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UK

# Accelerating trustworthy AI: Phase 1 feasibility study

Applicant briefing

Date: 14 December 2022

**The webinar will start at 10:00**

- We are currently on mute, whilst waiting for more people to join
- The briefing will be recorded and available to refer to through the IFS date page
- PDFs of the presentation will also be available on request
- For more information on the competition process, please go to: [Competition briefing: applicant information - YouTube](#)

# Welcome and Introductions

**Sebastian Leonard**

Portfolio Manager

**Trias Gkikopoulos**

Innovation Lead





# Innovate UK

- We are the UK's innovation agency
- We support business-led innovation in all sectors, technologies and UK regions
- A key delivery body of the Government's Innovation Strategy

## Our Mission

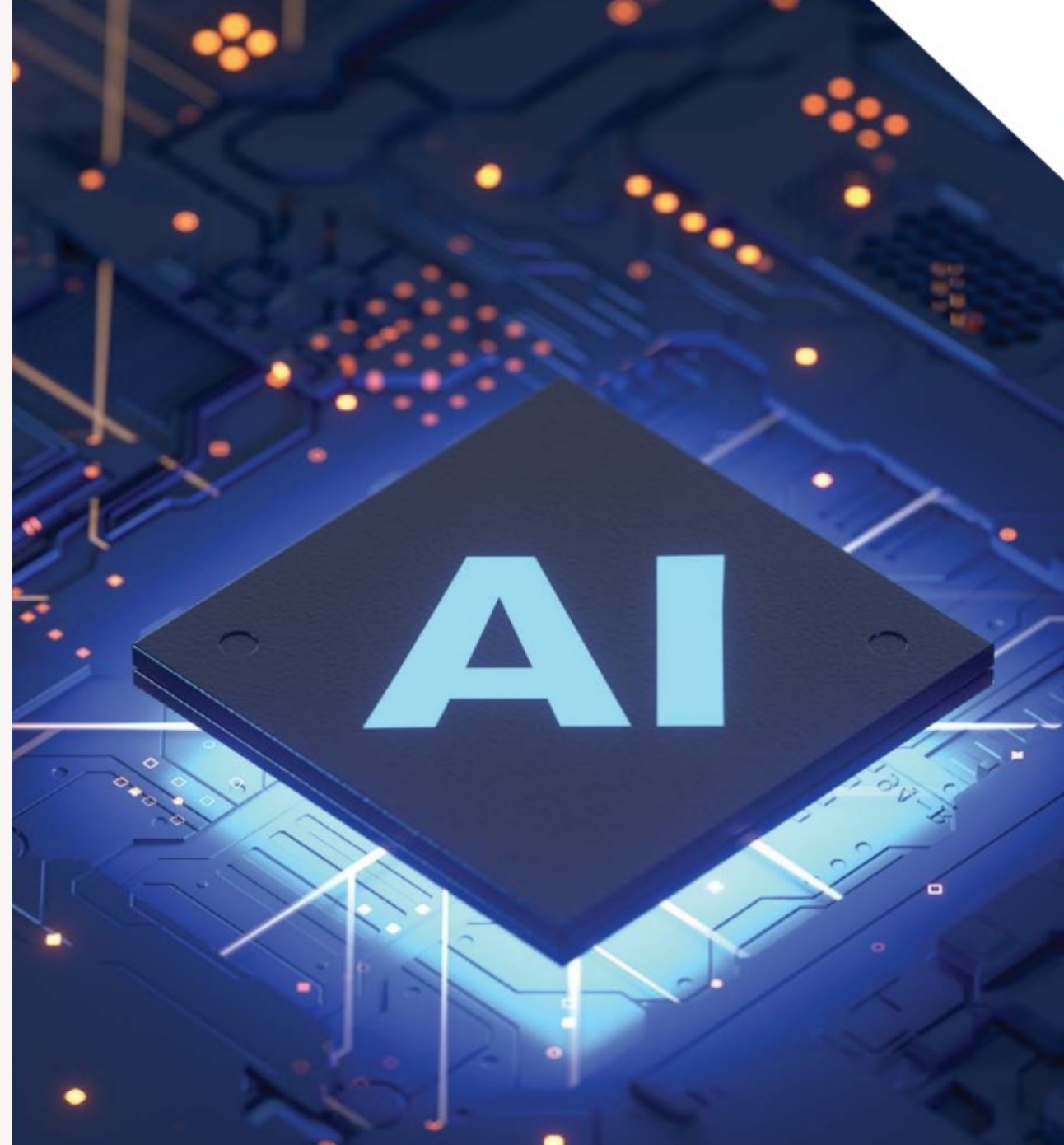
To help UK businesses grow through the development and commercialisation of new products, processes, and services, supported by an outstanding innovation ecosystem that is agile, inclusive, and easy to navigate.



# Introduction



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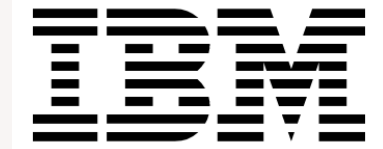




# Background

- UK Ranks 3<sup>rd</sup> in the world in AI Global Index
- UK Ranks 11<sup>th</sup> in the world in AI adoption
- Other countries investing strongly in AI:
  - Germany £3.1 billion
  - France £1.4 billion
  - China £1.7 billion
  - USA £5.4 billion

Tortoise.



# Background



UK Research  
and Innovation

## Transforming our world with AI

UKRI's role in embracing the opportunity

In order for the UK to seize the huge opportunity that AI represents, we need to support researchers and innovators to develop next generation AI technologies that are responsible and trustworthy and can have real impact on the societal, economic and environmental challenges facing the world today.



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# Background

## Next Generation AI technologies

- Systems that can work with variable data types
- Generalised and reusable AI systems
- Improving efficiency and speed of AI computation
- Better understanding of underlying mathematical and computational concepts for improved explainability

# Background

## Long term success requires trustworthiness

- **Fairness:** accessibility, bias, stakeholder participation
- **Robustness and safety:** cybersecure by design, reliable and minimize unintended harm
- **Transparency:** explainability, traceability, data privacy
- **Human Oversight:** human in the loop, augmentation of human decisions



# Background

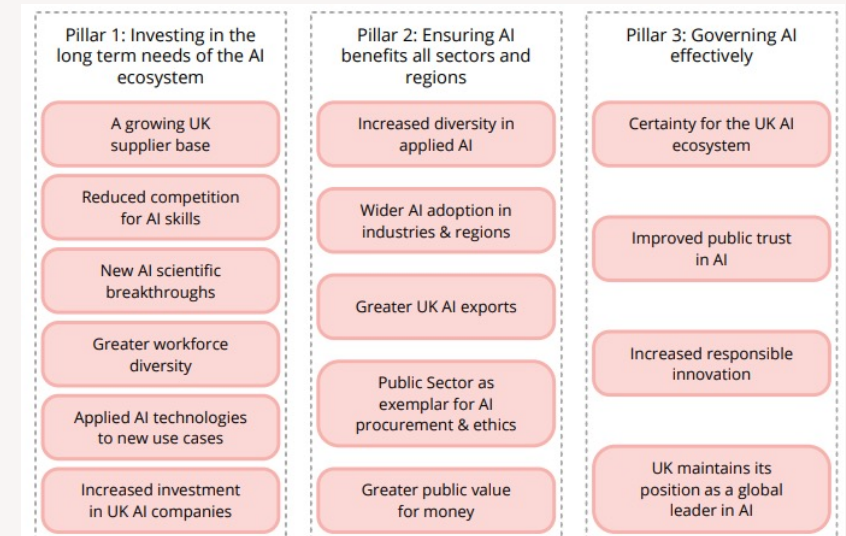
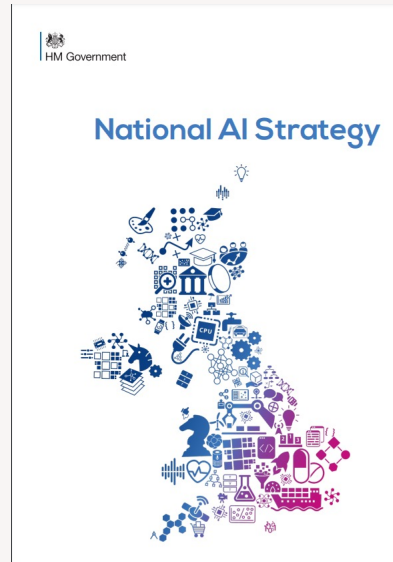
## Long term success requires trustworthiness

### The importance of trustworthy AI

- 71% of UK companies surveyed said that being able to explain how their AI arrived at decisions is important for their business.
- 82% of UK respondents believe consumers are more likely to choose the services of a company that offers transparency and an ethical framework for how its data and AI models are built, managed and used.
- However, the findings suggest a majority of UK businesses have not taken key steps to ensure their AI is trustworthy and responsible, such as reducing bias (71%), tracking performance variations/model drift (72%), and making sure they can explain AI-powered decisions (64%).

IBM

## ■ National AI Strategy



September 2021

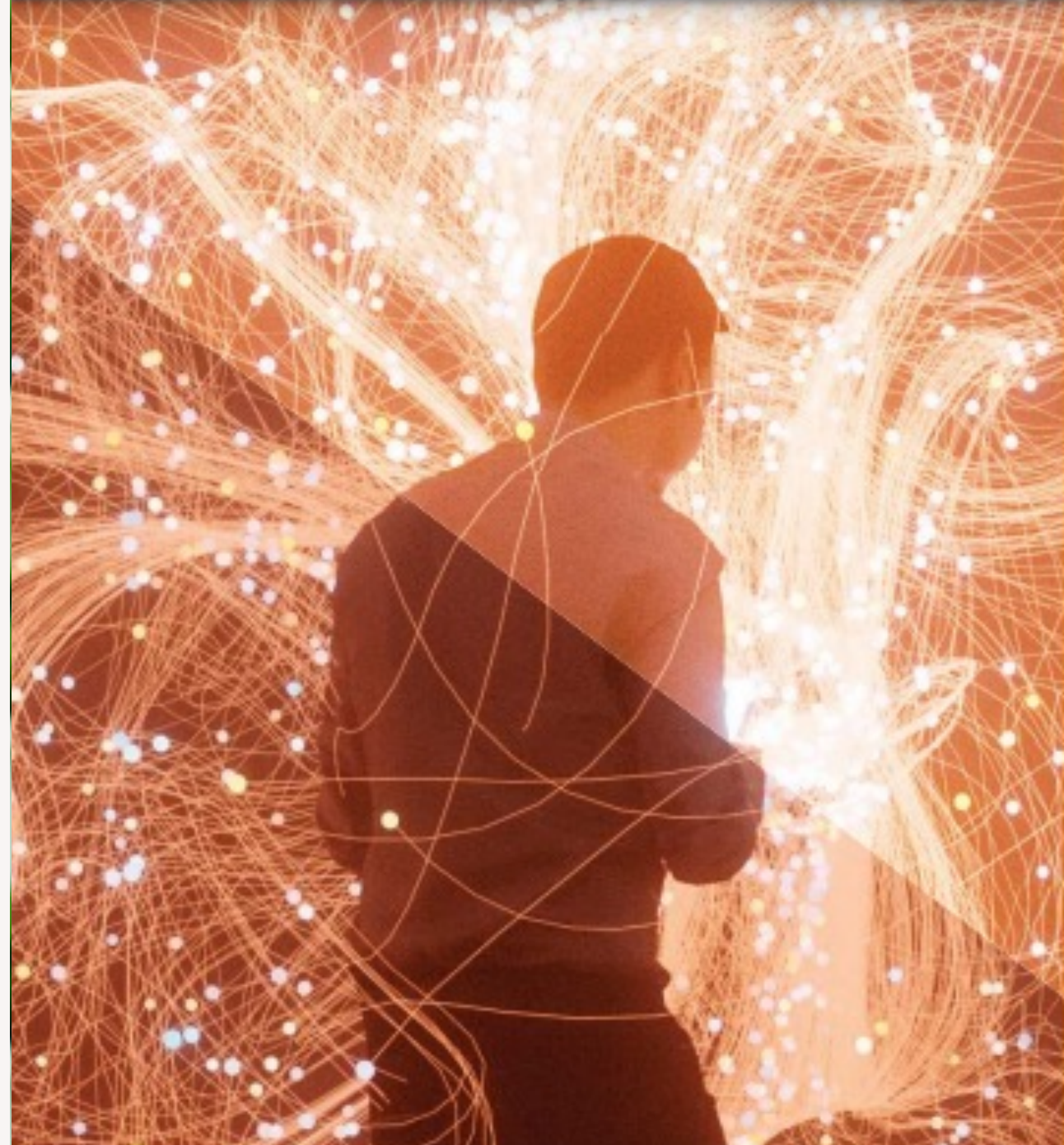




# Scope



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# Scope

## Technology space

### Artificial Intelligence

- Computer Simulation
- Artificial General Intelligence
- Symbolic AI
- Knowledge representation & reasoning
- Computer Vision
- NLP

### Machine Learning

- Federated Learning
- Transfer Learning
- Swarm intelligence
- Unsupervised Learning
- Deep Learning
- Neural Networks
- Reinforcement Learning
- Generative AI
- One-shot learning



# Scope

## Accelerating trustworthy AI

### Aim:

- Accelerate adoption of AI & ML solutions in the economy, ensuring that SMEs benefit from these developments.
- Incentivize consideration of trustworthy and responsible AI to boost adoption and long term success
- Reduce bottlenecks affecting different stages throughout AI development and deployment lifecycle

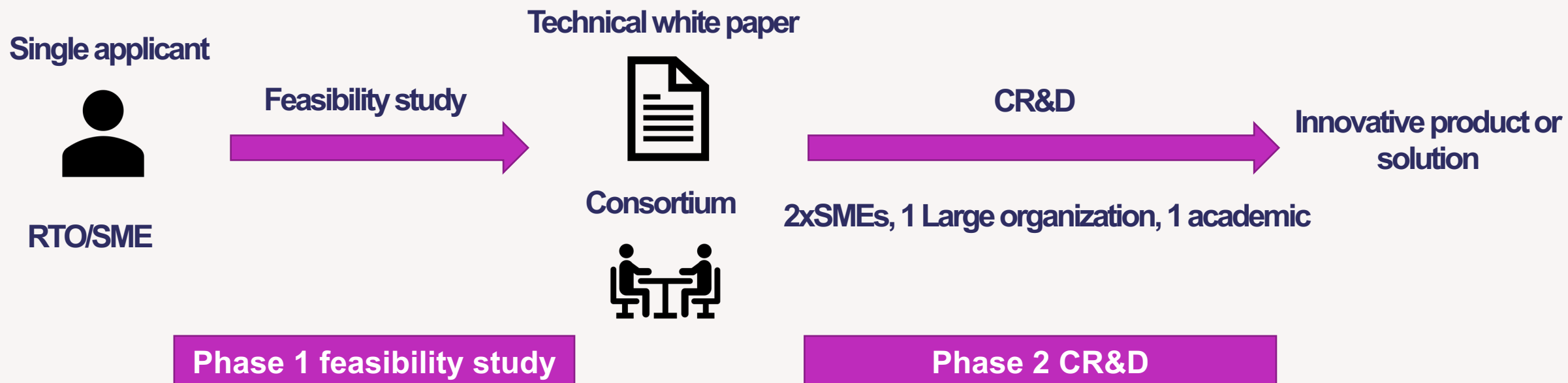
# Scope

## Accelerating trustworthy AI

	Phase 1 feasibility study	Phase 2 collaborative R&D
Funding	£2m	£19m
Applicant	SME or RTO	collaborative
Duration	3 months	12 months
Purpose	feasibility study & consortia formation	CR&D
Costs	£25K-£50K	£700K-£1.2 million

# Scope

## Accelerating trustworthy AI



# Scope

## Accelerating trustworthy AI: Phase 1

### Your proposal must clearly:

- indicate how your solution will contribute towards development of trusted and responsible AI and ML solutions
- indicate how your solution could accelerate development or deployment of AI and ML solutions
- identify at least one user case that is beneficial to micro, small or medium-sized enterprises (SMEs)
- indicate how you will access data that is relevant for the development of your solution

# Scope

## Accelerating trustworthy AI: Phase 1

**Your project must undertake a feasibility study to:**

- build a consortium to evaluate suitability of system architectures, specifications and implementation methodologies
- confirm the commitment of this consortium if successful and invited to participate in phase 2
- propose the development of novel solutions, that accelerate the deployment of trusted and responsible AI and ML technologies
- produce a technical report outlining the approach you intend to implement in phase 2



# Scope

## Accelerating trustworthy AI: Phase 1

**Your project must focus on one or more of the following:**

- data pre-processing
- modelling
- evaluation
- deployment

# Scope Q&A



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# Eligibility criteria



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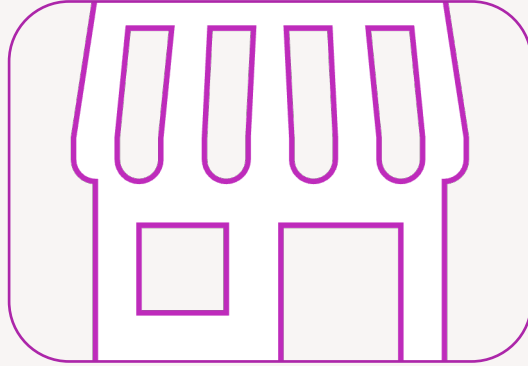
# Eligibility criteria

Project eligibility	<ul style="list-style-type: none"><li>• lead must be a UK registered SME or RTO</li><li>• single applicants only</li><li>• start by 01 May 2023</li><li>• end by 31 July 2023</li><li>• must carry out your project in the UK</li><li>• exploit the results from or in the UK</li></ul>
Total project costs	Between £25,000 and £50,000
Project length	Up to 3 months

# Your Project Cost Categories



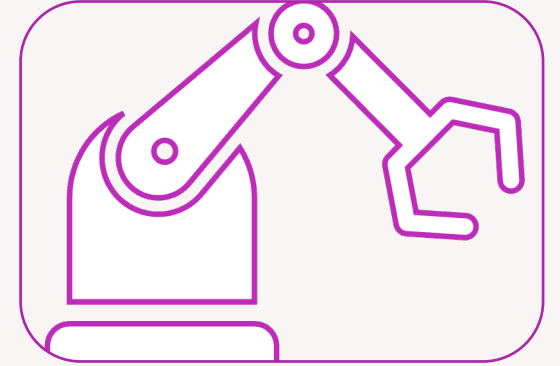
Labour



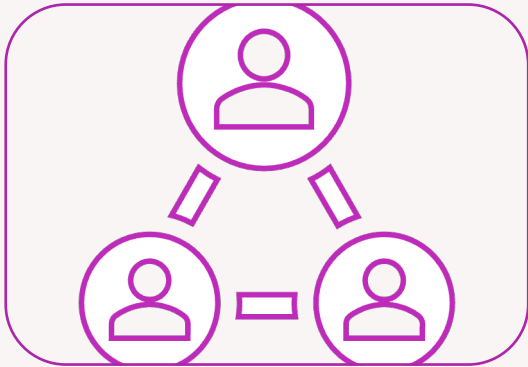
Overheads



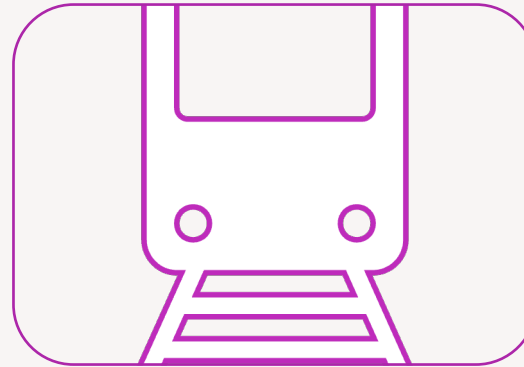
Materials



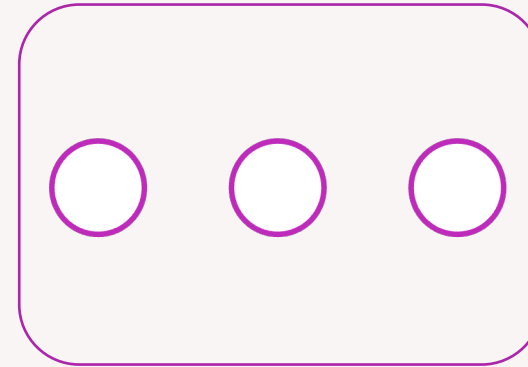
Equipment  
Usage



Subcontractors



Travel &  
Subsistence



Other



# Due diligence

We will carry out financial health checks and going concern assurances on your organisation.

## Certify you are eligible

When submitting an application, you must certify that you are eligible for funding. If you are unsure, please take independent legal advice before applying. Should you be successful, we will complete these financial checks and assurances before confirming the grant offer.

For more information on company sizes, please refer to the [Company accounts guidance](#).

Further information is available on our website in the general guidance.

# Minimal Financial Assistance (previously Special Drawing Rights) or De Minimis

Grant funding in this competition is awarded as minimal financial assistance (MFA). This allows public bodies to award up to £315,000 to an enterprise in a 3-year rolling financial period.

To establish your eligibility, we need to check that our support added to the amount you have previously received does not exceed the limit of £315,000 in the 'applicable period'.

The applicable period is made up of:

- (a) the elapsed part of the current financial year
- (b) the two financial years immediately preceding the current financial year

In your application, you will be asked to declare previous funding received by you. This will form part of the financial checks ahead of Innovate UK making a formal grant offer.

# Eligibility Criteria - EU State Aid Regulations – Northern Ireland Protocol

If you are an applicant who is conducting activities that will affect trade of goods and/or electricity between Northern Ireland and the EU as envisaged by [Article 10 of the Northern Ireland protocol](#), then you must apply under European Commission State aid rules.

## Certify you are eligible

When submitting an application, you must certify that you are eligible for State aid. If you are unsure, please take legal advice before applying. Should you be successful, we will apply this test as part of our viability checks before confirming the grant offer.

Further information is available on our website in the [general guidance under state aid](#).

If you are applying for an award funded under State aid Regulations, the definitions are set out in the [European Commission Recommendation of 6 May 2003](#).

# Minimal Financial Assistance (MFA) declaration form

## Declaration statement

I confirm that I **have not** received any funding in the applicable period as defined above. *(Please check the box if applicable and move to Recipient Acknowledgments.)*

☐

or

I confirm that I **have** received the following funding in the applicable period as defined above. *(Please check the box if applicable and complete the table below.)*

☐

## DECLARATION:

I believe that the facts stated in this Declaration are true. I understand that legal proceedings for false and inaccurate declarations may be brought against anyone who makes, or causes to be made, a false statement in a document verified by a statement of truth without an honest belief in its truth.

Company	
Applicant Name	
Signature	
Date	

False declarations will result in withdrawal of the offer made by the Authority. If an award is made to you based on false information, the Authority has the right to recover funding in full.

A	B	C	D
Body who provided the funding <i>(Who awarded you the funding?)</i>	Funding Amount received in GBP	Funding Amount received in Euros <i>(only use this column to declare your conversion of the De minimis funding you previously received in euros)</i>	Date awarded



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# Other Innovate UK projects

If you have an outstanding final claim or Independent Accountant Report (IAR) on a live Innovate UK project, you will not be eligible to apply to this competition, as a lead or a partner organisation.

We will not award you any further funding if you:

- applied to a previous competition as the lead or sole company and were awarded funding by Innovate UK, but did not make a substantial effort to exploit that award
- applied to a previous competition as the lead or sole company and failed to comply with grant terms and conditions.



# Previously submitted applications

This competition does not allow previously submitted applications

Previously submitted application	Not a previously submitted application
Not materially different from one you have submitted before (but it can be updated based on the assessors' feedback)	<p>A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition</p> <p>OR</p> <p>A previously submitted or ineligible application which:</p> <ul style="list-style-type: none"><li>• has been updated based on assessor feedback</li><li>• <u>and</u> is materially different from the application submitted before</li><li>• <u>and</u> fits with the scope of this competition</li></ul>

# Key Dates

Timeline	Dates
Competition Opens	12 December 2022
Briefing Event	14 December 2022
Submission Deadline (11am)	25 January 2023
Applicants informed	03 April 2023

# Submit your application early!

Customer Support can help resolve any issues you might have when submitting but only if they are contacted before the deadline.

Once the deadline has passed, your application cannot be submitted.



# Application Questions

Question Number	Question	Appendix
1	Applicant location inc subcontractors (not scored)	No
2	Minimal Financial Assistance declaration (not scored)	Yes
3	Need or challenge	No
4	Approach and innovation	Yes
5	Team and resources	Yes
6	Market awareness	No
7	Outcomes and route to market	No
8	Wider impacts	No
9	Project management	Yes
10	Risks	Yes
11	Added value	No
12	Costs and value for money	No



# Conditional offer of awarding

If you receive a notification saying you have been successful at the assessment stage, you will have a further 8 steps to complete in Project Setup.

These are:

- Project details
- Project team
- Documents
- Monitoring Officer allocation
- Bank details
- Finance checks
- Spend profile
- Grant Offer Letter

**Work can only commence on the project once you have signed and returned the Grant Offer Letter.**

# Additional Support



# Equality, Diversity & Inclusion

- We are on a mission to embed Equality, Diversity, and Inclusion in everything we do, internally and externally.
- We believe that great ideas can, and do, come from anyone and everyone.
- We know that diversity and inclusion in businesses contributes to enhanced innovation, satisfaction, performance, and ultimately, commercial success.
- So, if you would like any support, please contact our Customer Support Service Team on [support@iuk.ukri.org](mailto:support@iuk.ukri.org) or at 0300 321 4357.



# What to Expect

1.

Contact our Customer Support Services Team as early as possible – we suggest at least 15 working days before the deadline

2.

Complete a request form which will be sent to our partner Diversity & Ability (D&A)

3.

D&A will conduct a Discovery Conversation with you and make reasonable adjustments recommendations

4.

D&A will organise and deliver bespoke reasonable adjustments for and with you

5.

Submit your application – please do so well ahead of the deadline as extensions cannot be provided



# Innovate UK EDGE

An innovation and growth specialist, or scaleup directors, work with a company's leadership to hone its commercial strategy and help it take targeted action to, for example:

- Build investment readiness
- Manage innovation effectively
- Enter global markets
- Providing local to national to international growth and scaling support



Contact us via:  
[innovateukedge.ukri.org](https://innovateukedge.ukri.org)

# Innovate UK EDGE

*Bespoke growth and scaling support at the business end of innovation*

- Intensive growth and scaling support tailored to the needs of each of our ambitious innovation-driven clients
- Offered alongside project funding to Innovate UK award winners, most of whom engage us. We are also available to all high growth potential innovative small or medium-sized businesses\*
- Engagement at early, growth and scaling stages, with our core high growth service and enhanced Scaleup Programme
- Delivered by 290 innovation and growth specialists embedded in regional ecosystems across the UK, including a board of expert scaleup directors

*\*subject to eligibility and currently in all nations and regions outside Scotland*



# Q&A

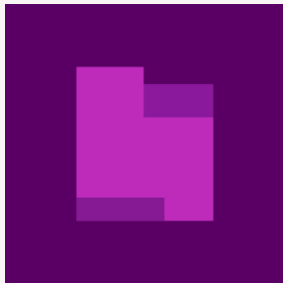


# Contact

## Customer Support Services

0300 321 4357 (Monday - Friday 9-5pm)

[support@iuk.ukri.org](mailto:support@iuk.ukri.org)



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[ukri.org/councils/innovate-uk](https://ukri.org/councils/innovate-uk)



**Innovate UK KTN**

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