



Innovate  
UK

# Global Business Innovation Programme Createch 'SLUSH 2024' Finland

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The Global Business Innovation Programme (GBIP) helps ambitious UK companies developing cutting edge technologies in key sectors enter global markets of strategic importance and find international, R&D and innovation collaboration partners.

## WHAT TO EXPECT

Successful applicants will benefit from an intensive 9 to 12 months three phased programme and bespoke support from an Innovate UK innovation and growth specialist throughout.

**Get ready:** Two-day preparation workshop to help you prepare for international opportunities and meeting investors, support to better articulate your value proposition and to improve your pitch.

**Visit the market:** Explore the innovation and investment opportunities first-hand through meeting with investors, potential collaborators and partners through pre-arranged meetings and matchmaking events.

**Exploit the opportunity:** An exploitation workshop and one-to-one bespoke support from an innovation and growth specialist to help you follow-up and maximise the opportunities identified through the programme.

By applying for a place, businesses commit to participating in all three phases of the programme to maximise the opportunities for the business and public investment. The CEO, founder, or a senior decision maker from the business will be expected to participate in all activities and should be the named applicant. Successful businesses will have a designated Innovate UK innovation and growth specialist to support them for the duration of the Global Business Innovation Programme, including developing a work plan to capitalise on the opportunities identified.

You will be expected to work with the Innovate UK innovation and growth specialist throughout the length of the initiative and provide feedback at six monthly intervals up to 2 years after the conclusion of the programme. Innovate UK will fund and organise flights, accommodation, and in-market travel and conference fees for successful applicants and overnight accommodation and dinner for the Get Ready workshop.

On acceptance to the Global Business Innovation Programme, a commitment fee of £1000 will be obtained from each successful company which will be returned after their involvement in all activities. Non-compliance with any part of the programme after formal acceptance may result in forfeiting some or all of the fee.

Please note, this application must be completed online and supported by a short video (maximum 2 minute). Only online applications will be accepted. The application will take approximately 1 hour to complete. All fields are mandatory. Your application will be reviewed by a selection panel. Places are limited and will only be offered to businesses that score sufficiently highly and agree to engage with all three phases of the programme. Successful applicants will be offered a place by **23 August 2024**.

## 2. ELIGIBILITY & SUBSIDY CONTROL

This GBIP is open to all creative companies from the subsectors supported by the [Creative Catalyst Programme](#). Priority will be given to Creative Catalyst cohort awardees (Creative Catalyst, Creative Industries Fund, Audience of the Future, SMART/Fast Start and Create Growth Programme). This GBIP is one of three opportunities: USA Austin SXSW, Finland Helsinki Slush, Singapore TBC.

IMPORTANT: A company is only able to participate in one of the three. Please apply for the most appropriate opportunity that will support your business.

### SUBSIDY CONTROL

This programme is fully funded by Innovate UK and constitutes a Subsidy as defined under the UK-EU Trade and Cooperation Agreement Article 3.1. To qualify an enterprise cannot have received more than £315,000 (in Northern Ireland €200,000) of subsidy within any three-year period (UK-EU Trade and Cooperation Agreement Article 3.2). A company must also comply with the following:

- Be a UK registered and trading company
- Employ less than 250 employees (in Northern Ireland a turnover of less than €50 million or a balance sheet total of less than €43 million)
- Be a going concern and filed accounts on time
- Have no more than 2 County Court Judgements over £10,000
- Have no disqualified directors

**1. In which Creative Catalyst Programme sub-sector does your business sit?**

**2. Are you an Innovate UK Creative Catalyst Grant beneficiary?**

Yes

No

If Yes, Please provide project title and number

**3. I am eligible to apply for this programme.**

Yes

No

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### 3. APPLICANT DETAILS

4. Applicant name

5. Position in company

6. Email

7. Mobile number

8. Office number

9. Do you hold a valid UK passport? If no, please state issuing country.

Yes

No

Issuing Country

**10. LinkedIn**

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## 4. COMPANY INFORMATION

11. Company name

12. Address

13. Postcode

14. Company registration number

15. Year of incorporation (only companies established after 2014 qualify for this GBIP)

16. Does your company own more than 50% of another company or does another company own more than 50% of your business?

Yes

No

17. Is your business SEIS/EIS registered?

Yes

No

**18. Website**

**19. How many people do you employ?**

1 - 4

5 - 10

11 - 24

25+

**20. What is your company stage?**

Early stage

Growth

Scale

**21. What is your annual turnover?**

**22. In how many of the past 5 years have you made a profit?**

0

1

2

3

4

5



Explain

**23. How many months cash runway do you have?**

1 - 3 months

4 - 8 months

9 - 12 months

13 - 24 months

**24. How is your company funded? (Please tick all that apply)**

Sales

Grants

Core Team

Friends/Family

Investment

If investment, please specify

**25. If you have raised investment, how much was raised and how much equity was released?**

**26. Which funding round your business is looking for?**

Pre-seed

Seed

Series A

Series B

**27. How much are you looking to raise?**

Less than £100K

£101 - £250K

£251 - £500K

£501K - £1M

Over £1M

**28. What is the timeline for raising this investment?**

0 - 6 months

6 - 12 months

12 - 18 months

If other (please specify):

**29. How many further funding rounds do you foresee beyond this current one?**

0

1 - 2

3 or more

**30. How do you intend to use the funds? (Please tick all that apply)**

R & D

Prototyping

Equipment

Premises

Marketing

Team Growth

Salaries

Intellectual Property

Other (please specify):

**31. Are you currently in discussion with investors?**

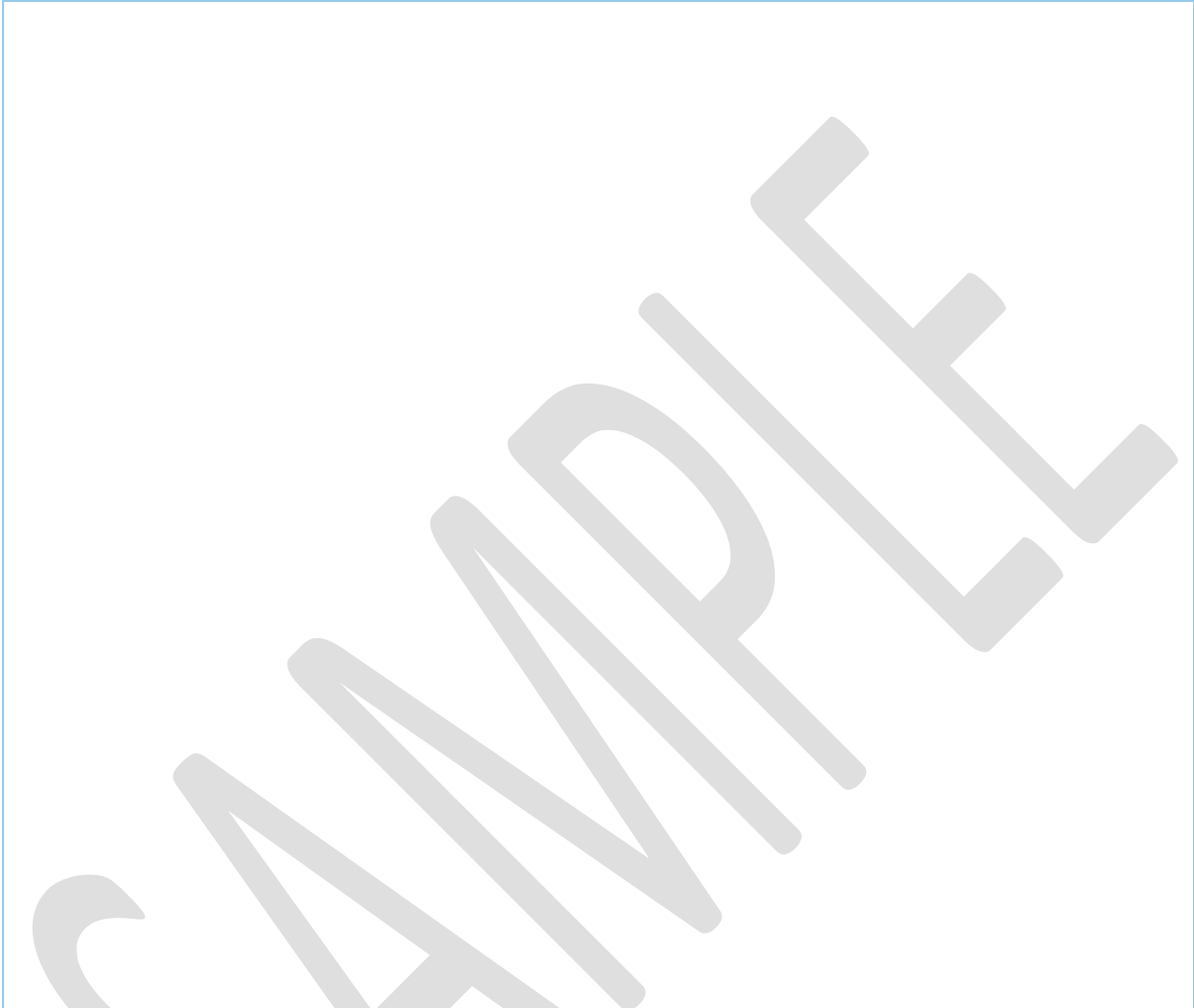
Yes

No

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## 5. TECHNOLOGY, INNOVATION & OPPORTUNITY

**32. Give an overview of your company, your team, market opportunity and/or traction. (Max word count 150)**



**33. Explain your technology including stage of development (e.g. early R&D, prototyping/testing or full product in market) with reference to its features, advantages and benefits. (Max word count 150) \***



**34. In which market(s) is your business currently active?**

- UK
- Europe
- Asia
- America
- Middle East
- Other (please specify):

**35. Do you have either of the following?**

- Investor Deck
- Developed Business Plan

**36. Do you own any intellectual property rights in relation to your innovation?**

Yes

No

Explain:

**37. Please provide a host URL to your 2 minute maximum video (e.g. YouTube), answering the following question:**

**Why are you interested in attending Slush and how do you intend to exploit your participation in this GBIP?**

**38. Have you previously participated in a GBIP? If yes, explain the benefit and impact you derived from participation. (Max word count 100)**

**39. Have you applied for or are you currently a participant on another GBIP or GIP?**

- Yes
- No
- Explain

**40. Who is your Innovate UK innovation and growth specialist?**

**41. How did you hear about this GBIP opportunity?**

- Innovate UK
- Innovate UK Business Growth
- Innovate UK Business Connect
- Other (please specify):

## 6. EQUALITY, DIVERSITY & INCLUSION

### 42. Do you consider yourself to have a disability?

- Yes
- No
- Prefer not to say

If yes, please specify

### 43. Do you have any caring responsibilities? If yes, tick all that apply

- None
- Primary carer of a child/children (under 18)
- Primary carer of disabled child/children
- Primary carer of disabled adult (18 and over)
- Primary carer of older person
- Secondary carer (another person carries out the main caring role)
- Prefer not to say

### 44. What is your religion or belief?

- Prefer not to say
- No religion or belief
- Buddhist
- Christian
- Hindu
- Jewish
- Muslim



Sikh

If another religion or belief, please specify

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## 7. TERMS & CONDITIONS

If your application is successful you will be expected to pay the £1000 commitment fee before **27 August 2024**. The commitment fee will be refunded after completing the programme.

If you fail to fully participate in all aspects of the programme your commitment fee may not be refunded.

As the applicant, I support the statements as described above and acknowledge I have read all supporting documentation related to the Global Business Innovation Programme application form.

By submitting this application I agree to the following:

### 45. Agreement

	Yes	No
I agree to pay the refundable £1000 commitment fee	<input type="checkbox"/>	<input type="checkbox"/>
I am able to attend the onsite workshop on 19 & 20 September 2024	<input type="checkbox"/>	<input type="checkbox"/>
I am able to attend the visit to Finland 17 - 22 November 2024	<input type="checkbox"/>	<input type="checkbox"/>
I am able to attend the exploitation workshop on 22 January 2025	<input type="checkbox"/>	<input type="checkbox"/>
I commit to working with an Innovate UK innovation and growth specialist	<input type="checkbox"/>	<input type="checkbox"/>

Yes

No

I hold a valid passport and am willing to comply with Finnish travel requirements

This programme is evaluated to measure impact. As a participant of the programme you will be expected to provide information relating to the pre and post financial position for up to 5 years after the visit. Please confirm you will comply with this requirement.

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## 8. Privacy Policy

### PRIVACY POLICY

We take your data very seriously and are committed to the privacy and security of it. [Our Privacy Statement](#) explains the types of personal data we may collect about you and how we'll store and handle that data, and keep it safe.

If your application is successful, to expedite your visit, we will have to share your personal data (e.g. your name, email address) with our partners in Finland. The European Commission has declared that Finland provides an [adequate data protection](#) level comparable with GDPR standards. We will require your consent to share personal data with our partners in Finland.

**46. I consent to personal data being transferred to partners in Finland.**

Yes

No

## 9. WITHDRAWAL OF SUPPORT

UK Research and Innovation (UKRI) reserve the right to withdraw support at any time even after you have been accepted onto the programme. If your company is deemed to be ineligible for support due to any information that may become available to UKRI after the date of acceptance, you will be notified immediately and the commitment fee refunded to you within 7 business days of the letter of notice.

**I confirm the information provided in this application is true to the best of my knowledge and belief and that I have authority to sign on behalf of the applicant company. By submitting this application I agree to be bound by the terms and conditions set out herein.**

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