

**** PLEASE NOTE** THIS APPLICATION FORM IS PROVIDED FOR INFORMATION PURPOSES ONLY. PLEASE SUBMIT YOUR APPLICATION VIA THE SUBMITTABLE APPLICATION FORM**

ELIGIBILITY AND DECLARATIONS

The Submittable application form will contain 10 questions, each with a 500-word limit.

During the application process you will be asked for a high-level budget and project timeline. You can download the templates to complete from the website.

Eligibility Criteria

Please refer to [Applicant Guidance](#) for full Eligibility Criteria

I confirm I have read and adhere to the Eligibility Criteria [TICK BOX]

Declaration of prior funding

Due to subsidy control guidelines, we need to ensure that project funding does not exceed the maximum threshold allowed by UK Government. The maximum threshold is 3 million pounds for any one project. Please declare whether the project you're applying with has received previous funding or subsidies from any UK body, e.g. Innovate UK, etc. and if so, please provide **details** as below.

[TICK BOX] No, this project or prior work leading to this project has not received previous funding.

[TICK BOX] Yes, the project or prior work leading to this project has received funding within the last three years.

 If yes, please outline the total funding amount and funding bodies.

[COMMENTS BOX]

Declaration of company size:

In order for us to determine funding eligibility, we need to confirm the size of your company as per the following definitions. Please read and select which criteria your company meets. If you wish to know more about these company categories, please see further information in our [Applicant Guidance](#) document.

Qualifying criteria

Company Category	Staff Headcount	Turnover OR	Balance Sheet
Micro	<10	<€2m/£1.76m	<€2m/£1.76
Small	<50	<€10m/£8.8m	<€10m/8.8m
Medium Sized	<250	<€50m/£44m	<€42m/£38m
Large	>250	>€50m/£44m	>€42m/£38m

Please select which size company you are

Micro Enterprise ☐ [TICK BOX]

Small Enterprise ☐ [TICK BOX]

Medium Size Organisation ☐ [TICK BOX]

Large Size Organisation ☐ [TICK BOX]

Declaration of whether this project is A/ Industrial Research or B/ Experimental Development:

	Industrial research	Experimental development
○ Purpose	○ Generate <i>new</i> knowledge or skills; or <i>significant</i> improvements.	○ Apply existing knowledge and skills to produce <i>new</i> products, processes or services.
○ Technology readiness levels ¹	○ 4, 5, 6	○ 7, 8, 9
○ Typical outputs	○ Prototypes, demonstrators, pilots in test / simulation environments.	○ Prototypes, demonstrators, pilots in real-life environments.

As CoSTAR offers its technical facilities as a "test/simulation environment" as part of the Pilots and Prototype Programme (PPP) award, the majority of PPP projects thus far have been classified as "industrial research"

Please select the nature of your project's research:

Industrial Research [TICK BOX]

Experimental Development [TICK BOX]

Conflict of Interest Declaration

What is a Conflict of Interest?

All those undertaking research and grant funding from CoSTAR must be able to recognise situations and activities that might give rise to a real or potential conflict of interest or could be perceived by others as a real or potential conflict of interest.

Any such conflict, which could affect, or be perceived to affect, an individual's judgement in any aspect of undertaking their CoSTAR project must be disclosed as soon as it is recognised and necessary steps taken to ensure it is recorded, and either avoided or appropriately managed.

Please refer to UKRI guidance: <https://www.ukri.org/who-we-are/how-we-are-governed/conflicts-of-interests/>

Please note that declaring a conflict of interest does not necessarily preclude you from submitting an application. However, if you believe you may have a potential conflict, we strongly advise speaking with a member of the CoSTAR team prior to submitting your application to clarify your eligibility. You can contact the team on costar.pilots@rhul.ac.uk.

Do you believe that there is a potential conflict of interest arising from this application?

Yes

No

If yes, please provide details below:

Use of AI in Applications

Applicants may use AI to support drafting; however, you remain responsible for ensuring that the content is accurate, original, free of fabricated references, and reflective of your own ideas and expertise. We adhere to the [UKRI policy on the use of generative artificial intelligence in applications](#). Please read this policy carefully before using AI tools in your application.

Any use of AI should be transparent and appropriately acknowledged where relevant, there will be the opportunity to declare AI usage at the end of your application form.

APPLICATION QUESTIONS

Note:

Please ensure all information you wish us to review is included within your responses to this Application Form.

Please note any hyperlinks or references to review your own or other websites will not be considered by Assessors.

Before submitting, please make sure that all sections of your application are complete including the name and full registered address of your organisation and any partners or subcontractors working on your project.

Project Name:

Question 1: Your current audience-facing experience or event – what is your current experience and why do you want to explore multisensory elements?

(max 500 words)

Please describe:

- A brief description of your experience in its current format
- A description of how the audience currently accesses the project (for example, is it location-specific? How many people can experience it at once?)
- Why you want to investigate the use of multisensory elements in your creative practice
- Any barriers you currently face in implementing multisensory experiences

Main assessment criteria: *A well-defined pre-existing project and strong reasoning for the use of multisensory elements.*

Question 2: Approach and solution - how do you plan to incorporate the addition, removal, or augmentation of a central multisensory element and how will you deliver the project?

(max 500 words)

Please describe:

- What your solution is and why you have chosen this approach
- What you intend to achieve within the scope of this project
- Your ability to host and source participants for 2 audience facing showcases of at least 50 people (at least 100 in total)

Main Assessment Criteria: *The proposed solution is clear and achievable.*

Question 3: The R&D and/or innovation focus - what is the main R&D opportunity or innovation outcome you propose to explore or develop and what impact do you hope this to have on your project?

(500 words)

Please describe:

- What makes your adapted project innovative, and how it is different from alternative solutions that are already available
- Whether you are developing a new solution or a totally new approach or idea
- The value you expect it to create for your creative work and/or business
- The social, emotional, cultural, and economic impact of your experience
- How you think it will make your work more accessible to audiences
- How it will build on your previous work/experience

Main Assessment Criteria: *The specific R&D focus and/or innovation of the project is well-articulated, and there is a clear rationale that it will have a meaningful impact. Please note that this question is double weighted.*

Question 4: Project Team and partnerships - who is in the project team and who will you work with to deliver your showcase?

(max 500 words)

Please describe:

- The roles, skills, and experience of all key members of the project team
- Who will be leading the team
- Any key advisory board members, board of directors etc
- The details of any UK based subcontractors, who you will need to work with to successfully carry out the project
- Any roles you will need to recruit for (on which the project depends)
- The venue partner/s you plan to work with and any agreements that are currently in place

Main Assessment Criteria: *The project team has strong leadership, and the range of skills and experience needed to deliver the project and a suitable venue partner has been identified*

Question 5. Project Timeline and Risks - how will you manage your project effectively?

(max 500 words)

Please consider:

- Your approach to managing your project effectively, identifying any major tools and mechanisms you will use to secure a successful project outcome
- Your key project risks and how you will mitigate them

Please complete:

A high-level project plan and timeline, identifying any key priorities, milestones, work packages and deliverables (as appropriate to your project). This is available for download from the [website](#), please note the download should start immediately when you click the link and will automatically be saved to your designated downloads folder. Please upload your completed Project Plan to Submittable.

Main Assessment Criteria: *The project management plan and approach to risk management is appropriate and achievable.*

Question 6: Budget

Please complete the attached budget template providing a high-level breakdown of your proposed costs (i.e. staffing and labour costs, use of contractors and freelancers, capital usage, and materials.) Please note that your budget must include appropriate delivery costs for hosting 2 audience facing trials (i.e. venue costs, staffing, etc.). The budget template document can be downloaded [here](#). The download should start immediately when you click the link and be saved automatically to your designated downloads folder.

- Please review [Budget Guidance](#) before completion.

Main Assessment Criteria: *The proposed budget is well considered, has reasonable costs and appears feasible with respect to the scope of the project. Please note that this question is double weighted.*

Question 7: CoSTAR Support Requirements (max 500 words)

What will you need access to?

Please describe:

- How you plan to make good use of CoSTAR equipment and facilities. If there are any key dates and durations that you require access, please note these here
- The CoSTAR research expertise you may require access to

Main Assessment Criteria: *The request for CoSTAR support is clear and reasonable.*

Question 8: Justification for Support and Added Value - why do you require access to the CoSTAR infrastructure detailed above, and how will it help progress and/or accelerate your project?

(max 500 words)

Please describe:

- What advantages this form of publicly funded support would offer your project, for example, appeal to investors, more partners, reduced risk, or a faster route to market
- What other routes of support or investment you may have already approached
- What your project would look like without CoSTAR support
- What additional value is the project bringing, for example, other funder contributions, company own contribution

Main Assessment Criteria: *There is a clear rationale for why CoSTAR support is required to progress and/or accelerate the project.*

Question 9: Commercial potential and route to market - Upon completion of this projection what is your 12-month roadmap to commercialise the results of the project?

(500 words)

Please consider:

- The commercial potential of adapting your project with multisensory elements with reference to intended users, size of market
- Your previous track record of developing new technologies or experiences.
- Any demonstrable experience of commercialising new products, technologies or experiences in the past
- The current financial position of your business and existing client base
- Any ideas you may have for achieving maximum impact with your project (beyond commercialisation opportunities) such as publication, demonstration or knowledge exchange opportunities

Main Assessment Criteria: *The proposed solution has strong commercial value, with an appropriate route to market.*

Question 10: Social Impact

Environmental Sustainability and Equality, Diversity and Inclusion (EDI) are central to our work at CoSTAR and all our Access Programmes. All projects, regardless of their main R&D focus, are expected to have a demonstrable engagement with either EDI, sustainability or both.

Please outline how your proposal and project team intend to engage with EDI and sustainability and the additional support you would most benefit from:

(max 500 words)

Please consider:

- Does your company have an EDI policy/action plan?
- What experience, if any, does the team have in delivering ‘inclusive innovation’ e.g. working with diverse user groups, engaging in participatory design, developing assistive technology or addressing bias in emerging technologies?
- Is your business actively integrating sustainability principles into its products, strategies and operations?
- Any there any specific challenges or opportunities relating to sustainability arising from your project?
- What experience, if any, does the team have of addressing technological challenges around sustainability and carbon measurement?

Main Assessment Criteria: *There is a strong approach to engaging with Social Impact (EDI and/or Environmental Sustainability).*

Unmarked Artificial Intelligence Usage Declaration

The CoSTAR Network would like to gather some data on the use of AI in funding applications. This will help us to better understand where and how it is being used by applicants and does not impact the outcome of your application.

Did you use Artificial Intelligence, or a tool based on it, to complete this application?

Select one

NO ☐ [TICK BOX]

UNSURE ☐ [TICK BOX]

YES ☐ [TICK BOX]

Are you applying for funding for a project that contains outputs from Artificial Intelligence, or a tool based on it?

Select one

NO ☐ [TICK BOX]

UNSURE ☐ [TICK BOX]

YES ☐ [TICK BOX]

If you answered Yes or Unsure to either of the above questions, please include further details here:

It is important that all projects respect copyright and intellectual property rights.

If you are applying for funding with a project using AI outputs, please make sure that this does not infringe copyright or IP law.