

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 0 and 25 (0 being the lowest and 25 being the highest).

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

Question 1. Applicant location (not scored)

You must state the name and full registered address of your organisation and any subcontractors working on your project.

We are collecting this information to understand the geographical location of all applicants.

Question 2. 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 question 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 3. 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 4. Where did you hear about this competition? (not scored)

Select one of the options from the list below

- UKRI website
- Innovate UK Facebook
- Innovate UK Instagram
- Innovate UK LinkedIn
- Innovate UK Twitter
- Innovate UK employee
- Gov.UK website
- Innovate UK Business Connect (previously known as KTN)
- Innovate UK Business Growth (previously known as EDGE)
- Northern Irish Scottish or Welsh government agencies
- Local Enterprise Partnership (LEP)
- Third party website
- Innovate UK newsletter
- Events
- Other

Question 5. Your innovation area (not scored)

Select your Innovation area from the list below. You can only select one:

- data analysis and model development to optimise data processing for net zero in telecoms
- creation of open data and computational models to aid net zero uses of telecoms
- data analysis and model development to create energy efficient architectures and network deployments in telecoms

Question 6. Funding plans (not scored, but will be used to assess financial viability)

Describe the funding plans for the company to support the success of the project.

How will you fund the 30% of your project costs that are not being paid in advance?

You must include:

- the source of the funds currently available, such as the company's own funds
- your funding strategy and how you will continue to support the development of the innovation following completion of the project, with a view towards its eventual commercialisation

Question 7. The idea

What is the problem you wish to solve and why is your proposed approach a good and innovative solution?

You must consider the following in your answer:

- the specific innovation you propose to develop and how this is different and better than alternative solutions
- the specific need and size of opportunity
- why your solution is affordable and investable

- any barriers to adoption and how they could be overcome

Question 7. Assessor guidance and scoring:

Scores 21 - 25

In your opinion the applicant makes a compelling case for the innovation, and clearly and convincingly describes:

- how the idea is innovative and why it is different and better than alternatives
- and understands both the market need and size of opportunity with evidence
- how the idea is both affordable in the target market, and why it would make a good commercial investment for scale up
- and understands all the barriers to adoption and how they can be overcome

Scores 16 - 20

In your opinion the applicant makes a justified argument for the innovation. The response is not totally clear or convincing in some areas, but adequately describes:

- how the idea is innovative and why it is different and better than alternatives
- and understands the market need and the size of opportunity
- how the idea is both affordable in the target market and makes a good commercial investment for scale up
- and understands all the barriers to adoption and how they may be overcome

Scores 11 - 15

In your opinion the applicant makes a case for the innovation but falls short in a number of areas and does not adequately describe:

- how the idea is innovative, or why it is different and better than alternatives
- and understand the market need and size of opportunity, and is not convincing or evidenced
- how the idea is affordable and investible

- or understand many of the barriers to adoption

Scores 6- 10

In your opinion there are significant gaps in the applicant's argument for the innovation, which is poor and does not describe:

- how the idea is innovative or why it is different and better than alternatives
- and understand the market need or opportunity
- why the idea is affordable or investible
- or understand the barriers to adoption

Scores 0 - 5

In your opinion, the answer is lacking and inadequate in all areas

Question 8. Impact and added value

What will be the impact of receiving the grant to your business?

You must consider the following in your answer:

- why public funding is necessary and value for money, for example, is there currently a lack of investment, or market failure
- the impact on your business
- the tangible outputs of the project in terms of specific deliverables and how the UK will benefit
- what are the expected impacts on society, the economy and the environment

Note: projects that purely result in reports, academic papers or similar, are not considered to be tangible impact in line with the aims of this competition

Question 8. Assessor guidance and scoring:

Scores 21 - 25

In your opinion, the applicant makes a compelling case for the positive impact public funding for the project will make. The output is not simply a report or similar. The response is strong, and clearly and convincingly describes:

- why public funding is required for the business to develop the idea
- the impact on the business
- the outputs of the project in terms of specific deliverables and how the UK will benefit
- identifies and understands the expected impacts on society, the economy and the environment

Scores 16 - 20

In your opinion, the applicant makes a justified argument for the positive impact public funding for the project will make. The output is not simply a report or similar.

The response is not totally clear or convincing in some areas, but adequately describes:

- why public funding is required for the business to develop the idea
- the impact on the business
- the outputs of the project in terms of specific deliverables and how the UK will benefit
- identifies and understands the expected impacts on society, the economy and the environment

Scores 11 - 15

In your opinion, the applicant makes a case for the positive impact public funding for the project will make, and the output is simply a report or similar. The response is not fully justified in a number of areas, and does not adequately describe:

- why public funding is required for the business to develop the idea
- the impact on the business
- the outputs of the project in terms of specific deliverables and how the UK will benefit
- identify and understand the expected impacts on society, the economy and the environment

Scores 6 - 10

In your opinion, there are significant gaps in the argument for the positive impact public funding for the project will make and the output is simply a report or similar. The response is poor or not sufficiently justified, and does not describe:

- why public funding is required for the business to develop the idea
- the impact on the business
- the outputs of the project in terms of specific deliverables and how the UK will benefit
- identify and understand the expected impacts on society, the economy and the environment

Scores 0 - 5

In your opinion the output is simply a report or similar and there is no justification for the positive impact public funding for the project will make.

Question 9. Business resources and capabilities

Explain why your business is capable of delivering this project

You must consider the following in your answer:

- what resources you can access, including the main people involved, relevant track records, and any external resources
- your capability to deliver in the required timeframe given your existing business activities or constraints

- how you will deliver outcomes and impact beyond the life of the project, what is your route to market
- how equality, diversity and inclusion (EDI) is incorporated into your proposed project or business activities, for example, in the development of your innovation, accessibility of project results, team composition, work environment

Question 9. Assessor guidance and scoring:

Scores 21 - 25

In your opinion, the applicant is well placed to deliver and exploit the project. The response is strong, and clearly and convincingly describes:

- the resources the business can access, including the main people involved, relevant track records, and any external resources
- the capability to deliver in the required timeframe in the context of existing business activities or constraints
- how the business will deliver outcomes and impact beyond the life of the project, and the route to market
- how the business will promote equality, diversity and inclusion (EDI) as a business

Scores 16 - 20

In your opinion, the applicant appears well placed to deliver and exploit the project. The response is not totally clear or convincing in some areas, but adequately describes:

- the resources the business can access, including the main people involved, relevant track records, and any external resources
- the capability to deliver in the required timeframe in the context of existing business activities or constraints
- how the business will deliver outcomes and impact beyond the life of the project, and the route to market
- how the business will promote equality, diversity and inclusion (EDI) as a business

Scores 11 - 15

In your opinion, the applicant may not have all of the required skills and experience required to deliver and exploit the project. The response to the question falls short in some areas and does not adequately describe:

- the resources the business can access, including the main people involved, relevant track records, and any external resources
- the capability to deliver in the required timeframe in the context of existing business activities or constraints
- how the business will deliver outcomes and impact beyond the life of the project, and the route to market
- how the business will promote equality, diversity and inclusion (EDI) as a business

Scores 6 - 10

In your opinion, the response to this question has serious deficiencies and missing aspects and does not describe:

- the resources the business can access, including the main people involved, relevant track records, and any external resources
- the capability to deliver in the required timeframe in the context of existing business activities or constraints
- how the business will deliver outcomes and impact beyond the life of the project, and the route to market
- how the business will promote equality, diversity and inclusion (EDI) as a business

Scores 0 - 5

In your opinion the applicant will not be capable of either carrying out the project or exploiting the results.

Question 10. Work packages and costs

What activities will you spend the grant funding on? How will you manage the project and risks effectively?

You must consider the following in your answer:

- what the funding will be spent on, referring to costs for main work packages
- Project risks and how you will mitigate them
- your freedom to operate, for example patents, intellectual property (IP)

Question 10. Assessor guidance and scoring:

Scores 21 - 25

In your opinion, the applicant makes a fully justified response on how the grant will be spent and project managed, and clearly and convincingly describes:

- what the money will be spent on, referring to costs and main work packages
- project risks and how the applicant will mitigate them
- freedom to operate where appropriate

Scores 16 - 20

In your opinion, the applicant makes a justified case on how the grant will be spent and project managed. The response is not totally clear or convincing in some areas, but adequately describes:

- what the money will be spent on, referring to costs and main work packages
- project risks and how the applicant will mitigate them
- freedom to operate where appropriate

Scores 11 - 15

In your opinion, the applicant does not justify how the grant will be spent and project managed, and does not adequately describe:

- what the money will be spent on, referring to costs and main work packages
- project risks and how the applicant will mitigate them
- freedom to operate where appropriate

Scores 6 - 10

In your opinion, the response to this question has serious deficiencies and missing aspects and does not describe:

- what the money will be spent on, referring to costs and main work packages
- project risks and how the applicant will mitigate them
- freedom to operate where appropriate

Scores 0 - 5

In your opinion, the answer is lacking and inadequate in all areas