IMMERSION PROTOTYPE - INVITATION TO APPLY FAQs

What is the difference between the criteria and the areas you will prioritise under the theme?
All applications must respond to the five core criteria listed in the call. When we assess your applications we will also be looking for any evidence that your prototype responds to the areas that we have pulled out in relation to the theme. These are areas that we think need more investment in the world of immersion. If you meet all of the criteria well, and have a strong idea in relation to those areas we will prioritise your application.

What is the timeframe for commercial exploitation and impact?
We understand that the route forwards for brave and experimental prototypes can be a rocky one and we are committed to working with you throughout that journey. Our project lasts until 2021 so we will want to report as many great impacts as we can before then. More importantly we know that you will want to use the momentum of this funding to develop your business so will be looking for plans that are ambitious but realistic.

I am an academic, can I lead an application?
Yes, academics are eligible to lead applications. However if applying through your academic position, you may need to make a strong argument about why your University is the best organisation to develop and exploit a prototype. Please make sure that you are fully aware of the terms of your employment contract and seek the appropriate approvals. You may alternatively apply through a separate company if you have one, or act as a consultant on an application that someone else leads.

I am a freelancer, can I apply?
Yes, as long as you have a team to deliver the prototype we do not have any eligibility criteria around your status as a freelancer, sole trader, charity or commercial business. Part of the support that you will access is business support, so we might help you to set up as a business if you are not already.

Can I submit more than one proposal?
Yes you may, but we strongly advise you to consider how splitting your attention may weaken your proposals. You will not be awarded more than one award that you are leading although you may participate in more than one.

How have the SWCTN Immersion Fellows helped shape the Immersion Prototype Invitation to apply?
The Fellows have been thinking about Immersion, individually and collectively, for the past three months. Their research and our discussions have fed into the way that we have articulated the theme and some of the criteria. The call itself has been written by the SWCTN team.

How will my application be assessed?
Eligible applications will be assessed by two reviewers from our partners, fellows and additional industry experts. The reviewers will score against the criteria and will make a

recommendation if the the application should be put forward for interview. A selection panel made up of our partners and additional industry experts will take into account the reviewers scores and recommendations and will consider the spread of the shortlist (in terms of idea, perspective, background and geography) to select for interview.

When will the interviews take place?
If you are selected for interview, you will be invited to a pitching day on the week of 25th February in Plymouth.

Are my expenses covered for interview?
We are not able to cover the cost of travel to interview

How much time will the Prototype stage need?
The deliverable for this grant is the prototype and your participation in the process, not a specific amount of time. You will need to submit a budget that is realistic and show your time (this may be funded through SWCTN or be match funded). Please read the brief (particularly the 'What do we expect?' section) carefully and be clear that you can fully commit before applying.

What if I have a prototype that I am already working on?
It is fine if your proposal relates to an idea that is already in development, in fact having already done some thinking and R&D may help you to make the most of this three months. We do need to see significant progress throughout our period of funding, working towards the prototype stage as we define it in the call under 'What is the Opportunity?'.

What will I be expected to share after three months of the prototype stage?
We will have a public Showcase at the end of June for all of the prototypes. We will be inviting potential investors and funders, influential people from the sector and your friends and peers. We will expect you to have something to show that has been tested with an audience in some form and demonstrates your idea as fully as possible.

Who will own the IP generated through the prototype stage?
Our assumption is that lead applicant for the prototype award will retain ownership of all IP generated. If your application is a collaboration then you will need to agree how the IP will be shared between you. We will ask that you share your process openly with the cohort as you go as our intention is that people learn from each other.

How will the cohort relate to the geography of the project?
It is really important to us that the portfolio of projects drawn from across the South West. In selecting the recipients we will be attentive to their geographic spread and support the successful people in developing relationships throughout the region.

What questions does the application form ask?
We thought that it might be useful to see all of the questions in one place, here they are:

1.Email

2.First Name

3.Surname

4.Address

5.Postcode

6.A link to a website or online portfolio (more than one is possible)

7.Project name

8.Your idea: respond to the interests outlined under 'The Theme: what are we looking to fund in immersion?' (500 word limit)

9.List the areas of interest and industry/sectors that your team brings together (100 word limit)

10.Explain how your prototype is commercially viable (250 word limit)

11.Explain why we should invest in you and your team (250 word limit)

12.Describe what impact your prototype will have in the South West (250 word limit)

13.Demonstrate where diversity exists in your proposal (250 word limit)

14.Project plan -upload a project plan (1 A4 side only)

15.Upload a spreadsheet with an overview budget