

Creative Catalyst Competition 1 - Q&A

Question and Answer Session

Date: **31st January 2023**

The webinar will start at 2pm

- We are currently on mute, whilst waiting for more people to join
- We will conduct a sound check before the briefing starts
- The briefing will be recorded and available for you



Agenda

14:00 - 14:05	Welcome (Innovate UK KTN)
14:05 - 14:15	Overview to Creative Catalyst: Competition 1 (Innovate UK)
14:15 - 14:30	Frequently Asked Questions (Innovate UK)
14:15 - 14:55	Q&A
14:55 - 15:00	Meeting Close (Innovate UK KTN)

Welcome and Introductions

Andy Curtis -

Head of Digital and Creative,
Innovate UK KTN

Rachel Beach -

Digital Economy and Creative Industries,
Innovate UK KTN

Emma Cooper -

Creative Industries Lead,
Innovate UK KTN

Tom Fiddian -

Head of AI & Digital Economy Programmes,
Innovate UK

Ellie Wicks-Jones -

Creative Catalyst Programme Manager,
Innovate UK



Background

The Creative Catalyst is a **£30 million** programme of phased financial and non-financial activities to provide end to end innovation support for high potential businesses in the creative sector.

This competition will provide **£10 million** of £50k grants to funding innovation projects for small and micro creative companies. Companies who are successful will also have access to, yet to be announced, support to assist their growth.



Innovate UK
KTN

Competition Scope

The aim of this competition is to support business innovation within the creative industries, by providing a package of targeted and continuous support to help businesses to grow.

Your project **must**:

- be related to and for the benefit of the creative industries in the UK
- demonstrate a clearly innovative and ambitious idea
- be new to your business, with a demonstrable impact to your growth plan
- create a new revenue stream, for example new products, services or IP
- respond to the changing market conditions, such as new modes of audience consumption, or the adoption of new technologies within the sector
- be market ready within 12 months of receiving support
- demonstrate value for money

Types of project which we are interesting in

We encourage proposals that can demonstrate benefit to the wider creative Industries subsector or regional clusters for example:

- support the fashion and textiles transition to a circular model
- improve transparency and accountability across the online advertising supply chain
- create new revenue streams and fan engagement activities in the music sector
- demonstrate how advanced digital technologies, including, Metaverse, blockchain and AI, can transform the publishing sector

This list is not exhaustive and innovations from across the creative industries are welcome.

Who is eligible for funding?

Your **project** must:

- have a total grant funding request of no more than £50,000
- start by 1 June 2023
- end by 30 November 2023
- last between 3 and 6 months
- carry out all of its project work in the UK
- intend to exploit the results from or in the UK

To lead a project your organisation must:

- be a UK registered [micro or small](#) business (SME)
- have not previously received funding from Innovate UK
- be from the creative industries or support the creative industries
- have a demonstrable ambition for growth
- work with an [Innovate UK EDGE](#) advisor during your project to maximise its impact

Who is eligible for funding?

We are **not** funding projects:

- that are for businesses that have previously received funding from Innovate UK
- for business as usual (BAU) activities
- that lack evidence their proposed innovation is expected to lead to significant and positive economic or societal impact, or value for money that will be achieved
- that do not address how potentially negative outcomes would be managed, for example, on the environment
- that lack research and development or innovation, for example the creation of information only websites
- have costs and grant request in excess of £50,000

Frequently Asked Questions



What is a 'Creative Industries' business

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

- advertising and marketing
- architecture
- arts and culture
- broadcasting including sport
- crafts
- design
- fashion
- film
- games
- music
- publishing

Creative businesses refer to those with a high intensity of creative occupations.



Frequently Asked Questions...

When will we find out the results?

19th April 2023

When can we expect the support to start?

Your total grant request minus £15,000, will be paid on the return of your signed grant offer letter, this can be in advance of your project start date.

the remaining £15,000 will be paid at the end of the project, on receipt and approval of a statement of expenditure (SOE) by Innovate UK, and completion of a three-month action plan with your EDGE advisor.

How many companies do you expect to Fund with this competition?

Approx 200 companies

Will there be an additional competition in the future?

Yes, this competition will be repeated over a similar period next financial year.

Frequently Asked Questions...

Can charities apply?

Registered charities are eligible - however they will have to meet the scope criteria and compete with commercial businesses.

Can CIC's apply?

Yes, same issues as above.

Is it ok if you're pre-revenue?

Yes, this is not a consideration.

What are you expecting to read in Question 11 given there is no room for an appendix?

We're expecting an explanation of how the key risks will be managed. We are not expecting a risk register, hence no requirement for an appendix.

Q&A

Thank You!

Customer Support Services

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