Resident Entrepreneurs Guidelines Document

Application and Selection Process

Open calls for Resident Entrepreneurs take place twice a year. A selection panel will review applications from those applying for the Resident Entrepreneur placements. Potential Host Organisations are encouraged to contact the Creative Informatics team on a rolling basis. Once successful applications have been selected, Resident Entrepreneurs will be matched with Host Organisations, taking into account availability, location, practicalities, and both individual and organisational R&D needs. Legal and contract terms will include NDAs to ensure that both hosts and Resident Entrepreneurs retain their IP and privacy over work in progress.

Mentoring for Resident Entrepreneurs will be provided by Host Organisations, the Creative Informatics team, and formally through the Creative Edinburgh mentoring programme. Placements can last between three and nine months.

Applying as a Resident Entrepreneur

Eligibility – Resident Entrepreneurs

Resident Entrepreneurs can be individuals or partnerships, SMEs, etc. and are eligible whether (currently) registered as a company, charity etc or not.

Resident Entrepreneurs must:

- Be working in one of the nine recognised DCMS creative industries sectors (Advertising and marketing; Architecture; Crafts; Design (product, graphic and fashion design); Film, TV, video, radio and photography; IT, software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts).
- Be proposing a new product, service or project to develop an idea with genuine impact for the creative industries. Proposals which also have potential to impact upon wider sectors are welcomed.
- Be based in and/or be undertaking work that has impact for the creative industries within Edinburgh and/or the Edinburgh and South East Scotland Region.
- Be submitting a proposal that meets the selection criteria.
- Commit to providing accurate information about business income, spend on R&D, etc. as per the requirements of the application form. This includes providing accurate information regarding State Aid that is required to ensure Creative Informatics meet essential reporting and due diligence requirements.

Selection Criteria – Resident Entrepreneurs

Resident Entrepreneurs as asked to submit a proposal which must:

1. Clearly articulate the product, service or idea they will be developing during their Resident Entrepreneurship.

2. Align with one (or more) of the Creative Informatics Cluster core challenges:

    2.1. How can Data Driven Innovation support access and engagement to new audiences and markets?

    2.2. How can Data Driven Innovation support the development of new modalities of experience?

    2.3. How can Data Driven Innovation unlock hidden value in archives and data sets?

    2.4. How can Data Driven Innovation reveal new business models for the creative industries?

3. Represent genuine Research and Development around data and/or data driven technologies in the creative industries. This can include innovative application of more established tools, techniques, approaches or business models in new contexts (or to different sectors), or as new types of offerings or business models.

4. Have the potential to be developed into a commercial/income generating product.

5. Be deliverable in the course of a residency of (usually) 3-9 months and no longer than 12 months.

6. Be supported by a commitment to engage with the Creative Informatics team on monitoring, reporting, research and evaluation work around the project. Reporting and payments schedules will be mutually agreed at the outset of successful projects.

7. Comply with ethical and legally compliant data practices.

8. Include a realistic budget outlining how any funding will be used by the Resident Entrepreneur during their residency.

9. Be prepared to enter into Non-Disclosure Agreements (NDAs) required for a successful placement and residency. Resident Entrepreneurs will be supported to issue their own NDAs to ensure both Host Organisation and Resident Entrepreneur intellectual property (IP) is protected appropriately.

Becoming a Host Organisation

Eligibility – Host Organisations
Host Organisations can come from any sector. They must:

*   Be based in and/or be undertaking work that has impact for the creative industries within Edinburgh or the Edinburgh and South East Scotland Region.
*   Be capable of hosting and supporting a Resident Entrepreneur and must have the approval of any higher level decision makers required to commit to this.
*   Provide a single named point of contact for key communications.

Qualifying Criteria – Host Organisations

Potential Host Organisations for Resident Entrepreneurs must:

1. Represent a genuine commitment from the Host Organisation to host and support a Resident Entrepreneur (or several Resident Entrepreneurs), with a clear articulation of the support and any potential mentoring available.

2. Agree that they understand that Resident Entrepreneurs will be working on their own product whilst undertaking their residency. Whilst it is expected that there will be knowledge exchange between the Host and the Entrepreneur, the Resident Entrepreneur is not an employee of the Host and must have the freedom to successfully complete the work they have proposed.

3. Be prepared to enter into Non-Disclosure Agreements (NDAs) required for a successful placement and residency. Resident Entrepreneurs will also be supported to issue their own NDAs to ensure both Host Organisation and Resident Entrepreneur intellectual property (IP) is protected appropriately.

4. Be supported by a commitment to engage with the Creative Informatics team on monitoring, reporting, research and evaluation work around the project.

If you require any further information on the selection process for Resident Entrepreneurs or Host Organisations, or have any questions about your application, please contact the Creative Informatics team at creativeinformatics@ed.ac.uk.

Frequently Asked Questions

Q1) As a Resident Entrepreneur can I choose my host organisation?

A1) You are welcome to suggest a suitable host (and there is space to do this on the application form), and/or to encourage potential hosts to get in touch with the Creative Informatics team. However it is not always possible to match you with your preferred host/s and you will be matched based on your requirements from a host, which you will have outlined in your application. If successful in your application, you will have an opportunity to meet and engage with the host organisation and raise any questions or concerns at this stage.

Q2) If I don't like my host organisation match, can I defer my placement to the next round and ask for another match?

A2) Yes, but you should alert us as early as possible (it may be possible to quickly rematch you) and deferments and matching will always be at the discretion of the selection panel. However, the more information you can provide in your application about what you plan to do, and what your requirements are, the better quality of match we will be able to make.

Q3) As a Host Organisation can I select the Resident Entrepreneurs I host?

A3) You will be matched with suitable Resident Entrepreneurs based on their requirements and what you can offer. We encourage you to note any particular interest areas and to articulate the particular support or resources you can offer, as well as any relevant restrictions. You will have an opportunity to meet the Resident Entrepreneur(s) you are matched with and raise any questions or concerns at this stage.

Q4) What happens if I become a Resident Entrepreneur and develop the idea in my proposal but this idea fails, someone else launches before me, or I'm not able to take this forward as a business?

A4) That's OK. We will be keeping in touch with you, as will your mentor, and you should alert us to any issues or difficulties as early as possible so that we can provide support and understand how your project is progressing. Through your engagement with your mentor and/or the programme team we may also notice that a project isn't working and provide advice, if needed, on potential tactics to address these difficulties.

Funding for Resident Entrepreneurs is aimed at those with a great chance to take forward their data driven creative idea, but we also know that not all of these ideas can or will be successful. The funding is awarded without the need for repayment. We just asked that you keep us informed throughout the project – so, for instance, if you find out early on that the project won't work, we do ask that you let us know as early as possible (this also allows us to redeploy any unspent funding to other projects if appropriate).

We may, on rare occasions, opt to discontinue funding work if is not progressing adequately and/or is not engaging with the team, mentors and reporting requirements. Further details of these requirements will be included in the contract between you and Creative Informatics.

Q5) What if my idea or product changes during the project?

A5) That's ok. We expect ideas to develop and change, particularly as you will be exploring innovative new ideas. If any major change occurs, then we do ask (and this will be noted in contracts) that you provide a formal (written) notification or "statement of declaration of adjustment". This notification enables us to review what you are doing and whether the change effects alignment with our selection criteria. If the project remains well aligned, then funding should be unaffected.

We do reserve the right not to continue funding a project if it no longer falls within our funding scope but, under those circumstances, we do aim to provide signposting to other suitable funding sources where we can.

Q6) As a Resident Entrepreneur do I retain my IP (Intellectual Property) rights?

A6) Yes. As a Resident Entrepreneur you retain all IP to your ideas and products/services under development. The Host Organisation has no claim to your IP. Non-Disclosure Agreements (NDAs) will protect both your IP and the IP of the Host Organisation during your placements.

Q7) Why do I need to sign an NDA (Non-Disclosure Agreement)?

A7) We require both Host Organisation and Resident Entrepreneur to protect their own IP (Intellectual Property) during the placement. This allows knowledge exchange and collaboration to take place with the reassurance that sharing is taking place in confidence and with appropriate respect for each other's commercial interests.

Q8) How does the mentoring work?

A8) Each Resident Entrepreneur will be paired with a suitable mentor through the Creative Edinburgh mentoring scheme. Creative Edinburgh works with a diverse and experienced group of creative industries professionals who can share experience and guidance over the course of the placement. Mentors will meet up with Resident Entrepreneurs an agreed number of times, the frequency of which will vary depending on the length of the placement.

If a Resident Entrepreneur has the need for specialist mentoring, e.g. on an area of cutting-edge technical development, then they may also be offered an additional mentor from the Creative Informatics academic team. Additionally/alternatively, where Host Organisations have capacity to offer it, Resident Entrepreneurs may be offered some additional mentoring through their host organisation.