Mindset extended reality (XR): Digital therapeutics for mental health

Applicant Briefing

Date: **29 October 2024**

The webinar will start at 10am.

- Welcome, we are currently waiting for more people to join.

- This briefing will be recorded. A copy of the slides and the recording link will be made available on IFS.

- Please enter any questions that you may have into the Q&A Box.

- For more information on the competition process, please click here to access our YouTube channel.

Welcome and Introductions

Yvette Willis

Competition Manager, Competitions Team

Jane Guest

Interim Innovation Lead, Healthy Ageing Team

Innovate UK

Agenda

- Key Dates
- Competition Summary & Scope
- Eligibility Criteria
- Innovation Funding Service (IFS)
- Funding Rules
- Assessment
- Use of AI
- Additional Support
- Q&A

Innovate UK

Key Dates

Timeline	Dates
Competition Opens	4 November 2024
Submission Deadline	15 January 2024, 11am
Interviews	Between 10 and 21 March 2025
Applicants informed	28 March 2025 by 5pm
Project start and end dates	Start by 1 July 2025 and end by 31 December 2026

Innovate UK

Competition Summary & Scope

Mindset extended reality (XR): digital therapeutics for mental health programme

2022 - 2027

Background

Programme

- The Mindset Programme was designed to tackle the growing crisis in mental health

- With increasing demand, there simply aren't enough clinicians to provide timely treatment ➡ digital opportunity

- Our ambition is to unlock the huge potential XR (VR, AR, MR, haptics etc) has, to deliver world class mental health therapeutics that can treat:

  - More people (en masse, those living in remote areas)

  - More efficiently (in 'real time', 2 – 3 times cheaper than traditional treatment)

  - More effectively (engaging, personalised, supports clinicians)

"**5 million** patients accessed NHS treatment in 2022/23, an increase of more than 25% in five years."
NHS England, 2024

THE GROWING VALUE OF XR IN HEALTHCARE IN THE UNITED KINGDOM

Approach

- Deliver 3 workstreams over 5 years

- Overall programme value of £20M

- Delivering:
  - Grant Funding for business-led R&D projects
  - Investment Partnerships (IP) Funding
  - Mindset XR – Innovation Support Programme
    - Share knowledge and best practice
    - Aid adoption, scaling and market longevity
    - Support development of the XR in mental health ecosystem

R&D Grants

IP Funding

Support Prog.

UKRI Innovate UK

Competition Landscape

- R&D Comp 1, 2022: Closed Oct '22, with £3.1M committed to 29 projects:

    - 18 Feasibility (all complete)

    - 11 Industrial Research (complete by Mar 25)

- R&D Comp 2, 2023: Closed Dec '23, with £3.2M committed to 24 projects:

    - 12 Feasibility (complete by Jan 25)

    - 12 Industrial Research (complete by Mar 26)

- Investment Partnerships, running to '27, with £1.5M committed by Innovate UK to 4 projects, to date, and match funded by investment partners

- Plan now is to continue with IP funding and deliver a 3rd and final R&D Competition

Innovate UK

Scope

Innovate UK

Scope Summary

- Investing up to £3.7 million in business-led innovation projects

- Aim to develop digital therapeutic extended reality solutions to provide mental healthcare services

- Solutions to be optimally applied and trialled following R&D cycle of between 12 to 18 months

- Solutions must have the potential to be adopted at scale in the UK's mental healthcare ecosystem

- Your proposal must include the design and features of your solution and how it will be applied

- **Full scope and eligibility details are available on the [Innovation Funding Service](#) website**

In Scope

Project Scope:

- Industrial research projects

- Digital therapeutic solutions for mental health delivered through the application of Extended Reality, including - creative technologies, virtual reality, networked or augmented reality, mixed reality, haptics, holograms, immersive software and immersive audio

Solution Scope:

- For those living with moderate and severe mental health illness

- Positively improves the impairment, disability and distress experienced by those living with mental health difficulties at any point in their life course

- Strongly encouraged are those solutions which address mental health difficulties that have an impact on education, employment and daily life

- For use at any point in the care pathway, at all clinical levels, which have the ambition to seek regulatory approval, adoption and scale, as and where appropriate.

UKRI Innovate UK

Out of Scope

- Early stage, feasibility research projects
- Solutions unsuitable for potential trial following an R&D cycle of between 12 to 18 months
- Solutions not focused on developing digital therapeutics for mental health conditions
- Solutions not using XR/immersive technologies
- Solutions targeted at primarily mild conditions in the generalised wellbeing space
- Projects not led by a UK registered business
- Project orgs unable to fund the balance between the total eligible project costs applied for and the amount of grant awarded. For Mindset you can get funding for your eligible project costs of:
    - up to 70% if you are a micro or small organisation
    - up to 60% if you are a medium sized organisation
    - up to 50% if you are a large organisation
    - *N.b., Research org partners can share up to 30% of the total eligible project costs*
- If you want to check if your project is in scope, please email: jane.guest@iuk.ukri.org

Eligibility criteria

Eligibility Criteria – Your Project

Your project must:

- have total eligible costs between £200,000 and £300,000
- last between 12 to 18 months
- carry out all of its project work in the UK
- intend to exploit the results from or in the UK
- start by 1 July 2025
- end by 31 December 2026

Innovate
UK

Eligibility Criteria – Lead Organisation

Lead organisation:

To lead a project your organisation must:

- be a UK registered business of any size
- collaborate with other UK registered organisations, if collaborative

More information on the different types of organisation can be found in our Funding rules.

Eligibility Criteria – Project Team

Project team

To collaborate with the lead, your organisation must be one of the following UK registered:

- business of any size
- academic institution
- charity
- not for profit
- public sector organisation
- research and technology organisation (RTO)

To be an eligible collaboration, the lead and at least one other organisation must apply for funding when entering their costs into the application.

Eligibility Criteria – Partners/Subcontractors

Non-funded partners
Your project can include partners that do not receive any of this competition's funding, for example, non-UK businesses. Their costs will count towards the total project costs.

Subcontractors
Subcontractors **are** allowed in this competition.

Subcontractors can be from anywhere in the UK and you must select them through your usual procurement process. You can use subcontractors from overseas but must make the case in your application as to why you cannot use suppliers from the UK.

You must provide a detailed rationale, evidence of the potential UK contractors you approached and the reasons why they were unable to work with you. We will not accept a cheaper cost as a sufficient reason to use an overseas subcontractor.

All subcontractor costs must be justified and appropriate to the total project costs.

Innovate UK

Eligibility Criteria – Number of applications

Number of applications

A business can only lead on one application in this competition but can be included as a collaborator in two further applications.

If a business is not leading any application, it can collaborate in any number of applications.

An academic institution, research and technology organisation, charity, not for profit or public sector organisation can collaborate on any number of applications.

Previously submitted applications

This competition does allow you to submit a previously submitted application.

Previously submitted application	Not a Previously submitted application
A previously submitted application is an application Innovate UK judges as <u>not</u> materially different from one you have submitted before (but it can be updated based on the assessors' feedback). If you have previously submitted an application that reached our assessment stage, you can re-apply once more with the same proposal.	A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition. or A previously submitted or ineligible application which: • has been updated based on assessor feedback • <u>and</u> is materially different from the application submitted before • <u>and</u> fits with the scope of this competition

Innovation Funding Service (IFS)

How to apply

The lead applicant must create an account:

UK registered businesses

Use Companies House lookup as it speeds up our checks by providing your company number. You are unable to enter this at a later date.

Research organisations, academics and universities

To avoid being listed as a business and to ensure you receive the correct funding, enter your information manually on IFS

Application Questions

Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)	400	No
Question 2	Animal testing (not scored)	Multiple choice	No
Question 3	Permits and licences (not scored)	Multiple choice	No
Question 4	Need or challenge	400	No
Question 5	Approach and innovation	400	Yes – optional (2 pages)
Question 6	Team and resources	400	Yes – optional (2 pages)
Question 7	Market awareness	400	No
Question 8	Outcomes and route to market	400	No
Question 9	Wider impacts	400	No
Question 10	Project management	400	Yes – mandatory (2 pages)
Question 11	Risks	400	Yes – mandatory (2 pages)
Question 12	Added value	400	No
Question 13	Costs and value for money	400	No
Question 14	Video Submission (unscored)	400	No

Video Submission

Describe or show the problem you are looking to solve.

In your video pitch, you must:

- describe or show your digital content
- include an excerpt of your proposed digital XR therapeutic solution

Different members of your team can open Pitchtape directly from this application and film the answers to different topics. Once you are happy with your clips you can stitch them together to create a single video. Your video must be no more than two minutes long.

Innovate UK

Project Impact questions

- Each organisation in your application will complete the Project Impact questions within the 'Supporting information' section

- The Project Impact questions ask for data about your business and innovation and its contribution to the UK economy, society, and the environment

- Visit the Project Impact guidance page for more information, the types of questions you will be asked and how to get further support

- By providing this data, you are enabling us to better understand the impact of our support. It will help us identify success stories and provide evidence to government and the public of the value of supporting innovative businesses

For more information:
- Watch Our Impact Management Framework video
- How is the Project Impact data collected? video
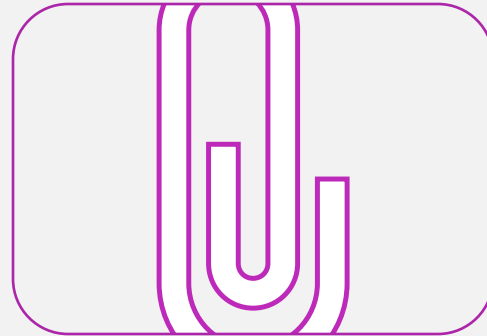
UK RI
Innovate UK

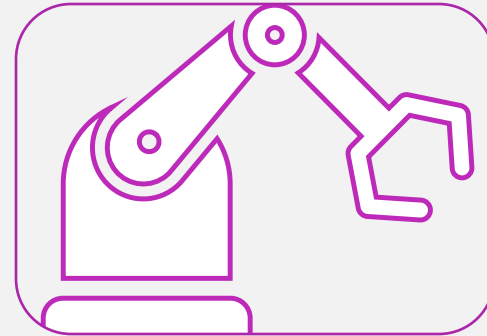# Your Project Cost Categories

View our [Application Finances Instructional Video](#)
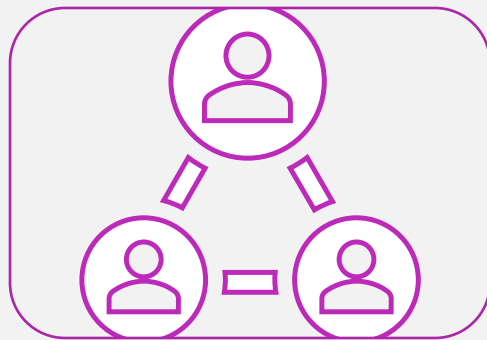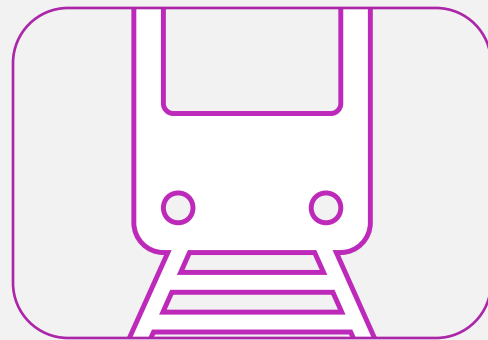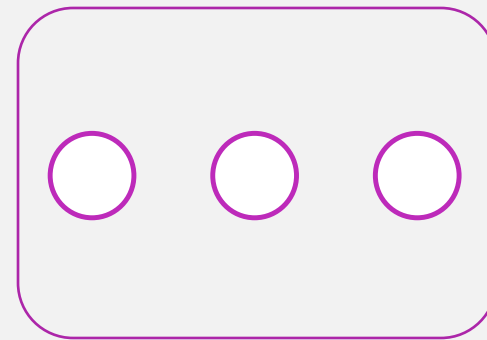
Labour
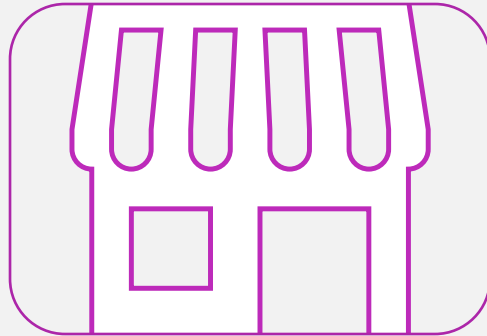
Overheads

Materials

Capital Usage

Subcontractors

Travel & Subsistence

Other

Your project finances

Finances
Your organisation is required to submit its project finances. Your organisation's project costs can be seen in the 'Finances overview'.

Your project finances	✏ Incomplete
Finances overview	✏ Incomplete

Finances

ℹ Only members from your organisation will be able to see a breakdown of your finances.

Please complete your project finances.

Your project costs	✏ Incomplete
Your project location	✏ Incomplete
Your organisation	✏ Incomplete
Your funding	✏ Incomplete

UKRI Innovate UK

Your project costs
Add your project costs by category – refer to previous slide for link to instructional video

Your project location
Enter postcode for where most of the project work will take place.

Your organisation
Add details of your organisation including size, turnover and number of employees

Your funding
Include your funding level percentage according to the competition's funding rules. Only declare Other Public Sector Funding here if you have previously received public money for **exactly** the same activities

Your funding

Untitled application
Your funding

Are you requesting funding?

◯ Yes

◯ No

Other funding

Have you received an award from any source for the same project, costs or activities in the last three financial years? (The current financial year and the two financial years immediately preceding it.)
You will be asked to provide details of other funding on the following page.

◯ Yes

◯ No

Save and return to project finances

- Other funding - answer Yes if you have received funding FOR THE SAME project activities. We cannot fund the same project activities twice.

- Anything that you declare in the Other funding field will be deducted from your Funding sought total.

- This will NOT be visible to you in the Finance Summary in IFS.

Your funding

Details of other funding

Source of funding

Project

Competition or funding applied (optional)
For example, Smarts grant, ATI

Date secured
MM-YYYY

Funding amount (£)
0

Add another source of funding

Total other funding   £0

Mark as complete

Save and return to project finances

Finance summary

This is a breakdown of your project costs and sources of funding for this project.

Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
444,000	70.00	310,800	133,200	50,000

Return to application overview

IMPORTANT:

Above is an example of the Finance summary.
If you declare Other public sector funding, as circled in purple, it does not deduct from your Funding sought total in IFS.

However, this amount will be deducted from your funding request by Innovate UK and may make you ineligible.

Innovate UK

Checking your finances are complete

Finances summary

> ⚠️ These organisations have not marked their finances as complete:
> - Ludlow
> - EGGS
>
> This application cannot be submitted until all items in the finances section have been marked as complete by all partners.

		Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
Empire Ltd Lead organisation	✔	200,903	30.00	57,803	140,632	2,468
Ludlow Partner	⚠️	200,903	30.00	57,803	140,632	2,468
EGGS Partner	⚠️	990	100.00	990	0	0
Total	⚠️	**£402,796**		116,596	281,264	4,936

The lead must ensure that all partners have marked their finances as complete.

Research organisation participation is no greater than 30% of the total project costs.

IFS DOES NOT VALIDATE TOTAL PROJECT COSTS

UKRI Innovate UK

Terms and Conditions

Before you can submit your application, **all** organisations in an application must agree to the draft terms and conditions for this competition.

Terms and conditions
You must agree to these before you submit your application.

Award terms and conditions   ✎ Incomplete

Review and submit   🖶 Print your application

☑ I agree to the full terms and conditions set out by the funding authority. I understand I need to agree to the final contract if my application is successful.

Agree and continue

Innovate UK

Submitting your application

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.
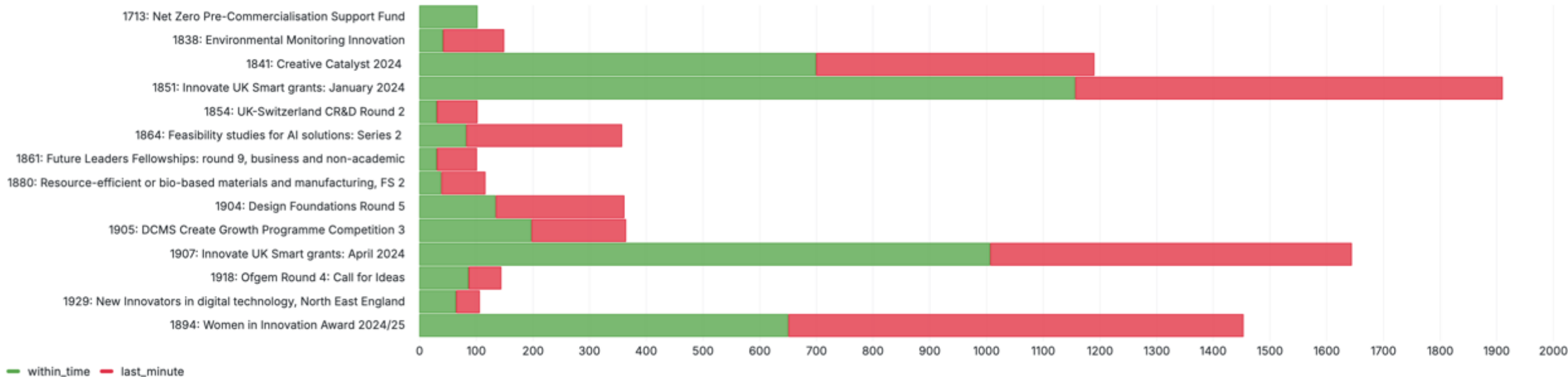
Pros & Cons of using AI to support you

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.

Pros

- 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 aid a better understanding of:

  - intended/wider market
  - best practice in project management
  - complementary technologies and advances in the industry
  - expected project impacts

Cons

- It is not always accurate 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 because it relies on logic to summarise information based on the question asked

Whilst AI offers many benefits, it is important you are aware that **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.

UKRI Innovate UK

Funding Rules

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.

Compliance with the UK Subsidy Control Regime

On 4th January 2023, the Subsidy Control Act 2022 came into effect.

This provides a framework for public authorities to design and award subsidies in a compliant way, whilst minimising any negative effects of subsidies both within the UK and Internationally.

Innovate UK offers funding in line with the UK's obligations and commitments to Subsidy Control. To ensure that Innovate UK remains compliant with the UK's international Subsidy Control duties in respect of:

- the EU-UK Trade and Cooperation Agreement;
- the subsidy control act 2022
- Article 10 of the Windsor Framework (successful applicants which are affected by the Windsor Framework will be funded in line with EU State aid regulations)
- Article 138 of the Withdrawal Agreement (some Union law applicable after 31 December 2020 in relation to the UK's participation in Union programmes and activities)
- the Subsidies and Countervailing measures within the WTO (ASCM)
- any other Free Trade Agreements active at the time of award

All awards will be conditional on compliance at all times with the UK's international obligations on Subsidy Control - this will be reflected in the terms and conditions of any award.

Subsidy Control (and State aid where relevant)

The Subsidy Control Act 2022 definition of a 'subsidy' means financial assistance which:

1. is given by a public authority. This can be at any level: central, devolved, regional or local government or a public body.

2. makes a contribution (this could be a financial or an in-kind contribution) to an enterprise, conferring an economic advantage that is not available on market terms.

3. affects international trade.

For awards made from 4 January 2023, the majority are subject to Subsidy Control Act 2022. EU State aid rules now only apply in certain limited circumstances.

Financial viability and eligibility
Innovate UK is unable to award funding to organisations that are considered to be in financial difficulty. All applicant organisations are subjected to financial viability and eligibility checks to ensure they are suitable for public funding.

[General guidance on Subsidy control (and State aid where relevant)](#).

Article 10 of the Windsor Framework

The EU and the UK formally adopted the [Windsor Framework](#) on 24 March 2023.

The Windsor Framework replaces the Northern Ireland Protocol, providing a new legal and UK constitutional framework.

Article 10 provides that European Union State aid rules will continue to apply to the UK in respect of measures which affect trade in goods or the electricity market between Northern Ireland and the EU.

Article 10 does not directly apply to subsidies for services and such subsidies will need to comply with the UK's subsidy control regime.

Undertakings in difficulty
In the unusual circumstance of an award having to be made under the EU GBER regulation (State aid), the applicant must pass **'undertaking in difficulty' checks as defined by GBER (2014)**.

Guidance on [Article 10 of the Windsor Framework](#).

Eligibility Criteria: Funding Opportunities

Funding for R&D projects split into **3** categories: feasibility studies, industrial research and experimental development.

For industrial research projects, you could get funding for your eligible project costs of:
- up to 70% if you are a micro or small organisation
- up to 60% if you are a medium-sized organisation
- up to 50% if you are a large organisation

For general guidance on what our research categories are please visit:
https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/general-guidance/categories-of-research-and-development/#contents-list

Assessment

Innovate UK

Assessment

[YouTube Playlist](#)

1. **How do our assessors assess?**
   Innovate UK · 8.1K views · 2 years ago
   2:33

2. **How are successful applications selected for funding?**
   Innovate UK · 17K views · 2 years ago
   2:39

3. **What steps are there before a project starts?**
   Innovate UK · 7.7K views · 2 years ago
   3:45

4. **How are successful projects monitored?**
   Innovate UK · 4.1K views · 2 years ago
   2:20

5. **How successful applicants receive their funding.**
   Innovate UK · 4.6K views · 2 years ago
   2:51

UKRI Innovate UK

Project setup

If you pass the technical assessment, you will have a further eight steps to complete in Project Setup.

These are:
- Project details
- Project team
- Documents
- You will be allocated a Monitoring Service Provider (MSP)
- Bank details
- Finance checks
- Spend profile
- Grant Offer Letter

You will be expected to complete your project set-up within 90 calendar days. Failure to complete your project set-up within these timescales may result in funding being withdrawn.

Work can only commence on the project once you have received your Go Live email.

Additional Support

Innovate UK Business Growth

https://iuk.ktn-uk.org/business-growth/

Innovate UK Business Growth (previously Innovate UK EDGE) is a key part of the UK innovation agency's deep investment in the pioneering businesses that drive economic growth. It is a publicly-funded service available to all high potential small to medium sized innovation-driven companies, including Innovate UK grant winners.

Exploit Innovation:
Grow your business by protecting your IP, improving innovation management and accessing the innovation ecosystem globally through us.

Source funding:
Grow and scale your business by accessing the right finance and funding for you and becoming investment ready.

Enter new markets:
Helping you to make connections to partners and leverage insights to expand into vertical and international markets and achieve scaling ambitions.

Ready to scale?
The Innovate UK Scaleup Programme helps the highest potential businesses realise their ambitions.

Useful Information

- UKRI's General Guidance
- Innovate UK Business Connect's Good Application Guide
- Who we fund
- Collaboration Agreement Guidance: Lambert Toolkit
- Innovate UK: Shaping the Future

Funding opportunities

To find out more about the competitions currently available you can visit either the **Innovation Funding Service (IFS)** or the **funding finder** on the UKRI website. Through these links, you can review the competitions available and decide which ones may be right for you.

You can **sign up to our newsletter** to receive all the latest information on our competitions straight to your inbox or **register for email alerts** to get page updates from Innovate UK.

The government also offers **other opportunities for businesses to get finance and support**.
Innovate UK reserves the rights to host competitions on a needs basis and will adjust each competition criteria and scope accordingly. We may occasionally run closed competitions that are for invited applicants only. These are run based on the challenge requirement or need.

Q&A

Innovate UK

Contact

Customer Support Services

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

support@iuk.ukri.org

Innovate UK
ukri.org/councils/innovate-uk

Innovate UK Business Connect
iuk.ktn-uk.org

Innovate UK Business Growth
iuk.ktn-uk.org/business-growth

Thank You

Introduction to Innovate UK Immersive Tech Network
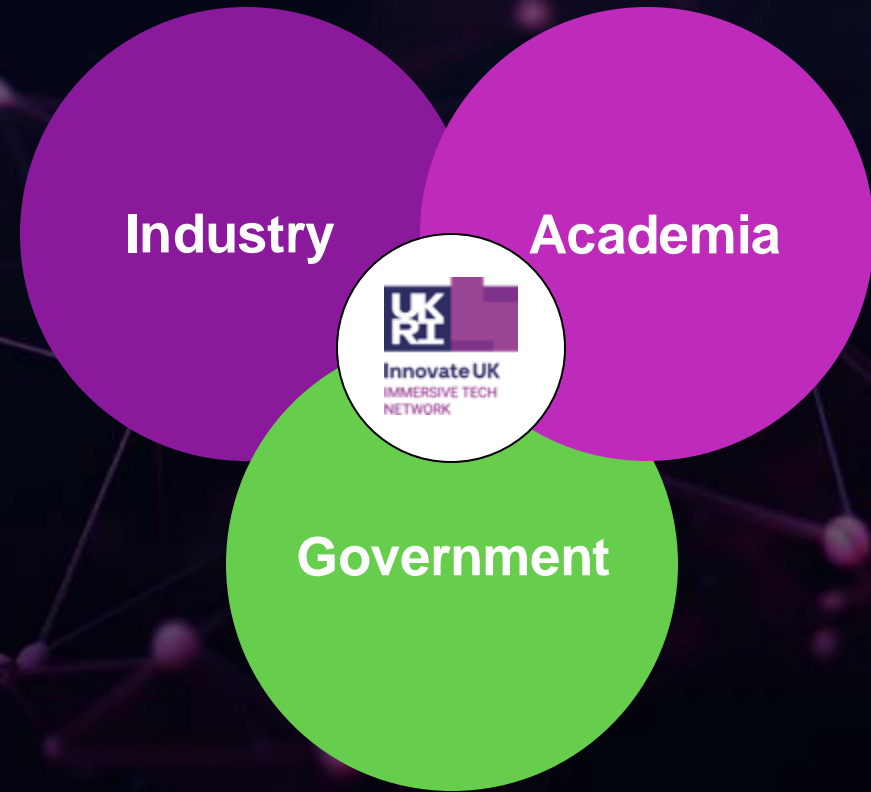
Immersive Economy Report

https://iuk.immersivetechnetwork.org/resources
/the-2022-uk-immersive-economy-report/

Working Groups

Advisory Board	Academic	Creative	Accessibility	ED&I
Funding & Finance	International	Virtual Production	Environmental Sustainability	Ethics

https://iuk.immersivetechnetwork.org/news/innovate-uk-immersive-tech-network-announces-four-new-working-groups-and-co-chairs/

Join the network

- **Showcase** your work & profile in the **Directory**
- **Community Hub**: post opportunities & find collaborations
- **Jobs Board**
- **Newsletter**
- **Events**

  - Network with our community & others

  - Discussions, showcases & demos
- **Funding** opportunities
- Get involved with the key initiatives

iuk.immersivetechnetwork.org

Thank You