

Innovate UK

# Competition for funding

Digital innovation in  
the sharing economy

DEADLINE  
**12 April  
2016**

IC tomorrow





**Innovate UK is offering 6 businesses up to £30,000 (excluding VAT) each to encourage innovation in the sharing economy, across the themes of trust, tourism and travel, opening up new sectors, home improvement, construction, and data and analytics.**

### The contest

Through our IC tomorrow programme, we are looking for proposals from companies with innovative digital ideas relevant to the sharing economy. The companies will not only benefit from funding, but also have the opportunity to collaborate with commercial partners to accelerate development of their technologies.

We want to see digital solutions with potential appeal to a wide commercial market. Successful applicants will be expected to trial their proposed solutions with their industry partners for at least 3 months.

### The challenges

We are looking for innovative solutions to address one of our 6 contest challenges within the themes of trust, tourism and travel, opening up new sectors, home improvement, construction, and data and analytics. The solutions should explore ways of stimulating growth in digital innovation in the sharing economy.

#### Apply now to:

- trial your technology with major industry players while keeping your intellectual property
- secure up to £30,000 to develop your solution
- receive promotion, support and advice to speed up the commercialisation of your solution

#### Deadline

Noon 12 April 2016

#### Briefing event

16 March 2016, 2pm–6pm,  
America Square Conference Centre,  
1 America Square, 17 Crosswall,  
London EC3N 2LB

#### Awards

6, up to £30,000

#### Full details

<http://bit.ly/SEcon>

### CHALLENGE 1

#### Trust in the sharing economy

**Partner:** Sharing Economy UK

Issues of trust are one of the main concerns that prevent sharing economy services being more widely adopted. Trust issues can arise between businesses and the users of their services, and between the users themselves. The trade body for the sector, Sharing Economy UK (SEUK), is already working on a Trustmark scheme which will help to address this, but digital solutions can also play their part. This challenge is looking for ways in which digital solutions or services can be used to help to overcome trust issues in the sharing economy. The winning solution will be piloted with one of SEUK's member companies or another appropriate trial partner.

### CHALLENGE 2

#### Next-generation tourism and travel in the sharing economy

**Partner:** Airbnb

The sharing economy has already begun to open up new markets in tourism and travel, led by Airbnb and its successful expansion of room provision. These offerings are beginning to open up new neighbourhoods, but tourism is still concentrated on the more familiar landmarks and experiences. This challenge is therefore looking for ways to add value to the tourism and travel experience through new additional services and offerings that can provide a more exciting, seamless and authentic tourism experience for travellers. Proposals should show how the digital solution can build on collective awareness and information sharing. The winning digital solution will have the opportunity to trial their service or offering with Airbnb.

### CHALLENGE 3

#### New sectors for the sharing economy

**Partner:** Nesta

This challenge, in partnership with the leading innovation charity Nesta, is looking for digital solutions that will help to bring the sharing economy and the principles behind it into new areas and sectors of the economy. The idea is to extend the

benefits of the sharing economy into new forms of service and sharing provision, which will then be trialled in a particular geographical locality or with a relevant demographic or third-party partner. Applicants should avoid areas that have already been developed, such as car sharing and pet sharing, and concentrate instead on opening up new commercial markets for the sharing economy.

### CHALLENGE 4

#### Sharing innovation in home improvement

**Partner:** Kingfisher (owner of brands such as B&Q and Castorama)

The sharing economy has already begun to have an impact on retail and the home improvement market, with customers sharing inspiration, knowhow, skills and even tools for projects through online services. Retailers need to engage with these services and include aspects of sharing into their own business offerings. This challenge, in partnership with Kingfisher and its business in France, Castorama, is looking for innovative ideas, services and platforms that will add value to the customer home-improvement experience. The winning solution will gain access to the Kingfisher team to help to take the innovation forward.

### CHALLENGE 5

#### Sustainable construction

**Partner:** Crossrail

Major construction projects face huge efficiency and sustainability challenges, particularly when dealing with complex works, contractual arrangements and supply chains. The construction industry

is one of the UK's largest waste producers, and although progress has been made to reduce construction waste, innovative solutions for further reductions remain a priority. This challenge, in partnership with the major railway project Crossrail, is looking for digital solutions that will help to make the construction industry more efficient and more sustainable. Solutions should focus on improving the supply, delivery and reuse of materials and equipment. They could also focus on improving aspects of the planning process to encourage more efficiencies and reuse of waste materials and equipment.

### CHALLENGE 6

#### Data and analytics for sharing economy cities

**Partners:** Peterborough City Council and Cranfield University

Cities can play a key role in developing the sharing economy, both through the services they provide and by facilitating the development of other services. Cities have huge amounts of data, ranging from health and housing to the environment and the economy. This data could be used in the sharing economy, but it is difficult for cities to know how to make best use of it. This challenge, in partnership with Peterborough City Council and Cranfield University, is looking for a digital solution that will use multiple available datasets in innovative ways. The solution should focus on analysing or visualising data (or both) to help in identifying and understanding existing and new sharing opportunities at the local level.



## Competition for funding

### Who can apply?

To apply for a £30,000\* award you must:

- be a company based in the UK or EU
- propose a solution that responds to one of the challenges
- propose a solution that is creatively, technically or commercially innovative
- propose a solution that has wider market potential beyond the challenge partnership
- have a clear idea of the revenue-earning potential and target market of your proposed solution

**You don't need** to have an existing app or service, or be currently active in the sharing economy.

**You do need** to have a specific product, platform or service in mind, even if it is only at the idea stage.

\* Please note that Innovate UK funding is subject to the result of the Government Spending Review in autumn 2015.

### Responding to the challenge

Although you can submit multiple entries across different challenges in this contest, **we can fund only one solution from each company**. Applicants should carefully consider which challenge is best suited to their solution. To learn more about the contest, applicants should:

1. go to the web page for this competition at <http://bit.ly/SEcon> and access the application form

2. download and read the *Guidance for Applicants* (<http://bit.ly/SEGfA>), as it includes a full description of the challenges, the application criteria and all the information you need to complete your application
3. attend a briefing event to find out about the challenges directly from the challenge partners

The briefing event is on 16 March 2016 in London. The event will be recorded and made available as a webinar, both live and after the event, at <http://bit.ly/SEcon>

Apply through our **\_connect** platform: <http://bit.ly/SEcon>

### How does the contest work?

The contest is a 2-stage procurement process. Stage 1 involves filling in an application form and making a 2-minute video presentation of your idea.

We will select up to 18 entries to go through to the next stage. Stage 2 involves a live pitch and Q&A to a panel of judges who will make the final decision on which solutions to fund.

### Stage 1

Applicants can apply from **Monday 7 March 2016**.

1. Complete the online application form. You can save a partially completed application, update, finalise and submit the form at your convenience.

2. As part of your application, upload a 2-minute video. Note that we judge the video on the strength of your idea – not the production quality.

Remember to submit your completed application form before **noon on Tuesday 12 April 2016**.

**IMPORTANT: do not leave your submission until the last minute. Technical problems do occur and late submissions will not be accepted.**

### What sort of video are we looking for?

Video entries by previously successful contest applicants have included a mix of pitching to camera, animations and example footage of the proposed solution. They also clearly highlighted how their idea met the challenge in the contest. We do not expect you to share any intellectual property or commercially sensitive information.

Videos and written applications will remain confidential but they will be seen by a panel of expert assessors who will review the ideas described in them and select a shortlist based upon how well they address the above criteria. From that shortlist an internal panel will then choose up to 18 finalists to go through to stage 2.



## Stage 2

Stage 2 will involve a panel session held on **Thursday 26 May 2016**.

Finalists will have 10 minutes to present their ideas and take part in a Q&A session with the contest panel, which will include the challenge partners. The panel will select up to 6 winning companies, one from each challenge area.

### What is IC tomorrow?

IC tomorrow is an Innovate UK programme to accelerate innovation in the digital sector by connecting high-potential start-ups and SMEs with commercial partners, through funded contests and strategic matchmaking activities.

Looking for  
partners to work  
on your project?  
Go to **\_connect**  
[https://connect.  
innovateuk.org](https://connect.innovateuk.org)

## Key dates

<b>Contest opens</b>	<b>Monday 7 March 2016</b>
Briefing event	Wednesday 16 March 2016 – London
<b>Submission deadline</b>	<b>noon Tuesday 12 April 2016</b>
Finalists notified	Friday 6 May 2016
Practice pitch sessions held in London	Tuesday 10 May 2016 – for all finalists Monday 16 May 2016 – one-to-one sessions Tuesday 17 May 2016 – one-to-one sessions
Final panel session	Thursday 26 May 2016
Winners announced	Friday 3 June 2016
Trials launched	spring 2017

## Publicity

As part of the application process all applicants are asked to submit a public description of the project. This should adequately describe the project but not disclose any information that may impact on intellectual property, is confidential or commercially sensitive. The titles of successful projects, names of organisations, amounts awarded and the public description will be published once the decision to offer an award has been communicated to applicants by email. Information about unsuccessful project applications will remain confidential and will not be made public. Email [pressoffice@innovateuk.gov.uk](mailto:pressoffice@innovateuk.gov.uk) with any queries.

Competition helpline  
**0300 321 4357**  
Email  
**support@  
innovateuk.  
gov.uk**

**Innovate UK is the UK's innovation agency.** Innovate UK works with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy - delivering productivity, new jobs and exports. Our aim at Innovate UK is to keep the UK globally competitive in the race for future prosperity.

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