



Innovate
UK

Launchpad Investor Partnerships R2 – North East and West Yorkshire

Applicant Briefing

Date: 3rd March 2025

The webinar will start at 14:30.

- Welcome, we are currently waiting for more people to join.
- This briefing will be recorded. A copy of the slides and the recording link will be made available on IFS.
- Please enter any questions that you may have into the Q&A Box.
- For more information on the competition process, please click [here](#) to access our YouTube channel.



Welcome and Introductions

Laura McCartney,
Competition Manager

Lee Viney ,
Innovation Lead

Jemima Jones,
Investment Specialist



Agenda

- Key Dates
- Competition Summary & Scope
- Eligibility Criteria
- Innovation Funding Service (IFS)
- Funding Rules
- Assessment
- Use of AI
- Additional Support
- Q&A



Key Dates

Timeline	Dates
Competition Opens	24th February 2025
Submission Deadline	9th April 2025 at 11am
Applicants informed	16th May 2025 by 5pm
Project start and end dates	Start from 1 st September 2025

Competition Summary & Scope



Summary

Innovate UK, as part of UK Research and Innovation, will work with:

- West Yorkshire Combined Authority to invest up to £3.9 million in innovation projects
- North East Combined Authority to invest up to £1.7 million in innovation projects.

This funding is from Innovate UK's Launchpad programme which supports the UK government's goals for local economic growth.

The aim of this competition is to provide support for your research and development and access to the capital investment that you need to develop and commercialise your innovations and grow your business.

Slide 6

AWIUUO This slide can either just include text from the brief, copied over from the Summary section, or the IL can create their own Intro slide.

Abbie Wood - Innovate UK UKRI, 2024-09-03T16:13:59.488

Health technologies - West Yorkshire

Your project must help to grow your innovation activities in the health technology cluster in West Yorkshire, both during and after your project.

Your project must focus on human health technology innovation. You can address any human health challenges that include, but are not limited to:

- overcoming health inequalities
- global net zero challenges in healthcare
- major health conditions
- the prevention of disease
- earlier and better detection and diagnosis of disease
- other challenges that can be tackled with health technologies

Health technologies - West Yorkshire

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

- medical devices
- diagnostics, including In-Vitro Diagnostics (IVD)
- digital health, including data driven health technologies and artificial intelligence (AI)

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

Digital Technologies – North East of England

Your project must help to grow your innovation activities in the digital technology cluster in North East England, both during and after the project.

For this competition, North East of England is defined by the geography of the North East Combined Authority which includes 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

Digital technologies – North East of England

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

Artificial intelligence:

- data science
- machine learning
- neural networks
- computer vision
- robotics
- large language models
- quantum computing

Immersive technologies:

- extended reality.
- digital twins
- games engines
- virtual production

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

Investor Partnerships: accelerating investment

Addressing challenge of innovative SMEs that need:

- support for innovation and
- access to capital

Bringing together:

- grant funding for innovative R&D projects in future economy areas
- aligned VC and Angel equity investment

Delivering:

- accelerated investment
- growth at scale through innovation

Innovate UK

- Validate quality early-stage R&D projects via independent assessment
- Non-dilutive finance via grant funding
- Access to UK wide companies
- Monitoring of projects



Investor Partner

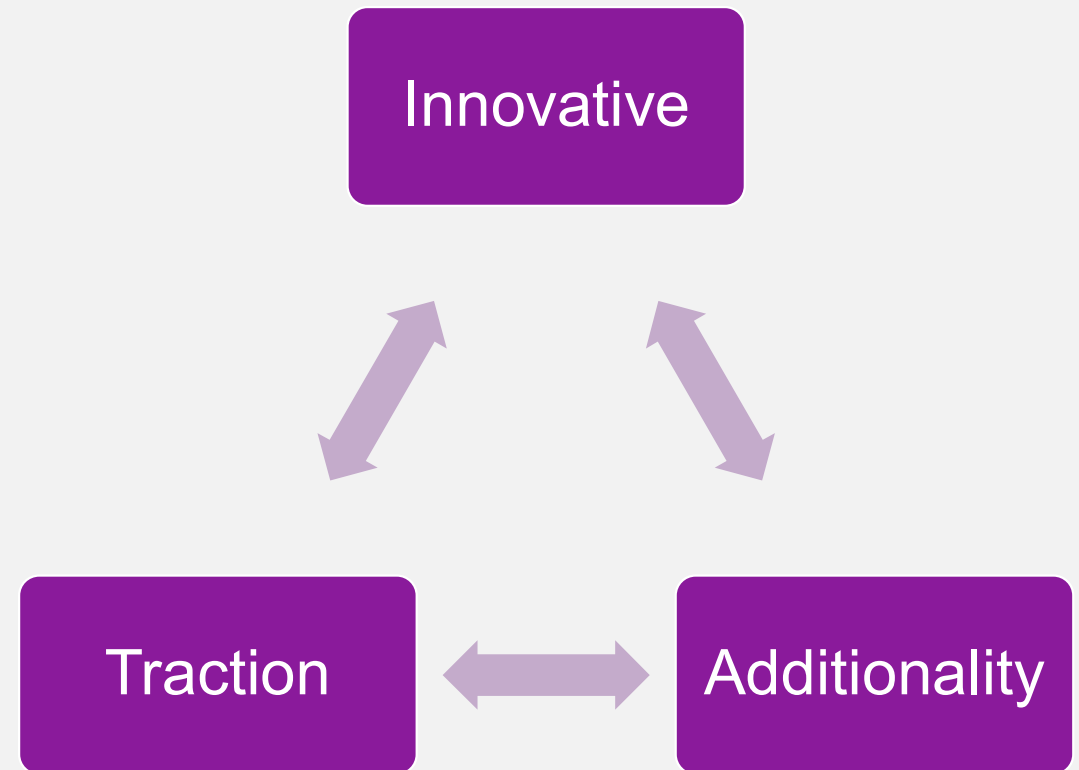
- Identification of investible company
- Equity finance to capitalise the business
- Access to markets, contacts and experience
- Commercial influence on company

Portfolio of businesses

- Funded to develop IP and capitalised for growth
- Strong, commercially exploitable asset
- Good team with aptitude for growth
- Structure to support scale

What are we looking for?

- Ambitious companies seeking investment
- Developing innovation with a well defined R&D project
- Links to driving impact in the cluster
- Investment attractive and investment ready
- Established traction with an investor partner





Eligibility criteria



Investor Partnership Eligibility Criteria – Your Project

You must have confirmation from your investor partner that you can apply for this competition.

The eligibility criteria for your project depends on your [research category](#).

For feasibility studies projects:

- your total project costs must be between £50,000 and £300,000
- the project duration must be between 6 and 12 months

For industrial research projects:

- your total project costs must be between £100,000 and £1 million
- the project duration must be between 6 and 18 months

For experimental development projects:

- your total project costs must be between £250,000 and £2 million
- the project duration must be between 12 and 18 months

Investor Partnership Eligibility Criteria – Your Project

For all projects, your project must:

- not start before 1 September 2025

Total project costs, detailed within your application, must not exceed the maximum project costs for your research category. If your total project costs do exceed the maximum, then your application will be made ineligible.

Your project will only be allowed to start once the aligned investment has been confirmed.

Projects must always start on the first of the month, even if this is a non-working day. You must not start your project until your Grant Offer Letter has been approved by Innovate UK. Any delays within Project Setup may mean we need to delay your project start date.

You must only include eligible project costs in your application. See our overview of [eligible project costs](#). For specific guidance, see the eligibility section in this competition.

Investor Partnership Eligibility Criteria – Lead Organisation

This competition is open to single applicants only.

To apply your business must:

- be a UK registered [micro, small or medium sized business](#) (SME)
- carry out all of its project work in the UK
- intend to exploit the results from or in the UK
- be invited to apply by your investor partner
- have agreed your proposal with your investor partner before submitting
- be able to complete the aligned investment before the start of your project, through the issue of new shares or convertible debt
- have sufficient capital resources to enable you to meet all your project's eligible costs, including through the grant funding and the aligned investment

More information on the different types of organisation can be found in our [Funding rules](#).

Investor Partnership Eligibility Criteria – Lead Organisation

Innovation and ideas can come from anyone and anywhere. We want to see investments unlocked for the diverse and extraordinary talent in the UK.

We encourage innovation involving communities that are typically under-represented, including:

- ethnic minority groups
- women and other marginalised genders
- disabled people
- people with non-traditional education backgrounds

Investor Partnership Eligibility Criteria – Partners/Subcontractors

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.

All subcontractor costs must be justified and appropriate to the total project costs.

Investor Partnership Eligibility Criteria – Number of applications

Number of applications

An SME can only submit one application into this round of the competition. Any subsequent applications will be ineligible and will not be forwarded for assessment..

Previously submitted applications

This competition does allow you to submit a previously submitted application.

Previously submitted application	Not a Previously submitted application
<p>A previously submitted application is an application Innovate UK judges as <u>not</u> materially different from one you have submitted before (but it can be updated based on the assessors' feedback).</p> <p>If you have previously submitted an application that reached our assessment stage, you can re-apply once more with the same proposal.</p>	<p>A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition.</p> <p>or</p> <p>A previously submitted or ineligible application which:</p> <ul style="list-style-type: none">• has been updated based on assessor feedback• <u>and</u> is materially different from the application submitted before• <u>and</u> fits with the scope of this competition



Innovation Funding Service (IFS)

How to apply

The lead applicant must create an account:

UK registered businesses

Use Companies House lookup as it speeds up our checks by providing your company number. You are unable to enter this at a later date.

Research organisations, academics and universities

To avoid being listed as a business and to ensure you receive the correct funding, enter your information manually on IFS



This screenshot shows the 'Create your account' page for UK registered businesses. It includes a 'Your organisation' section with an information icon and a note that the organisation must be UK based. Below this is a 'Business' section with a 'Find your organisation on Companies House' heading and a search input field containing 'nomensa'. The search results for 'NOMENSA LTD' are displayed, including its registration number and address.

This screenshot shows the 'Please sign in or create an account' page. It features two columns: 'Used this service before?' with a 'Sign in' button, and 'New to this service?' with a 'Create account' button. Below this is a 'Sign in' section with input fields for 'Email address' and 'Password', each with a 'Show' button. There are also links for 'Need help signing in or creating an account?' and 'My email and/or password isn't working'.

Application Questions – Investor Partnership

Detailed guidance available on IFS

Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)	150	No
Question 2	Animal testing (not scored)	Multiple choice	No
Question 3	Permits and licences (not scored)	Multiple choice	No
Question 5	Investor partner (not scored)	50	No
Question 6	Need, challenge and market awareness	600	No
Question 7	Approach and innovation	400	Yes - optional
Question 8	Team and resources	600	Yes - mandatory
Question 9	Outcomes and route to market	400	No
Question 10	Risks	400	Yes - mandatory
Question 11	Costs, value for money and added value	600	No

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:

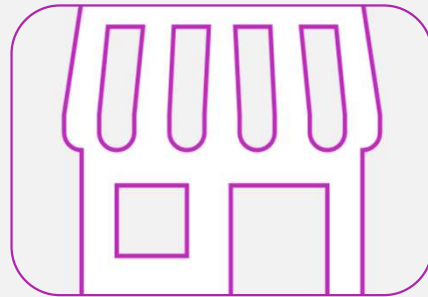
- [Watch Our Impact Management Framework video](#)
- [How is the Project Impact data collected? video](#)

Your Project Cost Categories

View our [Application Finances Instructional Video](#)



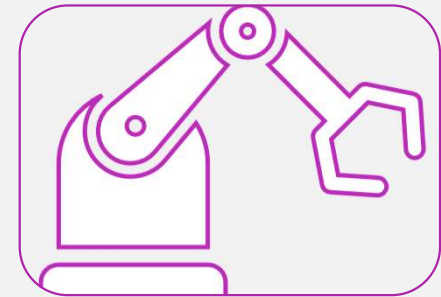
Labour



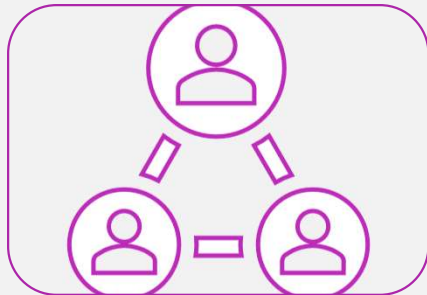
Overheads



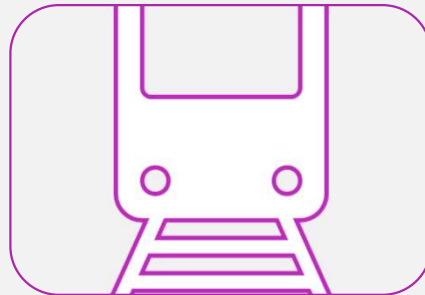
Materials



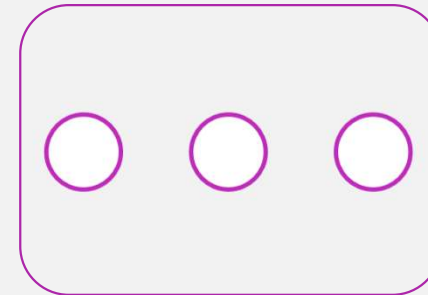
Capital Usage



Subcontractors



Travel &
Subsistence



Other

Your project finances

Finances

Your organisation is required to submit its project finances. Your organisation's project costs can be seen in the 'Finances overview'.

[Your project finances](#) ✎ Incomplete

[Finances overview](#) ✎ Incomplete

Finances

i Only members from your organisation will be able to see a breakdown of your finances.

Please complete your project finances.

[Your project costs](#) ✎ Incomplete

[Your project location](#) ✎ Incomplete

[Your organisation](#) ✎ Incomplete

[Your funding](#) ✎ Incomplete

Your project costs

Add your project costs by category – refer to previous slide for link to instructional video

Your project location

Enter postcode for where most of the project work will take place.

Your organisation

Add details of your organisation including size, turnover and number of employees

Your funding

Include your funding level percentage according to the competition's funding rules.

You can declare Other Public Sector Funding here if you have previously received public money for **exactly** the same activities

Checking your finances are complete

Finances summary

These organisations have not marked their finances as complete:

- Ludlow
- EGGs

This application cannot be submitted until all items in the finances section have been marked as complete by all partners.

		Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
Empire Ltd Lead organisation	✓	200,903	30.00	57,803	140,632	2,468
Ludlow Partner	⚠	200,903	30.00	57,803	140,632	2,468
EGGS Partner	⚠	990	100.00	990	0	0
Total	⚠	£402,796		116,596	281,264	4,936

Check your finances have been correctly inputted, with the correct costs, funding level % and funding sought figure, as per the eligibility criteria of the competition.

IFS DOES NOT VALIDATE TOTAL PROJECT COSTS

Terms and Conditions

Before you can submit your application, **all** organisations in an application must agree to the draft terms and conditions for this competition. Please ensure you share the T&Cs with your legal team at the earliest possible opportunity.

Terms and conditions

You must agree to these before you submit your application.

[Award terms and conditions](#)

 Incomplete

[Review and submit](#)

 [Print your application](#)



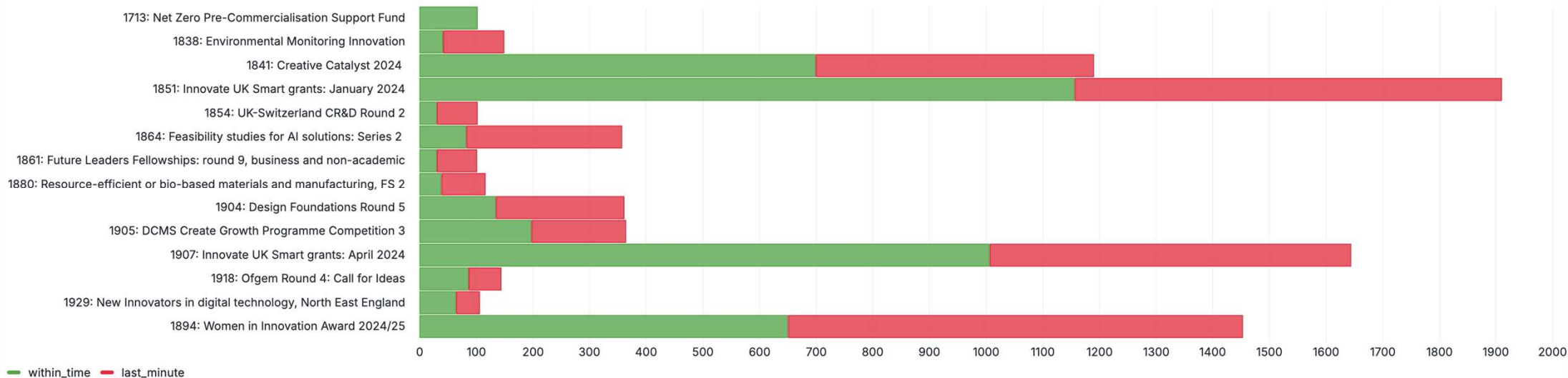
I agree to the [full terms and conditions](#) set out by the funding authority. I understand I need to agree to the final contract if my application is successful.

[Agree and continue](#)

Submitting your application

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.



Editing a submitted application

test
Application number: 242
Competition: 599 Covid de minimis round 2

Awaiting assessment

Application submitted

[Reopen](#)

Reopen by clicking here

Terms and conditions
You must agree to these before you submit your application.

Award terms and conditions ✓ Complete

[Review and submit](#) [Print your application](#)

Remember to press
'Submit application'

Terms and conditions Open all

Award terms and conditions ✓ Complete +

[Submit application](#)

Need help with this service? [Contact us](#)

Pros & Cons of using AI to support you

With the advances in AI technology, it is only natural to use technology to support you in applying to our competitions. Whilst we don't recommend or advise against it, we would like to make you aware of the following which could potentially impact your project.

Pros

- Removes barriers for people with disabilities and non-English speakers
- Allows you to rephrase your content to meet the word count in a question
- Ensures all aspects of a question are answered
- Can aid a better understanding of:
 - intended/wider market
 - best practice in project management
 - complementary technologies and advances in the industry
 - expected project impacts

Cons

- It is not always accurate in its assumptions and can get things wrong
- AI learns from the information you give it as well as what it has already learnt
- May provide a generic response meaning your application could use similar phrasing to others
- AI can be detected as non-human as it lacks expression and insight because it relies on logic to summarise information based on the question asked

Whilst AI offers many benefits, it is important you are aware that **you are potentially sharing your idea with the world**, so be careful what you share as you have no control over how it is shared on once you do.

Funding Rules



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.

Compliance with the UK Subsidy Control Regime

On 4th January 2023, the [Subsidy Control Act 2022](#) came into effect.

This provides a framework for public authorities to design and award subsidies in a compliant way, whilst minimising any negative effects of subsidies both within the UK and Internationally.

Innovate UK offers funding in line with the UK's obligations and commitments to Subsidy Control. To ensure that Innovate UK remains compliant with the UK's international Subsidy Control duties in respect of:

- the EU-UK Trade and Cooperation Agreement;
- the subsidy control act 2022
- Article 10 of the Windsor Framework (successful applicants which are affected by the Windsor Framework will be funded in line with [EU State aid regulations](#))
- Article 138 of the Withdrawal Agreement (some Union law applicable after 31 December 2020 in relation to the UK's participation in Union programmes and activities)
- the Subsidies and Countervailing measures within the WTO (ASCM)
- any other Free Trade Agreements active at the time of award

All awards will be conditional on compliance at all times with the UK's international obligations on Subsidy Control - this will be reflected in the terms and conditions of any award.

Subsidy Control (and State aid where relevant)

The Subsidy Control Act 2022 definition of a 'subsidy' means financial assistance which:

1. is given by a public authority. This can be at any level: central, devolved, regional or local government or a public body.
2. makes a contribution (this could be a financial or an in-kind contribution) to an enterprise, conferring an economic advantage that is not available on market terms.
3. affects international trade.

For awards made from 4 January 2023, the majority are subject to Subsidy Control Act 2022. EU State aid rules now only apply in certain limited circumstances.

Financial viability and eligibility

Innovate UK is unable to award funding to organisations that are considered to be in financial difficulty. All applicant organisations are subjected to financial viability and eligibility checks to ensure they are suitable for public funding.

[General guidance on Subsidy control \(and State aid where relevant\).](#)

Article 10 of the Windsor Framework

The EU and the UK formally adopted the [Windsor Framework](#) on 24 March 2023.

The Windsor Framework replaces the Northern Ireland Protocol, providing a new legal and UK constitutional framework.

Article 10 provides that European Union State aid rules will continue to apply to the UK in respect of measures which affect trade in goods or the electricity market between Northern Ireland and the EU.

Article 10 does not directly apply to subsidies for services and such subsidies will need to comply with the UK's subsidy control regime.

Undertakings in difficulty

In the unusual circumstance of an award having to be made under the EU GBER regulation (State aid), the applicant must pass **'undertaking in difficulty' checks as defined by GBER (2014)**.

Guidance on [Article 10 of the Windsor Framework](#).

Eligibility Criteria: Funding Opportunities

Funding for R&D projects split into **3** categories: feasibility studies, industrial research and experimental development.

For feasibility studies and industrial research projects, you could get funding for your eligible project costs of:

- up to 70% if you are a micro or small organisation
- up to 60% if you are a medium-sized organisation

For experimental development projects which are nearer to market, you could get funding for your eligible project costs of:

- up to 45% if you are a micro or small organisation
- up to 35% if you are a medium-sized organisation

For general guidance on what our research categories are please visit:

<https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/general-guidance/categories-of-research-and-development/#contents-list>

Summary of funding

Research category	Project size	Grant available (as a % of total project costs)	Project duration	Aligned investment
Feasibility study	£50K to £300K	70%	6 to 12 months	The investment must be at least equal to the grant funding
Industrial research	£100K to £1M	70%	6 to 18 months	The investment must be at least equal to the grant funding
Experimental development	£250K to £2M	45%	12 to 18 months	The investment must be at least twice the grant funding


[Research category definitions](#)


Assessment





Assessment


[YouTube Playlist](#)

- 

1 **How do our assessors assess?**
Innovate UK • 8.1K views • 2 years ago
2:33
- 

2 **How are successful applications selected for funding?**
Innovate UK • 17K views • 2 years ago
2:39
- 

3 **What steps are there before a project starts?**
Innovate UK • 7.7K views • 2 years ago
3:45
- 

4 **How are successful projects monitored?**
Innovate UK • 4.1K views • 2 years ago
2:20
- 

5 **How successful applicants receive their funding.**
Innovate UK • 4.6K views • 2 years ago
2:51



Project setup

If you pass the technical assessment, you will have a further eight steps detailed in your notification to complete in Project Setup before being able to start your project.

These are:

- Project details
- Project team
- Documents
- You will be allocated a Monitoring Service Provider (MSP)
- Bank details
- Finance checks
- Spend profile
- Grant Offer Letter

Please share the T&Cs with your legal team at the earliest possible opportunity to avoid any delays.

You are expected to complete all the steps above **within 90 calendar days** of receiving your notification. Failure to do so may result in funding being withdrawn.

Work can only commence on your project once you have received your Go Live email.



Additional Support



Innovate UK Business Growth

<https://iuk.ktn-uk.org/business-growth/>

Innovate UK Business Growth (previously Innovate UK EDGE) is a key part of the UK innovation agency's deep investment in the pioneering businesses that drive economic growth. It is a publicly-funded service available to all high potential small to medium sized innovation-driven companies, including Innovate UK grant winners.

Exploit Innovation:

Grow your business by protecting your IP, improving innovation management and accessing the innovation ecosystem globally through us.

Source funding:

Grow and scale your business by accessing the right finance and funding for you and becoming investment ready.

Enter new markets:

Helping you to make connections to partners and leverage insights to expand into vertical and international markets and achieve scaling ambitions.

Ready to scale?

The Innovate UK Scaleup Programme helps the highest potential businesses realise their ambitions.



Useful Information

- UKRI's [General Guidance](#)
- Innovate UK Business Connect's [Good Application Guide](#)
- [Who we fund](#)
- Collaboration Agreement Guidance: [Lambert Toolkit](#)
- [Innovate UK: Shaping the Future](#)

Funding opportunities

To find out more about the competitions currently available you can visit either the [Innovation Funding Service \(IFS\)](#) or the [funding finder](#) on the UKRI website. Through these links, you can review the competitions available and decide which ones may be right for you.

You can [sign up to our newsletter](#) to receive all the latest information on our competitions straight to your inbox or [register for email alerts](#) to get page updates from Innovate UK.

The government also offers [other opportunities for businesses to get finance and support](#).

Innovate UK reserves the rights to host competitions on a needs basis and will adjust each competition criteria and scope accordingly. We may occasionally run closed competitions that are for invited applicants only. These are run based on the challenge requirement or need.

Q&A

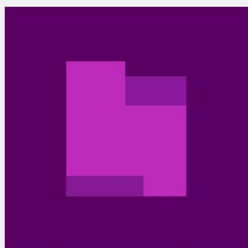


Contact

Customer Support Services

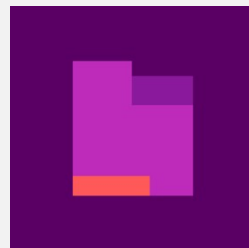
0300 321 4357 (Monday - Friday 9am-12pm and 2pm-5pm)

support@iuk.ukri.org



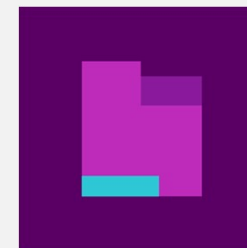
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**Innovate UK Business
Growth**

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