

**TRIALS OF INNOVATIVE APPLICATIONS AND  
BUSINESS MODELS**

**IC tomorrow Digital Innovation Contest**

**Application Guidance**

**Closing date: 12 noon Friday 11<sup>th</sup> March 2011**

**11<sup>th</sup> February 2011**

**This Guidance document applies to the IC tomorrow Digital Innovation Contest. Full details of the contest can be found in the tomorrow Digital Innovation Contest Brief which is published on [\\_connect](#).**

Guidance on how to complete the forms relating to stage 1 of this competition and how to respond to each Section and Sub Section within the form is detailed in this Guidance document.

If the applicant requires further assistance or information on the documents to download, all enquiries must be directed through the IC tomorrow team:

**Helpline: 0300 321 4358** (Monday to Friday 9am to 5pm)

**Email: [support@ICTomorrow.co.uk](mailto:support@ICTomorrow.co.uk)**

For information on the IC tomorrow digital test bed visit: **[www.ictomorrow.co.uk](http://www.ictomorrow.co.uk)**

IC tomorrow is a Technology Strategy Board Digital programme.

To find out more about the Technology Strategy Board visit: **[www.innovateuk.org](http://www.innovateuk.org)**

The Technology Strategy Board is a business led executive non-departmental public body, established by the Government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and quality of life.

## Contest Summary

The Technology Strategy Board has allocated up to £200,000 to showcase innovative trials within the digital industry.

A two stage process will be used.

- Stage 1 - the process opens on 11 February 2011 and closes at noon (12:00) on 11 March 2011. Prior to this deadline you must have registered for the competition, uploaded your video to YouTube and completed the simple web application form. The web form is only available once you have registered and must contain a link to your video on YouTube. We expect to choose approximately 40 applications from this stage to go into the final stage.  
**DO NOT LEAVE UNTIL THE LAST MINUTE...**
- Stage 2 (final stage) - a panel session (30 March 2011) will decide which applications to procure after an additional 10 minute pitch by the applicant. We expect to choose approximately 20 applications from this stage.

Successful applicants will then have a month from this date to add their applications to IC tomorrow and Consumer trials must be live in early May 2011. The IC tomorrow team will help the successful applicants to gain access to licensed content from our key sponsors and other content providers.

## Key Dates

ACTION	DATE
Procurement opens	11 February 2011
Briefing sessions Webinars – must book <a href="http://www.tinyurl.com/ict-contest">www.tinyurl.com/ict-contest</a> Local briefing session may also be available.	Webinar 16 Feb 4-5pm Webinar 23 Feb 4-5pm See web site for more
<b>Application Deadline (Registered, video on YouTube, form with link submitted)</b>	<b>Friday 11 March 2011 12:00 noon</b>
Successful applicants practice pitch sessions The Sanctuary, London or by Webinar	Wed 23 March 2011 pm Thu 24 March 2011 pm
Regional practice pitch sessions (see website for details)	Various w/c 21 March 2011
Final Panel Sessions at D-Media conference at BAFTA, London.	30 March 2011
Offer on test bed (Application working, utilising APIs, content available for consumer consumption) API webinars, Licensing support 1:2:1s available	April 2011 4 <sup>th</sup> , 11 <sup>th</sup> , 18 <sup>th</sup> , 25 <sup>th</sup>
Consumer trials started	early May 2011 for 6 months

## **The Assessment Process**

A common review process applies to all application forms and video entries.

- The Forms are not forwarded to Reviewers until after the closing date for submission.
- Each application is reviewed by a panel of Reviewers.
- Each application is reviewed against the same set of assessment criteria.
- The review panel then assess the collective scoring and identify a ranked order of the review. The panel will discuss the applications and the videos to identify the proposals to invite to pitch live.
- All other applications will be informed they have not been successful with their application.
- Only successful applicants from stage 1 will be invited forward to the final stage – the live pitch at the Final Panel Sessions at the D-Media conference, BAFTA in London on the 30<sup>th</sup> March 2011.

All Panel Reports and ranking sheets are confidential and will not be available to anyone other than the Technology Strategy Board and its contractors.

### **Additional information for unsuccessful applicants**

Due to the tight timescales of this competition we will not be able to provide feedback on the proposals that are submitted.

## Further Guidance on Completing the Application Form

This section provides Guidance on how to complete the application form relating to stage 1 of this competition. Each Question is detailed below with instruction on how to respond. The form provides plain text boxes for you to enter your response. The response length is limited to a specific number of characters or words and only basic formatting can be applied. Fields such as Email, phone number, and website are validated so will require the correct format.

It is suggested that for the longer answers you may wish to prepare your responses offline in a word processor document before cutting and pasting into the contest application form. Once you start the online application form you need to complete it in one session, you cannot save a partially completed form.

### Proposal Name

Your name for the proposal. If we get two proposals from you with the same name we will assess the most recent. If you have multiple digital applications or services please use a different proposal name for each proposal.

### Your Information

Tell us a little bit about yourself and your organisation. We can only discuss the application with the person named on the application form.

Nothing in this section of the application will influence the assessment of your application.

### Email

Enter the email address of the primary contact for your proposal. We can only correspond with this email address. This data will not be made public.

### Name

Enter the first and last names of the primary contact for your proposal. We can only discuss the application with the person named on the application form.

### Phone Number

Enter a contact telephone number. This data will not be made public.

### Organisation Name

Enter the name of your business or organisation.

### Website

Enter the URL for your website.

### Location/Region

Select where your business or organisation is based from the drop down list. This is required for government statistics. The answer to this question has no influence on the assessment of your application.

### Company Status

Select the length of time your business or organisation has been established from the drop down list. This is required for government statistics. The answer to this question has no influence on the assessment of your application.

### Company Size

Select the size of your business or organisation from the dropdown list. This is required for government statistics. The answer to this question has no influence on the assessment of your application.

### Your Application

Answer the questions in this section to describe your digital application or service and explain how you think it meets the scope and challenges set out in the contest brief. The answers you submit in this section will be used to assess your application in conjunction with your two minute YouTube video.

#### **Give a very brief description of your digital application or service**

Provide a short summary of what your digital application or service is.  
We may elect to use this text on our Twitter feed.

#### **Give an extended description of your digital application or service**

This should be a longer response outlining key features of your digital application or service. You should provide an overview explaining details such as:

- What it does
- Main features/components
- Objectives
- Partners or collaborations

This data will be public so do not include any sensitive Intellectual Property information in here.

#### **How does this submission align with the digital industry challenges as stated?**

Explain how your proposal meets the challenges stated in the Digital Innovation Contest Brief and listed below:

Your application should help the digital industry solve at least one of the following challenges:

- Creating innovative digital business models
- Opening new markets
- Enhancing or creating value for existing digital assets
- Encouraging new forms of digital content consumption

In addition, the wildcard applications should also include at least one of the following:

- A sector other than music, publishing and TV/film
- Collaboration between organisations
- Integration across media sectors

This data will not be made public, without your permission.

#### **Describe your commercial business model**

Describe your proposals commercial business model including:

- Supply chain (suppliers & customers)
- Target Markets
- Approach to pricing

This data will not be made public, without your permission.

#### **What is technically, commercially or creatively innovative about this digital application or service?**

Explain what is innovative about your proposal in terms that will be understood by potential content providers, venture capitalists and industry figures.

This data will not be made public, without your permission.

### **Your YouTube video**

As part of the application you are required to link to a YouTube video (maximum of two minutes). IMPORTANT please test the link before adding. Without a video your application will not be assessed. Your video will be included in the public IC tomorrow YouTube channel.

The video should provide the assessors with a two minute pitch of your proposition. The production quality of the video will not form part of the assessment.

### **YouTube Link**

The YouTube video needs to be publicly available. Ensure your video privacy settings are set to public so we can access your video. Copy the URL/Link from your YouTube video and paste in the box provided. Ensure that the link works before you paste it.

### **Running a digital trial**

Please tell us what it will take to get your application or service ready for a consumer trial

### **The current status of your digital application or service**

Select the statement that best describes the current status of your application or service.

### **What activity is required to prepare the digital application or service for the proposed consumer offer by May 2011?**

Explain what is necessary to make your digital application or service ready for a consumer trial. Show you have the digital service, skills and experience to deliver the proposed consumer offer by May 2011.

### **If your trial needs digital content please indicate the type of content you might like to license**

Enter the type of content that you would like to find for use with your application. This information will enable us to help you find suitable content providers.

### **If you already have content licences then describe briefly**

Enter brief details of the content that you already have licence to use within your digital application.

### **Panel selection**

There will be three final panel sessions specialising in a single sector and one wildcard panel. Applicants need to indicate which panel they would prefer to be assessed by. The panels are listed below with some of their members – a complete panel list will be available online:

- Music - Beggars Group, EMI, Sony Music
- Publishing - Faber & Faber
- TV and Film - Lionsgate
- Wildcard - Crytek UK, Getty Images, The Orchard

If your solution is applicable to more than one sector pick the most dominant or select the wildcard. The same consumer-facing solution will not be considered across multiple panels, however, business to business services, e.g. micropayments, may partner with multiple consumer-facing applications and can be part of many solutions. If we receive two applications for the same proposal we will assess the last one to be submitted.

### **Please select an expert panel**

Select the sector you would prefer for your application to be considered under. We will try to accommodate your choice, but cannot guarantee that the panel you select will be the panel considering your application.

### **How did you hear about us?**

We would like to let as many people know about our opportunities as possible so we are always looking to improve the ways we spread our messages. Please let us know how you heard about us and give us any ideas on how we could better spread the message next time.

### **How did you hear about us?**

Please select the appropriate option to let us know how you heard about IC tomorrow and the Digital Innovation Contest. If you select 'other' then enter how you heard about us in the box provided – for other options ensure this box is empty.

### **How do you feel we can spread our message more effectively next time?**

Enter any comments you have on how we can improve our communication of IC tomorrow

### **Type the two words in the image below**

This is the digital security check to protect the application form from malicious attack. Please enter the two words you can see in the image into the box below the image. If you are unable to read the words then please press the top button to the right of the words to refresh with a new challenge question. If you need to hear the words spoken then select the centre audio button.

### **Submit**

Once you are satisfied that you have answered all of the questions and provided the working URL for your YouTube video then click on the submit button to send in your application. If there are any errors on the form then these data fields will be highlighted in red and must be corrected before you can submit. If you have been successful you will see an on screen message confirming this.

If the same proposal (i.e. with the same name) is resubmitted before the deadline then the latest version of the application will be considered.

## **IC tomorrow Digital Innovation Contest Rules**

### **Rules – General**

- The Technology Strategy Board has allocated up to £200,000 to showcase innovative trials within the digital industry.
- The applicant must be eligible to be a provider on the IC tomorrow platform. In particular, they must be a UK based application or service provider.
- The contest is open to individuals and all sizes of organisations.
- The contest is a two-stage process starting with the completion of an application form and a short video pitch. Stage one of the contest will open on Friday 11th February and close at 12 noon on Friday 11th March 2011.
- The Consumer trials need to be live on the IC tomorrow test bed in early May 2011.
- The Consumer trials need to include a lead consumer-facing application on any technology platform (e.g. web, mobile) and must provide at least one consumer offer.
- The Consumer trials need to be technically, commercially or creatively innovative.
- The Consumer trials should assist the resolution of a key digital industry challenge, e.g. Open new markets.
- The Consumer trials must have a commercial business model.
- The Consumer trials must be available on IC tomorrow for at least 6 months.
- The judges' decision is final. By judges we mean the Technology Strategy Board working with our independent adjudicator and panel of expert judges.
- No feedback will be provided to unsuccessful applicants.



## **Rules – Stage 1: video pitch and application form**

- The Application form is available for online completion only at <https://ktn.innovateuk.org/web/ic-tomorrow-digital-innovation-contest> or [www.tinyurl.com/ict-contest](http://www.tinyurl.com/ict-contest)
- Application by any other means including on paper or via email will not be accepted.
- Videos must be uploaded to YouTube and made publicly accessible. No other video hosting site will be acceptable. The link to the Video must be provided on the contest application form.
- Remember these videos will be in the public domain – do not reveal any Intellectual Property or other sensitive information.
- Public comments posted against your video will not affect the assessment.
- Video pitches should not exceed 2 minutes - Judges will only review the first 2 minutes of each submission.

## **Rules – Stage 2: panel sessions**

- Stage 2 of the contest is a live pitch at a panel session
- The final panel sessions will be held at the D-Media event (at BATFA, London) on 30th March 2011.
- Approximately 40 finalists will pitch.
- Finalists do NOT have to pay to conference fees to attend the panel sessions
- The pitches will take place in front of a panel of expert judges and conference delegates.
- Each of the panel members will score the finalists based on a 5 minute pitch and 5 minute Q&A following the pitch.
- The best proposals in each sector will receive up to £10k. We expect to choose approximately 20 applications.

## Uploading a video to YouTube

Once you've finished editing your video, make sure that it's a maximum of 2 minutes long, smaller than 2 GB in size and in an acceptable format; then you're ready to upload it.

- Go to [www.YouTube.com](http://www.YouTube.com)
- Sign in or create an account if you do not have one
- Click the "Upload" at the top of any YouTube page
- Click the yellow "Upload video" button to browse for the video file that you'd like to upload to the site
- Select the file that you want to upload
- As the video file is uploading, enter as much information about your video as possible in the relevant fields (including Title, Description, Tags and Category)
- Click the 'Save changes' button to save the updates that you've made to the video file

Once you've finished uploading your video; you're ready to link to it. From the upload page:

- Copy the text from the URL field

Alternatively:

- Click your name at the top-right of the YouTube page
- Select "My Videos"
- Select the correct submission video
- Click the "Share" button under the video
- Copy the text from the URL field

## Further information

Register for the contest and get news and information relating to this competitive procurement process at:

- <https://ktn.innovateuk.org/web/ic-tomorrow-digital-innovation-contest> or
- [www.tinyurl.com/ict-contest](http://www.tinyurl.com/ict-contest)

If you need more help contact the IC tomorrow team:

- HELPLINE: 0300 321 4358 (Mon-Fri 9:00-5:00)
- EMAIL: [support@ICtomorrow.co.uk](mailto:support@ICtomorrow.co.uk)

## **Information Security & Confidentiality**

### **Electronic submission of application documents**

The electronic submission of applications uses https, which encrypts and decrypts the requests and information between the applicant's browser and the server to which applications are submitted, using a Secure Socket Layer (SSL). SSL allows an SSL-enabled server to authenticate itself to an SSL-enabled client and vice versa, enabling the machines to establish an encrypted connection.

### **Assessor confidentiality and potential conflicts of interest**

Assessors are required to accept confidentiality agreements and to declare any potential conflicts in interest. They are required to treat applications in strict confidence. Assessors are engaged as individuals, not as representatives of their employer or any other entity. They are required to carry out the assessments themselves and not ask someone to assess an application in their place. They must not ask anyone to give another opinion of their assessment. Their names are kept confidential at all times including under any Freedom of Information Requests.

### **Open Government and Freedom of Information**

Access to information held by or on behalf of the Technology Strategy Board and the Research Councils is governed by the Freedom of Information Act. Any requests for information received by the Technology Strategy Board in relation to the Competition will be administered accordingly. Under Exemptions Sections 43 and 44 of the Act, certain information will be exempt from disclosure for reasons of commercial confidentiality, unless there is an overriding reason why it is in the public interest to disclose it.

### **Data Protection Act 1998**

The information that Applicants provide on the Application Forms will be used in the processing of all aspects of the relevant application. This will include recording on the in-house and the Competition Manager's processing computer and management information systems and in the preparation of material for applicants and for use by the assessment panels. In addition, information may be used in the generation and collation of output and performance indicators and other management statistics. It may also be used in policy and strategy studies to inform management in carrying out the business of the Technology Strategy Board and in improving the business processes. Any queries on issues relating to the Data Protection Act should be addressed to:

Technology Strategy Board, North Star House, North Star Avenue, Swindon, Wiltshire, SN2 1UE.

## Complaints Procedure

Please note: Complaints relating to disagreements about scientific judgments and any matters that are the subject of legal proceedings are excluded from the complaints procedure. Compliments and general feedback will also be dealt with outside of this process.

### Introduction

The Technology Strategy Board is committed to providing a high quality, responsive and accessible service. However, there may be times when the applicant may feel unhappy about the service they receive or wish to make a suggestion about how we might improve. We also hope that the applicant might want to tell us when have been particularly happy with the service they have received. Applicants complaints, suggestions and compliments are important to us because they help us improve our services.

The following sets out the formal process for making a complaint. Please note that complaints relating to disagreements about scientific judgments and any matters that are the subject of legal proceedings are excluded from this complaints process (see section on Scientific Judgments at the end of this document). Compliments and general feedback will also be dealt with outside of this process.

### Definition of a complaint

Complaints submitted through this procedure should be concerned with the way in which a decision has been made or an action taken, rather than objections to the merits of the actual decision or action. Examples include:

- When we have said we would do something and it has not happened;
- When the quality of our process was not as expected e.g. we took too long, lacked consistency or were unclear;
- When a member of our staff or someone working on our behalf acts in an inappropriate or discourteous way.

### How to make a complaint

#### Stage 1

The people who dealt with the enquiry, application or project are probably best equipped to deal with the complaint. A simple misunderstanding may have arisen and we would therefore hope to be able to resolve it quickly and informally. Please contact the member of staff who has been dealing with the enquiry, proposal or project initially.

#### Stage 2

If this is not possible the applicant can make the complaint in writing, by letter or email to the Complaints Officer, Technology Strategy Board, North Star House, North Star Avenue, Swindon, SN2 1UE [complaints.officer@tsb.gov.uk](mailto:complaints.officer@tsb.gov.uk)

The applicant will receive an acknowledgement within 3 working days and a written response within 10 working days. If this is not possible, they will be given an explanation of the reasons for the delay and a timescale by which they will receive a full reply.

The Complaints Officer will co-ordinate the handling of the response in conjunction with the Programme Manager or senior officer with responsibility for the area to which the complaint refers. The process will generally include the following activities:

- Gathering of all relevant information;
- Agreeing the issues and facts with the complainant;
- Assessing the validity of the complaint in the context of stated procedures and, if applicable, published service standards;
- Informing the complainant of the outcome and, if applicable, any remedial action to be taken.

### **Stage 3**

If the applicant remains unhappy with the outcome, they can ask for the complaint to be referred to a Director of the Technology Strategy Board. We would normally appoint a Director who did not have direct responsibility for the area in which the complaint resided so that a fresh review can take place. If this is not possible then this review may be undertaken by our Chief Executive. As we escalate our part of the process we would expect a reciprocal escalation on the part of the complainant e.g. involvement of an executive at a higher level in the organisation than the complainant.

### **Stage 4**

If the complaint has gone through all our internal processes and the applicant is still dissatisfied with the outcome, they have the right to refer the matter to the Parliamentary Commissioner for Administration (the Parliamentary Ombudsman). Further information on how to go about this is available from <http://www.ombudsman.org.uk/>

### **Data Protection and Recording of Complaints**

As a public body we have a duty to record and track any complaints we receive. This requires us to keep information concerning complaints and to evaluate our responses in order to improve our services. Information about complaints will be stored on our electronic data storage systems but access will be restricted to staff dealing with the complaint and our professional advisors. Personal information is stored in accordance with The Data Protection Act.