

BFTT SME R&D Support Programme Expression of Interest Questions

(For Individual and Partnership Applications)

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](#).

BFTT SME R&D Support Programme Funding Round 3 - Application Questions

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

Section 1: About You (Please provide the following information about the lead applicant business).

- 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
- Website
- What is the legal status of your Company?
 - Limited company
 - Sole trader
 - Partnership

Section 2: Lead Applicant: Limited Company Further Information

- Company registration number
- Date limited company registered
- VAT number
- SIC code

For advice, see below:

https://en.wikipedia.org/wiki/Standard_Industrial_Classification

Section 3: Lead Applicant: Sole Trader Further Information

- UTR number (*Unique Taxation Reference number*)
- Date registered as a sole trader

Section 4: Lead Applicant: Partnership (General or Limited Further Information)

- UTR number (*Unique Taxation Reference number*)
- Date registered as a partnership

Section 5: Lead Applicant: Core Team

- Number of employees
 - 0-10
 - 11-50
 - 51-250
 - 251+
- Key team members (*Please provide names and online profiles if possible (e.g. links to LinkedIn Profiles or similar).*)

Section 6: Lead Applicant Trademarks / Patents / IP

- Have you registered your brand, label or other name used in your business as a trademark? (*Note: registering a trademark 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 trademark registration number(s)?
- If yes, which classes of goods / 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

Section 7: Understanding the Applicant's business proposition, products and/or services

- Describe your business proposition
What does your company do which is unique, how do you generate revenue etc. (max 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.
- Your sales strategy: tell us in a few points how you get your product/service to the market.
- Are sustainability and ethical best practice enshrined as core principles within your company's mission/ product/ service? If so, please indicate how - *max 200 words*.

Section 8: 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 01/01/2020 to 01/01/2021
Online Retail - £100,000 from 01/01/2020 to 01/01/2021
Own bricks and mortar store - £100,000 from 01/01/2020 to 01/01/2021
General B2C - £100,000 from 01/01/2020 to 01/01/2021
- 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*)

Section 9: Partnership

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

Section 10: Partnership Information (Only if applicable)

- 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 names and online profiles if possible, e.g., links to LinkedIn Profiles or similar.*)
- 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.*) - Max 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?*)

Section 11: 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. (max 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*)
 - Access to expertise
 - Project management
 - Access to facilities
 - Access to materials
 - Funding
 - Go-to-market vehicle
 - Extended network
 - 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 (*Max 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? (Max 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

Section 12: Understanding the Partnership's (Only if applicable)

- 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.*) - max 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 - *Max 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? - Max 250 words.
- Please explain why the partnership is critical to the proposal's success (*Including how the partner would contribute to the proposal*) - *Max 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.*)

Section 13: Monitoring

- 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
- What platforms are you currently using to promote your platform?
Tick all that apply
 - Website
 - Twitter
 - Pinterest
 - Snapchat
 - LinkedIn
 - Instagram
 - Facebook

- TikTok
- Other

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

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