

Women in Innovation Award 24/25

Applicant Support Q&A

**WOMEN IN
INNOVATION**



Innovate
UK



Pros & Cons of using AI to support you

With the advances in AI technology, it is only natural to use technology to support you in applying to our competitions. Whilst we don't recommend or advise against it, we would like to make you aware of the following which could potentially impact your project.

Pro's

- Removes barriers for people with disabilities and non-English speakers
- Allows you to rephrase your content to meet the word count in a question
- Ensures all aspects of a question are answered
- Can aide a better understanding of:
 - intended or wider market
 - best practice in project management
 - complimentary technologies and advances in the industry
 - expected project impacts

Con's

- It is not always correct in its assumptions and can get things wrong
- AI learns from the information you give it as well as what it has already learnt
- May provide a generic response meaning your application could use similar phrasing to others
- AI can be detected as non-human as it lacks expression and insight as it relies on logic to summarise information based on the question asked

Whilst AI offers many benefits it is important you are aware **you are potentially sharing your idea with the world** so be careful what you share as you have no control over how it is shared on once you do.



Application Questions

Detailed guidance available on IFS

#	Question	Appendix	Word Limit	Percentage
1	Minimal Financial Assistance Declaration (not scored)	Yes – 1 mandatory	-	-
2	Animal testing (not scored)	No	-	-
3	Role Model Commitment (not scored)	No	150	-
4	Further Business Support (not scored)	No	-	-
5	Video (scored) – 3 minutes	No	100 - include YouTube link	20%
6	Need or challenge (scored)	No	500	20%
7	Approach and innovation (scored)	Yes – 1 optional	500	20%
8	Plan for the award (scored)	Yes – 1 mandatory and 1 optional	500	20%
9	Added value and timeliness of the award (scored)	No	500	20%

General Overview

Application:

- the word count is the maximum allowed for the question, you do not have to hit it
- when citing sources, we recommend doing so concisely due to the word count; there is no requirement to submit a reference list or bibliography
- do not rely on any additional links; the assessors will only review what you have written in your answer

Video Question 5:

- the assessors will be scoring the videos based on the content of your answer to all elements of the question
- it is not scored on editing, background music, or story telling abilities
- do not include any written information in your answer to Q5 other than your video link – assessors will only score your video, not any additional information provided



Package of support

As an award holder you will receive tailored business support, including but not limited to:

- funding and finance options and how to access these
- media and communications, for example, branding
- developing new business models
- evaluating market opportunities
- finding new partners
- growth and scale up
- developing international collaborations and accessing global markets
- business planning strategy

As part of your award, you will receive press and media support.





Q&A

Common questions from applicants



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Eligibility

To lead a project you must be a woman founder, co-founder or senior decision maker within a UK registered micro, small or medium-sized enterprise (SME) that has been registered on Companies House for at least 12 months by the competition closing date (10 July 2024).

➤ Can early-stage business apply?

- This competition is looking to support women who are at a critical stage, where the injection of support from an award will accelerate the growth of their business, we are not looking to support very early-stage businesses with this competition.
- If you meet the eligibility but are concerned, you should consider if this is the right time for you to receive the full package of support the Women in Innovation Award offers (not just the grant funding).

➤ What if my company is only just out of 12-month range on Companies House?

- Unfortunately, there is no flexibility on the 12 month eligibility criteria, therefore you are unable to apply for the Innovate UK Women In Innovation Awards 2024/25.
- There are multiple opportunities you may be eligible for on our Innovation Funding Service (IFS), or you can check out our No Limits Platform and Innovation Hub.



Eligibility

To lead a project you must be a woman founder, co-founder or senior decision maker within a UK registered micro, small or medium-sized enterprise (SME) that has been registered on Companies House for at least 12 months by the competition closing date (10 July 2024).

➤ Why do you need to be a senior decision maker?

- As the grant funding will be paid to the business, you need to have the authority to allocate and spend the funding; this is usually those who have permission to sign off from the directors or board (such as CEO, FD, COO).

➤ Do I need to have my name on Companies House as a director?

- No, as long as you are a senior decision maker, there is no requirement for the applicant to be listed on the companies house page as a director.

➤ Can other team members in my business work on this project?

- Yes, you can work with other people in your company, but the award is for the single lead applicant.
- If successful, ensure you complete accurate time sheets when submitting for labour costs.



Eligibility

To lead a project you must be a woman founder, co-founder or senior decision maker within a UK registered micro, small or medium-sized enterprise (SME) that has been registered on Companies House for at least 12 months by the competition closing date (10 July 2024).

➤ I have a co-founder, can we apply together?

- No, the Women in Innovation competition is for single applicants only. You need to decide who is going to be the lead applicant to take part in the programme if successful. If it is unclear who the lead applicant is within your submission, your application may be made ineligible.
- You will not be able to change the lead applicant at any point once you have submitted your application and the competition has closed. If you are successful, you will not be able to change the recipient of the award and it may result in your funding being revoked if you are unable to complete the 12-month programme.

➤ I have a co-founder, can we apply separately?

- No, only one woman working within an organisation can apply.



Eligibility

Your project must:

- ✓ have a grant funding request of up to £75,000
 - ✓ last for 12 months
 - ✓ carry out all of its project work in the UK
 - ✓ intend to exploit the results from or in the UK
 - ✓ start on 1 December 2024 and end on 30 November 2025
- **Can I start the project before 1 December 2024?**
- No, all projects that are successful must start on 1 December 2024.
 - Any costs incurred before this date would not be eligible.
- **Can I apply with an early-stage project?**
- Yes, research & development (R&D) projects are eligible for this competition.



Application

- **What do I need to include in the role modelling question?**
 - A big theme for the Women in Innovation programme is role modelling. For question 3, we want to know why you think role models are important to inspire future innovators.
 - You must also commit to being a role model for at least 5 days during the award to be eligible.
- **How much research or evidence do we have to reference within our application?**
 - We do not have any requirements for how much research or evidence you provide; it will need to be tailored to your approach, customers, product/business etc.
- **Do I need to include a letter of support? Where can I include it?**
 - A letter of support is not a requirement for this competition, therefore there isn't a specific place to include it. You could include a quote in your application or there is an optional appendix for Q7.
 - As it is not a requirement, it is not included in the assessor guidance for scoring.



Awards

➤ What is the success rate for this competition?

- The success rate will depend on the number of applications we receive, generally, our funding rounds are highly competitive.
- We envisage a high volume of applications and will be funding up to 50 awards for this competition.
- For the last round, we received over 900 applications and funded 50 awards.

➤ What is the portfolio approach? Do we have to be in a certain region?

- We will take a portfolio approach in our funding decision to ensure we have representation of businesses working across the UK.
- There are no quotas for certain regions, it will be proportionate depending on the number of applications submitted for each region.
- We reserve the right to revoke your award if your business location changes ahead of your start date.





Eligibility Errors

Some common errors for you to look out for before submitting



Some common errors..

Here are some common mistakes to flag for you to double check and ensure your application isn't made ineligible:

➤ Project costs:

- The grant funding request must **not** exceed £75,000
- Check your total finance request is not £0 before submitting your application
- You will need to give a rough breakdown of your project spend into the categories provided
- Labour costs are not a requirement, but you may include labour costs for those in your team also working on your project
- Subcontractor costs must **not** exceed 50% of your grant funding request

This grant funding can be the total project cost, or it can contribute to a wider project with higher costs, but you should ensure you are only requesting for the grant funding provided.



Some more common errors..

Here are some common mistakes to flag for you to double check and ensure your application isn't made ineligible:

- Video Question 5, you must ensure:
 - your video is 'unlisted' in the privacy settings
 - your video remains available until 1 December 2024
 - you give the link and any passwords required in your written answer to this question
- make reference to the full package of support, not just the grant funding
- include any appendices requested in the question, ensuring they fit the requirements listed:
 - PDF format no larger than 10MB, 1 A4 page long, the font must be legible at 100% zoom
- answer all questions and do **not** include any website addresses (URLs) in your answers other than the link to your video for question 5

All of the information on how to answer the questions is in the application question guidance on IFS.



Useful Resources

There are multiple resources to help you with your application:

- [Women in Innovation Programme page](#)
- Dedicated [Frequently Asked Questions \(FAQs\)](#)
- [Recordings from the application support sessions:](#)
 1. Grant Writing Workshop (31 May)
 2. How to make an effective video submission (12 June)
 3. Project Planning and Risk Management Workshop (28 June)
 4. Applicant Support Q&A (this session)
- Innovate UK [online guidance for applicants](#)
- Innovate UK Business Connect [guidance for completing and submitting a grant application](#)



The assessment process

We aim to support up to 50 Awards for the Innovate UK Women in Innovation Award 2024/25.

Following checks, all eligible applications will be sent to the expert independent assessors:

- assessors will be sent the whole application (scored and non-scored questions)
- the assessors will **not** have access to your Equality, Diversity and Inclusion (EDI) survey information at any time and your EDI survey will not be used in the decision-making process
- your application will be reviewed by five independent assessors based on the content of your application and their skills or expertise relevant to your project

22 August 2024:

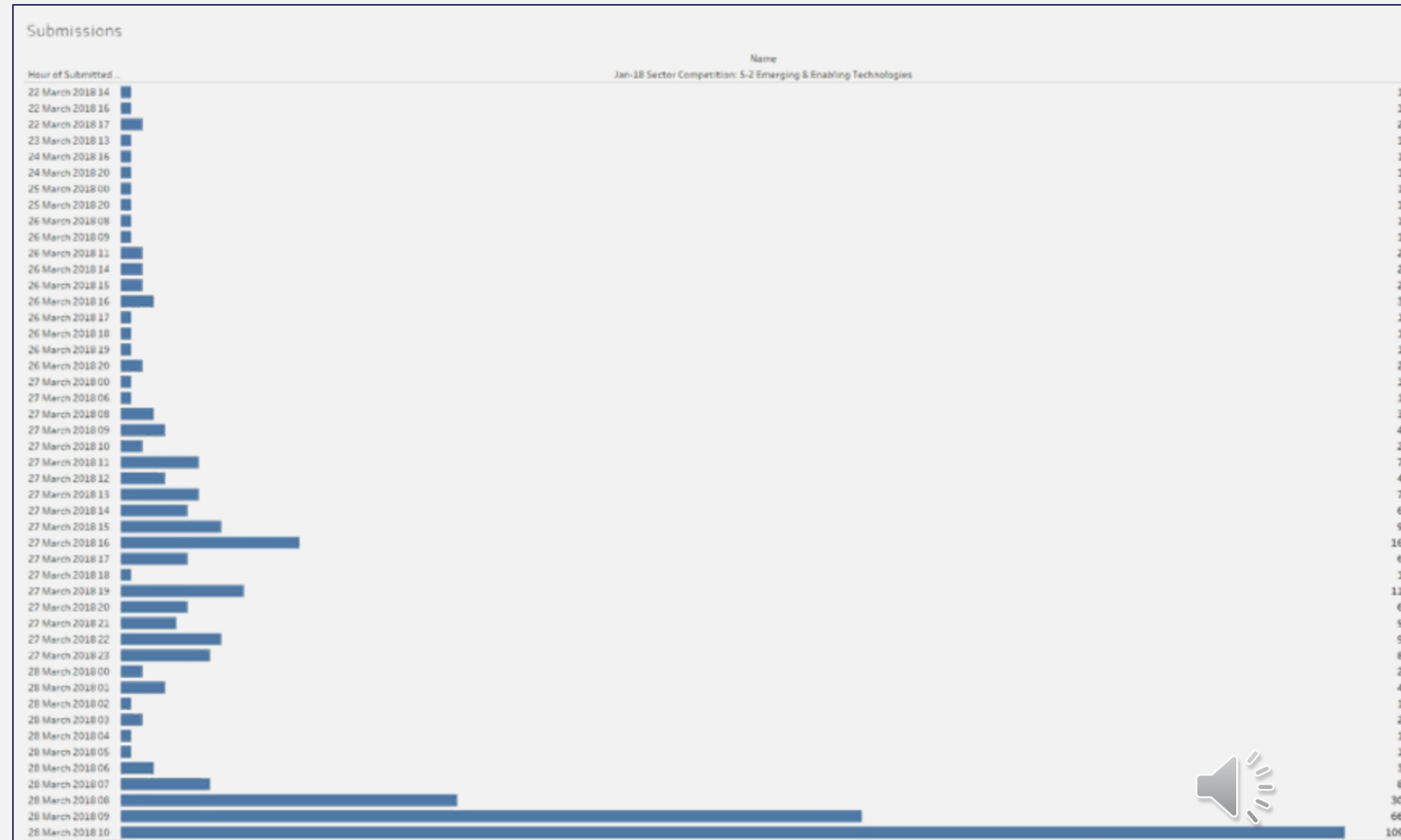
- all applicants will be notified of the outcome of their application
- you can view scores and feedback on IFS on that date



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.

Remember that if there are collaborative partners, it is the lead applicant's responsibility to ensure all collaborative partners have completed their assigned sections and accepted the terms and conditions, before submitting.



Key Dates

Event	Dates
Competition Opened	13 May 2024
Submission Deadline	10 July 2024 at 11am exactly
Applicants Informed	22 August 2024

Extensions to this deadline cannot and will not be granted under any circumstances.

Please bear in mind the customer support line will be busy on the day the competition closes – **do not** leave it to the last minute to contact them if needed.



Available Support

- We welcome and encourage applications from people of all backgrounds and are committed to making our application process accessible to everyone.
- This includes providing support for people who have a disability or long-term condition and face barriers applying to us.
- If you would like any support, please contact our Customer Support Service Team on support@iuk.ukri.org or at **0300 321 4357**.

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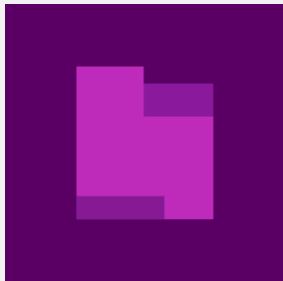


Contact

Customer Support Services

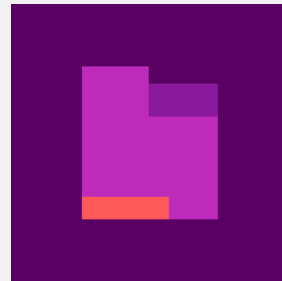
0300 321 4357 (Monday to Friday 9am-12noon and 2pm-5pm)

support@iuk.ukri.org



Innovate UK

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Thank You

