



# ERDF-AUB INNOVATION VOUCHER (C2)

## Guidance Form

Please ensure you read the guidance before completing your application.  
Applications cannot be accepted without a physical signature.  
Any queries, please contact Lucy Devall, Innovation Officer: ldevall@aub.ac.uk

<b>Applicant No (office use only)</b>	
<b>Company Name:</b>	<i>[E.g. Petatronic Innovations]</i>
<b>Date:</b>	
<b>Name of lead applicant:</b>	
<b>Job title:</b>	
<b>Email:</b>	

A Project with defined aims must be agreed between an external organisation and AUB.  
The external organisation must be eligible to receive funding under ERDF guidance.  
The aims of the Project must accord with the overall aims of the ERDF programme (please refer to Appendix B)  
The level of funding for the Project must be agreed at contract stage.  
The external organisation agrees to finance the project. Upon receiving acceptable evidence of spend on eligible items, AUB will begin the process to refund 50% of eligible spend.  
This form is to enable AUB to decide if the Project can progress to contract stage.

### 1. Project outline.

<b>Project Title:</b>	<i>[E.g. 'Little Dog Lost Collar']</i>
<b>What are your ambitions for the <u>business</u> (not project)?</b>	<i>This section needs to describe the vision for your business.</i> <i>Consider:</i> <i>What are the opportunities you want to make the most of?</i> <i>[E.g.</i> <i>"According to The Kennel Club UK, there are currently more than 70,000 pets missing in the UK - the equivalent of almost ten times the population of the City of London. Around 5 pets a day go missing within the UK].</i> <i>To meet the needs and desires of the growing number of pet owners in the UK, Petatronic Innovations intend to develop products for pet owners that provide peace of mind when out on walks and around the home. Initially we will launch with dog collars but intend to expand this line for cats over the next 24 months"].</i> <i>What are the challenges and barriers to overcome?</i> <i>[E.g.</i> <i>"To stand out from other wearable pet care products on the market such as 'Carly's Canine Collars'; build customer trust in wearable technologies (emerging area of innovation)"].</i>
<b>What are the project objectives?</b> Please refer to definitions of research and development activity in appendix A.	<i>Briefly describe the project you are applying for.</i> <i>Consider:</i> <i>Why are you doing this project?</i>

	<p><i>[E.g. This is an early stage R&amp;D project that will produce a proof of concept ready for pilot testing. We need to consider not only the development of the technology and function but the design and comfort of the product as a wearable technology. The R&amp;D process is expected to produce a few iterations for user testing later on].</i></p> <p><i>What is the problem you wish to solve with this project?</i>  <i>[E.g. The R&amp;D challenge for this project is to develop a product that alerts the dog guardian when the canine moves further than 20 metres away from the guardian's Petatronic bleeper keyring. The product is not a locator tool but just an alert. The challenge is also to design a collar that is attractive, is easy to use, works when out in rural and urban areas and is comfortable for pets to wear. There is not yet anything on the market that we feel meets these criteria].</i></p>	
<b>What is innovative about your project?</b>	<p><i>[E.g. "This is a radical innovation because there is nothing like this on the market. The closest competitors would include Carly's Canine Collars but this requires an app with GPS signal to work"].</i></p>	
<p><b>Sustainability:</b>          This is for projects where sustainability is a <u>key feature</u> of the design process. Please refer to Appendix B for guidance.</p>	<p><i>Please explain how sustainability is a key feature of your project. Outline how sustainability is being considered, either in the design process or the user impact (or both).</i></p> <p><i>[E.g. We will be working with a sustainability supply chain consultant during the course of this project and plan to visit PATS trade show to research further into sourcing sustainable materials].</i></p>	
<p><b>Project R&amp;D Stage:</b>          Have you already completed any of the following for this project?          Please see definitions in appendix A.</p>	<input type="checkbox"/> Proof of Concept <input type="checkbox"/> Prototype <input type="checkbox"/> Pilot	<input type="checkbox"/> Minimum Viable Product <input type="checkbox"/> Consultancy
<p><b>R&amp;D Project Component:</b>          From which of the following are you applying for support? (You can check more than one box).</p>	<input type="checkbox"/> Equipment <input type="checkbox"/> Consultancy <input type="checkbox"/> Machining	<input type="checkbox"/> Materials / components <input type="checkbox"/> Prototype testing <input type="checkbox"/> Other
<p><b>Project Deliverables:</b>          These should be in with the indicative costs in section 4.</p>	<p><i>What do you need to deliver your project objectives? (You might find it useful to describe your reasoning for some of the costs).</i></p>	
<b>What skills and capabilities do you possess for this project?</b>		
<b>Organisational Benefits:</b>	<p><i>What would be the benefits of being awarded an ERDF grant for your business?</i></p>	
<b>Intellectual Property Considerations:</b>	<p><i>Please stipulate any IP considerations.</i></p>	

## 2. AUB relationship.

<b>AUB Staff:</b>	<i>Optional</i>
<b>AUB Staff Contribution:</b>	<i>Optional</i>
<b>AUB Student Involvement:</b>	<i>Optional</i>



**3. Schedule.**

<b>Project Duration:</b>	
<b>Proposed Start Date:</b>	
<b>Proposed Completion Date:</b>	

**4. Costs.**

<b>Total Project Cost:</b>	<i>These are the total project costs (e.g. £50,000)</i>		
<b>a. Organisation Contribution:</b>	<i>This is what <u>your</u> organisation will contribute (e.g. £45,000)</i>		
<b>b. ERDF Contribution:</b>	<i>This is the amount you wish to apply for (between £500 - £5,000)</i>		
<b>Indicative Costs*:</b> <i>Please list the indicative costs of A + B (organisational contribution + ERDF contribution).</i>	<b>Project component</b>	<b>Estimated cost (£)</b>	<b>Explanation</b>
<b>Financial management:</b> Please indicate how you propose to finance the total cost.	<i>E.g. organisational capital, bank loan / overdraft, donations / sponsorship.</i>		

\*If we progress to contract we will agree a detailed budget. Indicative costs here are to give an idea of the categories and balance of spend i.e. equipment, specialist fees, travel etc.

**5. Environmental and Social.**

<b>Environmental Considerations:</b>	<i>Please be specific.</i>
<b>Equality Considerations:</b>	<i>Please be specific.</i>

**Please avoid the following.**

- Contributions to general operational costs (e.g. salaries, admin).
- Contributions to equipment that is for general office use (e.g. laptops or phones).
- General marketing costs (unless demonstrably unique and specific to the innovation).
- Making the deliverables too vague (be as specific as you can – e.g. include names of experts or specialist suppliers identified).
- We cannot fund retrospective costs accrued prior to application approval.

**6. Authorisation. This form must be signed.**

**I hereby certify that the information I have given above is correct to the best of my knowledge.**



**Signed:**

**Name (print):**

**Position:**

**Date:**

**Form checked by (for office use only):**

**Signed:**

**Name (print):**

**Position:**

**Date:**

Please return a signed copy of this form to Lucy Devall, Innovation Officer, at Arts University Bournemouth (AUB): [ldevall@aub.ac.uk](mailto:ldevall@aub.ac.uk) or send via post to:

Arts University Bournemouth  
Wallisdown  
Poole  
Dorset  
BH12 5HH

## Appendix A

### Definitions

These four definitions are adapted from Nesta, a UK based global innovation foundation.

For AUB-ERDF internal evaluation purposes only, these definitions may suggest a certain sequencing method, however, there isn't a specific order. Using these definitions where appropriate will help us when assessing your application against our funding criteria.

### Proof of concept

A proof of concept often involves a small exercise to test the real-world *potential* of an incomplete idea. This isn't about delivering the idea, but demonstrating whether it is feasible. It should be used in the early stages when you first have an instinct about an idea. A proof of concept shows if a product, feature or system *can* be developed, whilst a prototype shows *how* it will be developed. For example, a proof of concept might be used to test a technical feature of an online service by quickly building a working model.

### Prototype

A prototype is the visible, tangible or functional manifestation of an idea, which you test with others and learn from at an early stage of the development process. Prototypes should be used when you have a hypothesis about a solution, but there is still uncertainty about how it looks, feels and works. Insights from testing can help you move from a version with little detail or functionality (like a rough draft that illustrates the idea) to a version with much more detail and functionality (giving test-users a better sense of *how* it works).

### Pilots

Pilots, rather than a test or experiment, are a 'live' activity, usually with a small group of real users or citizens receiving the new service. Pilots should be used when you believe you have an effective solution and are looking to iron out the creases and understand how it works in reality. By offering a partially implemented concept to a limited population, it is possible to see what actually happens. This is useful when preparing to scale a solution to a wider group.

### Minimum Viable Product (MVP)



An MVP allows you to accelerate your learning about a possible solution whilst using minimal resources. It does this by testing only the essential core of your concept (rather than the full solution) with real users in practice. This means that you can find out early on if there is an actual need or demand for the solution, what is working and what isn't, and make any adjustments accordingly. MVPs are often associated with technology and are about using fewer resources and minimal effort to gather insights and obtain feedback on potential changes.

## Appendix B

### AUB-ERDF Programme Aims

This application is for a research and development (R&D) grant match-funded between the applicant's enterprise and the AUB-ERDF programme.

Funding is available for early stage R&D projects that score highly in the following criteria:

- I. The project is early stage research and development, which intends to carry out one or more activities outlined in Appendix A.
- II. The project must intend to produce a new to the firm and/or new to the market output (product, service or process) and therefore, bring new knowledge to the firm and/or market. This is demonstrated through how the project will be innovative.
- III. The proposal must be clear and provide sufficient evidence to support the application (supporting documents such as photos, website links, technical drawings are encouraged).
- IV. The proposal should demonstrate where the applicant enterprise's capabilities can support the project (or bring in expertise that can support it). You are welcome to provide a brief bio with relevant capabilities in support of this.
- V. The proposal must outline where the enterprise intends to get the match-funded 50% contribution from.
- VI. AUB has a strong focus on sustainability. Applications should where appropriate outline and *demonstrate* how their project will consider sustainability. Please refer to the *United Nations* (UN) outline on sustainable development, for a framework and definition guidance.

*What is sustainable development?*

<https://www.un.org/sustainabledevelopment/blog/2015/09/what-is-sustainable-development/>

*Sustainable development and industry*

<https://sustainabledevelopment.un.org/topics/industry>