

## Tourism NI AR Challenge - Guidance Notes

These Guidance Notes complement the Invitation to Tender (Document SBRI\_Dept\_CompCode\_001) and are designed to help with completing the Application Form (Document SBRI\_Dept\_CompCode\_004).

### Application Process

All applications will be treated in confidence.

The form should be completed and submitted as directed. We strongly advise that the accompanying Guidance Notes are read prior to submission.

The competition closes at 12:00 noon on 7<sup>th</sup> December 2017. All entries must be submitted in accordance with the directions within the Application form.

### Guidance on Completing the Application Form

These notes should be read in conjunction with the application form and are designed to help you to provide the information required. **Where text limits are indicated, please do not exceed these, as this will result in your application being rejected.**

Applications will be assigned a reference number. It should be noted that you will need it for all subsequent enquiries. If your application is successful, this reference number will stay with the project for its duration.

You will need to register separately for each application that you intend to submit.

The application form should be completed using a font size no smaller than 10 (Arial). Keep the use of acronyms to a minimum. Only use acronyms where a term is mentioned frequently throughout the proposal. If you do choose to use an acronym, do not assume that the reader knows what it means, and be sure to define it, bearing in mind that individual sections of the application may be read separately during the selection process.

In order for your application to be accepted you must submit all the required information. This includes all mandatory fields from the application form and failure to complete these fields will result in your application being rejected on the grounds that it is incomplete.

Guidance on the individual sections of the application form is provided below:

## **1. Application**

### **Project Title (Mandatory)**

Please provide the title for the project. This should be both clearly descriptive and concise. It should contain keywords relevant to the project.

### **Project Duration (Mandatory)**

This section may have already been completed as usually Phase 1 is of a fixed duration.

### **Total Cost (£s) (Mandatory)**

A total budget of £70,000 is available for phase 1 which enables companies to produce proof of concept. Two companies will be selected and will receive up to £35,000. Requests for more than this will be rejected.

### **What is the best way to describe your Innovation? (Select from options) (Mandatory)**

## **2. Company Details (Mandatory)**

Please submit the Company name, and other details as requested on the Application Form.

## **3. Contact Details (Mandatory)**

Please submit the lead applicant's name, post held, company name, position etc. Lead applicants are expected before submitting applications, to have discussed their proposals with their own company or any other body whose co-operation will be required in the conduct of the project. By submitting the application you are confirming that the information given, in this application, is complete and that you are actively engaged in this project and responsible for its overall management and agree to administer the award if made.

In addition, please provide details of where you heard about the competition.

## **4. Title and Abstract for Publication (Mandatory)**

Please provide a brief, public facing description of the project. Should your project be successful, this information will be made public once the award is confirmed. We reserve the right to amend the description before publication if necessary, but will consult you about any changes.

## **5. Description of Proposed Idea/Technology (Mandatory)**

Avoiding the use of unnecessary technical jargon, describe clearly how the proposed project will deliver the outcomes as described in the competition documentation.

## **6. Technical Project Summary (Mandatory)**

Please provide a structured summary of the technical basis of the project. This should outline the background to the technology, including what the innovation is, and the key deliverables. This would typically involve highlighting the research and development that will prove the scientific and commercial merit of the project. Also describe what might be achieved by deploying the innovation to address the technical challenges.

## **7. Current State of the Art and Intellectual Property (IP) (Mandatory)**

Please provide details of any competing technologies / market alternatives and the relative benefits of the proposed technology. Include details of any existing IP and its significance to your freedom to operate.

## **8. Project Plan and Methodology (Mandatory)**

The project plan should identify the major packages of work within the project, with well defined milestones and deliverables. The plan for Phase 1 should be comprehensive. The emphasis throughout should be on practicality – we are seeking evidence that the technology works, can be made into a viable product and can achieve the proposed benefits. Appropriate record-keeping and reporting are essential but reports are not in themselves the main goal of the project.

- A Gantt chart should be supplied (in PDF format).
- Please provide an indication of how any IP which might arise during the project would be handled.

### **Project Management (Mandatory)**

Identify the project management processes that you will use to ensure that milestones are achieved in a timely manner. In addition, also provide details of identified risks and mitigation actions.

If you are applying from a university, please include details of your plan for commercialisation of the results of your project.

## **9. Technical Team and Expertise (Mandatory)**

A detailed description of the skills and expertise and track record of the team, including the relevant knowledge and skills of each member and the proportion of their time that will be spent on the project. Relevant commercial and management expertise should also be included.

## **10. Application Finances (Mandatory)**

Applicants are instructed that the costs quoted must reflect actual costs at a “fair market value” and profit should not be included.

Please provide a summary of costs. All costs should include VAT. In addition, please provide a justification of the costs. If there is significant use of subcontractors, please explain how these will be used and the costs of each. Please note the Assessors are required to judge the application finances, in terms of value for money i.e. does the proposed cost for effort and deliverables reflect a fair market price.

The costs should cover the following, as applicable.

#### **Directly Incurred Costs:**

These are costs that are specific to the project that will be charged to the project as the amount actually spent, fully supported by an audit record in justification of a claim. They comprise:

- Labour costs for all those contributing to the project broken down by individual
- Material Costs (inc. consumables specific to the project)
- Capital Equipment Costs
- Sub-contract costs
- Travel and subsistence
- Indirect Costs
- Other costs specifically attributed to the project

#### **Indirect Costs**

Indirect costs should be charged in proportion to the amount of effort deployed on the project. Applicants should calculate them, using their own cost rates. They may include:-

- General office and basic laboratory consumables
- Library services/learning resources
- Typing/secretarial
- Finance, personnel, public relations and departmental services
- Central and distributed computing
- Cost of capital employed
- Overheads

Itemisation of costs and methods of calculation may be requested to support the application at a later date.

## **11. Commercial Potential (Mandatory)**

Please provide details of the clear commercial potential to lead to a marketable product, process or service and a clear plan to deliver that and route to market.

Describe the significance of the competitive advantage which this technology affords over existing/alternate technologies that can meet the market needs

## **12. Declarations (Mandatory)**

It is essential that the applicant ticks the box or the application will be rejected.

Please note the data sharing declaration and draft contract terms to which you are agreeing when submitting this application.