

This document contains the guidance and scoring used by the Assessors when reviewing your application. Assessors will review your answers for each scored question and mark each of them between 1 and 10 (1 being the lowest and 10 being the highest).

Any questions that are not scored will not be reviewed by the Assessor.

### **Question 1 - Minimal Financial Assistance Declaration (not scored)**

You must download the declaration template. You must complete this, declaring any funding received under Minimal Financial Assistance (previously referred to as Special Drawing Rights) or De minimis awards, (from any source of public funding) in the applicable period.

You must complete all the fields on your form before uploading.

You must write “declaration attached” in the text box.

You must upload the completed declaration as an appendix. It must be a PDF and the font must be legible at 100% zoom.

You must keep all documentation relating to Minimal Financial Assistance (previously referred to as Special Drawing Rights) and other De minimis awards for a period of 6 years and be prepared to release it to any public funding body which requests it.

### **Question 2 - Animal Testing (not scored)**

Will your project involve any trials with animals or animal testing?

You must select one option:

- Yes
- No

We will only support innovation projects conducted to the highest standards of animal welfare.

Further information for proposals involving animal testing is available at the [UKRI Good Research Hub](#) and [NC3R's animal welfare guidance](#).

### **Question 3 - Role Model Commitment (not scored)**

Can you commit five days over the duration of the award to activities related to being a role model?

You must state Yes or No as part of your answer and explain why role models are important to inspire future innovators.

If you state no, you will be made ineligible.

Your answer can be up to 150 words long.

### **Question 4 - Further Business Support (not scored)**

Even if you are unsuccessful, we may be able to find you some business support through our partner organisations. Are you happy for us to share your details with our partner organisations, [Innovate UK Business Connect](#), [Innovate UK Business Growth](#) and the [Catapult network](#)?

Select:

- Yes
- No

### **Question 5 - Video (scored) - Applicant guidance:**

You must provide a video to describe your proposal. The video is mandatory and if you do not provide a link to access your video in this question, your application will be made ineligible.

In your video, tell us:

- about your business and innovation
- the problem your innovation will solve
- why you are best placed to solve it
- the skills, expertise and experience you have which are relevant to ensuring successful delivery of the project
- your capacity to successfully deliver this project alongside existing business activities or constraints

Your video will be considered together with the responses you give in the other application questions.

This question is worth 20% of the total score.

Your answer can be up to 100 words long.

You must upload your video to YouTube.

Your video must be no longer than three minutes. If your video is over three minutes long, only the first three minutes will be viewed. If the assessors are unable to view your video link, or it is hosted on a platform other than YouTube, your application may be made ineligible.

You do not need to be in the video, you are able to submit a black screen or slide deck with a voice over. The video does not need to be a costly production. It is simply an opportunity to give the assessors clarity in understanding your project.

Ensure:

- your video is 'unlisted' in the privacy settings
- your video remains available until 1 August 2024

- you give the link and any passwords required in your written answer to this question

Your answer can be up to 100 words long.

If the assessors are unable to view your video link, or it is hosted on a platform other than YouTube, your application may be made ineligible.

You can find more information on how to create an unlisted video on [YouTube](#).

Check that your video can be opened with the link and any passwords and can be played before completing your submission.

Requests for extensions due to problems uploading a video will not be accepted.

If you cannot upload your video to YouTube, you must contact [support@iuk.ukri.org](mailto:support@iuk.ukri.org) at least 15 working days before the competition closes for advice, or to ask permission to use an alternative platform.

### **Question 5 - Assessor guidance and scoring:**

Please note it is not acceptable to judge or provide any feedback based on the applicants' appearance, choice of video background, or the way they sound (for example, accent). It is not a requirement for applicants to be in the video. It is essential that you only score and comment using the criteria outlined here.

Scores 9 - 10

The applicant thoroughly explains the problem and offers an innovative and effective solution. They provide evidence of exceptional expertise and capability, establishing them as the ideal candidate to address the problem. They have the relevant skills, expertise and experience, and give confidence that they will successfully deliver the project.

Scores 7 - 8

The applicant convincingly identifies a significant problem and provides a compelling solution. They demonstrate strong expertise and capability that make them well-suited to solve the problem. They have the relevant skills, expertise, and experience to successfully deliver the project.

Scores 5 - 6

The applicant clearly identifies the problem and presents a feasible solution. They show some evidence of expertise and capability relevant to the problem. They have some level of skill, expertise and experience, but it is not clear how this will translate to the successful delivery of the project.

Scores 3 - 4

The applicant partially identifies the problem and offers a vague solution. They provide limited evidence of expertise or capability in addressing the problem. They have not evidenced the skills, expertise and experience required to deliver the project.

Scores 1 - 2

The applicant fails to effectively identify the problem or lacks a coherent solution. They demonstrate little evidence of being well-placed to solve the identified problem. It is unclear how they will be able to achieve delivery of the project.

**Question 6 - Need or challenge (scored) Applicant guidance:**

What pressing societal, environmental, or economic challenge are you trying to solve through your innovation and what is the expected impact?

This question is worth 20% of the total score.

Your answer can be up to 500 words long.

Describe:

- the overall societal, environmental, or economic challenges your innovation is focussing on
- the business need, technological challenge or market opportunity
- the expected impacts on society, the economy and the environment

- what potential negative impacts you have considered and how you plan to mitigate them
- any work you have already done to respond to this need, for example if the project focuses on developing an existing capability or building a new one
- the wider economic, social, environmental, cultural or political challenges which are influential in creating the opportunity, such as incoming regulations

**Question 6 - Assessor guidance and scoring:**

Scores 9 - 10

The innovation is aligned with addressing the identified challenge, with a compelling and thoroughly articulated explanation of its importance and expected impact. Potential negative impacts are thoroughly addressed, with robust mitigation strategies outlined. The applicant has shown, how the project will build on previous relevant work. Any wider factors influencing this opportunity are identified. Consideration of wider economic, social, environmental, cultural, or political challenges that influence the opportunity, with insightful analysis.

Scores 7 - 8

Good understanding of the challenge and its impact, with clear articulation of societal, environmental, or economic issues. The innovation is well-aligned with addressing the identified challenge, with a compelling explanation of its importance. Potential negative impacts are addressed, with mitigation strategies outlined. Detailed discussion of the business need, technological challenge, or market opportunity, demonstrating a solid grasp of the context.

Scores 5 - 6

Adequate understanding of the challenge and its impact, with some coherence and relevance to societal, environmental, or economic issues. The innovation is reasonably aligned with addressing the identified challenge, but the importance may not be fully clear. Potential negative impacts are identified, with some discussion of mitigation strategies. Some discussion of the business need, technological challenge, or market opportunity.

Scores 3 - 4

Basic understanding of the challenge and its impact demonstrated but lacks depth or clarity. Limited connection between the innovation and the societal, environmental, or economic issues. Some consideration of potential negative impacts

with limited discussion of mitigation strategies. Some understanding of the broader implications of the innovation, but lacks detail.

Scores 1 - 2

Lack of understanding evident in addressing the challenge and its impact. Little to no coherence or relevance to societal, environmental, or economic issues. Little to no articulation of potential negative impacts or mitigation strategies. Limited understanding of the broader implications of the innovation and its potential consequences.

### **Question 7 - Approach and innovation (scored) Applicant guidance:**

What innovation would you develop with the award and what is the expected impact?

This question is worth 20% of the total score.

Your answer can be up to 500 words long.

Describe or explain:

- the new idea or business opportunity and why this is innovative and important
- how your new idea or business opportunity will respond to the challenge identified in question 6
- the freedom you have to operate, for example patents, intellectual property IP
- how this project fits with your current product, service lines or offerings
- how you have engaged with the target audience to understand their need
- your target customers or end users and their location (whether they are based in specific regions, across the UK or other locations)

- the nearest current state of the art, including those near market or in development, and its limitations
- how you will consider equality, diversity and inclusion (EDI) in the design, development and delivery of your innovation

You can submit one appendix to support your answer. It can include diagrams and charts. It must be a PDF and can be up to two A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

### **Question 7 - Assessor guidance and scoring:**

#### Scores 9 - 10

The applicant has clearly explained why their idea or business opportunity to develop is highly innovative, why it is an important next step and how it responds to the challenge outlined in question 6. The proposed idea or business opportunity showcases a deep understanding of the target audience and their needs, with extensive evidence of meaningful engagement. The approach to innovation is highly detailed and strategic, with a clear understanding of freedom to operate. There is a clear understanding of the nearest state-of-the-art available. Detailed discussion of how the project fits with existing offerings, with comprehensive consideration of EDI principles evident throughout the design, development, and delivery phases.

#### Scores 7 - 8

The applicant has shown why their idea or business opportunity to develop is innovative, why it is an important next step and how it responds to the challenge outlined in Question 6. The proposed idea or business opportunity demonstrates a strong understanding of the target audience and their needs, with evidence of meaningful engagement. The approach to innovation is well-described, with consideration of freedom to operate. There is a good awareness of the nearest state-of-the-art and wider factors influencing the opportunity. Detailed discussion of how the project fits with existing offerings, with some consideration of EDI principles evident.

#### Scores 5 - 6

The applicant has shown why their idea or opportunity to develop is somewhat innovative, a relevant next step and to some extent how it responds to the challenge outlined in Question 6. The proposed idea or business opportunity shows reasonable alignment with addressing the challenge, with some evidence of engagement with the target audience and



understanding of their needs. The approach to innovation is described but lacks specificity regarding freedom to operate. There is a lack of understanding of the nearest state-of-the-art or wider factors influencing this opportunity. Some discussion of how the project fits with existing offerings, with limited consideration of EDI principles.

Scores 3 - 4

The level of innovation in the idea or opportunity outlined by the applicant is low. The evidence provided by the applicant about how it responds to the challenge in Question 6 is insufficient and lacks detail. Some information about the general market is offered but there is no detail on addressable market(s) and benefits to end customers and users are unclear. References to the current state-of-the-art are not offered or are not relevant. Some consideration of how the project fits with existing offerings but lacks detail on EDI principles.

Scores 1 - 2

The idea or business innovation outlined is not novel and does not respond to the challenge outlined in Question 6. The market is poorly defined or lacks relevance to the proposed project. Little to no alignment between the proposed idea or business opportunity and the identified challenge. Minimal evidence of engagement with the target audience or understanding of their needs. Lack of clarity on the approach to innovation and freedom to operate. References to the current state-of-the-art are not offered or are not relevant. There is little or no incorporation of EDI in the innovation process.

### **Question 8 - Plan for the award (scored) Applicant guidance:**

How will you deliver the award? How will the full package of support enable you to successfully deliver the award?

This question is worth 20% of the total score.

Your answer can be up to 500 words long.

Describe:

- the specific activities or work packages you will undertake with the grant funding you are requesting with the costs associated
- any resources, equipment and facilities required for the project or activity and how you will access them
- who you will need to work with to successfully execute your project or carry out the planned activity, such as subcontractors
- how you will manage the project to keep it on track and maximise the likelihood of success, including any tools and mechanisms that will be used to ensure successful delivery
- your 3 main risks for your project or planned activity, for example any technical, commercial, managerial or environmental risks, and explain how these will be mitigated
- how you will incorporate and utilise the full package of support from this award

You must upload a risk register as an appendix in PDF format no larger than 10MB and up to one A4 page long. The font must be legible at 100% zoom.

You can also upload a project plan or Gantt chart as an appendix in PDF format no larger than 10MB and up to one A4 page long. The font must be legible at 100% zoom.

### **Question 8 - Assessor guidance and scoring:**

#### Scores 9 - 10

The project work packages are outlined with the total cost provided for each one. Advanced project management strategies are outlined, with comprehensive consideration of risk mitigation measures and contingency plans. The plan is designed to meet the objectives of the project in a realistic and efficient way. The applicant and subcontractors (where applicable) are well placed to deliver the project and exploit the results. There is a clear plan to obtain all the resources, equipment and facilities they will need. The applicant has demonstrated that they fully understand the package of support on offer and they have clearly described how they will utilise this to gain maximum benefit.

#### Scores 7 - 8

The project work packages are outlined with the total cost provided for each one. Comprehensive project management strategies are outlined, with thorough consideration of risk mitigation measures. The plan seems appropriate to the

project objectives. The applicant and subcontractors (where applicable) make sense given the approach described. The applicant indicates how access will be obtained to all the resources, equipment and facilities they will need. The applicant has clearly outlined how they will utilise the package of support on offer

Scores 5 - 6

The project work packages are outlined but there are some details missing. Basic project management strategies are outlined, with some consideration of risk mitigation measures. The plan seems reasonable but not tailored to the objectives of the project. The applicant and subcontractors (where applicable) have most, but not all, of the required skills and experience required. The applicant has outlined how they will use some elements of the package of support on offer.

Scores 3 - 4

The plan has serious deficiencies or major missing aspects. Basic project management strategies are described but lack detail or robustness. The plan has little chance of meeting the objectives of the project. There are significant gaps in the applicant and subcontractors (where applicable) with little or no information about how these will be filled. Some risks are identified, but mitigation measures are not explained. The applicant has not provided a clear explanation for how they will utilise the package of support on offer.

Scores 1 - 2

The plan is unrealistic or fails to meet the objectives of the project. Inadequate explanation of project management strategies and risk mitigation measures. The applicant and subcontractors (where applicable) do not have the skills, expertise and experience required to deliver the project. The applicant has provided a poor explanation for how they will utilise the package of support on offer.

**Question 9 - Added value and timeliness of the award (scored) Applicant guidance:**

What impact would an injection of public funding have on the business? Why is this the right time for the Women in Innovation Award?

This question is worth 20% of the total score.

Your answer can be up to 500 words long.

Describe or explain:

- your vision for where you see your business in the future
- the added value of the Women in Innovation award to you and why this is the right time for the injection of support it offers
- the impact this project will have on the growth potential for your business
- what advantages public funding would offer your project, for example, appeal to investors, more partners, reduced risk or a faster route to market
- what other routes of investment you have already approached and what your project would look like without public funding
- what you expect the next steps to be after the award (potential challenges and opportunities)

**Question 9 - Assessor guidance and scoring:**

Scores 9 - 10

There is a clear vision and a compelling case for the positive difference funding will make to the future of the business. The impact that the award will provide to the applicant is well evidenced. The impact the project will have on business growth potential is clearly outlined. Strong understanding of the advantages of public funding and other routes of investment, with detailed approaches outlined. Detailed discussion of next steps after the award, with comprehensive consideration of potential challenges and opportunities, along with contingency plans.

Scores 7 - 8

There is an outlined vision and a good case for the positive difference funding will make to the future of the business. The impact that the award will provide to the applicant has been articulated. The impact the project will have on business growth potential is well-articulated. Good understanding of the advantages of public funding and other routes of investment, with detailed explanation provided. Clear and strategic discussion of next steps after the award, with consideration of potential challenges and opportunities.

#### Scores 5 - 6

There is little vision and a limited case for the positive difference funding will make to the future of the business. It is clear that the award will provide some impact to the applicant. The impact the project will have on business growth potential is outlined, although some aspects may be lacking in detail. Some understanding of the advantages of public funding and other routes of investment, with reasonable explanation provided. Basic discussion of next steps after the award, with some consideration of potential challenges and opportunities.

#### Scores 3 - 4

The vision is unclear and a weak case for the positive difference funding will make to the applicant. The impact of the award to the business is not convincing. Some discussion of the impact the project will have on business growth potential but lacks detail. Limited understanding of the advantages of public funding and other routes of investment, with minimal explanation provided. Some consideration of next steps after the award.

#### Scores 1 - 2

There is no vision or case for the difference the funding will make to the future of the business. The impact of the award is not clear. Little to no articulation of the impact the project will have on business growth potential. Limited understanding of the advantages of public funding and other routes of investment. Inadequate explanation of the next steps after the award.