

## CoSTAR Emerge

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

To submit your answers please go to the Submittable Application available [here](#).

### ELIGIBILITY AND DECLARATIONS

Please also check that your proposal meets the 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.

[COMMENTS BOX] If yes, please outline the total funding amount and funding bodies.

#### **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]

**Please note that this call is only open to micro enterprises, small enterprises, and medium sized organisations.**

If you are creating a spin off company from a large organisation for your new product concept, please ensure that you have included information on this in your application or get in touch with us at [costar.enterprise@rhul.ac.uk](mailto:costar.enterprise@rhul.ac.uk) to confirm your eligibility.

## **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**

This application form contains **11 questions**, one with a 100 word limit, the rest with a **500 word limit**. There is a file upload if you would like to upload any supporting documentation eg. pitch deck, teaser video etc.

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.

Please also check that your proposal meets the eligibility criteria.

### **Note to applicants:**

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.

## Q1. Briefly describe your business

Please provide a concise description of your business

*Limit 100 words*

## Q2: Problem and Need

Please describe:

- What is the motivation for your project?
- What problem have you identified?
- Why are you best placed to address this problem?
- How does it relate to your journey to date?

*Limit 500 words*

## Question 3a: Idea Overview and Value Proposition

*What is your AI-enabled creative technology solution?*

Please describe:

- Your product/service and the core idea behind it
- How AI is used within your solution
- The key value it delivers to users or customers
- The current stage of your idea (concept, prototype, early testing, etc.)
- What success would look like by the end of the Emerge-AI programme

*Limit 500 words*

### Question 3b: Social Impact and AI

*Please explain the social impact of your AI-enabled creative technology solution.*

Please describe:

How your project engages with both;

- Sustainability
- Equality, diversity, and inclusion (EDI)

Please note that this question is project specific, **Question 10** will ask about your wider Social Impact (EDI & Sustainability) strategy across your company and work.

*Limit 500 words*

### Question 4: Customer Validation and Market Insight

*How have you validated your idea so far?*

Please include:

- Any research, user insights, or testing you have already conducted
- Evidence of demand (anecdotal, interviews, pilots, early adopters, etc.)
- Your target audience and primary users
- Key assumptions you still need to test during the programme
- Competitors or alternatives and how your solution differs

CoSTAR Emerge-AI is for early stage concepts, and there is no expectation for you to have fully tested or to fully understand your market. We would like to know where you are in this process.

*Limit 500 words*

## Question 5: Prototype and Development Needs

*What are you building and what support do you need to progress it?*

Please outline:

- The current state of your prototype or concept
- The main technical or creative challenges you are facing
- How you plan to evolve your product during the programme
- Any AI, data, or compute requirements (e.g. models, datasets, cloud usage)

*Limit 500 words*

## Question 6: Team and Capability

*Who is in your team and how do they relate to the work you want to achieve through the CoSTAR Emerge-AI programme?*

Please provide:

- Key team members and their roles
- Relevant skills and experience (creative, technical, commercial)
- Any collaborators, advisors, or partners
- Any previous experience in startups, R&D, or accelerator programmes

*Limit 500 words*

## Question 7: Commercial Potential and Growth Vision

*What is the opportunity for your business?*

Please explain:

- Your business model (how you will generate revenue)
- Your target market and customer segments
- The scale of the opportunity (qualitative or quantitative)
- Your route to market (e.g. partnerships, direct sales, platforms)
- Your short-term goals (next 6–12 months)
- Your longer-term vision for growth

CoSTAR Emerge-AI is for early stage concepts, and there is no expectation for you to have fully tested or to fully understand your market. We would like to know where you

are in this process. The work you will undertake through CoSTAR Emerge-AI will inform this thinking going forward.

*Limit 500 words*

### Question 8: Risk Management

*How will you track, minimise and mitigate risk effectively?*

Please explain:

- Please explain your key company project risks, and the steps you will take to mitigate them.

*Limit 500 words*

### Question 9: Use of CoSTAR Emerge-AI Support

*How will you make the most of the programme and why is CoSTAR Emerge critical for your business right now?*

Please describe:

- What specific support you need from CoSTAR Emerge (mentorship, cloud credits, user testing, workshops, etc.)
- How access to cloud credits will help your development
- The specific difference this programme will make to your progress
- How it will accelerate your idea toward validation or launch
- Any additional support, funding, or partnerships you are pursuing
- The broader impact your business could have (industry, creative sector, society)

*Limit 500 words*

## 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. This will be supported by training and mentorship in social impact areas that include: equitable design, developing environmental sustainability principles and working with diverse user groups.

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

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?
- Are 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?

*Limit 500 words*

## Supporting document upload

Supporting documentation may include pitch decks, project plans, teaser videos, etc. These may include word, excel, and presentation documents, image files, and video files.

You can upload up to 10 files.

## 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]

### **If you answered Yes or Unsure to the above question, 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.