

BFTT SME R&D Support Programme

Expression of Interest Questions

If applying as an individual applicant please follow questions on [pages 1-5](#)
If applying as a partnership please follow questions on [pages 6-11](#)

For any queries relating to the BFTT SME R&D Support Programme Expression of Interest process or questions, please email: bfttsme@arts.ac.uk

FAQs on the BFTT SME R&D Support Programme and the Expression of Interest process can be found [here](#)

Individual SME Applicant Questions

Answers to be submitted via the [Expression of Interest online form](#).

General Applicant Information

- Lead applicant name
- Company name (lead applicant)
- Trading name or label
If different to company name
- Operational start date
When did your start trading?
- Business address
The business' main address, including postcode
- Telephone number
- Business email address
- Alternative email address
- Website
- What is the legal status of your company:
 - Limited company
 - Sole trader
 - Partnership
- **If a limited company > limited company further information:**
 - Registration number
 - Date limited company registered
 - VAT number
 - SIC code
For advice, see here:
https://en.wikipedia.org/wiki/Standard_Industrial_Classification
 - Who are your shareholders and what is their % share
Please provide names alongside % share
e.g. Investor - %
- **If a sole trader > sole trader further information**
 - UTR number
Unique Taxation Reference number
 - Date registered as a sole trader
- **If a partnership (general or limited) > partnership (limited or general) further information**
 - UTR number
Unique Taxation Reference number
 - Date registered as a partnership

Core Team

- Number of employees
 - 0-10
 - 11-50
 - 51-250
 - 251+
- Key team members
Please provide up to 100 words on relevant named key team members, including education and business experience, that would be relevant to the proposed project.

Applicant Trademarks / Patents / IP

- Have you registered your brand, label or other name used in your business as a trademark?
 - *Note: registering a trade mark is different to registering a company/domain name.*
 - Yes
 - No
- If yes to, in which territories?
 - *EU / UK / Other etc.*
- If yes, what is/are the trade mark registration number(s)?
- If yes, which classes of goods and services
- Do you have any further IP registered? (e.g trademark, copyright, design right etc.)
 - *If yes, please list*
- Have you developed any special technology that needs to be patented? Or are you in the process of developing it now?
 - Yes
 - No
- If yes, have you applied for a patent
 - Yes
 - No
- If yes, has it been approved
 - Yes
 - No
- If yes, is your business (or are you personally) the sole owner of the patent?
 - Yes
 - No

Understanding the Applicant's business proposition, products and/or services

- What is/are your main product(s) / service(s)?
Tick all that apply
 - Menswear

- Womanswear
 - Ready to Wear
 - Footwear
 - Jewellery
 - Textiles / materials
 - Technology
 - Retail
 - Other
- Describe your business proposition
What does your company do which is unique, how do you generate revenue etc.
(250 words)
- Describe your brand / company in one sentence
- If you sell directly to consumers (B2C), describe your target consumer in a few bullet points (Lifestyle, aspirations, gender, age, etc.)
If you sell Business to Business (B2B), describe your target customer segment in a few bullet points.
If you sell both B2C and B2B please describe both segments.
- Who are your main competitors
- List any industry supporters or champions you have
These could be organisations, journalists and/or influencers that have publicly endorsed your business.
- What platforms are you currently using to promote your platform
Tick all that apply
 - Website
 - Twitter
 - Pinterest
 - Snapchat
 - LinkedIn
 - Instagram
 - Facebook
 - TikTok
 - Other
- Your sales strategy: tell us in a few points how you get your product/service to the market
- List any catwalk shows, exhibitions or trade fairs or other showcasing opportunities where you have shown your products in the last 12 months (if applicable)
- Are sustainability and ethical best practice enshrined as core principles within your company's mission/ product/ service? If so, please indicate how.
(200 words)

Financial Information

- Provide gross sales figures for the previous 12 months
Please provide the sum of your gross sales figures for the previous 12 months alongside the dates from which this was calculated.

- e.g. £100,000 from 01/01/2019 to 01/01/2020
- Provide your sales breakdown for the previous 12 months
Please provide a breakdown of sales for the previous 12 months alongside the area to which these sales can be attributed and the dates from which this was calculated.
e.g.:
B2B / Wholesale - £100,000 from 01/01/2019 to 01/01/2020
Online Retail - £100,000 from 01/01/2019 to 01/01/2020
Own bricks and mortar store - £100,000 from 01/01/2019 to 01/01/2020
General B2C - £100,000 from 01/01/2019 to 01/01/2020
 - How many stockists / regular wholesale / B2B clients do you have
 - List your top 4 stores / stockists / regular clients in order of value of sales
 - Please tick of any of the following in relation to your business that have taken place in the last 12 months or that may arise in the near future
Tick all that apply
 - Overdrafts
 - Significant financial liabilities
 - Previous bankruptcy
 - Contractual or legal disputes
 - None of the above
 - If you have selected any of the first four options above, please provide further details
 - Have you previously received funding and / or investment?
 - Yes
 - No
 - If yes, please specify the source of investment(s), the amount and date received
E.g. private investor, £100,000, 01/01/2020
 - Have you received any previous R&D grants?
 - Yes
 - No
 - If yes, please specify the source of the R&D grant(s), the amount and date received
E.g. private investor, £100,000, 01/01/2020
 - What is your annual Research & Development (R&D) spend in the last complete financial year
This relates to any spending towards product/service development/ process innovation. Please specify what the spending was allocated to.
 - What is the number of new products, services and / or process innovations that you have launched in the last three financial years

Understanding your project

- What is the main aim of your project / idea
Tick all that apply
 - Develop / Test a new product
 - Develop / Test a new service

- Develop / Test a new material
 - Develop / Test a new process
 - Develop / Test a new technology
 - Apply an existing technology in a new way
 - Explore / Test a new business model / Product-Service-System
- Describe your innovation idea / research & development project
Please describe concisely the R&D project / innovation idea that you would like to obtain BFTT's support for. (250 words)
- Have you explored this idea / product / service / technology before and if so when / how
- What would be the top three resources that you think would be required for your project to be successful
Please tick three that apply
 - Funding
 - Access to expertise
 - Extended network
 - Go-to-market vehicle
 - Project management
 - Access to facilities
 - Access to materials
 - Other
- If access to expertise is selected above, please identify what kind of expertise you would need for your project to be successful
- Tell us what you want to achieve through this programme and your reasons for applying
(200 words)
- How do you think the idea / project you are proposing will impact your business
*How would it help your business achieve a step-change?
(250 words)*
- Would you be open to partnering with another business and collaboratively deliver this project if it were mutually beneficial?
If so, please indicate which kind of business you would be open to partnering with (tick all that apply)
 - No partnership preferred
 - Materials development partner
 - Technology provider
 - Branding partner
 - Design partner
 - Manufacturing partner
 - Route to market partner
 - Other

There are additional short questions relating to diversity and inclusion at the end of the form.

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Partnership Application Questions

Answers to be submitted via the [Expression of Interest online form](#).
(this is this same link for both individual and partnership applicants)

General Lead Applicant Information (this information should only relate to the Lead Applicant of the partnership)

- Lead applicant name
- Company name (lead applicant)
- Trading name or label
If different to company name
- Operational start date
When did your start trading?
- Business address
The business' main address, including postcode
- Telephone number
- Business email address
- Alternative email address
- Website
- What is the legal status of your company:
 - Limited company
 - Sole trader
 - Partnership
- **If a limited company > limited company further information:**
 - Registration number
 - Date limited company registered
 - VAT number
 - SIC code
For advice, see here:
https://en.wikipedia.org/wiki/Standard_Industrial_Classification
 - Who are your shareholders and what is their % share
Please provide names alongside % share
e.g. Investor - %
- **If a sole trader > sole trader further information**
 - UTR number
Unique Taxation Reference number
 - Date registered as a sole trader
- **If a partnership (general or limited) > partnership (limited or general) further information**

- UTR number
Unique Taxation Reference number
- Date registered as a partnership

Lead Applicant Core Team

- Number of employees
 - 0-10
 - 11-50
 - 51-250
 - 251+
- Key team members
Please provide up to 100 words on relevant named key team members, including education and business experience, that would be relevant to the proposed project.

Lead Applicant Trademarks / Patents / IP

- Have you registered your brand, label or other name used in your business as a trademark?
 - *Note: registering a trade mark is different to registering a company/domain name.*
 - Yes
 - No
- If yes to, in which territories?
 - *EU / UK / Other etc.*
- If yes, what is/are the trade mark registration number(s)?
- If yes, which classes of goods and services
- Do you have any further IP registered? (e.g trademark, copyright, design right etc.)
 - *If yes, please list*
- Have you developed any special technology that needs to be patented? Or are you in the process of developing it now?
 - Yes
 - No
- If yes, have you applied for a patent
 - Yes
 - No
- If yes, has it been approved
 - Yes
 - No
- If yes, is your business (or are you personally) the sole owner of the patent?
 - Yes
 - No

Understanding the Lead Applicant's business proposition, products and/or services

- What is / are your main product(s) / service(s)?
Tick all that apply
 - Menswear
 - Womanswear
 - Ready to Wear
 - Footwear
 - Jewellery
 - Textiles / materials
 - Technology
 - Retail
 - Other
- Describe your business proposition
*What does your company do which is unique, how do you generate revenue etc.
(250 words)*
- Describe your brand / company in one sentence
- If you sell directly to consumers (B2C), describe your target consumer in a few bullet points (Lifestyle, aspirations, gender, age, etc.)
If you sell Business to Business (B2B), describe your target customer segment in a few bullet points.
If you sell both B2C and B2B please describe both segments.
- Who are your main competitors
- List any industry supporters or champions you have
These could be organisations, journalists and/or influencers that have publicly endorsed your business.
- What platforms are you currently using to promote your platform
Tick all that apply
 - Website
 - Twitter
 - Pinterest
 - Snapchat
 - LinkedIn
 - Instagram
 - Facebook
 - TikTok
 - Other
- Your sales strategy: tell us in a few points how you get your product/service to the market
- List any catwalk shows, exhibitions or trade fairs or other showcasing opportunities where you have shown your products in the last 12 months (if applicable)
- Are sustainability and ethical best practice enshrined as core principles within your company's mission/ product/ service? If so, please indicate how.
(200 words)

Lead Applicant Financial Information

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Tick all that apply
 - Overdrafts
 - Significant financial liabilities
 - Previous bankruptcy
 - Contractual or legal disputes
 - None of the above
- If you have selected any of the first four options above, please provide further details
- Have you previously received funding and / or investment?
 - Yes
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- If yes, please specify the source of investment(s), the amount and date received
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This relates to any spending towards product/service development/ process innovation. Please specify what the spending was allocated to.
- What is the number of new products, services and / or process innovations that you have launched in the last three financial years

Partnerships

- Are you applying as a partnership?
 - Yes
 - No

Partner Information

- What is the Partner's trading name
- What is the Partner's business address
- Partner website
- Partner number of employees
Including business owner(s)
 - 0-10
 - 11-50
 - 51-250
 - 251+
- Key Partner team member
Please provide up to 100 words on a named key team member who would be leading on the Partner's involvement in this proposed project. Including education and business experience.
- What is / are the Partner's main product(s) / service(s)?
Tick all that apply
 - Menswear
 - Womanswear
 - Ready to Wear
 - Footwear
 - Jewellery
 - Textiles / materials
 - Technology
 - Retail
 - Other
- Describe the Partner's brand / company in one sentence
- Describe the Partner's business proposition
*What does the company do which is unique, how do you generate revenue etc.
(250 words)*
- Has the SME applying as the Lead Applicant worked / collaborated with this Partner before
Is this the first time you have collaborated? If not, what collaborative projects has this partnership delivered in the past?

Understanding the Partnership's Project

- What is the main aim of the partnership's project / idea
Tick all that apply
 - Develop / Test a new product

- Develop / Test a new service
- Develop / Test a new material
- Develop / Test a new process
- Develop / Test a new technology
- Apply an existing technology in a new way
- Explore / Test a new business model / Product-Service-System
- Describe the partnership's innovation idea / research & development project
Please describe concisely the R&D project / innovation idea that you would like to obtain BFTT's support for. (250 words)
- Has the partnership explored this idea / product / service / technology before and if so when / how
- What would be the top three resources that you think would be required for the partnership's project to be successful
Please tick three that apply
 - Funding
 - Access to expertise
 - Extended network
 - Go-to-market vehicle
 - Project management
 - Access to facilities
 - Access to materials
 - Other
- If access to expertise is selected above, please identify what kind of expertise the partnership would need for the partnership's project to be successful
- Tell us what the partnership wants to achieve through this programme and the partnership's reasons for applying
(200 words)
- How do you think the idea / project you are proposing will impact both businesses
*How would it help both businesses achieve a step-change?
(250 words)*
- Please explain what this partnership is critical to the proposal's success
*Including how the partner would contribute to the proposal.
(250 words)*
- Explain the roles the Lead Applicant and the Partner would play in the proposed project
In which key areas would each partner contribute to the project? Please list below.

There are additional short questions on diversity and inclusion, to be completed by the lead applicant, at the end of the form.

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