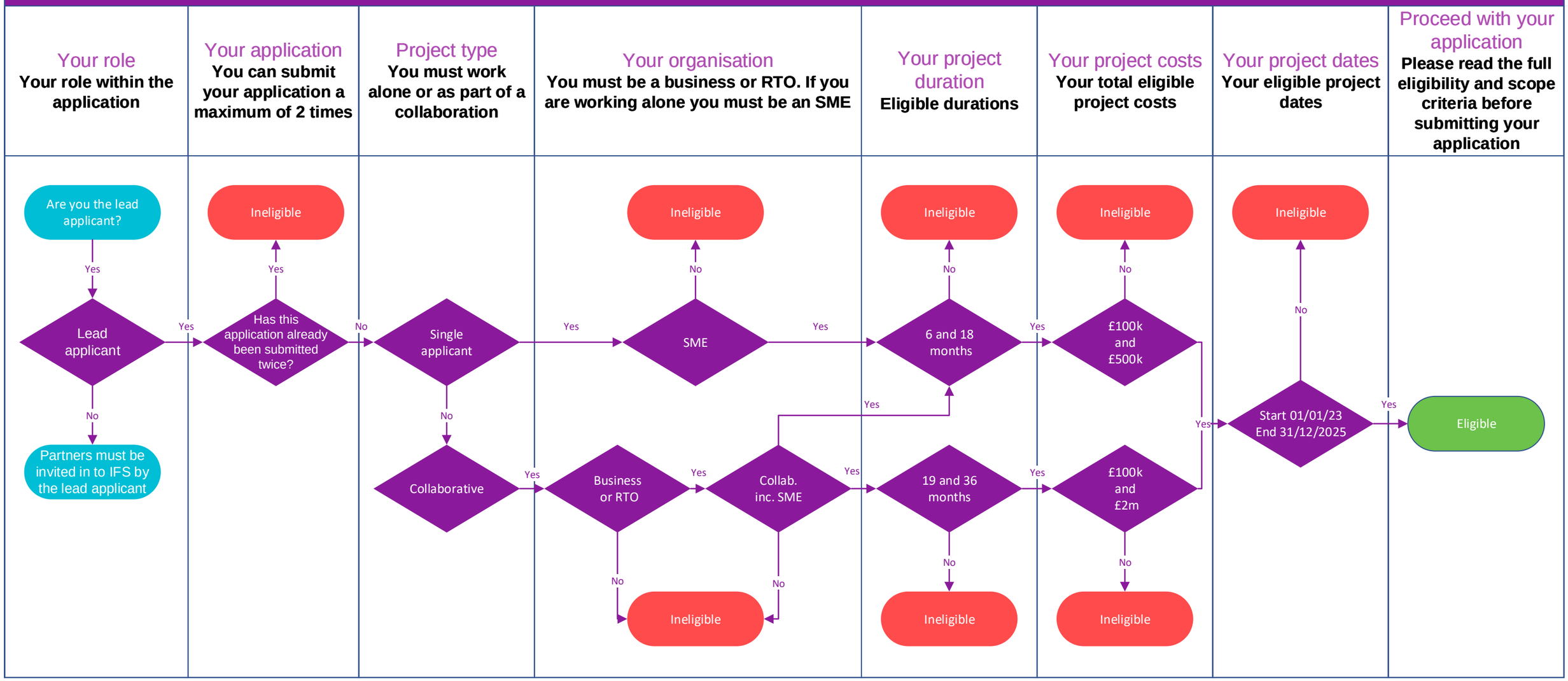Innovate UK competition: Smart – am I Eligible? **All work must be undertaken in the UK**