New Innovator Launchpad Competitions

- PDFs of the presentation will also be available on request
- For more information on the competition process, please go to: Competition briefing: applicant information - YouTube

Welcome and Introductions

Laura McCartney
Competition Manager

Layla Burrows
Regional Manager

Jess Cook
Programme Manager – New Innovators

UKRI Innovate UK

Innovate UK

- We are the UK's innovation agency
- We support business-led innovation in all sectors, technologies and UK regions
- A key delivery body of the Government's Innovation Strategy

Our Mission

To help UK businesses grow through the development and commercialisation of new products, processes, and services, supported by an outstanding innovation ecosystem that is agile, inclusive, and easy to navigate.

UKRI Innovate UK

Scope

Innovate UK Launchpads

Launchpads align with the Government's goals in the **Levelling Up White Paper** - dedicated programme of **regional investment** to build SME innovation clusters.

Each Launchpad supports a geographic cluster and businesses of all sizes (including micros, SMEs and large businesses), providing innovation funding, support, and networking opportunities to help businesses to innovate, grow and scale their businesses.

Developed in ***co-creation with local leadership*** - tailored to local ecosystems, each Launchpad includes:

- Small grants programme (**New Innovators,** Minimal Financial Assistance & Collaborative Research & Development)
- Wrap around business support
- Support for access to testbed and demonstration facilities
- Cluster management and leadership

UKRI Innovate UK

Our objectives for New Innovators

- The aim of this competition is to support ambitious UK registered micro and small businesses to develop highly innovative ideas that have a clear route to commercialisation and business growth.
- In partnership with the civic leaders named in each competition's documentation, we are tailoring our national funding products to have the most benefit on each local area's thematic priorities.
- Your project **must** use the funding to help grow your innovation activities, during and after your project, in the innovation cluster(s) outlined:

Coventry & Warwickshire	Immersive and creative industries centred in Coventry and Warwickshire in the West Midlands
Eastern England	Agri-tech and food technology centred in the Greater Lincolnshire Local Enterprise Partnership area, Cambridgeshire, Peterborough, Norfolk and Suffolk
North East England	Digital technologies centred in Northumberland, Tyne and Wear, and County Durham
Northern Ireland	Life and health sciences centred in Northern Ireland
South West Wales	Net zero industries centred in Carmarthenshire, Neath-Port Talbot, Pembrokeshire and Swansea

UKRI Innovate UK

Immersive & Creative - Coventry & Warwickshire

- Your business **must** develop highly innovative ideas that have a clear route to commercialisation and business growth.

- Your project **must** use the funding to help grow your innovation activities in the i**mmersive and creative industries** cluster centred on **Coventry and Warwickshire** in the West Midlands, both during and after the project

- Your project **must** contribute to the ambitions of the cluster to develop, fuse and transfer ideas, industrial innovation capability and sectoral strengths. Your project **must** build market-orientated opportunities in immersive and creative industries.

- Your innovation **can** lead to new products, processes or services that are significantly ahead of others currently available, or propose an innovative use of existing products, processes or services. It can also involve a new or innovative business model.

UKRI Innovate UK

...cont. immersive & creative - Coventry & Warwickshire

Themes – Your project can focus on developing and applying technologies including one or more of the following themes:

- media technologies, including digital and mixed media
- immersive technologies, including augmented and virtual reality
- game engine and virtual production, including 3D environments, simulations and data visualisations
- motion capture, including performance capture and gesture, and facial recognition

Your project can be aimed at application in one or more of the following market sectors and industries:

- creative industries
- education
- video game development
- screen sector
- healthcare
- future mobility
- manufacturing
- retail
- tourism, leisure and sport

These lists are not exhaustive. Where you can show your proposal fits within the scope of this competition you can focus on other themes or markets.

UKRI Innovate UK

Agri-tech and food tech - Eastern England

- Eastern England consists of the Greater Lincolnshire Local Enterprise Partnership area, Cambridgeshire, Peterborough, Norfolk and Suffolk.

- Your project **must** use the funding to help to grow your innovation activities in the **agri-tech and food technology** cluster in **Eastern England,** both during and after the project.

- Your innovation can lead to new products, processes or services that are significantly ahead of others currently available, or propose an innovative use of existing products, processes or services. It can also involve a new or innovative business model.

UKRI Innovate UK

...cont. agri-tech and food tech - Eastern England

Your project can focus on one or more of the following:

- enhancing the productivity of primary crops, livestock, aquaculture or ornamental crops
- biotechnologies related to agriculture, aquaculture, food processing and nutrition
- food that promotes safe, lower carbon or more sustainable healthy and nutritious diets
- resource efficient production and processing methods for low emission foods

This list is not exhaustive. Where you can show your proposal fits within the scope of this competition you can focus on other themes.

UKRI Innovate UK

Digital technologies - North East England

Your project **must** use the funding to help grow your innovation activities in the digital technology cluster in North East England, both during and after the project. For this competition, North East England consists of Northumberland, Tyne and Wear, and County Durham.

Your project **must** focus on digital technologies that can be applied in growing and emerging markets.

Growing or emerging markets, include but are not limited to:

- advanced manufacturing
- agriculture and forestry
- automotive and transportation
- creative industries
- culture, tourism, leisure and sport
- green industries
- health
- offshore industries
- retail and town centre

UKRI Innovate UK

...cont. Digital technologies - North East England

Your innovation can lead to new products, processes or services that are significantly ahead of others currently available, or propose an innovative use of existing products, processes or services. It can also involve a new or innovative business model.

Your project can focus on one or more of the following:

- Immersive technologies
- extended reality
- digital twins
- games engines
- virtual production
- artificial intelligence
- data science
- machine learning
- neural networks
- computer vision
- robotics
- large language models
- quantum computing

These lists are not exhaustive. Where you can show your proposal fits within the scope of this competition you can focus on other technologies.

UKRI Innovate UK

Life & health sciences - Northern Ireland

Your project **must** use the funding to help to grow your innovation activities in the **life and health sciences** cluster in **Northern Ireland**, both during and after the project.

Your innovation can lead to new products, processes or services that are significantly ahead of others currently available, or propose an innovative use of existing products, processes or services. It can also involve a new or innovative business model.

Your project can focus on one or more of the following:

- diagnostics
- therapeutics
- biomarkers
- data, digital and medical devices, including for healthcare delivery planning
- technologies that support the supply chain for life and health sciences

This list is not exhaustive. Where you can show your proposal fits within the scope of this competition you can focus on other themes.

UKRI Innovate UK

Net zero industry - South West Wales

- Your project **must** have economic impact in **South West Wales**.

- For this competition, South West Wales consists of Carmarthenshire, Neath-Port Talbot, Pembrokeshire and Swansea.

- Your project **must** help to grow your innovation activities in **net zero industry**, both during and after the project. Your project can focus on industrial decarbonisation in local or global markets. It can also demonstrate advances in your business that empower you to start your journey to net zero.

- Your innovation can lead to new products, processes or services that are significantly ahead of others currently available, or propose an innovative use of existing products, processes or services. It can also involve a new or innovative business model.

UKRI Innovate UK

...cont. Net Zero industry – South West Wales

Your project can focus on one or more of the following:

Heat and power:

- offshore wind
- other renewable energies
- hydrogen production and distribution
- carbon dioxide capture, distribution and storage
- low carbon heat
- mini grid systems

Make and use:

- biobased or alternative platform chemical production methods
- circular economy innovation
- sustainable fuels, including for transport
- fuel switching
- electrification

Skills development:

- supporting innovation in skills development

This list is not exhaustive. Where you can show your proposal fits within the scope of this competition you can focus on other themes.

UKRI Innovate UK

New Innovators Programme

UKRI Innovate UK

New Innovators is only for micro & small companies that have not previously received Innovate UK funding.

The award will cover up to £50K for up to 6 months work to help you:

- develop both your idea and your business
- create a new revenue stream
- evidence and enable your market, funding and commercialisation plans
- show what's feasible, helping you decide whether to pursue your idea further
- catalyse further innovation on your path to commercial success
- respond to changing market conditions

70% of the grant will be paid up front to cover cash flow and help you make a quick start on developing your innovation and business

UKRI Innovate UK

In your application you need to demonstrate to us that you:

- have a great idea (The Idea, question 7)
- need public funding (Impact and Added Value, question 8)
- have the capability to deliver the project (Business Resources and Capabilities, question 9)
- will deliver the project (Workplan and Costs, question 10)

We also ask an important unscored question around your funding plans for the company that can support the success of the project (question 6).

Your idea must focus on how new technology can enable affordable, adoptable and investable innovation in the clusters.

UKRI Innovate UK

Eligibility criteria

Eligibility criteria

Project eligibility	• have total project costs that equal your grant funding request • intend to exploit the results from or in the UK • help to grow your innovation activities during and after the project in the innovation cluster described in the Scope section • start between 1 October 2024 and 1 January 2025 • end by 31 March 2025
Total grant	Between £25,000 and £50,000
Project length	Between 3 and 6 months
Earliest project start date	1st October 2024

UKRI Innovate UK

Eligibility Criteria continued

Number of applications:

- An eligible micro or small business can submit one application only
- Any subsequent applications submitted with the same project lead will be ineligible and will not be forwarded for assessment.

Subcontractors:

- Subcontractors are allowed in this competition.
- Subcontractors can be from anywhere in the UK and you must select them through your usual procurement process.
- You cannot use subcontractors from overseas
- All subcontractor costs must be justified and appropriate to the total project costs.

UKRI Innovate UK

Minimal Financial Assistance (previously Special Drawing Rights) or De Minimis

Grant funding in this competition is awarded as minimal financial assistance (MFA). This allows public bodies to award up to £315,000 to an enterprise in a 3-year rolling financial period.

To establish your eligibility, we need to check that our support added to the amount you have previously received does not exceed the limit of £315,000 in the ‘applicable period’.

The applicable period is made up of:
(a) the elapsed part of the current financial year
(b) the two financial years immediately preceding the current financial year

In your application, you will be asked to declare previous funding received by you. This will form part of the financial checks ahead of Innovate UK making a formal grant offer.

UKRI Innovate UK

Minimal Financial Assistance (MFA) declaration form

Declaration statement

I confirm that I **have not** received any funding in the applicable period as defined above. *(Please check the box if applicable and move to Recipient Acknowledgments.)* ☐

or

I confirm that I **have** received the following funding in the applicable period as defined above. *(Please check the box if applicable and complete the table below.)* ☐

DECLARATION:

I believe that the facts stated in this Declaration are true. I understand that legal proceedings for false and inaccurate declarations may be brought against anyone who makes, or causes to be made, a false statement in a document verified by a statement of truth without an honest belief in its truth.

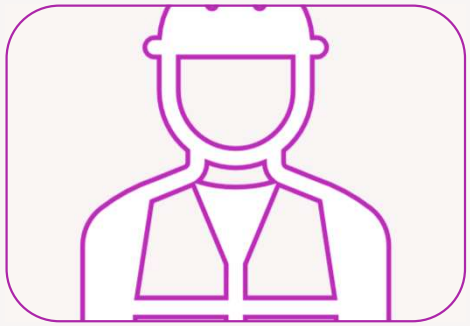
Company	
Applicant Name	
Signature	
Date	

False declarations will result in withdrawal of the offer made by the Authority. If an award is made to you based on false information, the Authority has the right to recover funding in full.

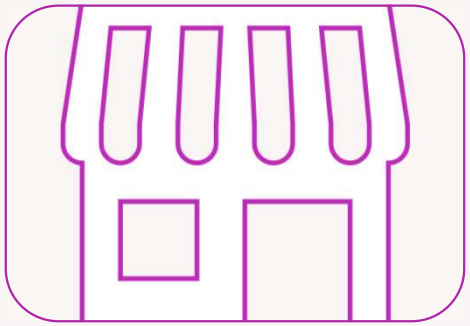
A	B	C	D
Body who provided the funding ***(Who awarded you the funding?)***	**Funding Amount received in GBP**	**Funding Amount received in Euros** ***(only use this column to declare your conversion of the De minimis funding you previously received in euros)***	**Date awarded**

UKRI Innovate UK

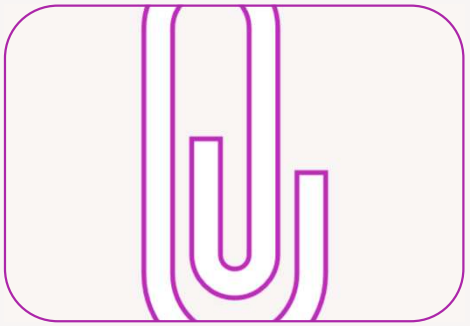
Your Project Cost Categories



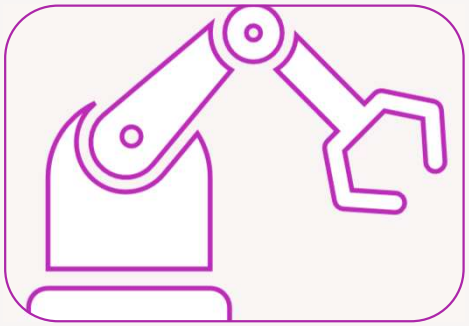
Labour



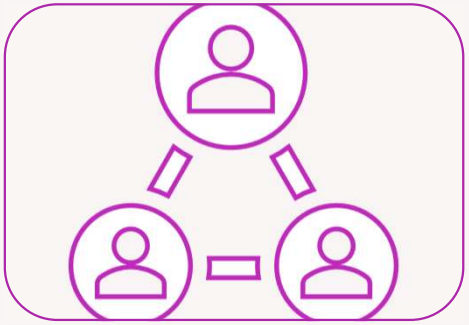
Overheads



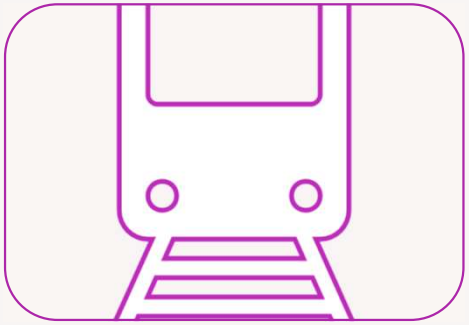
Materials



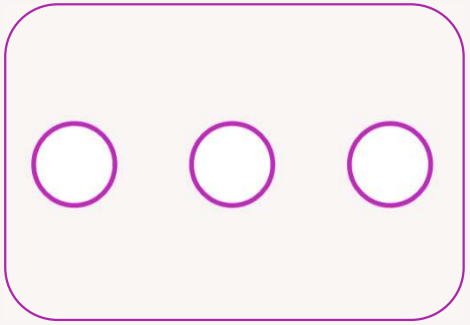
Equipment Usage



Subcontractors



Travel & Subsistence



Other

UKRI Innovate UK

Due diligence

Under the Subsidy Control Act 2022, we will carry out financial health checks and going concern assurances on your organisation.

Certify you are eligible

When submitting an application, you must certify that you are eligible for funding. If you are unsure, please take independent legal advice before applying. Should you be successful, we will complete these financial checks and assurances before confirming the grant offer.

For more information on company sizes, please refer to the Company accounts guidance.

Further information is available on our website in the general guidance.

UKRI Innovate UK

Other Innovate UK projects

If you have an outstanding final claim or Independent Accountant Report (IAR) on a live Innovate UK project, you will not be eligible to apply to this competition, as a lead or a partner organisation.

We will not award you any further funding if you:

- applied to a previous competition as the lead or sole company and were awarded funding by Innovate UK, but did not make a substantial effort to exploit that award
- applied to a previous competition as the lead or sole company and failed to comply with grant terms and conditions.

UKRI Innovate UK

Previously submitted applications

Previously submitted application	Not a previously submitted application
Not materially different from one you have submitted before (but it can be updated based on the assessors' feedback)	A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition OR A previously submitted or ineligible application which: • has been updated based on assessor feedback • and is materially different from the application submitted before • and fits with the scope of this competition

UKRI Innovate UK

Key Dates

Timeline	Dates
Competition Opens	7th May 2024
Briefing Event	14th May 2024 at 10am
Submission Deadline (11am)	19th June 2024
Applicants informed	5th August 2024

UKRI Innovate UK

Application Questions

Question	Appendix
Applicant location inc subcontractors (not scored)	No
Minimal Financial Assistance declaration (not scored)	Yes
Animal Testing (not scored)	No
Where did you hear about this competition? (not scored)	No
Your innovation theme (not scored)	No
Funding Plans (not scored, but will be used to assess financial viability)	No
The idea	No
Impact and added value	No
Business resources and capabilities	No
Work packages and costs	No

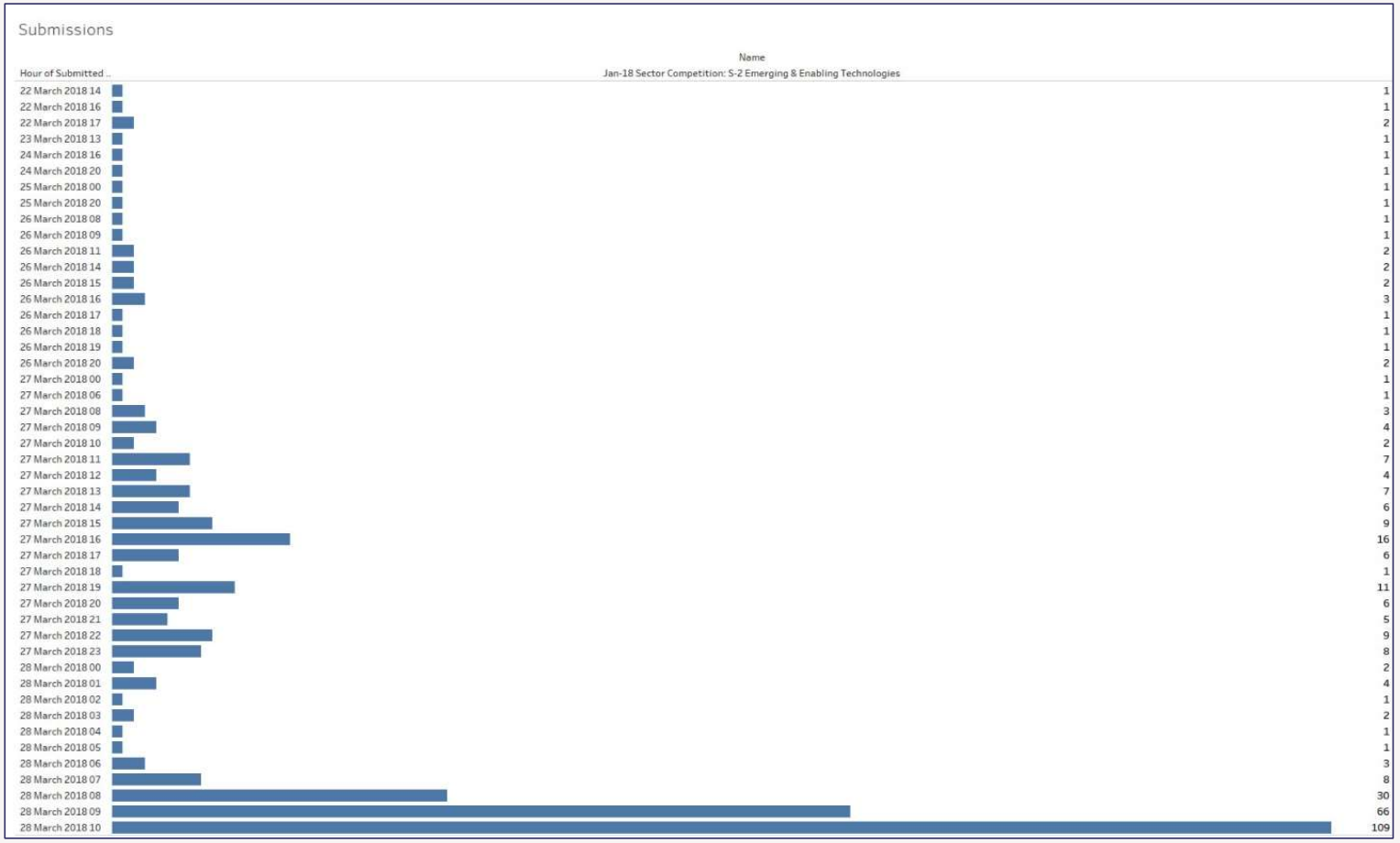
UKRI Innovate UK

Detailed guidance available on IFS

Submit your application early!

Customer Support can help resolve any issues you might have when submitting but only if they are contacted before the deadline.

Once the deadline has passed, your application cannot be submitted.



UKRI Innovate UK

Assessment

An assessor will score questions 7 to 10. We want to fund a variety of projects across different durations, locations, and themes. We call this a portfolio approach.

In support of the UK government's Levelling Up goals, we reserve the right to prioritise projects that:

- significantly advance innovation (the idea)
- have more innovation activity taking place within the innovation cluster or outside of the Greater South East
- achieve a balance between the specific themes for each Launchpad competition

You will then receive an email notification to offer grant funding or to inform you that your application has been unsuccessful on this occasion.

You will not receive any feedback on your application following assessment, whether successful or unsuccessful in receiving grant funding.

UKRI Innovate UK

Conditional offer of awarding

If you receive a notification saying you have been successful at the assessment stage, you will have a further 8 steps to complete in Project Setup.

These are:

- Project details
- Project team
- Documents
- Monitoring Service Provider allocation
- Bank details
- Finance checks
- Spend profile
- Grant Offer Letter

Work can only commence on the project once you have signed and returned the Grant Offer Letter.

UKRI Innovate UK

Prepayment

Your project costs will be 100% funded.

Your total project costs must equal your grant funding request.

We will aim to pay:

- 70% of your grant request within a month of your agreed project start date
- a further 20% in arrears, after approval of your 70% claim and the evidence of spend made, submitted with your claim
- the remaining 10% of the grant 10 to 14 days after Innovate UK approve your final claim

UKRI Innovate UK

Project Impact questions

- Each organisation in your application will complete the Project Impact questions within the ‘Supporting information’ section
- The Project Impact questions ask for data about your business and innovation and its contribution to the UK economy, society, and the environment
- Visit the Project Impact guidance page for more information, the types of questions you will be asked and how to get further support
- By providing this data, you are enabling us to better understand the impact of our support. It will help us identify success stories and provide evidence to government and the public of the value of supporting innovative businesses

For more information:

- Watch Our Impact Management Framework video here
- Watch How to Complete the Project Impact questions video here

UKRI Innovate UK

Additional Support

UKRI Innovate UK

Equality, Diversity & Inclusion

- We are on a mission to embed Equality, Diversity, and Inclusion in everything we do, internally and externally.

- We believe that great ideas can, and do, come from anyone and everyone.

- We know that diversity and inclusion in businesses contributes to enhanced innovation, satisfaction, performance, and ultimately, commercial success.

- So, if you would like any support, please contact our Customer Support Service Team on **support@iuk.ukri.org** or at **0300 321 4357**.

UKRI Innovate UK

What to Expect

1.	2.	3.	4.	5.
Contact our Customer Support Services Team as early as possible – we suggest at least 15 working days before the deadline	Complete a request form which will be sent to our partner Diversity & Ability (D&A)	D&A will conduct a Discovery Conversation with you and make reasonable adjustments recommendations	D&A will organise and deliver bespoke reasonable adjustments for and with you	Submit your application – please do so well ahead of the deadline as extensions cannot be provided

UKRI Innovate UK

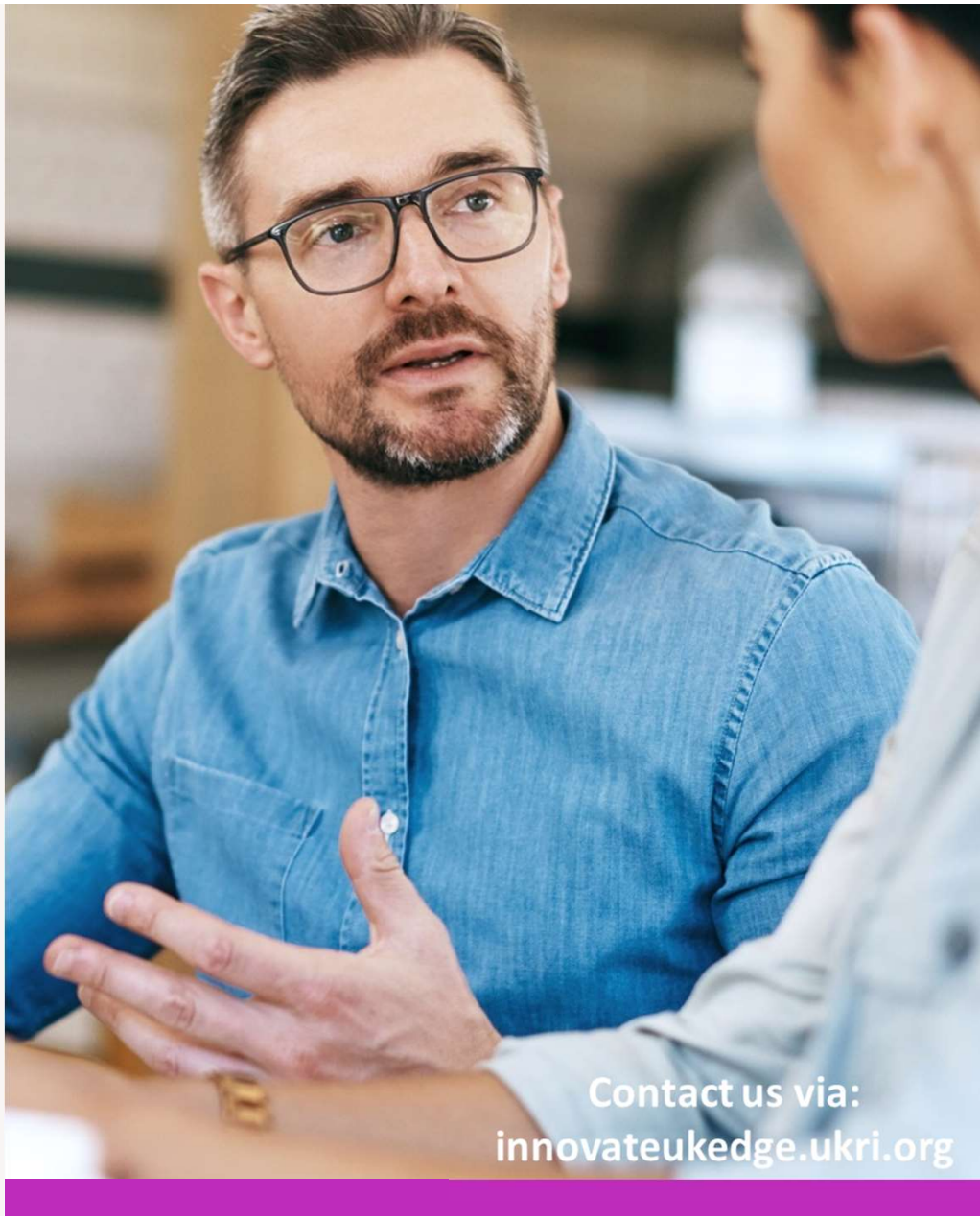
D&A Diversity and Ability

Innovate UK Business Growth

An innovation and growth specialist, or scaleup directors, work with a company's leadership to hone its commercial strategy and help it take targeted action to, for example:

- Build investment readiness
- Manage innovation effectively
- Enter global markets
- Providing local to national to international growth and scaling support

UKRI Innovate UK EDGE



Innovate UK Business Growth

Bespoke growth and scaling support at the business end of innovation

- Intensive growth and scaling support tailored to the needs of each of our ambitious innovation-driven clients
- Offered alongside project funding to Innovate UK award winners, most of whom engage us. We are also available to all high growth potential innovative small or medium-sized businesses*
- Engagement at early, growth and scaling stages, with our core high growth service and enhanced Scaleup Programme
- Delivered by 290 innovation and growth specialists embedded in regional ecosystems across the UK, including a board of expert scaleup directors

**subject to eligibility and currently in all nations and regions outside Scotland*

UKRI Innovate UK

Q&A

Innovate UK

Contact

Customer Support Services

0300 321 4357 (Monday - Friday 9-12pm and 2 - 5pm)

support@iuk.ukri.org

Innovate UK
ukri.org/councils/innovate-uk

Innovate UK Business Connect
iuk.ktn-uk.org

Innovate UK Business Growth
innovateukedge.ukri.org

UKRI Innovate UK