition as the lead or sole company and were awarded funding by Innovate UK, but did not make a substantial effort to exploit that award
- applied to a previous competition as the lead or sole company and failed to comply with grant terms and conditions.

Previously submitted applications

| Previously submitted application | Not a previously submitted application |
|--|---|
| Not materially different from one you have submitted before (but it can be updated based on the assessors' feedback) | <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 |

Key Dates

| Timeline | Dates |
|----------------------------|---|
| Competition Opens | 9 th October 2023 |
| Briefing Event | 12 th October 2023 |
| Submission Deadline (11am) | 6 th December 2023 |
| Interviews – Strand 2 only | 12 th to 16 th February 2023 |
| Applicants informed | Strand 1 – 22 nd January 2024 Strand 2 – 23 rd February 2024 |

Application Questions

| Question | Appendix |
|--|-----------------|
| Applicant location inc subcontractors (not scored) | No |
| Permits and Licences (not scored) | No |
| Video Demonstration (not scored) | No |
| Need or challenge | No |
| Approach and innovation | Yes |
| Team and resources | Yes |
| Market awareness | No |
| Outcomes and route to market | No |
| Wider impacts | No |
| Project management | Yes - Mandatory |
| Risks | Yes - Mandatory |
| Added value | No |
| Costs and value for money | No |

Submit your application early!

Customer Support can help resolve any issues you might have when submitting but only if they are contacted before the deadline.

Once the deadline has passed, your application cannot be submitted.



Conditional offer of awarding

If you receive a notification saying you have been successful at the assessment stage, you will have a further 8 steps to complete in Project Setup.

These are:

- Project details
- Project team
- Documents
- Monitoring Officer allocation
- Bank details
- Finance checks
- Spend profile
- Grant Offer Letter

Work can only commence on the project once you have signed and returned the Grant Offer Letter.

Project Impact questions

- Each organisation in your application will complete the Project Impact questions within the 'Supporting information' section
- The Project Impact questions ask for data about your business and innovation and its contribution to the UK economy, society, and the environment
- Visit the [Project Impact guidance](#) page for more information, the types of questions you will be asked and how to get further support
- By providing this data, you are enabling us to better understand the impact of our support. It will help us identify success stories and provide evidence to government and the public of the value of supporting innovative businesses



For more information:

- Watch Our Impact Management Framework video [here](#)
- Watch How to Complete the Project Impact questions video [here](#)

Additional Support



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 or at 0300 321 4357.



What to Expect

1.

Contact our Customer Support Services Team as early as possible – we suggest at least 15 working days before the deadline

2.

Complete a request form which will be sent to our partner Diversity & Ability (D&A)

3.

D&A will conduct a Discovery Conversation with you and make reasonable adjustments recommendations

4.

D&A will organise and deliver bespoke reasonable adjustments for and with you

5.

Submit your application – please do so well ahead of the deadline as extensions cannot be provided

Innovate UK EDGE

An innovation and growth specialist, or scaleup directors, work with a company's leadership to hone its commercial strategy and help it take targeted action to, for example:

- Build investment readiness
- Manage innovation effectively
- Enter global markets
- Providing local to national to international growth and scaling support



Contact us via:
innovateukedge.ukri.org

Innovate UK EDGE

Bespoke growth and scaling support at the business end of innovation

- Intensive growth and scaling support tailored to the needs of each of our ambitious innovation-driven clients
- Offered alongside project funding to Innovate UK award winners, most of whom engage us. We are also available to all high growth potential innovative small or medium-sized businesses*
- Engagement at early, growth and scaling stages, with our core high growth service and enhanced Scaleup Programme
- Delivered by 290 innovation and growth specialists embedded in regional ecosystems across the UK, including a board of expert scaleup directors

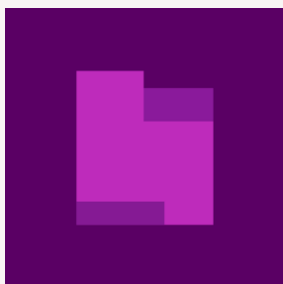
**subject to eligibility and currently in all nations and regions outside Scotland*

Contact

Customer Support Services

0300 321 4357 (Monday - Friday 09:00/12:00 – 14:00/17:00)

support@iuk.ukri.org



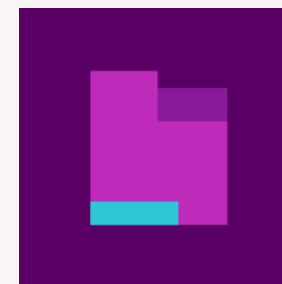
Innovate UK

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Innovate UK KTN

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Innovate UK EDGE

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