

Coventry & Warwickshire Innovation Programme

Grant Funding Criteria

The Coventry & Warwickshire Innovation Programme can provide support to Small & Medium Sized Enterprises (SMEs) in Coventry & Warwickshire who are developing innovative products or services that will be new to the market.

SMEs who are interested in applying for a grant from the Innovation Programme are required to complete an expression of interest form in order for an initial assessment to be made of their proposal against the key criteria. SMEs who are successful with their expression of interest will be invited to complete a full application form including supporting financial appendices.

Innovation Programme Grant Criteria

Applicant Criteria

- The applicant must meet the EU definition of an SME¹.
- The applicant must be based, or proposed to be based, in Coventry & Warwickshire.
- The applicant must be a registered company.
- The applicant should be in one of the Local Economic Partnership priority business sectors².
- Applicants must not have already been awarded grant funding through the Innovation Programme.
- Applicants must be able to provide a copy of their latest audited accounts and 12 months cash flow forecast. If audited accounts are not available then the latest management accounts or audited accounts from another company the applicant owns may be acceptable.

Project Funding Criteria

- Applicants can only apply for funding from the Innovation Programme for one project.
- Must be supported by a business/marketing plan.
- Must be able to demonstrate being business to business (B2B).
- Must be delivered in Coventry & Warwickshire.
- Must complete a significant portion of the funded part of the project by October 2018 and be totally complete by early December 2018.
- Must be regarded as innovation³ and lead to introducing a new to the market⁴ innovative product or service. Proposals without the aim of actually developing a product or service are excluded.
- Must provide a self-declaration to confirm the product or service is new.
- Must involve the use or development of an emerging technology⁵ within a priority field⁶.
- Should involve the creation of new intellectual property⁷.
- Must be able to demonstrate the potential market opportunity and the route to market.
- Must be aiming to introduce a new to the market product or service.
- Should lead to the creation of new jobs within the business in Coventry & Warwickshire.
- Should involve the prototype and testing phase of the product development cycle. Proposals that have concluded product or service testing and are moving towards scaling up or launching to market will be considered but must have a stronger focus on creating new jobs.
- Applicants must be able to provide private match funding of at least 70% of the total eligible costs of the project. The specific amount of match funding required will depend on the size of the business and whether it is located in an Assisted Area⁸.
- Projects must be seeking funding within the specified limits⁹

Definitions

¹ SME

The standard EU definition is: small and medium sized enterprises are defined as employing fewer than 250 persons and have either an annual turnover not exceeding EUR 50 million or an annual balance sheet total not exceeding EUR 43 million.

If an SME is owned or owns, even partly, another business then the following guidance should be checked to determine if the standard SME definition will still apply:

<http://ec.europa.eu/DocsRoom/documents/15582/attachments/1/translations/en/renditions/native>.

As a general rule an SME which is less than 25% owned by or owns less than 25% of one or more companies not falling into the standard definition will still qualify as an SME.

² CWLEP Priority Sectors

The priority sectors are defined as healthcare & assistive technology, advanced manufacturing & engineering, digital & creative industries/IT services, business & professional services, culture & tourism and logistics. Other sectors will be considered.

³ Innovation

In simple terms innovation is about finding a new way of doing something. In more complicated terms innovation is the design, invention, development and/or implementation of new or altered products, services, processes, systems, organisational structures, or business models for the purpose of creating new value for customers and financial returns for the firm.

⁴ New to the Market

A product is new to the market if there is no other product available on a market that offers the same functionality, or the design or technology that the new product uses is fundamentally different from the design or technology of already existing products. Products can be tangible or intangible (incl. services and processes). It includes process innovation as long as the process contributes to the development of the product.

⁵ Emerging Technology

An emerging technology is one that:

- Is arising from new knowledge and scientific discoveries or involves the innovative practical application of existing knowledge.
- Is growing in prominence but hasn't been fully exploited and leads to the progressive development of new capabilities within a field.

⁶ Priority Technology Fields

Our priority technology fields are:

- Data Capture – The action or process of gathering data, especially from an autonomous device, control system or sensor.
- Energy Usage – The innovative use, creation or transfer of energy.
- IT Connectivity – The connection of IT devices to each other in order to transfer data.

- Smart Systems – Smart systems incorporate functions of sensing, actuation, and control in order to describe and analyse a situation, and make decisions based on the available data in a predictive or adaptive manner, thereby performing smart actions.
- Digital Technology – A type of transfer that involves breaking a message or form of communication between two machines down into binary code.
- Health Technology – Health technology refers to the application of organized knowledge and skills in the form of devices, medicines, vaccines, procedures and systems developed to solve a health problem and improve quality of lives.
- Assistive Technology – Assistive technology is an umbrella term covering the systems and services related to the delivery of assistive products and services. Assistive products maintain or improve an individual's functioning and independence, thereby promoting their well-being.
- Advanced Materials – Materials designed for targeted properties and includes both completely new materials and those that are developments on traditional materials. Such materials show novel or improved structural and/or functional properties.
- Electronics – Circuits or devices using transistors, microchips, and other components.
- Intelligent Mobility - The use of emerging technologies to enable the smarter, greener and more efficient movement of people and goods.
- Other – Applicants that don't fit into one of the listed fields are invited to propose the field that their innovation will fall within.

⁷ Intellectual Property

Intellectual property rights include patents, trademarks, designs, copyright and trade secrets. Further information is available at www.gov.uk/ipo.

⁸ Assisted Area Status

Assisted Areas are places where government can offer additional financial support to businesses under European Commission state aid rules. Locations which are designated as Assisted Areas can be identified on the interactive map available at www.ukassistedareasmap.com.

The maximum amount of capital funding a business will receive of their total project capital costs, based on assisted area status, is as follows:

Size of Business	Assisted Area	Non Assisted Area
Small (less than 50 employees and annual turnover not exceeding EUR 10 million or annual balance sheet not exceeding EUR 10 million)	30%	20%
Medium (less than 250 employees and an annual turnover not exceeding EUR 50 million or annual balance sheet not exceeding EUR 43 million)	20%	10%

Revenue funding is not effected by Assisted Area status and will be offered at a maximum of 30% of the total project revenue costs.

⁹ Grant Funding Specified Limits

Grants will be offered ranging from £1,000 to £100,000. Approval of grants above £10,000 will be decided by an independent grants panel which meets roughly every six weeks. Approval of grants up to £10,000 will be decided by the programme team whenever the application is ready.