Innovate UK

COMPETITION GUIDANCE FOR APPLICANTS

Competition Details

Innovate UK Competition:

Future Retail

January 2016

Contents

Executive Summary

Through our IC tomorrow programme, we are looking for proposals from companies with innovative digital ideas to enhance experiences, services and processes across the retail landscape – namely optimising virtual fitting, improving accessibility of digital services in-store and at markets, empowering customers to reduce food waste, and streamlining the process of replenishing everyday items within the home.

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
Future Retail, January 2016.

Funding
There is up to £175K (excluding VAT) of funding available from Innovate UK, for procurement projects that address the technical challenges described in the Brief for this Competition 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.

- Students and Researchers at Universities are welcome to apply. However, as IC tomorrow contests are designed for commercial rather than academic innovation, successful applicants will be expected to develop the solution and trial it through an independent commercial organization, separate from their University.

Competition scope

We are looking for innovative solutions to address one of our 5 contest challenges within the themes of optimising virtual fitting, improving accessibility of digital services in-store and at markets, empowering customers to reduce food waste, and streamlining the process of replenishing everyday items within the home

The Challenges

Challenge 1: Pioneering new ways to fight food waste
Partner: Tesco

According to the United Nations, up to a third of the world's food is wasted each year. Britain has the highest level of food waste in the European Union, with households throwing away 7 million tonnes of food and drink every year, a proportion of which could have been eaten. Aside from the unnecessary pressure this puts on our resources and the environment, food waste costs customers vast sums of money. According to the UK Waste Resource Action Programme (WRAP) the average British family with children throws away around £700 worth of food every year, a huge amount of money for Britain's shoppers.

In 2013, Tesco announced its ambition to lead in reducing global food waste. The idea was that lots of small actions can amount to a big impact on the issue. To date they have introduced a series of initiatives, including:

- Stopping Buy One Get One Free promotions on fresh produce
- Working with WRAP to include the Love Food Hate Waste logo and waste reduction hints and tips on the packaging of over 100 fruit and vegetable products
- Simplifying date coding on meat and fresh produce
- Launching a dedicated food waste section on the Tesco Real Food website
- Introducing innovative packaging and shortening supply chains to increase product freshness
- Being the first retailer to publish independently assured food waste data for their own operations
- Starting a partnership with FareShare and social entrepreneurs FoodCloud to donate surplus food from our stores to charity and prevent it going to waste.

Technology provides an opportunity to empower customers to take an active role in improving the situation further. This challenge, therefore, seeks a multichannel, customer-focused solution to help reduce waste once items have left the store. The successful solution must:

- Understand and address the key drivers of household food waste. WRAP have conducted extensive research on the causes and potential solutions to household food waste, and may provide a valuable source of information: http://www.wrap.org.uk/sites/files/wrap/Food%20waste%20research%20listing%20Sept%202015.pdf and http://www.wrap.org.uk/sites/files/wrap/Spaghetti%20Soup%20-%20The%20complex%20world%20of%20food%20waste%20behaviours%20.pdf
- Be compelling and capture customers' imagination, for example drawing upon interesting content and consider personalisation, gamification techniques and rewards as drivers for engagement.

- Make things simpler and less time consuming for customers, and therefore have the potential to be widely adopted.

Applicants may wish to consider exploring feedback mechanisms and ways of leveraging data captured to enable Tesco to better understand and respond to customer habits.

The successful company will have the opportunity to trial their technology in partnership with Tesco for a minimum period of three months. Depending on the type of solution, this will include testing in store or online with access to customer focus groups and industry expertise.

About Tesco

Tesco was founded in 1919 by Jack Cohen from a market stall in London's East End. Over the years the business has grown and they now operate in 12 countries around the world, employ over 530,000 people and serve tens of millions of customers every week. Tesco have always been committed to providing the best shopping experience. Today they continue to focus on doing the right thing for their customers, colleagues and the communities they serve.

Tesco was built with a simple mission – to be the champion for customers, helping them to enjoy a better quality of life and an easier way of living. This hasn't changed. Customers want great products at great value which they can buy easily and Tesco's purpose is to deliver this in the right way for them. In the UK, Tesco serve some 66 shoppers every second, so it's their goal to ensure every one of those customers experiences just a little better service on each visit.

To learn more about how Tesco, and how they tackle food waste, please visit:
http://www.tescoplc.com/index.asp?pageid=588

Challenge 2: Future of Fitting
Partner: London College of Fashion, University of the Arts, London

Having to try on clothes in store can be an inconvenience for shoppers, and equally, it is disappointing when garments bought either online or offline turn out to be the incorrect size. Retailers typically report a returns rate of 20%-40%, and a number of new digital fit innovations have proved successful in reducing this rate. That said, current virtual fit experiences have mostly been created to solve relatively minor problems, like bespoke fit for a tailor. Additionally, the accuracy and time it takes to record digital data is often similar to more traditional measuring methods, offering limited obvious benefits and the market use case needs better understanding to ensure adoption. Furthermore, virtual fit relies on multiple vendors, with multiple solutions, and for disparate market segments. There is limited shared data, limited cross innovation, and a limited understanding of applications to the consumer or B2B market.

On a practical level, early versions of virtual fit solutions seen in retail have been intrusive, time-consuming, and expensive. Retailers often find it difficult to capture and maintain the data required by the fit application, especially due to the regularity of stock updates. Although the use of sizing tools can make the consumer more confident in their purchasing decisions, it is both difficult for the retailer to measure success as virtual fit solutions don't necessarily lead to an immediate purchase. Because there is ambiguity in measuring long-term success rates, widespread adoption is yet to be achieved.

There is significant opportunity for innovation across the virtual fit landscape, from retail to consumer, online and offline. This challenge, set in partnership with the London College of Fashion, UAL seeks solutions that will optimise the fitting experience.

The winning solution must address one of more of the following:

- Improving metadata to increase adoption across the sector; to enable retailers to measure the success of the tool; and demonstrate the value in continuing to capture and store data.
- Exploring body data and identity, so that the consumer doesn't need to be re-scanned numerous times, but data can be shared and solutions optimised. This could include ways of building a personal profile, and/or enabling the user to carry the data with them, whist improving levels of security and privacy.
- Improving accuracy through the use of new technologies and approaches, including the cloud, big data applications and algorithms for sizing recommendations; as well as physically gathering measurements utilizing new technologies such as 3D scanning cameras.
- Providing a real-time and truly interactive virtual fit experience.
- Scoping out wider applications and uses for virtual fit, such as health opportunities.

The London College of Fashion, UAL has recently opened a new Digital Anthropology Lab with a suite of technology, collaborators and research experts to solve challenges and re-imagine the future of fashion and retail. The successful company will have the opportunity to trial their technology with the London College of Fashion, UAL for a minimum period of three months before being commercialized more widely. This may include access to the lab and body scanning equipment; sector knowledge and expertise; knowledge of key players to help source collaborative development and knowledge transfer; insight into tested and recorded research on current landscape of virtual fit solutions; and an established network of users, testers and partners in this space, including leading retailers who may wish to trial the successful solution.

About the London College of Fashion, UAL
London College of Fashion, UAL is a world leader in fashion design, media and business education. In boundary-pushing research: where fashion intersects with science, engineering, technology. And in enterprise: where they partner with top brands and help launch exciting new businesses.
They have been nurturing creative talent for over a century, offering courses in all things fashion. Across every subject, they encourage our students to examine the past and challenge the present and to have their own ideas. London College of Fashion, UAL gives students the skills, opportunities – and above all, the freedom – to put those ideas into practice. With their support, students find their own styles and voices. Then use them to improve the way we live, and transform the future.

Learn more: http://www.arts.ac.uk/fashion/about/

About the Digital Anthropology Lab

The Digital Anthropology Lab, London College of Fashion, UAL experiments with artefacts, communities, consumption and making in the digital space, using 3D printing, body scanning, code and electronics. They focus on an experimental approach to digital anthropology, allowing them to practically examine future ways in which digital collides with the human experience. They connect commercial partners to leading research academics and graduate students, exploring seed ideas for fashion tech.

Learn more: http://www.digital-anthropology-lab.com

Challenge 3: Seamless shopping
Partner: Unilever

The UK retail landscape is going through a revolution because of the transformative effects of eCommerce. This change has already revolutionised the way we buy books, DVDs, holidays and even switch energy suppliers. For the last 20 years it has slowly grown in the FMCG industry and is now the fastest growing channel. According to Nielsen, online consumer packaged goods (CPG) sales are expected to grow at a 25% compound rate from 2012 through 2015. It is revealing that even among categories that have been slow to capitalise on the eCommerce revolution - such as food, home, health and personal care - annual eCommerce growth is well above 10%, demonstrating the potential opportunity for CPG.

This trend towards eCommerce has meant that retailers and suppliers need to adapt to the new shopping experience. Shopping online is all about convenience. The consumer can purchase items from the comfort of their own home or on the move; compare prices and read reviews of products and brands; easily apply discount and coupon codes; and can complete a transaction in a matter of seconds. That said, shopping online could be even more seamless.

Unilever are working with a number of UK retailers to help improve the online shopping experience for their customers. The key barriers faced by the consumer when shopping online often relate to forgetting to order products, and the hassle of adding individual products to a shopping basket. Amazon began to address this through Amazon Dash which, at the touch of a physical button, orders a replacement for the product it is assigned to. However, there is significant opportunity to further enhance the customer experience, level of accuracy and security when driving product replacement.

This challenge therefore, set in partnership with Unilever, seeks solutions to make the replenishment of regular products even easier. The winning solution could be software or hardware related, but must be scaleable, simple to use, and cost-effective. It is imperative that the solution is suitable for grocery home shopping, and enhances the process of adding the product to the online shopping basket of their retailer, rather than addressing delivery.

Additionally, applicants may wish to explore one or more of the following points for consideration:

- ways of innovating rewards and loyalty incentives;
- exploring personalization;
- improving frictionless purchasing;
- flexible ordering built around customers needs, habits and product lifecycles;
- utilising connected devices and the Internet of Things;
- communicating with the customer to make the process as convenient as possible.

The successful company will have the opportunity to trial their technology with Unilever for a minimum period of three months, with the potential to commercialise their offering more widely. Unilever will support the winning company by providing access to experts on eCommerce who will provide guidance on how to take the solution to market, and there is potential for the winning team to test their technology with a UK national retailer.

About Unilever

No matter who you are, or where in the world you are, the chances are that Unilever products are a

familiar part of your daily routine. Every day, around the world, people reach for Unilever products. Their brands are trusted everywhere and, by listening to the people who buy them, they've grown into one of the world's most successful consumer goods companies. In fact, 150 million times a day, someone somewhere chooses a Unilever product.

Highlights
Unilever is one of the world's leading suppliers of fast-moving consumer goods. Here are some recent highlights from their three global divisions - foods, home care and personal care.

Foods
- The acquisition of Bestfoods in 2000 brought them leadership in the culinary category. Knorr is now their biggest Food brand, with a product range covering soups, bouillons, sauces, noodles and complete meals.
- They have met consumer demand for healthy foods by launching Flora Pro.activ, a spread which contains ingredients that can help reduce cholesterol levels.
- In the branded olive oil category they are a leader, the most important brand being Bertolli. Appealing to consumers' taste for Mediterranean food, they have launched Bertolli pasta sauces and dressings.
- Unilever are the world's leading ice cream producer, with brands such as Wall's and Ben & Jerry's. Innovations such as Magnum snack-sizes and Cornetto miniature and multi-packs have sparked progress.
- They are the largest seller of packet tea in the world through our Lipton and Brooke Bond brands.

Home and personal care
- Unilever lead the home care market in much of the world, which includes cleansing and hygiene products.
- Many of their home care products are market leaders including Cif, Comfort, Domestos and Persil.

Within the personal care market, Unilever are global leaders in products for skin cleansing, deodorants and antiperspirants.

Learn more: http://www.unilever.co.uk/aboutus/introductiontounilever/

Challenge 4: Enhancing in-store experiences
Partner: Barclays

Many people have experienced the frustration of going to a bank and queuing to speak to an advisor. It can be a slow process in peak times despite providing extra staff, additional in-branch machines, as well as mobile and internet services. Whilst the younger generations are turning to online and mobile banking solutions to avoid these issues, there is still a significant proportion of society that prefers (or tasks that require) interactions in-store. Moreover, there is a significant opportunity to bring the best of the online world into physical stores in a way that is seamless and accessible to all generations, to improve the experience for all.

This challenge, set in partnership with Barclays, seeks solutions to enable banks to provide more customer friendly digital solutions in branch and/or in other retail locations, to help customers with their everyday banking needs.

The successful solution will enhance the experience in-store, and may additionally or simultaneously

improve online services, and must be:

- User friendly and simple to use
- Contextual
- Secure and reliable
- Scalable (across multiple services)
- Accessible to all customers
- Interactive
- Self explanatory
- Time saving, and work to speeds up and improve access to services required

Furthermore, it should be noted that a large majority of customers who use Barclays branches regularly are over the age of 50, and in many cases do not have access to mobile or internet banking services. Many customers have a range of disabilities which need to be considered, and many enjoy the interaction with staff and the reassurance they provide in the execution of their banking transactions.

The successful company will have the opportunity to trial their technology with Barclays for a minimum period of three months, before commercialising their solution more widely beyond the trial. This may include access to Barclays R&D teams to receive expert advice and recommendations, and potentially to trial concepts with select Barclays audiences and stores.

About Barclays

Barclays moves, lends, invests and protects money for 48 million customers and clients worldwide. With over 325 years of history and expertise in banking, Barclays operates in over 50 countries and employs approximately 140000 people worldwide.

They've built a reputation for continually finding new and exciting ways to develop and deepen relationships with customers and clients. Barclays are responsible for the UK's first credit card, Barclaycard, which launched in 1966, followed the next year by the world's first ATM in Enfield. Their Business Advisory Service began in 1973, and by 1981 they were the first foreign bank to file with the Securities and Exchange Commission in Washington DC, USA.

Barclays were also behind the UK's first debit card in 1987, and were also the first financial institution to open a website on the internet in 1995. By 1999 they were estimated to be the UK's most valuable brand, and by 2006 they were making half of our profits outside the UK. In 2008 they were the first bank to launch a roll-out of contactless debit cards and continued to establish new locations as far afield as Pakistan and Russia. Most recently, they've become the first bank to launch Pingit, an app that allows you to transfer money from your iPhone, Android or Blackberry to anyone with a mobile phone number.

Learn more: https://jobs.barclays.co.uk/about-us/

Challenge 5: Digital enhancement of street and covered markets
Partner: Greater London Authority

Street and covered markets play a vital role in the UK as places of employment, consumption and leisure. They provide diversity, history and character; generate footfall on high streets and in town centres; and are a significant employer nationally and at a local level. In the UK there are over 47,000 micro and small to medium businesses operating on markets, directly employing 105,000 people in

2008, with even more in support roles (RMA 2009). Markets also increase retail sales across the high street, with significant numbers (55%-71%) of market visitors' spending money in other shops (NEF 2005), worth £752 million per annum to London's shop-based retailers (Regeneris 2010).

Despite this, a survey by the Retail Markets Alliance in 2012 found that 26% of all markets in the UK were seeing a decrease in performance. The challenge to markets is manifold: there is competition from supermarkets and discounters, higher customer expectations of their shopping experience, poor town planning decisions, neglect by local authorities, lack of investment and poor state of market buildings and structures, slowness of the industry to respond and the lack of new traders and, of course, changes in technology and how people shop and interact.

This challenge, set in partnership with the Greater London Authority (GLA), seeks to help London's markets adapt and grow through the take-up of new technologies. The successful solution could be an application, online platform, wearable technology, connected or Internet of Things device; or any combination of the aforementioned technologies; but must seek to develop simple pathways for adoption and utilisation of digital and technological enhancements by patrons, traders, managers and operators.

The successful company may wish to explore one or more of the following:
.   Enhancing the payments process for traders and shoppers
.   Facilitating on-line sales and exploring new revenue streams for traders and operators
.   Enhancing the shopping experience for shoppers, for example through hyper-local technologies, improved personalisation, enabling discovery, and tailored rewards and incentives
.   Simplifying and streamlining the processes of market management, for example those associated with receiving and administering licenses, fees and charges; waste collection and recycling; and capturing and monitoring of data.

The GLA is committed to celebrating and supporting markets as part of their overarching High Streets agenda, which is currently investing over £175 million into more than 70 high streets across London. The GLA are providing direct support to existing and new, outdoor and indoor, regular and occasional markets across the UK. The successful company will have the opportunity to trial their technology in partnership with the GLA for a minimum period of three months before being commercialised more widely, and will support the winning company by providing access to potential industry partners, as well as access to an environment for testing the technology in a street or covered market in London.

About the Greater London Authority

The GLA has a role in many areas of London life - you probably see their work every day - such as:

Arts and Culture
Business and Economy
Environment
Transport
Fire
Health
Sport
Volunteering
Housing and Land
Planning
Regeneration
Policing and Crime
Education and Youth

City Hall has one Mayor and 25 Assembly Members who are elected by Londoners. With the support of City Hall's staff they work to make London the best big city in the world.

The Mayor is responsible for making London a better place for everyone who visits, lives or works in the city. He provides citywide leadership, setting an overall vision for London and creating plans and policies to achieve it. The Mayor is elected every four years.

Who the GLA works with:
At City Hall, the GLA works closely with other organisations in London government. These organisations make up the GLA group:

. Transport for London (TfL): responsible for London's transport
. Mayor's Office for Policing and Crime (MOPAC): oversees the work of the Metropolitan Police Service
. Old Oak and Park Royal Development Corporation (OPDC): managing the development of a new community in west London, the UK's largest regeneration project
. London's Fire and Emergency Planning Authority (LFEPA): runs the London Fire Brigade
. London Legacy Development Corporation (LLDC): responsible for managing Queen Elizabeth Olympic Park
. London & Partners: the official promotional company for London
. GLA also works with local councils, central government, business and community groups, as well as:
. London Enterprise Panel (LEP): works with business on regeneration, employment and skills in London. The LEP is chaired by the Mayor
. London Resilience Partnership: provides a mechanism for multi-agency cooperation in planning for, and responding to, large scale emergencies

The challenge has been set by the Regeneration Team whose job it is to encourage and shape growth in London's town centres, economic centres and high streets.

For more information, please visit: https://www.london.gov.uk/about-us/our-role#sthash.nxoyLn45.dpuf

Support Partner: The Economic and Social Research Council (ESRC)

Alongside the competition challenge partners, the Future Retail Innovation Contest is supported by the ESRC:

About the ESRC
The Economic and Social Research Council (ESRC) is the UK's largest organisation for funding research on economic and social issues. They support independent, high quality research which has an impact on business, the public sector and the third sector. Their total budget for 2015/16 is £213 million. At any one time they support over 4,000 researchers and postgraduate students in academic institutions and independent research institutes.

Their research is vigorous and authoritative, as we support independent, high-quality, relevant social science. They only support research activity that meets their excellence criterion, is developed to ensure the highest chances of making impact, and is provided for independent investigation.

Support for the Future Retail Innovation Contest

Over the past 5 years with their partners the ESRC has invested around £14m in retail focused

research, training and knowledge exchange. In supporting this contest, the ESRC will broker introductions with leading experts within the social science community, helping to build upon the knowledge, skills and resources developed within key investments of relevance to the sector including the ESRC Consumer Data Research Centre and within the ESRC Retail Sector Initiative.

Competition briefing event

There will be an optional briefing event for this competition as well as a webinar on Thursday 21 January 2016 at 41 Portland Place, London, W1B 1QH.

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 11 January 2016
Competition briefing	Thursday 21 January 2016
Submission of Stage 1	Noon Tuesday 23 February 2016
Applicants notified by Innovate UK	End of business Friday 18 March 2016
Practice Pitch Sessions	Tuesday 22 March 2016 – for all finalists Monday 4 April 2016 – one-to-one sessions Tuesday 5 April 2016 – one-to-one sessions
Feedback to applicants	1 week after the notification for the finalists 1 month after the notification for the unsuccessful candidates
Final Pitch Session	Wednesday 13 April 2016
Winners notified by Innovate UK	Friday 22 April 2016
Partner trials launched	Winter 2017

Competition process

This competition will follow a two-stage process:

Innovation Contest application process
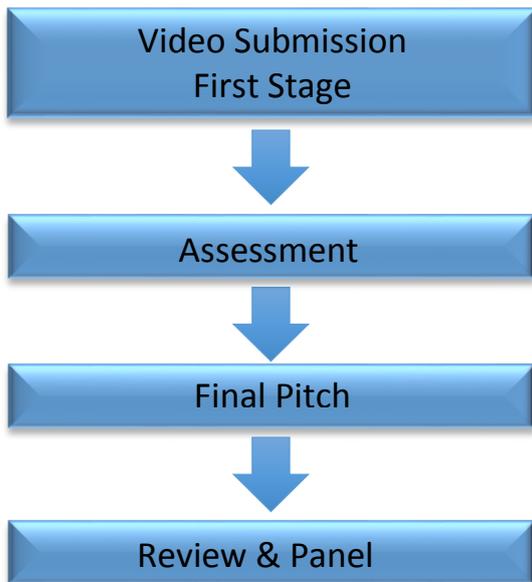
Video Submission First Stage	Stage 1 – Video Upload and application form.
↓	
Assessment	All two-minute videos and applications are assessed and the top ranking projects applications are invited to pitch at the Final Panel session.
↓	
Final Pitch	Stage 2 of the contest consists of a final panel presentation and assessment pitching session. Please note that these sessions are held in public.
↓	
Review & Panel	The panel will review the results and select the winner.

2.   How to apply for this competition

1 **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.

2 **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.

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3 **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.

4 **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	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	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.
Describe (a) your proposed solution and how it meets the respective challenge, and (b) what is technically, commercially or creatively innovative about it?	This section should cover the following and you should explain why your solution will differentiate from any existing applications/solutions: (a) outline key features of your digital application or service. You should provide an overview explaining details such as: • what it does • how it addresses the specific contest challenge as stated • main features/components (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. 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.
VIDEO	
Video submission	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. Please use this video to enhance your submission and provide a complementary overview of your proposed solution.

	Please Note: • 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. The videos will be confidential and only accessible by Innovate UK staff and an independent panel of expert assessors. 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. The video should be no longer than two minutes in length. Videos larger than two minutes will take considerably longer to upload and covert to our file format. Assessors will be instructed to view no more than two minutes of any video uploaded. Video format should be one of the following types: AAC, AVI, 3GP, FLV, MOV, MP3, MP4, MPEG, OGG, WAV, WEBM, WMA, WMV
3. PROJECT PLAN AND COST	
Please tell us how you would best describe the current status of your proposed solution.	Select the most relevant description of your proposed solution from the drop-down list. • 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
Please let us know the costs (excluding VAT) for your proposed solution. Please be aware of funding limits for your chosen challenge category.	You should consider all costs associated with both building and trialing your solution with the challenge partner. This information may be made public. All the challenges have maximum costs you can charge for the delivery of the working solution and the trial period: • £35,000 is the amount limit, excluding VAT, for each specific challenge application (i.e. £42,000 including VAT)

	You do not have to charge the maximum and value for money is an assessment criteria. 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.
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	You should include a brief breakdown of the costs of the overall project and any costs, which may be incurred during the trial period. (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. (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. 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.
Please confirm that you expect to have the funds available to cover the operational and development costs of creating your proposed solution.	You should note that there will be an initial upfront payment, but all following payments will be claimable in arrears. 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. Please note: You will need to cover your own operational and development costs.
4. TRIAL	
Tell us what the trial will involve and (b) state how you envisage working with the challenge partner	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. (a) Give an indication of how you would ideally like to trial your solution. 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:
	• trial objectives, methodologies and approaches
	• how will the success of the trial be measured
	(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.
	<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.

5. BUSINESS MODEL AND MARKETPLACE

(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 and potential user community and how you are planning to compete in that market	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. (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. (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: • 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

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	Please include information on your company's background and its goals and highlight any skills gaps or project risks. 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 Winter 2017.

7. IC TOMORROW FEEDBACK

How did you hear about us?	Please select the appropriate option to let us know how you heard about IC tomorrow and the Future Retail Innovation Contest.
How do you feel we can spread our	Please enter any comments you have on how we can

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.

1   **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 13 April 2016

2   **NOTIFICATION received**

The panel will review the panel findings and select the winner. The Panel will choose up to 5 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.

3 | **SUCCESSFUL PROJECTS**

If successful at Stage 2 then the 5 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.

4 | **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