



Innovate
UK

Application Information



Deployment Timescale

01 Dec 2023 – Competition launch

15 Dec 2023 – Information session/Q&A

31 Jan 2024 – Deadline for applications

Feb 2024 – Selection and notification of finalists

Mar 2024 – Pitch day & selection of winner

Apr 2024 – Collaboration discussions

May 2024 – Pilot programme activated

Eligibility

Entrants to this competition must be:

- **Established businesses, start-ups, SMEs, academics or individual entrepreneurs**
- **Africa-based entrants, UK-based entrants and those from RoW are invited to apply**

Due Diligence requirements for seed funding:

- UK applicants must ensure that receiving the £40k seed funding will not exceed the £315,000* state aid threshold under UK Minimal Financial Assistance regulations over the current and last 2 fiscal years [or *200,000 euros for applicants affected by EC de minimis regulations]
- Further information will be required later relating to company policies, financial history and recent grant funding received.

Assessment

Applications will be assessed on:

- Relevance to the topic
- Innovative nature of the subject
- Coherence of the proposed business model
- Feasibility/ economic viability
- Development potential
- Maturity of project/solution
- Ability to launch project quickly/Ease of implementation
- Price/quality ratio
- Suitability for the Kenyan Market

Rewards & Benefits

- Up to GBP 40,000 seed funding (Subject to T&C)
- Opportunity to pitch your solution to Unilever Kenya
- Collaboration/partnership with Unilever Kenya
- Technical support from Unilever Kenya team
- Sector expertise from Innovate UK
- Support in the development of a prototype or pilot
- Invitation to attend or present at Innovate UK events
- Investor introductions (if investment is required)