

Innovate UK

COMPETITION GUIDANCE FOR APPLICANTS

Competition Details

Innovate UK Competition:

Quantified self

Closing date: Noon 27 October 2015

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Executive Summary

Innovate UK is offering 5 businesses up to £35,000 each to encourage innovation in quantified self for health and wellbeing across the themes of nutrition, older people, younger people, mental health and novel ways of data capture.

Through our IC tomorrow programme, we are looking for proposals from companies with innovative digital ideas relevant to the quantified self 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

Quantified self, September 2015.

Funding

There is up to £175K of funding available from Innovate UK, for procurement projects that address the technical challenges described in the Brief for this Competition <http://bit.ly/QSbrief> 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 5 contest challenges within the themes of nutrition, older people, younger people, mental health and data capture.

The Challenges

Challenge One

Quantified nutrition

Partner: Jamie Oliver

Currently, 64% of the UK adult population is overweight, with 24.7% considered obese. Simultaneously, population growth and economic development dictates that there is a projected increase in food demand of 50-70% by mid-century; and yet it is also estimated that over one third of all food produced globally for human consumption goes to waste.

How can tracking what we cook and eat make our consumption habits more sustainable, and make us happier and healthier? This challenge, set in partnership with Jamie Oliver, explores how self-monitoring can move beyond 'number tracking' to inform food and cooking choices, positively change behaviour and ultimately improve wellbeing.

Whilst the winning solution could be an app, wearable, analytics tool, hardware or any digital solution, the technology must be simple, fun, accessible and innovative. Furthermore, it is imperative that the successful solution has mass appeal to empower children, adults and families to eat healthily.

Applicants may wish to propose a holistic solution, or equally could focus on a particular aspect of the following points for consideration:

- Looking beyond simple 'goal setting' techniques to set the pace for deeper and sustainable behaviour change, as opposed to simply encouraging a shift in mindset. Applicants may wish to incorporate instructions, alerts, tips and one-on-one tutorials, for example, for effective and longer-term engagement.
- Carefully considering the pricing strategy, so that cost isn't a barrier to mass adoption, and continued use of the solution.
- Exploring connectivity to other relevant products, places and content; such as existing recipes, restaurants, books, TV shows, digital experiences and products.
- Strengthening engagement through personalisation, feedback mechanisms, and bespoke rewards or content, to tailor the solution to the individual and enhance the user experience.
- Utilising location technology to improve efficiencies and ensure on the move tracking is easy and seamless.
- Drawing upon seasonality, ambient and external factors to influence eating habits and make meals more nutritionally sound. This could include calendar milestones, seasonal ingredients, and recipes to suit the time of year or weather, for example.
- Responding to the data captured to help minimise food waste and embed sustainability into everyday behaviour, and / or to provide insight into consumer behaviour.

The winning solution will be trialled by Jamie Oliver for a minimum period of three months, before being commercialised more widely. This could involve tapping into their expertise in food and

healthy living, or exploring how best to engage in the active digital community of 3 million customers.

About Jamie Oliver

Jamie Oliver is a phenomenon in the world of food. He is one of the world's best-loved television personalities, an internationally recognised campaigner and one of Britain's most famous exports.

Jamie has had huge success with television series including. The Naked Chef (BBC), Jamie's School Dinners, Jamie's Great Italian Escape, Jamie at Home , Jamie's Ministry of Food , Jamie Does, Jamie's 30 Minute Meals, Jamie's Great Britain, Jamie's 15 Minute Meal, Jamie's Money Saving Meals and the Emmy Award-winning Jamie's Food Revolution (ABC), as well as well as a number of one off specials.

Jamie has inspired people to spend more time enjoying cooking delicious food from fresh ingredients – and even start growing their own food. His programmes have now been broadcast in over 100 countries including the USA, Australia, South Africa, Brazil, Japan and Iceland. Having been translated into over 30 languages, the accompanying cookbooks are bestsellers not only in the UK but across the world. His 2010 book, Jamie's 30 Minute Meals, became Jamie's first million-selling book in the UK as well as being the fastest-selling non-fiction book since records began. His 2014, Comfort Food, topped the charts once again.

The high street restaurant collection 'Jamie's Italian' is hugely popular across the UK and now across the world with sites in different 12 countries. Fifteen restaurant group, which he founded in 2002, continues to provide training for young people in three locations around the world as well as producing food of the highest quality. Jamie's restaurants also include Barbecoa, Union Jacks and Jamie Oliver's Diner.

Jamie lives in London and Essex with his wife, Jools and his kids, Poppy, Daisy, Petal and Buddy.

Challenge Two

Self-tracking for young people

Partner: Toshiba

Creating and maintaining positive wellbeing and resilience in younger people is crucial to a plethora of health and economic benefits. Young people are at a pivotal age in that activity levels typically decrease at the age of 14, sleep patterns become more disrupted, and rates of mental health problems among children increase as they reach adolescence. Ironically, technology can have a disruptive and distractive impact on positive wellbeing; with most young people having TVs in their bedrooms, access to iPads, smart phones, and gaming consoles. To date, the quantified self movement has largely focused on adults or children, with a saturated fitness tracker and wearables market. There is significant opportunity to unlock the potential of self-monitoring and self-sensing technology for 11-17 year olds.

This challenge seeks solutions that will empower teens to take ownership and engage with their own data for self-improvement, exploring one or more of the following:

- emotional wellbeing and positive mental health
- nutrition
- physical activity
- fatigue and sleep

The successful solution will be a hardware, website, app, or wearable solution that:

- Is age appropriate, ensuring safe content and interactions, as well as secure methods of data sharing.
- Has a compelling and 'sticky' user experience.
- Utilises education techniques to facilitate behaviour change, and encourages young people to make better choices to improve their wellbeing.

Additional points for consideration could include:

- Exploring ways to encourage inactive teens to become more active
- Considering feedback mechanisms, and ways for the self-collected data to generate deeper analysis and information around the benefits and impact of certain behaviours, to motivate the user to improve their wellbeing
- Utilising incentivisation, rewards, gamification and/or data visualisation
- Exploring social media and/or interaction between users

The successful applicant will have the opportunity to trial their solution with Toshiba for a minimum period of three months, before being commercialised more widely. This may include access to the Toshiba Ambassadors programme; a network of education specialists and leaders and managers in schools, colleges and universities, with the potential for the winning idea to be tested in an appropriate learning environment and with sector experts.

About Toshiba:

Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 204,000 employees worldwide and annual sales surpassing 6.3 trillion yen (US\$68 billion).

More information: <http://www.toshiba.eu/eu/About-Toshiba/>

About the Toshiba Ambassadors Programme:

Communities of practice and peer-to-peer support seem to be the most effective way of supporting professional development for the education workforce. Formed in 2001, the Toshiba Ambassadors (UK) is a network of leaders and managers in schools, colleges, and universities, and now also includes a number of education specialists.

The group receives regular visits from Toshiba technical and business development staff. The most beneficial aspect for educators is the seminar programme, which takes place as workshops up to 3 times per year, hosted by Toshiba and often in partnership with an Ambassador organisation.

More information: <http://www.toshiba.co.uk/innovation/generic/education-workshops/>

Challenge Three

Emotional wellbeing in working age

Partner: AXA PPP healthcare

70% of the UK population is currently in employment, and it is during this life stage that many people experience major life events and transitions. Common milestones include establishing themselves in the workforce, purchasing a home, raising a family, changing careers and retirement planning.

Common mental health problems tend to peak in middle age, with those aged 35-59 reporting the highest levels of anxiety as compared to other age groups. The biggest cause of stress for the working age population is workload, followed by financial stress and job security.

The extensiveness of this often silent burden is demonstrated by the prevalence of mental health issues, which affect one in four people on average in any given year. The total cost to UK employers of mental health problems among their staff is estimated at nearly £26 billion each year, resulting in problems of sickness absence, reduced productivity and staff turnover. The stigma associated with mental wellbeing acts as a barrier for many who may be under pressure.

This challenge, therefore, seeks a consumer-focused digital solution that utilises self-monitoring for positive mental wellbeing for those of working age, usable within the workplace and personal life. The solution will address patterns of behaviour that inform the user about how they could improve their mental health, ultimately encouraging long term behaviour change.

The successful solution must:

- Be easy to use, have a quick and /or seamless data capture method and can fit into a person's daily work routine.
- Be non-diagnostic to increase acceptance and reduce stigma; accessibility and acceptability is central to creating a socially acceptable way to quantify and improve mental wellbeing.
- Be empowering to enable the sense of individual mastery over mental wellbeing.
- Be compelling to encourage sustained use.

Additionally, applicants could explore the following:

- Sharing data with health professionals, co-workers, employers, family and more, but must allow the user to have full control to engender trust in the solution.
- Exploring the use of solution focused and positive psychology techniques.
- Utilising gamification and/or rewards to incentivise and motivate the user.
- Connecting users to increase social interactions and reduce isolation, where appropriate.
- Identify current resilient characteristics and behaviours, giving the users an opportunity to build on these and develop new strengths.

The successful applicant will potentially have the opportunity to trial their solution with AXA PPP healthcare or one of its corporate clients for a period of three months, before being commercialised more widely.

Additionally, all the shortlisted entries will be invited to have automatic inclusion in the AXA PPP Health Tech and You Awards (www.axapphealthcare.co.uk/healthtechandyou), and the winner of this challenge will have the opportunity to be fast-tracked into the Health Tech Awards shortlist. This provides significant media coverage which is generated by AXA and its partners, 2020 Health and the Design Museum.

About AXA PPP healthcare

AXA PPP healthcare is one of the largest and most experienced private medical insurance providers in the UK. We've been helping people to access the medical care they need for over 70 years and with around 1.8 million members we're leading the way to better health. Today it forms the UK healthcare arm of AXA and provides cover for [medical and dental care for individuals](#) and [employers](#),

and employee wellbeing, counselling, occupational health and rehabilitation services through its specialist [Health Services](#) division.

Last year AXA PPP Health Tech & You was launched, a joint initiative led by AXA PPP healthcare with the wellbeing think tank 2020health and the Design Museum. The initiative and associated Awards are designed to guide and grow the conversation about health tech, so that people everywhere can use technology to lead healthier lives and be more in control of their health and wellbeing.

Challenge Four

Improved wellbeing in later life

Partner: Saga

As the UK progresses towards an aging population, it has become even more important to encourage healthy lifestyles to help prevent chronic physical and mental health problems. Aside from the personal and social implications, this has significant economic impact. Two thirds of people admitted to hospital are over 65 years of age, and the average value of NHS services for retired households is around £5,200 compared with £2,800 for non-retired.

It is also well understood that deteriorating health can affect older peoples' capacity to engage in social life. This often leads to negative perceptions of self, making it difficult to find the motivation to lead a healthy lifestyle. However, digital technology can offer new social connections to help combat loneliness, and provides a platform to combine learning and sociability as a robust motivator for behaviour change and self-improvement.

This challenge, therefore, seeks solutions that empower older people to engage with self-tracking and/or sensing technology, in order to utilise their data for improved wellbeing.

The successful solution will:

- Have a simple user experience, that adapts to address some of the physical and/or mental challenges of older age
- Explore novel user interfaces and techniques to encourage sustained use
- Connect the user to others in a digital social setting, to encourage interaction and sociability
- Be personally relevant, useful and usable
- Address attitudes to privacy and explore ways of engendering trust with the unknown, whilst simultaneously ensuring that data is handled in a safe, secure manner
- Allow users to utilise their data without the assistance of a medical professional

Additionally, applicants must explore quantified self as a means of improving one or more of the following:

- Emotional wellbeing and positive mental health
- Nutrition
- Exercise
- Sociability

The successful applicant will have the opportunity to trial their solution with Saga for a minimum period of three months. Saga has over 2.6 million customers and a database of 10.4 million over-50s, across its insurance, financial services, travel, healthcare and publishing businesses. Saga will work with the successful application to determine the most appropriate trial, which could, for example, include live-testing in the Saga-marketed retirement village, online surveys or in-person focus groups with existing Saga customers, or marketing and proposition testing in the Saga magazine.

About Saga plc

Saga is a name that everyone knows when it comes to services for people in or approaching retirement. We're a trusted brand with a reputation for high-quality service (no offshore call centres or automated response systems for us) based on an intimate understanding of our customers. We are still based in Folkestone where we opened our first hotel in 1951 – even though there are now more than 20,000 staff.

Our first 30 years were focused on travel and then in the 80s we launched Saga Magazine and developed home and car insurance and financial services which was followed by private medical and travel insurance in the 90s, along with the launch of our own cruise ship operation. We entered the homecare sector in 2008.

Saga's divisions all focus on the specific needs and wishes of our customer group. By gaining an insight into our customers, we are better able to understand their needs and so identify products to meet those needs – from a new home insurance product to a South American cruise. We then work with both external providers and our own in-house suppliers to design and develop tailored products and service

The strength of the Saga brand provides the Group with the potential to expand into other business areas as opportunities present themselves and customer needs change - we are building or piloting new businesses in private domiciliary care, legal services, wealth management and aspirational retirement living – our first village is called Wadswick Green, created in partnership with a startup called Rangeford.

We have over 2.5 million customers and a database of 10.5 million over-50s across our businesses. With sophisticated data mining tools (we were doing Big Data before it was Big!) we can identify highly targeted cohorts of customers with whom we can co-create new products.

Challenge Five

Re-imagining data capture

Partner: Bupa

Technology is in many ways a fitting enabler for behaviour change, and a valuable resource to influence habits. However, most quantified-self tools, wearables and self-improvement apps often have a short shelf life. To give an example, over 50% of consumers give up on using their wearable devices after 6 months, and 80% of health app users abandon them after just 14 days.

Whilst there are a variety of reasons for typically short-term user engagement, data capture is one of the most commonly reported barriers. Data logged manually through apps or websites is often too tedious for continual adoption, and data captured seamlessly through wearables can be easy to ignore and consequently eliminates the catalyst for genuine self-improvement, for example. In order to effect long term behaviour change at a global scale we need to imagine new ways of engaging audiences. For self-tracking to make the leap from early adopters to the mainstream public, the barrier to participation needs to be removed.

This challenge, therefore, seeks innovative means of recording data relevant to quantified-self for wellbeing applications. The successful solution must achieve one or more of the following:

- Reinvent familiar technologies, feedback mechanisms and interfaces; such as text messaging, haptic feedback, and voice interface
- Implement emerging technologies, such as augmented reality, into tangible products and services.
- Enable more “sensorial” experiences, such as using voice or images.

Additionally, applicants may wish to explore alternative types of data capture as a means of understanding the users’ context, taking a more holistic view of wellbeing beyond hard, objective data like blood pressure or caloric intake.

The successful company will trial their solution with Bupa for a minimum period of three months before being commercialised more widely. Bupa will provide expertise to the winning company, as part of their current or future behaviour change interventions and activities, as well as provide access to users/customers where appropriate. Additional support will be available through Bupa’s GLIDHE programme; the Global Institute for Digital Health Excellence.

About Bupa

Bupa is a leading global health and care company with unique breadth, scale, influence and expertise. Our aim is to improve and engage millions of people in their health and wellbeing across the globe. We serve 29 million customers in more than 190 countries, and employ almost 80,000 people world-wide. We deliver a broad range of services to fund and provide healthcare. Our status as a private company, limited by guarantee, means we have no shareholders and are not driven by short-term profit. This means we behave commercially and focus on our customers, whilst taking a long-term view and reinvesting our profit to provide more and better healthcare, fulfilling our purpose: *longer, healthier and happier lives*. We believe integrated healthcare, with all parts of the healthcare system working together, is the future of healthcare delivery. With our expertise, we deliver this in a number of our markets.

GLIDHE, the Global Institute for Digital Health Excellence, is a partnership between Bupa and UCL established in 2015 with the intention of reducing global demands on healthcare and improving quality of life. GLIDHE researches, creates, tests and evaluates innovative, commercially sustainable digital tools which promote healthier lifestyles. The aim is to improve the lives of millions of people and create a significant evidence base to shape the future of digital health. Through this partnership, we are combining Bupa’s global health expertise with UCL’s world leading behaviour change and computer science capabilities, so we have a fantastic opportunity to develop scalable tools that are proven to genuinely help people to adopt healthier habits and reduce their risk of chronic disease in the future.

<http://www.bupa.com/>

Competition briefing event

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

- on the **21 September** at America Square Conference Centre, 1 America Square, 17 Crosswall, London, EC3N 2LB
- on the **21 September** , webinar briefing event
- on the **22 September** at The Møller Centre, Churchill College, Storey’s Way, Cambridge, CB3 0DE

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 14 September 2015
Competition briefing	Monday 21 September 2015 – London Tuesday 22 September 2015 – Cambridge
Submission of Stage 1	Noon Tuesday 27 October 2015
Finalists notified by Innovate UK	End of business Friday 20 November 2015
Practice Pitch Sessions	Tuesday 24 November 2015 – for all finalists Monday 30 November 2015 – one-to-one sessions Wednesday 2 December 2015 – one-to-one sessions
Feedback to applicants	Friday 27 November 2015
Final Pitch Session	Wednesday 9 December 2015
Winners notified by Innovate UK	Noon, Friday 18 December 2015
Partner trials launched	Autumn 2016

Important Note:

Please do not leave your submission to the last minute.

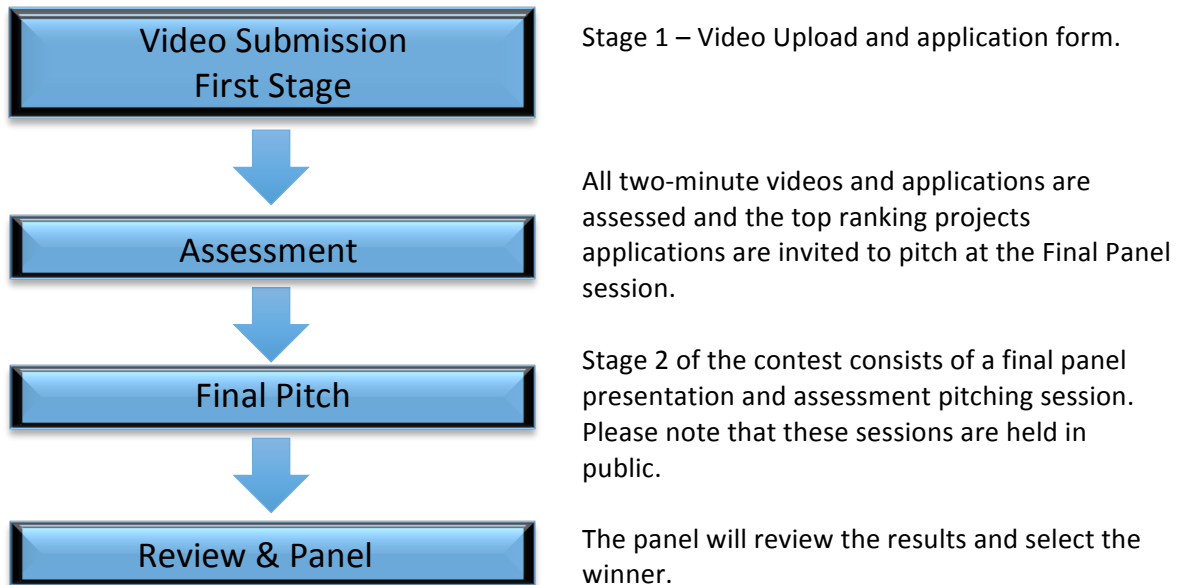
If any technical difficulties arise or if you identify any errors in your submission, we will not be able to grant an extension to the above deadlines.

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



REGISTER

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.



**COMPLETE and
SUBMIT**

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.



**NOTIFICATION
received**

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.



**FEEDBACK
received**

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 details.	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 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	Provide a short summary of what your digital application or service is. 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. We reserve the right to amend the description before publication if necessary, but will consult you about any changes. 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>	<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>
<p>VIDEO</p>	
<p>Video submission</p>	<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> 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</p>

	<p>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>
4. TRIAL	
<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 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. (b) Describe your target market, its size</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>and potential user community and how you are planning to compete in that market</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 Autumn 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 Quantified self Innovation Contest’.</p>
<p>How do you feel we can spread our message more effectively next time?</p>	<p>Please enter any comments you have on how we can 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.</p>

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 9 December 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