Connected Innovators - Round 4

Page 1: Connected Innovators Application

The Connected Innovators 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 "**Connected Innovators**", individuals or small business founders who would like to apply for funding and support.

Please complete all the questions in the application form, you can save the form and return at anytime. The application form consists specific project questions and background questions relating to your business activities followed by specific project questions which start on page 7.

The closing date is **Wednesday 11th May at 5pm.**

Guidance notes are provided within the application form. Further guidelines 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 Connected Innovators Programme we will be very happy to help. Email: creativeinformatics@ed.ac.uk.

Connected Innovators 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 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 Connected Innovators 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. Creative practice/business email, if different to your personal email: *Optional*

3. Phone number: ✳ *Required*

➕ More info

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+44
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3.a. Creative practice/business phone number, if different to above: *Optional*

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+44
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Page 4: Project Details

4. Please summarise the idea/project you intend to undertake as part of the Connected Innovators programme. Tell us more about your idea, clearly defining the research and development aspect of your work, who will be involved and how this will lead to a new understanding or approach which will help develop a 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*

➕ More info

5. Please tell us about yourself and your experience as a creative practitioner - including information about skills and experience, track record and any achievements to date which are relevant to this application i.e your biography or short cv (up to 300 words) ✱ *Required*

6. Please describe the activities of your creative practice or business 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 project/products/processes/services (up to 500 words). ✱ *Required*

7. Please tell us about your activities around engagement within the creative community? (up to 300 words). ✱ *Required*

8. Please tell us about how you have shown leadership within the creative community to date. People that show leadership have demonstrated this by supporting others in their community (see more info), making things no one else has, doing things differently, and driving forward positive change within the creative industries (up to 300 words). ✱ *Required*

➕ More info

9. 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 - (e.g. engagement can mean showing your work to new audiences, working with audiences, community-led practice, collaborating with the public, and exploring new customers)		
Support the development of new modalities of experience - (definition: modality - a particular way of doing or experiencing something)		
Unlocking value of archives and datasets - (e.g. data might mean business information, collections of images, audience data. You might be finding new ways to use this or using this to explore what you do. This might be finding some new offering, a new way to be efficient, or finding a new way to do what you do).		
Reveal and develop new business models		

10. Please outline why you are applying for funding from the Connected Innovators programme. What will the funding mean for you/your creative practice and how will this impact on your future activities? (up to 500 words) * Required

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

12. Please outline what is innovative about this idea. How is it new, novel, pioneering or significantly different to any existing understanding or approach to the way you work within your creative practice: (up to 300 words) * Required

➕ More info

[ ]

13. Have you carried out any market research for your product/service or idea? If so, please briefly note these and why your offer is different: (up to 200 words) ✱ *Required*

[ ]

13.a. Have you done any research on your professional development needs (see more info). If so, please briefly outline this:

➕ More info

[ ]

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

➕ More info

[ ]

15. Please discuss what impact your project will/could have on the creative community and wider community: What change will it affect? How will you achieve this? (up to 500 words) ✱ *Required*

➕ More info

[ ]

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

	Brief outline:
Economic	
Social	

Cultural	
Other	

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

18. Please indicate the proposed length of your project. We suggest a period of 1 - 6 months and no longer than 9 months with final completion expected by 31st March, 2023 to align with the current end date for the Creative Informatics funding programme: ✳ *Required*

➕ More info

19. When will you be available to undertake your project? Please indicate your preferred start date, (which should be after June, 2022) and expected end date: ✳ *Required*

20. Please outline how you propose to use the funding. Please provide budget details including anticipated costs for your time and any materials, equipment or travel costs. (Provide a brief description outlining the proposed activities 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		
Travel		
Other (e.g. training costs etc)		
Total		

21. Are you a member of Creative Edinburgh?

○ Yes

◯ Not a member

Page 5: About your creative practice/business

22. Postcode of residence: ✱ *Required*

Please enter a valid UK postcode.

[   ]

23. Creative practice/business Name: ✱ *Required*

➕ More info

[   ]

24. Registered Address:

[   ]

24.a. Trading address (if different):

[   ]

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

☐ Registered address
☐ Trading address

24.c. Website:

[   ]

25. When was the creative practice/business founded?

➕ More info

[   ]

26. When did you register as self-employed, as a sole trader or LLP? Please indicate as appropriate:

	Date:
Self-employed	
Sole Trader	

Limited Liability Partnership (LLP)	

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

➕ More info

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

➕ More info

Page 6: Your creative practice/business profile

In the sections which follow we would like you to tell us about the work you do and your creative practice/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!:

29. Company registration no: ✳ *Required*

➕ More info

30. 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)

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

Page 7: Creative practice/business profile continued

Please provide as much information as possible about the profile and structure of your creative practice/business/freelancer income. Please note if your creative practice/business/freelance role is new and not yet trading, please indicate 'pre-revenue' or '£0'.

31. What was the creative practice/business turnover for the Last Financial Year (LFY) ?   ✳ *Required*

➕ More info

31.a. What proportion of the creative practice/business turnover for the Last Financial Year was for exports?   ✳ *Required*

➕ More info

31.b. What was the net profit of the creative practice/business for the Last Financial Year?   ✳ *Required*

➕ More info

Research and Development

Research & development is about growing and expanding your creative practice, activities or 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.

32. What was the expenditure of your creative practice/business on Research and Development (R&D) for the Last Financial Year?   ✳ *Required*

➕ More info

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

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

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

[   ]

Staff Information

36. Total number of staff in your creative practice/business: ✳ *Required*

➕ More info

Please enter a number.

[   ]

37. What is the Full Time Equivalent (FTE) of employees in your creative practice/ business? ✳ *Required*

➕ More info

[   ]

38. What is the FTE of employees dedicated to R&D? ✳ *Required*

[   ]

Business Objectives

39. Which of the following describes your current 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	○	○	[ ]

40. **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 ▼

41. 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

42. 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 Connected Innovators 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 Connected Innovators 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.

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

┌─────────────────────────────┐
│   │
└─────────────────────────────┘

Page 8: Subsidy Declaration - Please read this section carefully

SUBSIDY DECLARATION

In order to minimise distortion of competition the European Union and the United Kingdom have agreed certain limits on how much assistance can be given 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 Article 364 of the UK/EU and EAEC: Trade and Cooperation Agreement [TS No.8/2021] (the "**TCA"**) as published in the Official Journal of the European Union 30 April 2021[1], certain of the support provided in relation to the Creative Informatics Program – Connected Innovators are exempt from controls on subsidies.

There is a ceiling of £325,000 "Special Drawing Rights" [2] for subsidies provided to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years). Any subsidy provided to you under the Creative Informatics Programme will be relevant if you wish to apply, or have applied, for any other subsidy. The value of the subsidy under the Creative Informatics Programme – Connected Innovator is (or estimated to be by calculating the gross grant equivalent) £10,000, (Ten thousand pounds sterling).

You will need to declare this amount to any other awarding body who requests information from you on how much subsidy you have received.

Please advise The University of Edinburgh now of any other subsidy 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 £325,000 "Special Drawing Rights" over the last 3 fiscal years. A subsidy 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 a subsidy, please include it.

[1] Trade And Cooperation Agreement between the European Union and the European Atomic Energy Community, of the one part, and the United Kingdom of Great Britain and Northern Ireland, of the other part, OJ L 149, 30.4.2021, p10

[2] Equivalent amount in GBP can be calculated by reference to the International Monetary Fund's currency converter available online here: https://www.imf.org/external/np/fin/data/rms_five.aspx

44. **Statement of subsidy received.** We confirm that we have received the following subsidies 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:

45. 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.

46. Please indicate your age range:

47. Nationality/Ethnicity:

48. I identify my Gender as:

48.a. Sexual Orientation:

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

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

➕ More info

○ Yes
○ No
○ Prefer not to say

○ 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.

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

	* Required
Name of authorised officer:	
Date:	

Page 11: 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

40.1.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

40.2.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

40.3.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

43 - 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

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

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

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