Innovate UK - Analysis for Innovators Round 12: Stage 1

Applicant briefing
Date: 13 November 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

Bobby Agwu

Innovation Lead
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
Round 12

A unique and different type of core programme
Innovate UK - Analysis for Innovators

Addresses problems that, when solved, will improve your company’s productivity and/or competitiveness
Innovate UK - Analysis for Innovators

Applying cutting-edge R&D / techniques to address tough problems with EXISTING products and services
Innovate UK - Analysis for Innovators
“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.”
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.”
Innovate UK - Analysis for Innovators

Stage 1
Measurement/analysis problem

Stage 1
Applicant/partner brokerage

Stage 2
Project delivery

Stage 2
Project Output
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.
Video submission

**Video (Mandatory)**

*pitchtape recording platform only*

- Maximum 2 minutes
- Video production quality is not important
- Create using the competitions video submission platform (*pitchtape*)

- Guidance, Tutorial video and KTN Support
- Focus on the problem you are describing NOT background and company intros etc.
Innovate UK: Analysis for Innovators Round 12

The Competition Process
Today’s Briefing

Two stage competition process overview

- **Brokerage outcomes gathered**
  - Who wants to work with who?

- **Companies submit problems to Stage 1 Competition**

- **Brokerage takes place**

- **Stage 2 application**

- **Application outcome notifications**

- **Funded projects begin**

- **Winning bids selected**
  - All applications will be scored by assessors
  - Best scored projects get prioritised for funding

- **Applications reviewed**
  - IUK scope check
  - Partner solutions check

- **Phase 2 applications submissions**
  - Companies work with their selected partner to write the proposal collaboratively

- **Successful projects**
  - Companies have passed IUK due diligence
  - Grant Offer Letter received and signed
Stage 1 assessment

- IUK Eligibility & Scope check to attest if the problem relates to an existing process, product or service owned or used by your company.

- IUK & Partner experts check for a probable commercial solution

- Partner experts assess solution isn't solvable by standard off the shelf methods or technique and the solution capability by their organisation

- Value statements are reviewed
Round 12: 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
Round 12: Eligibility - multiple applications

- A business may submit **only one** application to stage 1 of this competition.

- 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 Analysis for innovators competition round.
Brokerage
Applying via 1 of 2 strands in stage 2

Strand 1: 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: Larger Projects
- Any size UK business

Stage 2 project proposals:
- 3 - 6-month duration
- Max total project costs £15k to £100k
- Subcontractors permitted
- Match-funded (% depends on company size - 60/50/40: S/M/L)
- Partner contribution counts toward company MFA limits
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.
- Seek legal advice if unsure about your individual company obligations or eligibility under UK Subsidy Controls.
- In your stage 2 application, you will be asked to declare previous funding received by you.
What happens after stage 1 & brokerage…

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

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Applicant briefing event</td>
<td>13 November 2023</td>
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<tr>
<td>Competition opens</td>
<td>13 November 2023</td>
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<tr>
<td>Competition closes (11am)</td>
<td>03 January 2024</td>
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<tr>
<td>Applicants informed</td>
<td>19 January 2024</td>
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<td>Brokerage Virtual meetings</td>
<td>05 February to 20 February 2024</td>
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<td>Brokerage Feedback</td>
<td>21 February to 26 February 2024</td>
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The National Measurement Laboratory
hosted at LGC
Our unique roles

➢ National Measurement Laboratory (NML), designated for chemical and bio-measurement

➢ Government Chemist function

We deliver:

- Research
- Calibration Facilities
- Training & Consultancy
- Reference Materials
Our numbers

OUR SCIENCE
ONE OF THE TOP
METROLOGY
INSTITUTES
WORLDWIDE
FOR CHEMICAL &
BIO-MEASUREMENT

OUR 4
LABORATORIES
ORGANIC,
INORGANIC,
MOLECULAR AND
CELL BIOLOGY

OUR QUALITY
ACCREDITED TO
ISO17025
ISO17034
ISO9001

OUR CAPABILITIES
GLOBALLY LEADING
DIGITAL PCR DNA
COPY NUMBER
ASSIGNMENT
ISO17025
ACCREDITED

OUR CAPABILITIES
OVER 20 DIFFERENT
MASS SPECTROMETERS
MOST DIVERSELY
EQUIPPED
IN THE UK
Our sectors and capabilities

- **Sustainability**
  - Environmental monitoring
  - Renewable resources
  - Underpinned by robust and reliable data that supports the UK’s life sciences and green industries and encourages innovation

- **Wellbeing**
  - Health
  - Food security & supply
  - Defence & security

- **Prosperity and productivity**
  - Underpinned by robust and reliable data that supports the UK’s life sciences and green industries and encourages innovation

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- **Elements**
  - Trace metals

- **Nano-particles**
  - Biomarkers
  - Organo-metals
  - Peptides
  - Proteins

- **Isotope ratios**
  - Species

- **Small organic molecules**
  - DNA
  - RNA
  - Cells
Our Analysis for Innovators collaborations

Environmental
Improving performance and product validation data for an innovative product to support certification

Consumer products
Faster product development and more targeted performance of a new to market product

Radiography
New market opportunities in the areas of healthcare, non-destructive testing and security of a novel technology
Our Analysis for Innovators collaborations

Biotechnology (therapeutics)
Faster product release for existing product pipelines with associated reduction costs

Biotechnology (biocomputing)
Product development support for safe and effective biocomputing

Healthcare (therapeutics)
Regulatory requirements completed to support rapid drug commercialisation
Innovate UK: Analysis for Innovators
Round 12

Using Innovation Funding System (IFS) to apply
Funding competition

Analysis for Innovators (A4I) Round 12 – stage 1

UK registered businesses can apply for a share of up to £2.25 million to resolve productivity and competitiveness issues by working with top scientists and research facilities.

Competition opens: Monday 13 November 2023
Competition closes: Wednesday 3 January 2024 12:00pm

This competition has not yet opened.

Start new application

Innovate UK, part of UK Research and Innovation, will invest up to £2.25 million in small collaborative innovation projects working with our analysis for innovators (A4I) partners:

- the National Physical Laboratory (NPL)
- the National Measurement Laboratory (NML) at Laboratory of the Government Chemist (LGC)
IFS: Create an account

Please sign in or create an account

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

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

Create your account

Your organisation

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
nomensa
Search

Companies House search results
Select your organisation from the options below

"nomensa Ltd"
04216437: 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

Need or challenge

1. What is the business need, technological challenge or market opportunity behind your innovation?

Assign this question to someone else

What should I include in the need or challenge section?

Mark as complete

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

<table>
<thead>
<tr>
<th>Application Form</th>
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<tbody>
<tr>
<td><strong>Question 1</strong></td>
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<td><strong>Question 2</strong></td>
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<td><strong>Question 3</strong></td>
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<td><strong>Question 4</strong></td>
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<tr>
<td><strong>Question 5</strong></td>
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<tr>
<td><strong>Question 6</strong></td>
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</tbody>
</table>

Detailed guidance available on IFS
Innovate UK: Analysis for Innovators
Round 12

Using the Pitchtape video creation/submission platform …
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/

<table>
<thead>
<tr>
<th>Operating System</th>
<th>System Requirements</th>
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<tbody>
<tr>
<td>iOS</td>
<td>iOS 14.3 or above</td>
</tr>
<tr>
<td></td>
<td>Compatible with iPhone, iPad, and iPod touch</td>
</tr>
<tr>
<td>Android</td>
<td>Android 6.0 Marshmallow or above</td>
</tr>
<tr>
<td></td>
<td>Not compatible with Android Go edition</td>
</tr>
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</table>
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 focused 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 round, you would need to create a new pitchtape account.

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.
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.
Your video dashboard

View progress

Create your script

Access support

Enter key information

Record your video

Knowledge Center

Tutorial video on creating a pitch
Tips for self-recording a pitch
Practice existing on video
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.
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.
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 and the screen has refreshed, displaying your video.
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 application on IFS.
Review your application before submission

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

<table>
<thead>
<tr>
<th>Application summary</th>
</tr>
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<tbody>
<tr>
<td>Please review your application before final submission. Any highlighted sections are incomplete and need further information from you.</td>
</tr>
</tbody>
</table>

### Project details

<table>
<thead>
<tr>
<th>Details</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application</td>
<td>Complete</td>
</tr>
<tr>
<td>Project summary</td>
<td>Complete</td>
</tr>
<tr>
<td>Public description</td>
<td>Complete</td>
</tr>
<tr>
<td>Scope</td>
<td>Complete</td>
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### Application questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Need or challenge</td>
<td>Complete</td>
</tr>
<tr>
<td>2. Approach and innovation</td>
<td>Complete</td>
</tr>
<tr>
<td>3. Team and resources</td>
<td>Complete</td>
</tr>
<tr>
<td>4. Market awareness</td>
<td>Incomplete</td>
</tr>
<tr>
<td>5. Outcomes and route to market</td>
<td>Incomplete</td>
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</table>
Submitting your application

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

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

Set up your project

Medical device feasibility studies
Project number: 92
Competition: Biomedical catalyst feasibility studies

Application in progress

Robotic wine waiter
Application number: 85
Competition: Emerging and enabling
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.
Round 12: Summary

➢ Round twelve 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.
➢ Submitting a video using Pitchtape platform is mandatory.
➢ Problems submitted must relate to an existing process, product or service owned or used by your company.

Good luck with your entries...
Thank you
Additional Support

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

Innovate UK
ukri.org/councils/innovate-uk

Innovate UK KTN
A4I@ktn-uk.org