



CREATIVE INFORMATICS

Creative Informatics Resident Entrepreneurs Application - Round 1

Page 1: Resident Entrepreneurs Application

The Resident Entrepreneur Programme is part of the Creative Informatics, which aims to bring the city's world-class creative industries and tech sector together, utilising innovative data-driven technologies to develop ground-breaking new products, businesses and experiences.

Creative Informatics is funded by the Arts and Humanities Research Council (AHRC), Industrial Strategy Creative Clusters programme, the Scottish Funding Council and the City Region Deal Data Driven Innovation Programme. Creative Informatics is delivered by the University of Edinburgh working in partnership with Edinburgh Napier University, CodeBase and Creative Edinburgh.

This application form is for "**Resident Entrepreneurs**", individuals or small businesses who would like to take up a placement. If you wish to apply to become a Host Organisation, hosting a Resident Entrepreneur, please complete the separate application form via the [Creative Informatics website](#).

Please complete all the questions in the application form, you can save the form and return at anytime. The closing date is **Monday 3rd June, 2019**.

Guidance notes are provided within the application form. Further information and a PDF version of the application form is also available on the [Creative Informatics website](#) if you would like to download and review the questions before completing the form.

Please follow the accompanying information and guidance. If you have any questions about this form, the application process, or anything to do with the Resident Entrepreneurs Programme we will be very happy to help. Email: creativeinformatics@ed.ac.uk.

Resident Entrepreneurs Application

Data Protection

In providing your completed application you are giving explicit consent for us to use this data in our programme application, monitoring and reporting processes. The data is managed confidentially. Your data will be held by the Creative Informatics delivery team based at the University of Edinburgh, with some data shared with our funders the Arts and Humanities Research Council, evaluation partners, and the Policy and Evidence Centre based at Nesta. Your data will only be reported in anonymous aggregated forms and will always be processed in accordance with the Data Protection Act 2018 and therefore also in accordance with the General Data Protection Act 2018 and therefore also in accordance with the General Data Protection Regulation (GDPR).

Applicants can withdraw or modify their consent to collection and processing of personal information at any time by writing to creativeinformatics@ed.ac.uk.

If you have any questions about this form, the application process, or anything to do with the Resident Entrepreneurs Programme we will be very happy to help. Email: creativeinformatics@ed.ac.uk

Page 3: About you

1. Name: * Required

2. Email address: * Required

+ More info

2.a. Is this email... * Required

2.a.i. Business email, if different to your personal email:

3. Phone number: * Required

+ More info

3.a. Is this phone number... * Required

3.a.i. Business phone number:

4. Postcode of residence: * *Required*

Please enter a valid UK postcode.

Page 4: About your business

5. Organisation Name: * *Required*

+ More info

6. Registered Address:

6.a. Trading address (if different):

6.b. Which address would you like us to contact you on: * *Required*

Registered address

Trading address

6.c. Website:

7. When was the business founded?

+ More info

8. What is your Standard Occupational Classification (SOC) code? * Required

+ More info

9. What is your Standard Industrial Classification (SIC) code? * Required

+ More info

Page 5: About your business

In this section we would like you to tell us about the work you do and your business. You may be a freelancer, sole trader, have a micro-business (fewer than 10 employees) or a small or medium sized enterprise - an SME (up to 250 employees).

Please tell us about the current status of your business and business objectives for future activities. This information will enable us to better understand the business and economic context of the creative industries and the impact of the Creative Informatics Programme.

If you complete an annual tax return or submit accounts to Companies House, you might find these documents useful to have to hand to help answer some of these questions. If you don't have the answers and need some help, please read the guidance and information notes provided or contact us at creativeinformatics@ed.ac.uk. We will be happy to help!

10. Company registration no: * *Required*

+ More info

11. Which of the following Creative Industries sector(s) best describe the work as defined by Department for Media Culture and Sport classifications (DCMS): * *Required*

- Advertising/Marketing
- Architecture
- Crafts
- Design (Product, Graphic, Fashion etc.)
- Film, TV, Video, Radio & Photography
- Tech - IT, Software, Hardware and Computer Services
- Museums, Galleries and Libraries
- Music, Performing & Visual Arts
- Publishing
- Other (please state)

11.a. If "Other" please tell us which sector you work in:

Page 6: Business Profile

In this section, please provide as much information as possible about the profile and structure of your business. Please note if your business is new and not yet trading, please indicate 'pre-revenue'.

12. What was the business turnover for the Last Financial Year (LFY)? * Required

+ More info

12.a. What proportion of the business turnover for the Last Financial Year was for exports? * Required

+ More info

12.b. What was the net profit of the business for the Last Financial Year? * Required

+ More info

Research and Development

13. What was the expenditure of your business on research and development (R&D) for the Last Financial Year? * Required

+ More info

14. What is the average R&D expenditure over a 3 year period: * Required

15. What was the estimated revenue from new products/services introduced by your company in the last 3 years (this should be a percentage of annual turnover)? * Required

16. Number of active R&D projects: * Required

Staff Information

17. Total number of staff in your organisation: * Required

+ More info

Please enter a number.

18. What is the Full Time Equivalent (FTE) of employees in your business? * Required

+ More info

19. What is the FTE of employees dedicated to Research & Development (R&D)? * Required

Business Objectives

20. Which of the following describes your current business objectives? Please provide a brief explanation to any objectives which apply:

	Yes/No * Required		Brief explanation	Please rank top 3 business objectives: * Required		
	Yes	No		1	2	3
Development of new products	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of new services	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of new processes	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from sales	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from licensing	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from exports	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced costs/increased production efficiency	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved quality of products or services	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased employment of R&D staff	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased employment of other staff	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced employment (e.g. due to efficiencies)	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased use of research infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New business models	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Have you previously worked with any of the following organisations on R&D projects, either currently or previously?: * Required

- Universities or Independent Research Organisations
- Local Authorities
- Devolved Administrations (NI, Scotland, Wales)
- Department for International Trade
- Department for Business, Energy and Industrial Strategy

- Other Govt Department
- Competitor Businesses
- Investors
- Supply Chain Partners
- Freelancers
- Other businesses - complementary, consultants, etc
- Design Council
- Other trade organisations/bodies
- Cultural funding bodies (arts, council, Creative Scotland)
- Knowledge Transfer Network (KTN)
- Enterprise Europe Network (EEN)
- Catapults
- Innovation and Knowledge Centres (IKCs)
- Research and Technology Organisations (RTOs)
- Other Regional Enterprise Orgs
- Growth Hubs or LEPs
- None of these

22. Has the business previously received funding from any funding body within UK Research and Innovation (UKRI) or Scottish Funding Council (SFC). Please answer 'Not applicable' if none apply. * *Required*

[+ More info](#)

Publicity Statement

Creative Informatics may share information about projects with the Arts and Humanities Research Council (AHRC) and the Policy and Evidence Centre based at Nesta and any other appropriate organisation in the interests of developing and promoting the the Resident Entrepreneurs Programme. The University of Edinburgh is subject to the Freedom of Information (Scotland) Act 2002 and as such may be requested to disclose information regarding the Resident Entrepreneurs Programme. Awarded applicants will be consulted before any decision to disclose information is taken. However, any refusal to disclose may be appealed to the Scottish Information Commissioner.

23. I agree to assist with a case study using non-confidential information to promote this project. Please select

one of the options: * *Required*

Page 7: Project Details

24. Please describe your/your organisation's activities. This should be in a way that is easily understood by others and provide a summary of your activities, e.g. of your key products/processes/services. * Required

25. Please tell us more about you, your organisation and collaborators. You can either add a short biography below, or email a CV to creativeinformatics@ed.ac.uk as part of your supporting documents. Please indicate which you plan to do. * Required

- I will enter my biography here
- I will email my CV

25.a. If you are going to email your CV, you don't need to fill out this question. Otherwise please provide us with a short biography of yourself or your organisation, and any collaborators in the project - including information about work undertaken, track record and any achievements to date which are relevant to this application (300 words maximum)

26. Please indicate which of the four innovative challenges this project addresses. Please select more than one if appropriate: * Required

- Access and engagement to new audiences/Markets
- Support the development of new modalities of experiences
- Unlocking value of archives and datasets
- Reveal and develop new business models

27. Please summarise the work you intend to undertake during your residency. Tell us how you will develop your idea, who will be involved and how this will lead to a new or significantly enhanced product, service or process. An enhanced product should be the result of achieving the outcome in a new and innovative way (up to 500 words). * Required

28. Please indicate the proposed length of your project. This will normally be for a period of 3 - 9 months and no longer than 12 months: * Required

29. When will you be available to undertake your project? Please indicate preferred start/end dates. * Required

30. Please outline how you propose to use the funding. Please provide budget details including anticipated costs for time and any materials or equipment. (Provide a brief description for each budget line).

[+ More info](#)

	Cost (£) * Required	Description/comments (e.g. number of people and day rate) * Required
Staff costs	<input type="text"/>	<input type="text"/>
Materials (e.g. stationery)	<input type="text"/>	<input type="text"/>
Equipment	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>

Total

31. Please outline why you are applying for funding from the Resident Entrepreneur programme. What will the funding mean for you/your business and how will this impact on your future activities? * *Required*

32. Please outline what is innovative about this proposal, indicating what is being explored and how it is new, novel, pioneering or significantly different to any existing product and what impact this will have and/or the change it will effect. * *Required*

+ More info

33. Describe how your project represents research and development around data and/or data driven technologies. Please give an outline of the data/technology you are using and how this will be applied. * *Required*

+ More info

34. Please briefly highlight the economic, social and cultural benefits of your proposed product/process/service: * *Required*

35. Describe the current markets and future opportunities for the product/process/service? What is the route to market for the product/process/service? * Required

Your answer should be no more than 1500 characters long.

36. Once the project is completed, describe the next steps you/your organisation intends to perform in order to commercialise the new product, process or service. (up to 200 words): * Required

WHAT DO YOU NEED?

Please tell us more about the type of facilities, equipment or support services you might need to enable you to deliver your project. Please also indicate your availability and expected timelines for completion of the project. If successful, this information will enable us to match your project and requirements to the relevant host organisation.

37. Will you require any of the of the following facilities: * Required

- Desk space
- Meeting space
- Wifi
- Printing/photocopying
- Lockable/secure space
- Other (please specify)

37.a. Please indicate any other requirements you may have here:

37.b. What type of advice/expertise would be relevant in achieving your project objectives/aims? * Required

37.c. If successful you will be paired with an appropriate Creative Edinburgh mentor. What type of support are you looking for from a business mentor? * Required

37.d. Please indicate anything else which is important to the delivery of this work/project:

37.e. Do you have any accessibility requirements:

37.f. Do you have any restrictions/limitations on location of host organisation? * Required

Page 8: Equality and Diversity Information

What data are we collecting?

The Equalities Monitoring Information will be used by Creative Informatics, a collaboration across the University of Edinburgh, Edinburgh Napier University, Codebase and Creative Edinburgh. Your data will be held and used by the Creative Informatics delivery team based at the University of Edinburgh with some data shared with our funders the Arts and Humanities Research Council, evaluation partners, and the Policy and Evidence Centre based at Nesta.

How will the data be used?

As part of the Creative Informatics programme we are monitoring the diversity of the applications we receive to ensure we are reaching and serving appropriate diverse audiences. This information also enables us to provide anonymised demographic reporting to funders, partners and stakeholders to ensure the programme is open and accountable in our commitment to diversity and equality.

The information we collect will not relate to our assessment of your application for the programme, but is captured separately and for monitoring only. We include questions on age, gender, ethnicity, disability, and sexual orientation - all defined 'protected characteristics' in [The Equality Act 2010](#). As this information is sensitive and personal these questions are optional, but (where provided) this data does contribute to our ongoing review and improvement of our programme. We will always ensure that equality and diversity monitoring data is reported anonymously and with respect for your privacy.

Consent

In providing your completed response to these equality and diversity questions, you are giving explicit consent for us to use this data in our programme monitoring and reporting processes. The data is managed confidentially and will not have any bearing on your application to the Programme. Your data will only be reported in anonymous aggregated forms and will always be processed in accordance with the Data Protection Act 2018 and therefore also in accordance with the General Data Protection Regulation (GDPR).

If you prefer not to provide this information, please indicate this in the 'Prefer not to answer' box for the appropriate question(s).

Applicants can withdraw or modify their consent to collection and processing of personal information at any time by writing to creativeinformatics@ed.ac.uk.

38. Please indicate your age range:

39. Nationality/Ethnicity:

40. I identify my Gender as:

40.a. Sexual Orientation:

- Heterosexual
- Bisexual
- Gay
- Lesbian
- Other
- Prefer not to answer

41. Please indicate if you identify as having a disability:

[+ More info](#)

- Yes
- No
- Prefer not to say

Page 9: Declaration and Signature

I certify that the information given on this form regarding my company is accurate to the best of my knowledge.

42. Please type name here. A signature is not required.

	<i>* Required</i>
Name of authorised officer:	<input type="text"/>
Date:	<input type="text"/>

Page 10: Final page

Thank you for completing the application for the Resident Entrepreneurs Programme. Your application has been submitted. You will be contacted by a member of the Creative Informatics team following the selection process.

Key for selection options

2.a - Is this email....

- Business email
- Personal email

3.a - Is this phone number...

- Business
- Personal

23 - I agree to assist with a case study using non-confidential information to promote this project.

Please select one of the options:

- Agree
- Opt out

38 - Please indicate your age range:

- 18 - 24
- 25 - 35
- 35 - 44
- 45 - 54
- 55 - 64
- 65+
- Prefer not to answer

39 - Nationality/Ethnicity:

- White
 - Mixed/Multiple Ethnic Group
 - Asian or Asian British
 - Black/African/Caribbean/Black British
 - Other Ethnic Groups
 - Prefer not to answer
-