

# Technology Strategy Board

Driving Innovation



Disruptive solutions for  
energy, digital, healthcare,  
& sustainability problems

**COMPETITION FOR FUNDING**

**SEPTEMBER 2010**



# Disruptive solutions for energy, digital, healthcare, & sustainability problems

## COMPETITION FOR FUNDING

### Summary

The Technology Strategy Board has allocated up to £600k in funding for disruptive solutions across our core, challenge-led areas of energy, digital, healthcare, and sustainability.

This competition is **only** open to micro, small and medium-sized companies to stimulate their development of new ideas that could provide solutions to major challenges presented in these areas.

Through a rapid competition process we are seeking proposals for three-month projects, worth up to £25k. However, we also want to find out what you would do if you received up to £100k for a project lasting up to six months.

In each of the four areas three proposals will be funded. The best proposal in each area will receive up to £100k. The other two will receive up to £25k in project funding.

#### To apply go to:

[www.innovate10.co.uk/launch-pad/about](http://www.innovate10.co.uk/launch-pad/about)

### Disruptive solutions

By disruptive solution we mean a solution to a challenge that creates a new or unexpected market opportunity by applying a different set of values.

### About the competition

The competition is being run in three stages:

- 1) an initial video pitch which is open to all – your £25k proposal
- 2) a written submission for those that are selected from stage one – what would you do with up to up to £100k?
- 3) a live pitch for £100k at Innovate 10 on 12 October in London for the three best proposals in each area.

Video proposals should clearly state:

- the challenge or opportunity being tackled
- why it is important
- the approach that will be taken

- how the solution will be commercialised
- what impact it could have if successful
- why the Technology Strategy Board investment is needed.

We will fund up to 100% of the project cost. This will be £100k for the best proposal in each area and £25k for the second and third best in each area. The competition will operate under European Commission de minimis rules and you will need to confirm your compliance. More information can be found in the general application criteria below.

This competition will focus on projects:

- in the challenge areas of energy, digital, healthcare and sustainability
- that contain an element of technology innovation that is led and undertaken by micro, small or medium sized companies (250 employees or fewer)
- where the single company or collaborating companies spend most of the funding in-house.

### Healthcare competition scope

Current healthcare models are facing greater challenges, both physically and financially, in providing for a growing, ageing population with an increasing burden of disease.

The Technology Strategy Board is looking for novel, disruptive solutions to address health-related challenges. We will support those projects that lie within the scope of our **Medicines & healthcare strategy** and represent good business opportunities for UK-based businesses.

Example solutions must have the potential to generate significant improvements in:

- disease prevention
- proactive and interactive management of chronic disease
- earlier and better detection and diagnosis of disease leading to marked improvements in patient outcomes

- highly effective treatments that are tailored to patients' needs.

Video proposals should also identify how they would address challenges in the adoption of their solutions into healthcare settings, identifying how the solutions will demonstrate cost-effectiveness (over current approaches) as well as clinical effectiveness.

### Sustainability competition scope

The Technology Strategy Board is looking for solutions that will explore innovative ways to dramatically reduce the whole-life environmental impact of delivering products and services. More information on related strategies and activities in this area can be found [here](#).

Video proposals may be for any area of the economy and should tackle a recognised sustainability issue such as:

- resource efficiency
- carbon emissions
- energy use
- water use
- end-of-life disposal.

They should also consider the whole life-cycle, and demonstrate how the whole-life environmental impact is reduced.

We are interested in any innovative approach to the specific challenge you identify.

Possible approaches to consider include:

- converting a product into a service so that more value comes from the intangible part of the product
- improving the durability of a product so that the financial and environmental costs of replacement and disposal are reduced
- designing a product for reuse, remanufacture and recycling to reduce the amount of virgin raw material used, and the impact on disposal at end of life
- reducing the mass of materials required to deliver the service to the user



- reducing the energy required to deliver the service to the user
- improving human and environmental safety by reducing the use of toxic materials and avoiding emissions
- conserving depleting resources and using renewables or recycled materials where possible.

### Digital competition scope

The ever growing functionality, diversity and complexity of the digital world is creating new needs and wants; changing markets and the fabric of society. However, human skills, values, behaviours, expectations, social and organisational systems are not always in step with technology advances or capabilities, leaving considerable untapped potential behind. The Technology Strategy Board's related strategy in this area can be found [here](#).

The Technology Strategy Board is looking for proposals that significantly improve the users' ability to function in the digital world.

Possible areas to consider include:

- novel human-computer interfaces, which enhance accessibility or the immersive experience
- personalisation of products and services
- navigating choice and complexity, and coping with the information deluge
- understanding and managing users' digital footprints
- technology-enabled learning.

The innovative element of the proposals could include hardware devices, algorithms, software, services, systems, or digital technology-enabled processes or methodologies. Proposals may be specific to one sector (such as transport, health, public services or creative industries) but should have the potential to be applicable to other sectors.

### Energy competition scope

Whilst implementing our **Energy generation and supply strategy** we have already invested in a project portfolio valued at more than £100m involving over 200 organisations.

This energy competition is open to micro companies and SMEs that have novel ideas, concepts or technologies that could lead to disruptive solutions for the energy sector and the prospect of providing a clear lead for UK business whilst contributing to achieving UK's targets for CO<sub>2</sub> reduction and security of supply.

Proposals should align with our strategy and therefore cover one or more of the following areas which will have an impact on either a local or national scale:

- novel methods of low carbon energy generation, transmission, distribution or storage
- networks and grid (eg integration of intermittent energy sources into the grid or the built environment)
- underpinning technologies (eg materials, condition monitoring, ICT) that address some or all of the above and provide a step change in low carbon energy generation and supply technologies.

### The application process

Date	Activity	Entrants
<b>Monday Sept 6 – noon</b>	<b>Stage 1:</b> Competition opens Entrants to submit a 2-minute video pitch via <a href="http://www.innovate10.co.uk/launch-pad/about">www.innovate10.co.uk/launch-pad/about</a> The public can provide opinion and feedback on video submissions	Open to all and can watched and reviewed by all
<b>Thursday Sept 16 – noon</b>	Deadline for video submissions and feedback	
<b>Friday 17 – Monday 20 Sept</b>	Videos in each theme are assessed by our independent judges – 15 ideas in each theme to be invited through to next stage	
<b>Wednesday 22 Sept</b>	Entrants notified of success/non-success via email	
<b>Thursday 23 Sept</b>	<b>Stage 2:</b> Written submissions system opens for top 15 in each theme	Top 15 in-scope ideas invited from each theme (60 total)
<b>Thursday 30 Sept – noon</b>	Deadline for written submissions	
<b>Friday 1 Oct – Tuesday 5 Oct</b>	Assessment of written submissions	
<b>Wednesday 6 Oct</b>	Entrants notified of success/non-success via email Top 3 in each theme area invited to pitch at Innovate 10	
<b>Thursday 7 &amp; Friday 8 Oct</b>	Practice pitch session for top 3 in each theme	Final 3 invited from each theme (12 total)
<b>Tues 12 Oct</b>	Stage 3: Final 3 in each theme pitch to an expert panel and the Innovate audience. For each theme the best proposal will receive up to £100k. The other 2 will receive up to £25k in project funding	



## General rules and criteria

- The Technology Strategy Board has allocated up to £600k in funding for disruptive solutions that meet the scope of the energy, digital, healthcare, and sustainability themes.
- The funding will be awarded as a de minimis grant to the best proposals.
- You must be de minimis state aid rules compliant. This competition will operate under de minimis state aid rules (EC regulation 1998/2006), and projects can be funded up to 100% of project costs (no greater than £100k). There is a ceiling of EUR 200,000 (approximately £165,000) for all de minimis state aid provided to any one firm over a three-year period. It is the responsibility of all participants to keep records of public funds received under de minimis state aid regulations to ensure that they do not exceed the state aid thresholds for this type of funding.
- In each of the four areas the three best proposals will be funded. The best proposal will receive up to £100k. The others will receive up to £25k in project funding.
- The competition is only open to micro, small and medium-sized companies (250 employees or fewer), whether as single companies or in collaboration with other small or micro companies
- The competition is a three-stage process starting with a video proposal. Stage one of the competition will open on Monday 6 September and close at midday on Thursday 16 September 2010.
- The projects are expected to commence by January 2011.
- The judges' decision is final. By judges we mean the Technology Strategy Board working with our independent assessors and panel of expert judges.
- You can only submit one proposal.
- No feedback will be provided to unsuccessful applicants.

- Further information about this competition and details of how to register and apply can also be found at [www.innovate10.co.uk/launch-pad/about](http://www.innovate10.co.uk/launch-pad/about).
- The Technology Strategy Board competitions helpline is available on 0300 321 4357 or by Email: [competitions@tsb.gov.uk](mailto:competitions@tsb.gov.uk).

## Rules – Stage 1: video proposal and feedback

- Videos must be submitted in file formats specified at [www.innovate10.co.uk/launchpad/enter](http://www.innovate10.co.uk/launchpad/enter).
- Remember these videos will be in the public domain on [www.innovate10.co.uk](http://www.innovate10.co.uk) and YouTube – do not reveal any sensitive information regarding intellectual property.
- Video pitches should not exceed two minutes. Judges will only review the first two minutes of each submission.
- The public will be invited to review and comment on video submissions. Judges will make use of this information when deciding on which proposal to invite to stage 2 of the competition.
- The public are allowed to provide one piece of feedback per video. If the judges become aware of any irregularities in the use of the feedback system we reserve the right to reject the submission.
- The judges will be looking for submissions that meet the scope and clearly provide a business opportunity.
- Up to 60 submissions (up to 15 per theme area) will be invited to stage 2 of the competition where entrants will be required to submit a written application.

## Rules – Stage 2: Written submissions

- A draft of the application form used for the written submission can be found at [www.innovate10.co.uk/launch-pad/downloads](http://www.innovate10.co.uk/launch-pad/downloads)
- Those invited to stage 2 will be provided with more information on how to submit their application at the time along with the Guidance for Applicants.
- Your written submission will be based on a three-month project worth up to £25k. However, we will ask you a separate question to find out what you would do if you received up to £100k for a project lasting up to six months.
- In the second stage, a panel of independent assessors will score the written submission.
- The top 12 written submissions (three in each area) will be invited to stage 3 of the competition – to pitch at Innovate on 12 October.

## Rules – Stage 3: Pitching at Innovate 10

- Stage 3 of the competition is a live pitch at Innovate 10.
- Innovate 10 takes place on 12 October at the Business Design Centre in London.
- The 12 finalists (three from each area) will pitch for up to £100k of project funding for a project lasting up to six months.
- The pitches will take place in front of a panel of four expert judges with the Innovate audience acting as a fifth 'judge'.
- Each of the five judges will score the finalists based on the pitch and the Q&A following the pitch. The judges' scores will be equally weighted at 20% each, totalling 100%.
- The best proposal in each area will receive up to £100k. The other two will receive up to £25k in project funding.
- Funding awards will be announced on the day at Innovate 10.



## Project outputs – What you will need to do

Upon award of the project funding you will be expected to demonstrate progress towards implementation of your new business idea. Where applicable, the output may also be in the form of a demonstrator eg, a practical demonstration of what has been achieved through the project.

Each project will require the delivery of a project plan, a short report and a presentation. This will describe, for example, the challenges identified, the work undertaken, the progress made, whether the project was successful, lessons learned and next steps. Each funded project will be required to provide a presentation at an event, to be held in 2011.

## Further information

For information about this and other competitions visit [www.innovateuk.org](http://www.innovateuk.org) under Competitions.

**To apply to this competition go to  
[www.innovate10.co.uk/launch-pad/about](http://www.innovate10.co.uk/launch-pad/about)**

Competition helpline:  
0300 321 4357

Email:  
[competitions@tsb.gov.uk](mailto:competitions@tsb.gov.uk)

*The Technology Strategy Board is a business-led executive non-departmental public body, established by the Government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve quality of life.*

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