

# Contracts For Innovation: Accessible Information on Coaches

## Assessor scoring guidance

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. 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 2. Permits and licences (not scored)

Will you have the correct permits and licences in place to carry out your project?

We are unable to fund projects who do not have the correct permits or licences in place by your project start date.

You must select one option:

- Yes
- No
- In process of being applied for
- Not applicable

### **Question 3. Proposed idea and technology**

How does the project meet the challenge described in the competition scope?

Provide a description of your proposed idea or technology.

Include a description of the current state of development or readiness of the idea.

You can submit a single appendix as a PDF containing images and diagrams to support your answer. It must be a PDF no larger than 10MB. It can be up to two A4 pages and must be legible at 100% zoom.

This question is scored against the assessment criterion: 'How well does the proposal meet the challenge?'

### **Question 3. Proposed idea and technology - Assessor guidance and scoring**

#### **Scores 9 - 10**

The proposal provides a clear description and compelling evidence to show how the proposed idea and technology will meet the challenges identified in the competition scope.

#### **Scores 7 - 8**

The proposal somewhat explains how the idea and technology will meet the challenges identified in the competition scope, but further detail is required to give full confidence.

### **Scores 5 - 6**

The proposal provides some information on how the proposed idea and technology could meet the challenges identified in the competition scope, but a clear and compelling argument is not provided.

### **Scores 3 - 4**

Little consideration has been given to how the proposed idea and technology could meet the challenges identified in the competition scope and it is unclear how the solution will meet the challenge need.

### **Scores 1 - 2**

There is no evidence that the proposed idea and technology will meet the challenges identified in the competition scope.

## **Question 4. Technical project summary**

What are the main technical challenges that you are addressing?

Explain:

- how you will address the challenge
- what the innovation is
- the main technical deliverables
- the research and development that will prove the scientific, environmental and commercial merit of the project
- what might be achieved by deploying the innovation to address the selected challenge

This question will be scored against this assessment criterion: 'How valid is the technical approach?'

## **Question 4. Technical project summary - Assessor guidance and scoring**

**Scores 9 - 10**

The technical approach described is valid and has credibility and merit, giving confidence that it is highly likely to meet the technical challenge identified.

**Scores 7 - 8**

The technical approach described is valid but may not be sufficient to meet the technical challenge identified.

**Scores 5 - 6**

The technical approach described is unlikely to be valid for this technical challenge.

**Scores 3 - 4**

The technical approach is poorly described.

**Scores 1 - 2**

There is very limited, or no information given on the technical approach

**Question 5. Current state of the art and intellectual property**

Are similar products currently available in the market?

How is your proposed project differentiated from them?

You must include details of:

- any existing intellectual property (IP)
- its significance to your freedom to operate
- novel concepts you develop or employ

- new approaches or technologies you use
- new tools or technologies

This question is scored against the assessment criteria: 'How innovative is this project? How much does the project develop or employ novel concepts, approaches, methodologies, tools or technologies for this area?'

## **Question 5. Current state of the art and intellectual property - Assessor guidance and scoring**

### **Scores 9 - 10**

The proposed project is highly innovative, and a strong understanding of nearest state of the art is presented, showcasing how the concepts, approaches, methodologies, tools or technologies detailed in the proposal are novel within this area.

### **Scores 7 - 8**

The proposed project shows some promising new concepts, approaches, methodologies, tools or technologies within this area, but some similarity with existing solutions is evident.

### **Scores 5 - 6**

The proposed project shows some use of novel, innovative approaches but the concepts, approaches, methodology, tools or technology described are very similar to already available products.

### **Scores 3 - 4**

The proposed project shows limited innovation, but it is unclear how the concept, approach, methodology, tool or technology outlined is different to already available products.

### **Scores 1 - 2**

The proposed project shows no innovation and proposed concepts, approaches, methodologies, tools or technologies are already widely available.

## **Question 6. Project plan and methodology**

Describe your project plan and identify the main milestones.

The plan must be comprehensive. The emphasis throughout should be on practicality.

Provide evidence that the technology works, can be made into a viable product and can achieve the proposed benefits.

You must:

- describe resources that will be needed to deliver the project
- describe what the main success criteria will be
- identify the project management processes that will ensure you achieve the milestones
- provide a clear plan for establishing technical and commercial feasibility
- describe the main technical, commercial and environmental risks and what you will do to mitigate them
- provide a clear plan for development of a working prototype
- provide a clear plan for becoming market ready and scaling up the solution by the 1 October 2026 at the latest, when the Accessible Information Regulations (AIR) exemptions expire

You must explain how you would handle any IP issues which might arise during the project.

If you are working with subcontractors (specialist skills only), include details of how you will maintain freedom to operate and fulfil the IP requirements detailed in the contract.

You must upload a project plan or Gantt chart as an appendix in PDF format. It must be a PDF no larger than 10MB. It can be up to two A4 pages and must be legible at 100% zoom.

Your milestones must:

- be clear

- be defined using SMART (specific, measurable, achievable, realistic and time-bound) criteria
- be associated with the appropriate deliverables and payments
- indicate your payment schedule by month

This question is assessed against the assessment criteria:

- does the proposal show a clear plan for establishing technical and commercial feasibility and the development of a working prototype
- does the proposal show a clear plan for becoming market ready and scaling up the solution before 1 October 2026
- is there a clear management plan
- what are the main technical, commercial, and environmental risks to the project's success
- how will these be effectively managed
- are the milestones and evaluation procedures appropriate

Note information from the finances section will be used to support the assessment of this question. Proposed milestones and associated payments stated in this section must match those entered in the finance summary on your application.

## **Question 6. Project plan and methodology - Assessor guidance and scoring**

### **Scores 9 - 10**

The proposal contains a detailed description of a project plan, including all key milestones, and the approach taken gives confidence in successful delivery of a working prototype. There is a clear plan to scale up the solution, and the approach taken gives confidence, to meet the exemption expiry date of 1 October 2026. Risks are comprehensively covered, including appropriate mitigation strategies, and are taken into consideration within the project plan.

### **Scores 7 - 8**

The proposal contains a description of a project plan, but more detail is required to show how successful delivery will be achieved, including scaling up the solution to meet the exemption expiry date of 1 October 2026. Key risks are highlighted, with some mitigation plans in place, but could be expanded on to give greater confidence.

#### **Scores 5 - 6**

The proposal contains a high-level description of a project plan and scale up plan. Some risks have been identified for the development of a working prototype, but it is unclear how these are reflected in the project plan.

#### **Scores 3 - 4**

The proposal gives a few details about a project plan, scale up plan and risks for the development of a working prototype.

#### **Scores 1 - 2**

The proposal does not contain a plan or milestones for the development of a working prototype or how it will scale up. There is no management plan or risks included.

### **Question 7. Technical team and expertise**

Who is in the technical team? What expertise do they offer?

Provide a brief description of your technical team, including any subcontractors.

Describe:

- how each organisation has the skills, capabilities, and experience to deliver the intended benefits
- how much of their time will be spent on the project

This question will be scored against the assessment criterion: 'Does the applicant have the skills, capabilities and experience to deliver the intended benefits?'



## **Question 7. Technical team and expertise - Assessor guidance and scoring**

### **Scores 9 - 10**

The team described, including any subcontractors where applicable, have the relevant skills, expertise and experience to give full confidence in the successful delivery of the project, including achieving commercial potential.

### **Scores 7 - 8**

The team described broadly hold the skills and experience to be able to successfully deliver the project, but some skills gaps may be identified, or some areas are weaker than others. Subcontractor skills, where applicable, are identified, but more details would give a greater level of confidence in their input to the project.

### **Scores 5 - 6**

It is not clear how the skills of the team will translate into the successful delivery of the project, or significant skills gaps are identified. Some information on subcontractors is provided (where applicable), but it is not clear if they are well placed to contribute to project delivery.

### **Scores 3 - 4**

There is minimal information about the skills, capabilities and experience of the project team, or any subcontractors (where applicable), therefore it is difficult to establish whether the project team are well placed to successfully delivery the project.

### **Scores 1 - 2**

There is no relevant information about the skills, capabilities and experience of the applicant or any subcontractors.

## **Question 8. Costs and value for money**

How much will the project cost? How does it represent value for money for the team and the taxpayer?

Describe:

- the total costs inclusive of VAT (If applicable) you are requesting in terms of the project goals
- how this project represents value for money for you and the taxpayer
- your expected overall costs

Proposed costs stated in this section must match those entered in the finance summary.

All costs quoted must reflect actual costs at a 'fair market value' and not include profit.

You can submit a single appendix as a spreadsheet in PDF format. It must be a PDF no larger than 10MB. It can be up to two A4 pages but must be legible at 100% zoom.

Note that all payments are made quarterly in arrears on submission of an invoice. The invoice must be submitted within 30 days of the end of each monitoring period for all completed milestones.

Full Economic Cost (FEC) calculations are not relevant for Contracts for Innovation competitions. Contracts for Innovation is a competitive process and applications will come from a variety of organisations. Whatever calculation you use to arrive at your total eligible project costs your application will be assessed against applications from other organisations. Bear this in mind when calculating your total eligible project costs. You can include overheads but remember that this is a competitive process.

The assessors are required to judge the application finances in terms of value for money. They will score your finances against this assessment criterion: 'Are the budget and costs realistic, justified and appropriate for the aims and methods?'

Note: information from the finances section will be used to support the assessment of this question.

## **Question 8. Costs and value for money - Assessor guidance and scoring**

**Scores 9 – 10**

Project costs are fully justified and appropriate (reflecting fair market value), and there is sufficient detail in the explanation of their breakdown to give full confidence. Fully detailed and justified evidence is provided to demonstrate the project cost efficiency and excellent value for money.

#### **Scores 7 - 8**

Project costs are justified and appropriate (reflecting fair market value), but there is not enough detail in the explanation of their breakdown. More detailed evidence is required to demonstrate the project cost efficiency and how value for money is achieved.

#### **Scores 5 - 6**

Project costs are somewhat justified but there is insufficient detail in the explanation of their breakdown to determine if they are appropriate. Some evidence is provided to demonstrate the project cost efficiency and value for money.

#### **Scores 3 - 4**

Minimal project cost information and justification is provided. It is unclear whether costs represent good value for money.

#### **Scores 1 - 2**

No breakdown of project costs is provided and there is no evidence to demonstrate project cost efficiency or value for money.

### **Question 9. Commercial potential**

What is the commercial potential of your project? You must focus on your proposed customer's needs.

Describe your:

- timescales
- projects commercial potential for a marketable product, process or service
- delivery plan
- expected route to market

Describe the competitive advantage that your project has over existing or alternative technologies that meet market needs.

Describe any existing commercial relationships relevant to the project.

With the focus on your proposed customer's needs, you can also mention the future commercial potential across the public or private sector and international markets.

This question will be scored against the assessment criteria:

- is there a clear commercial potential for a marketable product, process or service
- is there a clear plan to deliver that and a clear route to market
- how significant is the competitive advantage of this technology over existing technologies that meet the market's needs

## **Question 9. Commercial potential - Assessor guidance and scoring**

### **Scores 9 - 10**

The proposal gives confidence that the solution will be commercially feasible, with a detailed plan showing route to market, as well as strong competitive advantage.

### **Scores 7 - 8**

The proposal gives some indication that the solution will be commercially feasible and provides a high level plan outlining possible route to market. An outline of competitive advantage is shown, but more in-depth analysis is required.

### **Scores 5 - 6**

The solution may be commercially feasible, however there is little confidence in the approach described. Some planning to deliver route to market is shown, but competitive advantage is unclear.

### **Scores 3 - 4**

It is not clear whether the proposal will be commercially feasible. There is little in the way of a plan to deliver to market or competitive advantage.

**Scores 1 - 2**

The proposal gives no indication that the solution will be commercially feasible. There is no plan to deliver to market and no indication of competitive advantage.