

# Connected Innovators - Round 2 (September 2020)

---

## 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 **Monday 7th December, 2020 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](mailto: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](mailto: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](mailto: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

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

4. Postcode of residence: \* Required

Please enter a valid UK postcode.

## Page 4: Project Details

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)	<input type="checkbox"/>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div>
Support the development of new modalities of experience - (definition: modality - a particular way of doing or experiencing something)	<input type="checkbox"/>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div>

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 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](#)

**11.** 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*

**12.** 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):

**13.** 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](#)

14. 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*

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

[+ 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. We are funding research and development in data and data driven innovation. Please explain how your project shows evidence of research and development. Describe how you are using data and/or data driven technologies in this project: (up to 300 words) \* *Required*

[+ More info](#)

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

Brief outline:	
Economic	<div style="border: 1px solid #ccc; height: 40px;"></div>
Social	<div style="border: 1px solid #ccc; height: 40px;"></div>

Cultural	<input type="text"/>
Other	<input type="text"/>

18. 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

19. Please indicate the proposed length of your project. We suggest a period of 1 - 6 months and no longer than 12 months: \* Required

+ More info

20. When will you be available to undertake your project? Please indicate your preferred start date, (which should be after 11th June, 2020) and expected end date: \* Required

21. 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	<input type="text"/>	<input type="text"/>
Materials (e.g. stationery)	<input type="text"/>	<input type="text"/>
Equipment	<input type="text"/>	<input type="text"/>
Travel	<input type="text"/>	<input type="text"/>
Other (e.g. training costs etc)	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>

22. Are you a member of Creative Edinburgh?

Paid membership  
 Free membership

Not a member



## Page 5: Your Creative Practice/Business contact details

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	<input type="text"/>
Sole Trader	<input type="text"/>
Limited Liability Partnership (LLP)	<input type="text"/>

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: About your creative practice/business

In this section 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](mailto: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

In this section, 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 Research & Development (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	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Development of new services	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Development of new processes	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Increased revenue from sales	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Increased revenue from licensing	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Increased revenue from exports	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Reduced costs/increased production efficiency	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Improved quality of products or services	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Increased employment of R&D staff	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Increased employment of other staff	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Reduced employment (e.g. due to efficiencies)	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Increased use of research infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
New business models	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

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

	Please rank top 3 business objectives:
Business Objective Rank 1	Please select <input type="text"/>
Business Objective Rank 2	Please select <input type="text"/>
Business Objective Rank 3	Please select <input type="text"/>

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: 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 Resident Entrepreneurs programme is a de minimis aid.

There is a ceiling of €200,000 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 Connected Innovators programme will be relevant if you wish to apply, or have applied, for any other de minimis aid. The value of the aid under the Connected Innovators programme is the amount applied for here up to the maximum available award of £10,000.

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 €200,000 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.

**44. 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:

**45. Signature:** \* *Required*

**45.a.**

[+ More info](#)



Company (or business legal name):	<input type="text"/>
Name of signatory:	<input type="text"/>
Date:	<input type="text"/>

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](mailto: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

## 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.

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

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

---