

## Innovate UK Funding opportunity: Business-led innovation in response to global disruption

### Overview

This is an £20 million Innovate UK funding competition seeking applications addressing the broad impacts of the Covid-19 pandemic. Deadline is midday, **Friday 17<sup>th</sup> April 2020**.

You can claim 100% of your project costs up to the maximum of £50,000. Projects last up to six-month projects and need to start by June.

UK registered **businesses** of any size can apply. However, **universities** can be included to support the delivery of the bid.

Due to the rapid nature of the call, the application is dramatically simplified compared to usual Innovate UK applications, resulting in **simple process** of only six significant questions of up to 400 words each.

### Key Dates *find out more [here](#)*

<b>03/04/2020</b>	Competition opens
<b>17/04/2020 12:00pm</b>	<b>Competition closes</b>
<b>27/04/2020</b>	Applicants notified
<b>May</b>	Grant letters issued and funding awarded
<b>01/06/2020</b>	Projects must have started

### Available Funds *find out more [here](#)*

- £25k-50K – total project cost
- 100% of project costs will be funded
- Paid in advance of project initiation with the grant offer letter

### Funding rules *find out more [here](#)*

- To lead a project, you must:
  - Be a **UK registered business** (including social enterprises etc.)
  - Carry out the project work in the UK
  - Intend to deliver proposed outcomes for UK domestic or global benefit
- **Partnerships are permitted**, partners do not have to be UK based or classified as a 'UK registered business'. Partners (e.g. universities) can be subcontracted and costed within the application.
- Resubmissions of previous Innovate UK applications are not allowed
- Two applications per business are permitted, but only one application will be funded
- **De minimis**: the funding will be made as a de minimis grant. Please, note that there is a ceiling of €200,000 for all de minimis aid provided to any one organisation over a 3 fiscal year period.

### Funding Scope and Themes *find out more [here](#)*

In general, applications must demonstrate:

- A clearly **innovative and ambitious idea**, which would realistically and significantly meet a societal need that has emerged or increased due to the Covid-19 pandemic or the need of an industry that has been severely impacted and/or permanently disrupted
- That you have the capacity and capability to deliver the project successfully and on time during the **working restrictions** of Covid-19
- **Value for money**

Specific **themes** outlined by Innovate UK as interesting include (but are not limited to):

- |   |   |
|---|---|
| • community support services                      | • hospitality                               |
| • couriers and delivery (rural and/or city based) | • personal protection equipment             |
| • education and culture                           | • remote working                            |
| • entertainment (live entertainment, music, etc.) | • retail (including the whole supply chain) |
| • financial services                              | • social care                               |
| • food manufacture and processing                 | • sport and recreation                      |
| • healthcare                                      | • transport                                 |
|   | • wellbeing                                 |

Additional areas of interest align with the [Industrial Strategy Challenge Fund challenges](#).

**Application** *find out more [here](#)*

*This is a **significantly simplified application** due to the quick turnaround needed for this funding opportunity, therefore, clarity is paramount in all six answers as outlined below:*

Project details (provides background for assessors and will not be scored, however if these answers demonstrate the project is clearly not in scope, assessors will not assess the rest of the application):

- **Project summary** (400 words)  
A brief summary of the entirety of the project. This is read first by assessors. It needs to be clear and concise.
- **Public Description** (400 words)  
Describe the project in detail, in a way that would be publishable to the public. This will be published should the application be successful.
- **Scope** (400 words)  
How you meet the scope of the funding, as described above.

Application questions, all to be marked out of 25:

- **The idea** (400 words)  
What is the problem you are trying to solve? Who benefits and what's the size of the market? What is the idea and why is it better than anything done before? Is this building on anything currently ongoing or already done? What's the route to market?
- **Deliverables and added value** (400 words)  
What are the specific outputs and benefits of the project? What's the impact on society, environment, economy both positive and negative? Why is public money necessary for this project and how is the project value for money?
- **Business planning and resource** (400 words)

What is the business team and capabilities, and what makes this unique? What support would you need? How can you implement this within the current Covid-19 conditions? How would you commercialise the project outputs in the long-term?

- **Work plan and costs** (400 words)  
How are you going to manage the project? What are the risks and how will these be mitigated? What are the specific roles of individuals take part in the project? How specifically would the grant be spent?

Additional questions that will not be scored include

- De minimis funding declaration
- Previous Innovate UK funding declaration

### **Key considerations if applying:**

- This funding is specifically related to the impacts of the Covid-19 pandemic. The impacts of this are broad and diverse, but all applications must demonstrate a positive impact in industrial sectors impacted by the pandemic.
- This is a very rapid turnaround. The application must be written with brevity and clarity – enable assessors to very quickly identify the message you want to be conveyed.
- Proposals don't have to demonstrate market ready products or services; however commercialisation of the project outputs is important.
- As this is rapid response funding, the entirety of the project must be able to be delivered under the current conditions of 'Covid-19 lockdown'. Take into account in the work plan any contingencies around illness and reduction of resource due to this.

General information can be found and applications can be started and submitted via this link:

<https://apply-for-innovation-funding.service.gov.uk/competition/583/overview#summary>

*Last revised on 8<sup>th</sup> April 2020*