

Innovate UK

COMPETITION GUIDANCE FOR APPLICANTS

Competition Details

Innovate UK Competition:

Virtual and Augmented Reality

July 2015

Contents

Executive Summary 3

How to use this document 3

1. Competition information 3

2. How to apply for this competition 11

3. Stage 1 – Video upload onto _connect and supporting application form 12

4. Stage 2 – Final Panel Pitching Sessions 18

5. How to find out more (Data Protection Act 1998, Information Security, etc) 19

Executive Summary

Innovate UK is offering 6 businesses up to £35,000 each to encourage innovation in Virtual Reality and Augmented Reality across the themes of construction, music, retail, education, tactile technology and healthcare.

Through our IC tomorrow programme, we are looking for proposals from companies with innovative digital ideas relevant to the Virtual and Augmented Reality sector.

The companies will not only benefit from funding, but also from the opportunity to work with commercial partners to accelerate development of their technologies.

We want to see 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 contest consists of a two-stage competitive procurement process for “innovation solutions”.

How to use this document

This document contains the challenges description, eligibility criteria, key dates, competition process, application form details specific to Stage 1 of this competition and details specific to Stage 2 pitch sessions. It is essential for applicants to read this document before applying.

1. Competition information

Competition

Virtual and Augmented Reality, July 2015.

Funding

There is up to £210K of funding available from Innovate UK, for procurement projects that address the technical challenges described in the Brief for this Competition

<https://connect.innovateuk.org/documents/26885817/0/Virtual%20and%20Augmented%20Reality%20Contest%20Brief> and in more details below.

Requirements, eligibility and rules

To be eligible for this competition you must;

- Be a company based in the UK or EU
- Propose a solution which 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
- All applications will be assessed on individual merit in accordance with the normal Innovate UK process.
- Applicants can submit multiple applications across different challenge areas, however we will only fund one solution from a single company in any given contest. Therefore you can only be selected as a finalist to progress in one category only.

- The solutions must be ready for trials as per the published deadlines; failure to meet the published deadlines may result in reduced or no payment for the trial.

Competition scope

We are looking for innovative solutions to address one of our 6 contest challenges within the themes of construction, music, retail, education, tactile technology and healthcare.

The Challenges

Challenge One

Smart Construction

Partner: Crossrail

Crossrail is Europe's largest infrastructure project. Stretching from Reading and Heathrow in the west, across to Shenfield and Abbey Wood in the east, the new railway will cover over 100km of track including 21km of new twin-bore rail tunnels and ten new stations.

Crossrail and its partners are already pioneering the use of Augmented Reality (AR) and the production of 3D Building Information Modelling (BIM) models is a handover requirement from each of their construction contracts, to support visualisation of project delivery. This means that Crossrail already has access to rich environments to support AR or Virtual Reality (VR) applications.

Now that tunnelling is complete and Crossrail has commenced the Mechanical, Electrical, Public Health and Architectural installation phase, there will be significant works underway in confined spaces, making effective people and materials management critical to maintaining schedule. Process efficiency and personnel safety will be paramount and a key objective in the coming years will be to maintain safety and quality.

The next phase will use BIM models in testing to verify that the delivered assets meet the design specifications, and that system interfaces (e.g. tunnels, stations, signalling) are considered, and integrated to deliver an operational railway.

In the subsequent handover phase it will be crucial for the operator to ensure that the assets being accepted are maintainable, and will operate reliably, safely and to performance requirements. Assets include Heating, Air Conditioning, Ventilation, tracks, signalling, lighting, escalators, stations, platforms, etc.

In this context successful applicants might consider how:

- AR could be used for daily site briefings, safety briefings, and to show progress against plan.
- AR / VR could be used to plan testing, allowing visualisation of the systems and assets, as they are integrated to operational level.
- AR / VR might be used to improve visualisation of intended operating parameters, and comparison with actual asset operation.
- AR / VR could be used by the operator to potentially assure their own readiness through training staff
- AR/VR could be used to plan maintenance activities, giving consideration to safety of the working space, and complexity of maintenance activity

Successful applicants should also consider how their solution could be commercialised for other engineering and construction projects.

This £35k challenge is to develop an application that can consume the available data, to support at least one of the elements described above. Crossrail will provide an opportunity to access its 3D BIM models, and demonstrate feasibility of the successful solution, which could then be commercialised.

Challenge Two

Immersive Retail

Challenge Partner: John Lewis

The evolution of digital technology and e-commerce has allowed consumers not only to make transactions from the comfort of their homes but also to browse, examine and in some cases modify the goods they are interested in. One of the major drawbacks of the digital retail experience however is the loss of the benefits associated with the “in-store experience” where users can get a far greater sense of the product’s look and feel, detailed features, scale and its general physical context.

More expensive and larger items such as furnishings, flooring and wall hangings therefore usually require the consumer to travel to a physical shop to assess potential purchases. In these instances product purchases are infrequent, highly considered and returns are expensive to process

Virtual and Augmented Reality however have great potential to bridge the gap between the online and in-store experience and can help users make more informed decisions about which products are the most appropriate for them through the detailed visualization & contextualization of those items.

The enhanced shopping experience for larger, more expensive items, could therefore take place in the home using such technology, or be used in store to help the customer to better visualise large store items in the context of their homes. Such enhanced interaction could take place at the micro-level of individual product detail through to the product’s placement in a particular space.

The aim of this challenge therefore is to create a Virtual or Augmented Reality platform, tool or service which enriches the consumer e-retail experience, inspires creative choices and helps reduce the amount of returns and customer error in their decision making.

A successful solution should:

- Allow users to interact with items in an immersive environment which captures the advantages of the in-store experience and combines it with the power of digital technology
- Stimulate consumers’ imaginations and give them more detailed information than was previously possible
- Have the capability to offer a retail solution which might be applicable in multiple retail contexts

Applicants need not limit themselves to:

- A particular device or HMD; applicant can develop a solution for the device which best answers the challenge
- A “home” solutions; applicants could also propose on-site solutions

The winning applicant will trial their technology with John Lewis, having access to some of their IP, customers and physical spaces.

Challenge Three

Enhanced medical training and care

Challenge Partners: Queen Mary University London, Barts Health NHS & Trust Enteric NIHR HTC

In order to educate, train, and continually develop highly skilled medical practitioners such as surgeons and anaesthetists there is a need for medical students to have access to procedures in conditions which mirror real life as closely as possible. Likewise, patients undergoing medical procedures benefit greatly from being able to visualize and understand their condition, operation or therapy treatment. In both cases however this can be unfeasible or challenging due to the practical and resource limitations in observing and interacting with medical situations or patient bodies in a real life setting.

Augmented & Virtual Reality's capacity to create immersive and interactive reproductions of objects, environments and processes however presents a significant opportunity for solving these problems and advancing healthcare and surgery. For example the immersive visualization of organs, pathologies or procedures could contribute greatly while the added ability to move around, zoom-in on and manipulate virtual objects and environments adds an entirely new dynamic to how users can interact with the body. In addition the use of augmented information overlays may help both students and patients understand treatments and methods in different areas of the body and with different surgical instruments.

This challenge therefore is to create an AR/VR solution which could be used in pre or post graduate medical education, training or patient pathways.

Solutions could focus on the training of medical students with surgical simulation, the training of staff in specific hospital environments such as the operating theatre, increasing knowledge and understanding of the human body, processes or effects; or the improvement of treatment visualization for patient pathways. Additionally, applicants could draw on the power of digital technology and other design and User Interface trends to enrich the user experience and make it even more informative and engaging.

A successful solution should:

- Allow users to interact with the objects or procedures in an immersive environment;
- Accurately visualize or re-create the objects and procedures for effective learning and understanding;
- Be an innovative development of new technology rather than a re-hash of the existing wave of technology;
- Be a technological solution that could be scaled to an industry-wide level.

Applicants need not limit themselves to:

- A particular device; applicant can develop a solution for the device which best answers the challenge

The winning applicant will trial their technology in partnership with Enteric NIHR HTC and QMUL at the Royal London Hospital (part of Barts Health NHS Trust) who will provide expertise and access to live clinical environments, medical students or patient volunteers.

Challenge Four

Next-gen vocational education

Challenge Partner: Pearson Plc.

Vocational education is one of the fastest growing and most valuable global education markets. The use of digital learning technologies in this education market segment is no longer optional. It has

become an integral part of teaching and learning both in and outside of traditional learning settings. However many classrooms and places of training look very similar today compared to a century ago.

Yet the demand for and importance of efficacious and cost effective delivery methods for vocational training is increasing at an unprecedented rate, for instance, to help retrain unemployed people and prepare them for new roles of employment or develop skills and productivity in fields where sustainable costs of implementation, health and safety, or high levels of technical detail are difficult to attain.

The UK is home to international commerce and deployment of technology and has a vocational and technical training market reportedly worth some £3bn in revenue each year with the global estimated value of the market to be nearly £197bn. The UK also has some considerable advantage over international competitors as global demand for technical and professional training using the English language is high.

The Association for Learning Technology describes ‘learning technologies’ as the broad range of communication, information and related technologies that can be used to support learning, teaching, and assessment. In this context, new and exciting technology applications using VR, AR, and Immersive 360 video offer exciting opportunities to develop novel processes and pedagogies (i.e. ways of teaching and learning) that engage learners in innovative ways. Immersive environments offer an opportunity to train people in previously unimaginable ways that encourage and embed deeper learning. This challenge therefore seeks innovative proposals for technology enabled solutions that create scalable VR, AR, tools, services or interactive immersive experiences to assist in the delivery of vocational training and learning.

Successful proposals in this field should consider:

- who the innovation is aimed at and how it would deepen their teaching and/or learning
- how the solution could be scaled, made accessible and taken to market
- how impact-driven learning using this technology could be measured and assessed

Successful applicants will trial their technology solution in partnership with global education company Pearson plc.

Challenge Five

Tactile experiences

Partners: King’s College London, Ericsson and Konica Minolta

Much of the development activity in virtual reality to date has been in the creation of engaging visual environments. Yet one of the key elements in creating truly convincing virtual environments will be technologies that cater for the other senses, such as haptic and tactile technologies. Without tactile feedback the user cannot experience genuine interactivity with the virtual environment. Moreover, there are major gains to be had from such a technology: from creating tactile surfaces for the blind to enabling users to feel and manipulate virtual objects, catering for touch as a sense will be a major component of VR in the future.

However, while there has been some innovation in this area, it is at an especially nascent stage and there are a variety of questions and challenges yet to be worked on. How do we convert sensory stimuli into transmittable and readable information? What devices or technologies could encode, transmit and then decode/reproduce touch data and information?

These questions are particularly pertinent in a medical setting where doctors and other healthcare specialists touch and feel patients to diagnose physical ailments. Bringing tactile technology to this area would be a major step forward for the application of VR to medicine.

While this is a very specific application, the underlying technological solutions developed for this will have much broader application to those tasks and activities which involve human touch in a virtual environment.

This challenge therefore calls for solutions which explore the development of tactile transmission perceived in real-time, with the application enabling a doctor to measure the softness of parts of the human body remotely. The doctor's evaluation will not be to diagnose critical conditions; rather as a test for the effectiveness of the tactile experience under non-critical situations.

For this challenge applicants:

- Need not make it a wireless solution.
- Could consider a physical piece of hardware (such as a glove, accurate touch sensors, a flexible exoskeleton, an augmented joystick or ultrasound based technology)
- Could look at creating software which enables the encoding, transmission and/or decoding of readable tactile information.
- Could focus on creating technology which differentiates between different materials, textures and qualities of touch or strengths of grip.

The successful applicant will have the opportunity to trial their application in the tactile internet lab within the King's College facility in London; in partnership with Ericsson and Konica Minolta.

Challenge Six

Amplified music experiences

Partner: Columbia Records

AR/VR has the potential to open up entirely new ways for audiences and fans to engage with musicians and their music.

There is an enormous range of possible VR/AR solutions which could have an impact on audiences and their enjoyment of music and artists. For example, communications between artists and their fans can become more engaging and intimate; access to immersive musical environments may become more innovative; and fans might discover new ways to enjoy musical content and products.

Record labels have already begun experimenting with immersive audio-visual content as a new way of connecting artists with their audiences, enabling fans to gain access to experiential environments such as live music experiences or album products and bringing global fan-bases closer to their favourite artists.

However, due to the nascent state of this technology, compelling VR and AR content is currently expensive and time consuming to produce and requires niche expertise. In order for VR/AR experiences to proliferate widely to a mass market, methods to bring VR creation into the mainstream are of interest to music and other entertainment companies.

This challenge is therefore to create tools, services, platforms or products which enable immersive experiences which connect fans with artists and their content. A key part of the challenge is creating a technological means of doing this which is practical and scalable to an industry wide-level and solves the difficulties involved in producing these experiences which bring the audience into the artist's world.

The successful applicant should consider:

- Proposals for innovative tools, processes, products or services that enable music fans to share in immersive experiences with artists and their content.
- Creating technologies which enable communication, content production or shared immersive environments which would deepen the audience’s connection with an artist and/or their music.
- How their technology would be scaled and used across industry. This contest is not looking for a one-off experience or event.

This challenge set in conjunction with Columbia Records will give successful applicants the opportunity to trial their solution using content and assets from Columbia’s roster of international artists.

Competition briefing event

There will be two optional briefing events for this competition as well as a webinar:

- on the **13th of July** at Ambassadors Bloomsbury Hotel, 12 Upper Woburn Place, London WC1H 0HX
- on the **13th of July**, webinar briefing event
- on the **15th of July** at 15 July 2015, 2–6pm, The Landing, Blue Tower, Media City UK, Manchester M50 2ST

The briefing events are optional, although you are strongly advised to attend as key aspects of the competition criteria and entry requirements will be presented and discussed during the session. This is an opportunity for you to get answers to your questions. To book a place on this event, click on the following link, which will take you to the event registration:

<https://ictomorrow.innovateuk.org/events>

Competition key dates for your calendar

If you are intending to submit an application to this competition, please make a note of the key dates below.

The deadlines below are absolute and final. Please note that our submission deadlines are always at 12.00 noon and we are unable to accept any applications after this time.

Timeline summary	
Competition opens	Monday 6 July 2015
Competition briefing	Monday 13 July 2015 – London Wednesday 15 July 2015 – Manchester
Submission of Stage 1	Noon Tuesday 18 August 2015
Finalists notified by Innovate UK	End of business Friday 18 September 2015
Practice Pitch Sessions	Tuesday 22 September 2015 – for all finalists Monday 28 September 2015 – one-to-one sessions

	Tuesday 29 September 2015 – one-to-one sessions
Feedback to applicants	Friday 25 September 2015
Final Pitch Session	Wednesday 7 October 2015
Winners notified by Innovate UK	Noon, Friday 16 October 2015
Partner trials launched	Summer 2016

Important Note:

Please do not leave your submission to the last minute.

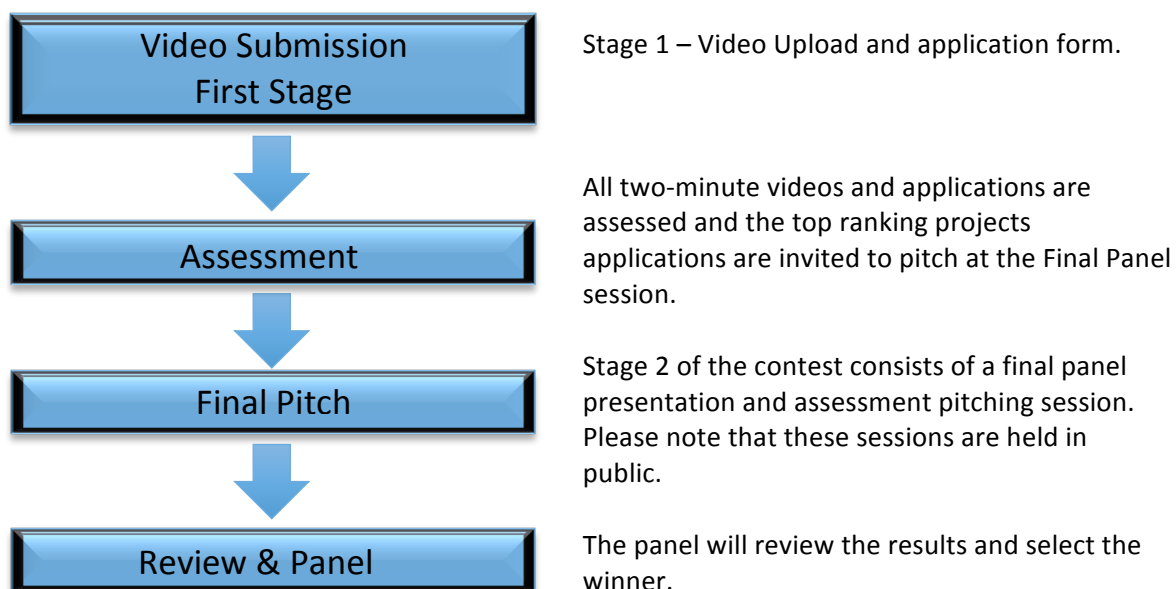
If any technical difficulties arise or if you identify any errors in your submission, we will not be able to grant an extension to the above deadlines.

It is your responsibility to ensure you follow the competition guidance rules and in doing so allow sufficient time to complete all of the competition requirements described in this document.

Competition process

This competition will follow a two-stage process:

Innovation Contest application process



2. How to apply for this competition



To enter this competition, the lead applicant must register via the competition website at <https://interact.innovateuk.org/>

When you click on 'register and apply' you will be taken to the _connect login page. _connect is Innovate UK's online open innovation network of networks and is being used to host the first stage of the application process for this competition. If you do not already have a _connect account, please create one by following the 'register' link.

Please note that once you have signed into _connect you will be taken back to the competition webpage, where you should click on 'register and apply' again, in order to begin your application.

Details on how to enter and submit your application can be found in Section 3. You will be required to enter details about your company and answer some questions on your project details. You will also be required to submit high-level costs on your project before submitting your application.

Once you have started an application, you may print a PDF version of the form at any stage of completing your details to assist you in reviewing the information requirements.

Please note: application by any other means including paper or via email will not be accepted.

Multiple project applications

If you wish to apply for funding for more than one project, you can submit multiple applications from the same registration.

Please note: any repeat applications submitted for the same project will be ineligible and not assessed.

Applicants can submit multiple applications across different challenge areas, however we will only fund one solution from a single company in any given contest. Therefore you can only be selected as a finalist to progress in one category only.



Online application form

For this stage of the process, you will need complete and submit the online application form. Please see section 3 for details on the application form.

Video upload

You may upload your video at any time prior to the application deadline but please ensure that you have submitted it well in time for the application deadline. Please see section 3 for details on the video upload requirements.



Once the application deadline is reached, all submissions will be allocated to independent assessors for review. Each application is reviewed against the same set of criteria. Results of the assessment process will be consolidated and ranked. The review panel will discuss the applications and identify the successful applicants to invite to Stage 2.

Please note: all panel documents and ranking sheets are confidential and will not be made available to anyone other than Innovate UK and its contractors.

You will be notified by email on the date stated in the competition timeline as to whether your project has been successful and you may proceed to stage 2 of the competition – the final pitch session.

Unsuccessful applicants will be notified by email on the date stated in the competition timeline.



You will be able to access feedback on your application from the assessors by logging into a secure site on or after the date published in the competition time line. You will be issued a unique user ID and password for accessing the secure site in the email notification (step 3 above). For further information on what happens after you submit your application please click here:

<https://interact.innovateuk.org/-/what-happens-when-you-have-submitted-your-application->

3. Stage 1 – Video upload onto _connect and supporting application form

This section provides guidance on how to complete the application form relating to stage one of this competition process and guidance on how to upload your video.

Each question is detailed below with instructions on how to respond. The form provides plain text boxes for you to enter your response. The response length is limited to a specific number of characters and only basic formatting can be applied.

Once you have registered on _connect you will be able to start your application.

To start your application you must define a name for your project.

At any part of Stage 1, you may save your input into the web form and view or print as a PDF document.

To exit and later return to an application prior to submitting it, save your application and logout. You can return to an application by clicking on “My applications” at the top of the screen once you have logged back into _connect.

The table below provides guidance on the fields to complete in your web application to accompany your video.

Please note: Your organisation name, the public description, the two-minute video and the cost of your proposal may be made public. Applicants are reminded that the stage two of final pitching panel sessions are held in public.

Application Details	
Field	Guidance
1. YOUR DETAILS	
Project title	This should be a short, easily recognisable name for your proposed solution, which we can use to refer to it. We will use this name when referring to your solution publically during the pitching event if it is chosen to go through to stage two of the contest. Please note: If you are submitting multiple applications, please use a different application title for each proposal.
Contact details	Application ID is a system-generated field. Enter the full name, job title, e-mail address and telephone number of the main point of contact between Innovate UK and the project.
Organisation	Enter the organisation name and status. If applicable please enter the VAT registration number. You will need to provide the address for your organisation. Please enter the URL for your website and Twitter name for your organisation if available.
Country	Select from the drop-down menu which country in which your business or organisation is incorporated. If you select 'Outside EU' your application will not be considered.
Location/Region	Used for government statistics. The answer to this question has no influence on the assessment of your application.
Company status	Select the length of time your business or organisation has been established from the drop-down list. Note that the formation of a company will be required should funding be awarded.
Number of employees	Select the size of your business or organisation from the drop-down list.
2. YOUR PROPOSED APPLICATION The answers you submit in this section will be used to assess your application in conjunction with your two-minute video.	
Challenge category	Select the challenge category in which you would like to submit your application. If your solution applies to more than one challenge, pick the dominant one. The same technology solution will only be selected to progress as a finalist in one challenge category.
Do you, or the company you are representing, have any prior or existing commercial relationships with the challenge partner in the category you are applying for? If yes, please give	Provide a detailed summary of how you previously have been, or are currently, professionally engaged with the challenge partner. Ensure you fully detail any commercial interest the

details.	challenge partner has in your company, or any commercial activities you may currently be - or have previously been - involved in with the challenge partner.
Public description	<p>Provide a short summary of what your digital application or service is.</p> <p>If your application is successful, Innovate UK will publish the above summary of your proposal to comply with government requirements. Provision of this summary is mandatory but will not be reviewed. Please ensure it is suitable for public disclosure and does not include any sensitive Intellectual Property.</p> <p>We reserve the right to amend the description before publication if necessary, but will consult you about any changes.</p> <p>Please note that we may elect to use part of this text on our Twitter feed or in other marketing.</p>
Describe (a) your proposed solution and how it meets the respective challenge, and (b) what is technically, commercially or creatively innovative about it?	<p>This section should cover the following and you should explain why your solution will differentiate from any existing applications/solutions:</p> <p>(a) outline key features of your digital application or service. You should provide an overview explaining details such as:</p> <ul style="list-style-type: none"> • what it does • how it addresses the specific contest challenge as stated • main features/components <p>(b) Explain what is technically, commercially or creatively innovative about your proposal. Please focus on what you believe to be the most original and innovative aspects to your application/service as well as the key unique selling points, which you believe will differentiate your proposal from existing applications/services.</p> <p>Please note: Please use this question to enhance your submission and provide a complementary overview of your proposed solution but please do not simply repeat the same information as your video submission.</p>
VIDEO	
Video submission	<p>This section is where you can upload your two-minute video. The video should provide the assessors with a two-minute summary of your proposition.</p> <p>Please use this video to enhance your submission and provide a complementary overview of your proposed solution.</p>

	<p><u>Please Note:</u></p> <ul style="list-style-type: none"> • Please do not repeat the same information in your written application. • Your video size should not exceed 1024MB. • Video entries can include a mix of pitching to camera, animations and example footage of the application, product or service, and should clearly highlight how your idea meets the challenge brief. • The production quality of the video will not form part of the assessment. <p>The videos will be confidential and only accessible by Innovate UK staff and an independent panel of expert assessors.</p> <p><u>Video Upload:</u></p> <p>You may upload your video at any time prior to the application deadline but please ensure that you have submitted it well in time for the application deadline.</p> <p>The video should be no longer than two minutes in length. Videos larger than two minutes will take considerably longer to upload and convert to our file format. Assessors will be instructed to view no more than two minutes of any video uploaded.</p> <p>Video format should be one of the following types: AAC, AVI, 3GP, FLV, MOV, MP3, MP4, MPEG, OGG, WAV, WEBM, WMA, WMV</p>
3. PROJECT PLAN AND COST	
<p>Please tell us how you would best describe the current status of your proposed solution.</p>	<p>Select the most relevant description of your proposed solution from the drop-down list.</p> <ul style="list-style-type: none"> • a great idea: i.e. the solution has NOT been fully scoped yet and nothing has yet been built • fully scoped but not yet built: i.e. the solution HAS been fully scoped yet but nothing has yet been built • fully scoped and partly built: i.e. the solution has been fully scoped and has been partly built but it requires additional features/applications
<p>Please let us know the costs (excluding VAT) for your proposed solution. Please be aware of funding limits for your chosen challenge category.</p>	<p>You should consider all costs associated with both building and trialing your solution with the challenge partner. This information may be made public.</p> <p>All the challenges have maximum costs you can charge for the delivery of the working solution and the trial period:</p> <ul style="list-style-type: none"> • £35,000 is the amount limit, excluding VAT, for each specific challenge application (i.e. £42,000 including VAT)

	<p>You do not have to charge the maximum and value for money is an assessment criteria.</p> <p>Please note: the amount you insert in this field cannot normally be changed, even if your development and trial plans should change, so please give careful consideration and ensure you enter the correct amount. In exceptional circumstances applicants will be allowed to change the amount of funding requested after their initial application and before the winners are chosen, where we deem that change to be necessary and appropriate to the delivery of the proposed solution.</p>
<p>State (a) what you intend to build, including any relevant technical details, and (b) how the funding will be used to develop your solution, detailing the project costs</p>	<p>You should include a brief breakdown of the costs of the overall project and any costs, which may be incurred during the trial period.</p> <p>(a) Please describe the main areas of work necessary and any relevant aspects regarding your technical approach to the project to make your proposal ready for a trial with the challenge partner.</p> <p>(b) It is important for us to understand where the money will be spent and that the money will be used, at least in part, to build something new, whether or not these are additional features to any existing technology.</p> <p>You should provide details about any existing technology that have already been developed by your business and that may be used as part of your solution and trial period and what new elements you intend to build.</p>
<p>Please confirm that you expect to have the funds available to cover the operational and development costs of creating your proposed solution.</p>	<p>You should note that there will be an initial upfront payment, but all following payments will be claimable in arrears.</p> <p>It is important that you plan your cash flow requirements to ensure that you can accommodate the cash flow required for the project arising from payments in arrears.</p> <p>Please note: You will need to cover your own operational and development costs.</p>
<p>4. TRIAL</p>	
<p>Tell us what the trial will involve and (b) state how you envisage working with the challenge partner</p>	<p>Please pay particular attention to the requirements of the challenge category detailed in the brief, how you intend to run a trial with the challenge partner, and what your objectives and success criteria are in order to demonstrate the effectiveness of your solution.</p> <p>(a) Give an indication of how you would ideally like to trial your solution.</p> <p>Please give careful consideration to how the objectives of the trial will achieve your desired outcomes and improve</p>

	<p>your business case beyond the lifetime of this project. You may wish to include details about:</p> <ul style="list-style-type: none"> • trial objectives, methodologies and approaches • how will the success of the trial be measured <p>(b) Explain how you propose to work in partnership with the respective challenge partner, and how you can use or benefit from their content/ tools/ platforms/ expertise in order to solve the challenge as stated.</p> <p><u>Note:</u> We appreciate that some details will need to be clarified in later discussions with the challenge partner, once the successful candidate has been selected, but please give an indication of how you would ideally like to trial your solution, and how you would judge its success.</p>
5. BUSINESS MODEL AND MARKETPLACE	
<p>(a) Describe the business model and how you intend to commercialise your proposed solution after the trial period.</p> <p>(b) Describe your target market, its size and potential user community and how you are planning to compete in that market</p>	<p>Please explain how you plan to monetise your final application or service after the end of the trial period, detailing which business model(s) you will utilise.</p> <p>(a) Explain how you plan to monetise your final application or service after the end of the project and trial period, detailing which business model(s) you will use. This question is designed to give the assessors some insight as to the wider commercial potential of your proposed solution.</p> <p>(b) Describe your target market - market size, potential number of users, audience demographic (age, gender, geography) - and how your application or service will compete in that market. Give supporting information such as:</p> <ul style="list-style-type: none"> • price points • competitor data such as unit sales, conversion rates, where available • average expected revenues per paying customer • for “free” models and, if relevant, please include what is free vs. what is paid • key competitors
6. TEAM AND EXPERTISE	
<p>Describe the company skills and expertise, which will help you to deliver the proposed solution, including any skill gaps that the funding will help you to fill</p>	<p>Please include information on your company’s background and its goals and highlight any skills gaps or project risks.</p> <p>Applicants should detail the track record of the company and personnel required to develop and deliver the trial. Show you have the skills and experience to deliver the trial by Summer 2016.</p>
7. IC TOMORROW FEEDBACK	
<p>How did you hear about us?</p>	<p>Please select the appropriate option to let us know how you heard about IC tomorrow and the ‘Virtual and Augmented Reality Innovation Contest’.</p>
<p>How do you feel we can spread our</p>	<p>Please enter any comments you have on how we can</p>

message more effectively next time?

improve our communication of IC tomorrow and any relevant contests as we would like to let as many people know about our opportunities as possible.

SUBMITTING YOUR APPLICATION

Once you are satisfied that you have answered all the questions then click on the submit button to send in your application.

Please note that once you press 'submit' (i.e. commit the application for assessment), the process cannot be reversed. While your application is in draft you can change it as often as you like. Entries made during a session will be saved each time you press 'next' or 'save' and you can edit at your leisure. Before submitting your application, the system will ask you to validate your application. This will validate successfully if you have completed all required fields or will fail to validate if there are any requirements outstanding. The system will produce a list of outstanding issues to address in this case.

If the same proposal (i.e. with the same name and identical application details) is submitted within the same challenge area before the competition deadline then the latest version of the application will be considered for assessment.

4. Stage 2 – Final Panel Pitching Sessions

This section explains the structure of the application process for Stage 2 of the competition.



FINAL PITCH

Successful stage 2 finalists (by invite only) will be required to take part in a ten-minute presentation and Q&A session with a panel, whose members will include sector experts and the relevant challenge partners.

The panels are held in public.

The final panel session will be held on Wednesday 7 October 2015



NOTIFICATION
received

The panel will review the panel findings and select the winner. The Panel will choose up to 6 winners from the finalists in the contest.

The judges' decision is final. By judges' we mean the panel of the sector experts and the challenge partners.

You will be notified by email on the result of your pitch as to whether your project has been successful.

Please note:

- Innovate UK does not have to procure any solution that is deemed not fit for purpose.
- In the case where a challenge partner should withdraw from the process and does not wish to engage with any of the finalists at Stage 2, Innovate UK reserves the right to select a winner in any case and will attempt to find a suitable partner in due course.



SUCCESSFUL PROJECTS

If successful at Stage 2 then the 6 winning companies will be issued a letter of engagement, subject to additional due diligence checks.

The letter of engagement will specify the following steps of the process which will need to be taken to confirm your engagement as a supplier to Innovate UK.

At this point the solution requirements must:

- Be ready to start initial development subject to a signed service agreement no later than three months from the date of the issued engagement letter.
- Be ready to launch a trial with the challenge partner within six months of the signed service agreement or nine months of the signed letter of engagement.
- Exist as a live trial for a period of at least three months (though the time period may vary depending on the nature of the project).
- Costs must not exceed £35,000 excluding VAT.



PROJECT START

Once Innovate UK has confirmed receipt of your complete and signed Services Agreement the project can commence.

Successful contracts will be awarded on the following procurement basis.

- 50% on signed service agreement by Innovate UK and the successful applicant
- 25% on delivery of the working solution and launch of live trial
- 25% on completion of minimum three month trial

5. How to find out more (Data Protection Act 1998, Information Security, etc)

For further information on Innovate UK, our information security and our complaints procedure, please visit our website;

<https://interact.innovateuk.org/terms-and-conditions>

If you require further information or have a query regarding this competition, please contact the Business Support Group on:

E-mail: support@innovateuk.gov.uk

Tel: 0300 321 4357