CI RE Application - Round 6 (October 2021)

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 apply for funding and support. If you are interested in becoming a Host Organisation in the future or have any related questions, please get in touch with the programme team via the [Creative Informatics website](#).

Please complete all the questions in the application form, you can save the form and return at anytime, but please ensure you note and save the URL that will be generated to do this. The application form consists of specific project questions followed by background questions relating to your business profile and activities which start on page 5.

If you require any help accessing or completing this form, or need to submit in an alernative format, please get in touch with the Creative Informatics team (creativeinformatics@ed.ac.uk).

The closing date is **Wednesday 24th November, 2021 at 5pm.**

Guidance notes are provided within the application form. Further [guidelines](#), the selection criteria, and a PDF version of the application form are 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, reporting and research purposes. 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 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

Name: ✳ *Required*

Email address: ✳ *Required*

➕ More info

Business email, if different to your personal email: *Optional*

Phone number: ✳ *Required*

➕ More info

Business phone number, if different to above: *Optional*

Postcode of residence: ✳ *Required*

Please enter a valid UK postcode.

Page 4: Project Details

Please describe your/your organisation's activities to date. 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 (up to 500 words). ✱ *Required*

Please provide us with a short biography of yourself and any collaborators in your organisation and/or on this project - including information about work undertaken, track record and any achievements to date which are relevant to this application (up to 300 words) *Optional*

Please summarise the work you intend to undertake during your resident entrepreneur project. Tell us how you will develop your idea, clearly defining the research and development aspect of your work, 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*

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

	Please indicate as appropriate:	Briefly explain how this relates to your project (max. 50 words):
Access and engagement to new audiences/markets		
Support the development of new modalities of experience		
Unlocking value of archives and datasets		
Reveal and develop new business models		

Why is this idea important to the Creative Industries, how might it impact on the industry and wider community? (up to 250 words)

If you/your business is not located in Edinburgh or South East Scotland Region (*refer to further info*), please demonstrate how your project will impact on this region? (up to 150 words)

➕ More info

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? (up to 500 words) ✳ *Required*

Your answer should be no more than 4000 characters long.

Please outline what is innovative about this proposal and how it is new, novel, pioneering or significantly different to any existing product: (up to 300 words) ✳ *Required*

➕ More info

Your answer should be no more than 2500 characters long.

Please discuss what impact your project will/could have on the market and/or on consumers? What change will it effect? (up to 300 words)

Is there something similar to your idea, product or service on the market? If so please briefly note these and why your offer is different.

We are funding research and development in data and data driven innovation. Please explain how your project is research and development and describe how you are using data and/or data driven technologies in this project: (up to 300 words) ✱ *Required*

➕ More info

Your answer should be no more than 2500 characters long.

Please briefly highlight the benefits of your product/process/service:

	Brief outline:
Economic	
Social	
Cultural	
Environmental	
Other	

Please briefly indicate how you will consider Equality, Diversity and Inclusion in the development of your product/process/service (i.e. benefits to under-represented audiences, socio-economic and miniority groups)

➕ More info

Is this idea economically sustainable? Please explain how your idea will be financially viable beyond any potential Resident Entrepreneurship funding. *Optional*

Your answer should be no more than 2500 characters long.

Please indicate at what stage you are in the process for taking your idea to market? (up to 300 words) ✱ *Required*

Your answer should be no more than 2500 characters long.

What are your plans once the project is completed. Please highlight any long term plans and/or ambitions for you/your organisation: (up to 200 words): ✳ *Required*

Your answer should be no more than 1500 characters long.

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*

When will you be available to undertake your project? Please note the next round of resident entrepreneur projects are due to start from 1st February, 2022. Please indicate your preferred start date, (which should be after this date) and expected end date: ✳ *Required*

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		
Materials (e.g. stationery)		
Equipment		
Other		
Total		

How might ongoing COVID-19 challenges impact your idea? Please outline any changes you have or may need to make, and note any risks or concerns you may need to consider in the future (up to 300 words):

Would you like to be matched to a host organisation?

○ Yes

○ No

Is there a particular location within Edinburgh and the South East Scotland Region where you would like to be based?

○ Edinburgh

○ Fife

○ East Lothian

○ Mid Lothian

○ West Lothian

○ Scottish Borders

○ Other

If Other, please tell us more:

If there is a specific organisation you would like to be hosted with, including one that you may already have a relationship or connection with, please let us know:

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 suitable support and advice.

Please note: due to ongoing social distancing regulations we are not usually matching Resident Entrepreneurs to host organisations at present. However, in this call we are pleased to be including one special residency with Marchmont House - please indicate if you would like to be considered for this.

Will you require any of the following facilities (social distancing regulations permitting): ✳ *Required*

☐ Virtual meeting or event space/hosting

☐ Physical desk space

☐ Access to specialist equipment (e.g. fabrication such as 3D printing or laser cutting)

☐ Other (please specify)

Please indicate any other requirements you may have here:

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

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*

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

Do you have any accessibility requirements:

Page 5: About your business

Organisation Name: ✻ *Required*

➕ More info

Registered Address:

Trading address (if different):

Which address would you like us to contact you on: ✻ *Required*

☐ Registered address
☐ Trading address

Website:

When did the business start trading?

➕ More info

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

➕ More info

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

➕ More info

Page 6: 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!:

Company registration no: ✱ *Required*

➕ More info

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)

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

Page 7: 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' or '£0'.

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

➕ More info

What proportion of the business turnover for the Last Financial Year was for exports?   ✳ *Required*

➕ More info

What was the net profit of the business for the Last Financial Year?   ✳ *Required*

➕ More info

Research and Development

Research & development is about growing and expanding your business. Areas of research and development typically include: networking activities, researching your market and audience, developing and testing new products, technologies or services. Please estimate your expenditure towards internal or external research and development activities.

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

➕ More info

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

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*

Number of active R&D projects: ✳ *Required*

> [blank input field]

Staff Information

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

➕ More info

> Please enter a number.
>
> [blank input field]

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

➕ More info

> [blank input field]

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

> [blank input field]

Business Objectives

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

	Yes/No * *Required*		Brief explanation
	Yes	No	
Development of new products	○	○	
Development of new services	○	○	
Development of new processes	○	○	
Increased revenue from sales	○	○	
Increased revenue from licensing	○	○	
Increased revenue from exports	○	○	
Reduced costs/increased production efficiency	○	○	
Improved quality of products or services	○	○	
Increased employment of R&D staff	○	○	
Increased employment of other staff	○	○	
Reduced employment (e.g. due to efficiencies)	○	○	
Increased use of research infrastructure	○	○	
New business models	○	○	

Please rank your top 3 business objectives from the list below:

	Please rank top 3 business objectives:
Business Objective Rank 1	Please select ▼
Business Objective Rank 2	Please select ▼
Business Objective Rank 3	Please select ▼

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

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 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.

I agree to assist with a case study using non-confidential information to promote this project. Please select one of the options: ✽ *Required*

[   ]

I agree to assist with a case study using non-confidential information to promote this project. Please select one of the options: ✽ *Required*

15 / 23

Page 8: State Aid Declaration - Please read this section carefully

In order to minimise distortion of competition the European Commission sets limits on how much assistance can be given without its prior approval to organisations operating in a competitive market.

This Annex sets out what is needed to ensure compliance with those limits. You should note carefully the requirements and the obligations. Under EC Regulation 1407/2013 **(the "De Minimis Aid Regulation")** as published in the Official Journal of the European Union 24 December 2013, certain of the support provided in relation to the Challenge Project is a de minimis aid.

There is a ceiling of £350,000 for all de minimis aid provided to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years). Any de minimis aid provided to you under the Challenge Project will be relevant if you wish to apply, or have applied, for any other de minimis aid. The value of the aid under the Challenge Project is (or estimated to be by calculating the gross grant equivalent) £20,000.

You will need to declare this amount to any other aid awarding body who requests information from you on how much de minimis aid you have received. For the purposes of the De Minimis Aid Regulation, you must retain this document for 10 years from the date on which the aid is granted and produce it on any request by the UK public authorities or the European Commission. You may need to keep this document longer than 10 years.

Please advise the University of Edinburgh now of any other de minimis aid which your enterprise and any enterprises linked to it may have received during your current and previous two fiscal years, to allow the University to check that its support, added to that previously received by you, will not exceed the threshold of £350,000 over the last 3 fiscal years. De Minimis aid includes not only grants but also assistance such as free or subsidised consultancy services, marketing advice, etc. If you are in any doubt about whether previous assistance received is classified as de minimis aid, please include it.

Please be aware that the legislation regarding (EU) State Aid changed on 1st January 2021. The new legislation is part of the UK-EU TCA (Trade and Cooperation Agreement) and refers to funding as "subsidies" (rather than "State Aid"), with a maximum amount of "Special Drawing Rights" (similar to the previous "de minimis") which has increased to £350,000 for any 3 fiscal years. As a company receiving support from Creative Informatics you will need to include any funding awarded by us in your calculations/record keeping around Special Drawing Rights (as you previously needed to for State Aid and compliance with the de minimis).

Statement of de minimis aid received. We confirm that we have received the following de minimis aid during the previous 3 fiscal years (i.e. current fiscal year and the previous two fiscal years):

	Body providing the assistance/aid	Value of assistance (calculating the gross grant equivalent)	Date of assistance
1			
2			
3			
4			

Declaration. Please sign the statement confirming your eligibility for support. If you are not authorised to do so, please ensure this is signed by the appropriate business representative:

Signature: ✱ *Required*

➕ More info

Company (or business legal name):	
Name of signatory:	
Date:	

We acknowledge that if we fail to meet the eligibility requirements set out in this application, we may become liable to pay the full price that would otherwise be payable in respect of the services / benefits received.

Page 9: 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.

Please indicate your age range:

Nationality/Ethnicity:

I identify my Gender as:

Sexual Orientation:

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

Please indicate if you identify as having a disability:

⊞ More info

  ○ Yes
  ○ No
  ○ Prefer not to say

Page 10: Declaration and Signature

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

Please type name here. A signature is not required.

	∗ *Required*
Name of authorised officer:	
Date:	

Page 11: Where did you hear about the Resident Entrepreneur funding opportunity:

Please tell us where you heard about the Resident Entrepreneurs funding opportunity?

- ☐ Invitation
- ☐ Creative Informatics Mailing List
- ☐ Creative Informatics Newsletter
- ☐ Creative Informatics Website
- ☐ Creative Edinburgh Newsletter
- ☐ Codebase Newsletter
- ☐ University of Edinburgh
- ☐ Edinburgh Napier University
- ☐ Creative Scotland
- ☐ Twitter
- ☐ Facebook
- ☐ Instagram
- ☐ Word of Mouth
- ☐ Other

Other - please specify:

Page 12: 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

41.a.1.a - Please rank top 3 business objectives:
Development of new products
Development of new services
Development of new processes
Increased revenue from sales
Increased revenue from licensing
Increased revenue from exports
Increased use of research infrastructure
Reduced costs/increased production efficiency
Improved quality of products or services
Increased employment of R&D staff
Increased employment of other staff
Reduced employment (e.g. due to efficiencies)
New business models

41.a.2.a - Please rank top 3 business objectives:
Development of new products
Development of new services
Development of new processes
Increased revenue from sales
Increased revenue from licensing
Increased revenue from exports
Increased use of research infrastructure
Reduced costs/increased production efficiency
Improved quality of products or services
Increased employment of R&D staff
Increased employment of other staff
Reduced employment (e.g. due to efficiencies)
New business models

41.a.3.a - Please rank top 3 business objectives:
Development of new products
Development of new services
Development of new processes
Increased revenue from sales
Increased revenue from licensing
Increased revenue from exports
Increased use of research infrastructure
Reduced costs/increased production efficiency
Improved quality of products or services
Increased employment of R&D staff
Increased employment of other staff
Reduced employment (e.g. due to efficiencies)
New business models

44 - 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

47 - Please indicate your age range:
18 - 24
25 - 35

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

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