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

ELIGIBLITY AND DECLARATIONS

Before you proceed to your application please confirm you meet the Eligibility Criteria and you understand our Data Privacy Policy.

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 *new* knowledge or skills; or *significant* improvements.	○ Apply existing knowledge and skills to produce *new* products, processes or services.
○ Technologyreadiness 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.

CoSTAR
THE UK R&D NETWORK FOR CREATIVE TECHNOLOGY

APPLICATION QUESTIONS

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.

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. Please also check that your proposal meets the eligibility criteria.

Project Name:

Q1. Problem and need - what is the problem you are trying to solve and if awarded what impact would this have on the wider performance and/or screen sectors?

(max 500 words)

Please describe:

- The main motivation for your project in terms of the business need, technological challenge, and/or market opportunity.
- How big the problem is.
- Who is experiencing the problem.
- The different forms of impact your project could have.

Main Assessment Criteria: *The problem that your innovation seeks to address along with potential sector benefits is well defined.*

Q2. Approach or solution - how will your solution resolve the problem you have identified?

(max 500 words)

Please describe:

- What your solution is and why you have chosen this approach.
- How your solution will help or impact potential users.
- What you intend to achieve within the scope of this project and how.

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

Q3. The R&D and/or innovation focus - what is the main R&D opportunity or innovation outcome you propose to explore or develop?

(500 words)

Please describe:

- What makes your project innovative, and how it is different from alternative solutions that are already available.
- Whether you are developing a new solution in an existing area, or a totally new approach or idea.
- What stage your project is at (for example, is it an early-stage prototype or is it closer to market?).
- How it may build on any work you have already done.

Main Assessment Criteria: *The specific R&D focus and/or innovation of the project is well-articulated. Please note that this question is double weighted*.

Q4. Project Team - who is in the project team?

(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).

Main Assessment Criteria: *The project team has strong leadership, and the range of skills and experience needed to deliver the project.*

Q5. 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 key priorities, milestones, work packages and deliverables (as appropriate to your project). The template for this can be downloaded from the call page. Please note that 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.*

Q6. Budget

Please complete the 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.) The budget template document can be downloaded from the call page**.** 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.

With reference to your completed budget template, please type the total amount of funding you are applying for here:

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.*

Q7. CoSTAR Support Requirements (max 500 words)

7a. Please select which facilities you wish to apply for (please select all that apply):

[TICK BOX] I would like to apply for access to CoSTAR compute infrastructure (the equivalent of one node of up to 1,600 GPU-hours).

[TICK BOX] I would like to apply for access to up to 1 week of studio time at one of the CoSTAR facilities.

7b. If you have identified a preference for which CoSTAR Lab you would like to work with, please select this below. You may wish to consider their sector specialism, geographical location, studio facilities (if required) and AI specialisms. We will endeavour to accommodate preferences, however, please note that depending on capacity and available expertise you may be matched with another Lab.

Options (dropdown): CoSTAR National Lab / CoSTAR Live Lab / CoSTAR Screen Lab / CoSTAR Realtime Lab / I do not have a preference.

7c. Please provide further detail about what you need access to, and how it will be used.

Please describe:

- Which CoSTAR equipment and facilities you will require access to. If there are any key dates and durations that you require access, please note these here.
- Any CoSTAR research expertise you may require access to – please refer to the summary of CoSTAR Lab AI Expertise for reference
- Any third-party AI infrastructure you expect to access with the help of CoSTAR funding, and why this is essential to the project.

7d. CoSTAR is soon to be trialling a system that will enable companies to access the Google Vertex platform, alongside Google cloud compute credits. If you think this may be directly relevant to your project and would like to discuss this in the event of your project being selected, please check this box.

[TICK BOX] Yes, I would be interested in discussing access to Google AI models

Note this question does not form part of the assessment process.

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

Q8: 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 strong rationale for why CoSTAR support is required to progress and/or accelerate the project*.

Q9: 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 your solution 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.*

Q10: Social Impact (max 500 words)

Environmental Sustainability and Equality, Diversity and Inclusion (EDI) are central to CoSTAR and all Access Programmes. Regardless of the primary R&D focus, all projects are expected to demonstrate meaningful engagement with both EDI and sustainability. Support and training will be provided throughout the programme. Please outline how your **project** engages with EDI and environmental sustainability, and identify any additional support that would help you maximise impact.

Equality is about fair access to opportunities. Equity is about recognising that different people face different barriers and may require different support to participate fully and benefit equally.

Diversity recognises, values and includes people with different backgrounds, identities, experiences, perspectives and ways of thinking, including (but not limited to) differences in age, disability, ethnicity, gender, sexual orientation, socio-economic background, geography and lived experience.)

Inclusion creates environments, products and services where people feel welcomed, respected and able to participate fully and meaningfully.

Please consider the following questions simply as prompts:

Inclusive Innovation

- What experience does your team have of working with diverse users, communities or audiences?
- Have you previously used participatory, co-design, or user-centred approaches when working with audiences or users?
- Have you developed accessible products, services or technologies, or addressed bias within emerging technologies?
- How will EDI and inclusive design be embedded within this project?

Environmental Sustainability

- How is your business integrating sustainability into its products, services, operations or strategy?
- What environmental challenges or opportunities are presented by this project?
- How are sustainability considerations influencing project design, production or delivery decisions?
- What experience does your team have of measuring, reducing or managing environmental impact, including carbon emissions.

Support Need

- What additional EDI, inclusive design or sustainability support would be most valuable to your team during the programme?
- Are there specific skills, knowledge gaps or challenges you would like support to address?

250 words for EDI

250 words for environmental sustainability

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.

Additional Research Questions (Unmarked)

*The following **six multiple choice** questions will allow us to get a clearer idea of your fundamental activities, as well as to help us understand how we may best support you and the broader activities and needs of the creative sector. This data is not assessed:*

Q1: In which part(s) of the creative value chain is AI mainly being used within this project? Please select all that apply.

[TICK BOX] Ideation
[TICK BOX] Creation
[TICK BOX] Production
[TICK BOX] Distribution
[TICK BOX] Consumption
[TICK BOX] Audience Analysis
[TICK BOX] Other: (please specify)

Q2: Areas of Artificial Intelligence. Please select the statement(s) that apply to this project. Select all that apply.

This project involves:

[TICK BOX] Traditional (non-Generative) AI tools, services or pipelines (i.e. tools that help to analyse data, identify patterns, or make predictions. They do not create any 'new' assets or media).

[TICK BOX] Generative AI tools, services or pipelines (i.e. tools that are capable of creating something new such as images, text, video, code etc.)

[TICK BOX] Agentic AI (i.e. specialised software systems that are composed of agents that can carry out tasks autonomously).

[TICK BOX] I'm not sure

[TICK BOX] Other: (please specify)

Q3: Working with AI models. Please select the statement(s) that apply to this project. Select all that apply.

This project involves:

[TICK BOX] AI model training (i.e. the process of passing large amounts of training data through an AI algorithm to produce an AI model, such as a foundation model).

[TICK BOX] AI model adaptation or fine-tuning (i.e. the process of using a specific set of training data to adapt an existing AI model to train a new, more specialised model).

[TICK BOX] AI model use or inference (i.e. the process of applying an existing, trained model to particular tasks, such as generating content in response to a variety of prompts).

[TICK BOX] I'm not sure.

[TICK BOX] Other: (please specify)

Q4: AI Model types. Please select the statement(s) that apply to this project. Select all that apply.

This project involves:

[TICK BOX] working with my company's own proprietary AI models.

[TICK BOX] working with open weight/open source models developed by a third party (examples might include MiniMax H3, Kimi K3 etc).

[TICK BOX] working with proprietary models and services developed by a third party (examples might include Claude, ChatGPT, Seedance etc).

[TICK BOX] I'm not sure.

[TICK BOX] Other: (please specify)

Q5: Sensitive data. Does your project involve data that is sensitive or proprietary (this might include training, prompt or output data)? Select all that apply.

[TICK BOX] Yes, we are working with Intellectual Property

[TICK BOX] Yes, we are working with personal data

[TICK BOX] Yes, we are working with commercial data

[TICK BOX] Yes, I have other forms of sensitive data

[TICK BOX] No, this data is not considered sensitive or proprietary

Q6: Geographical restrictions on data. Do you have geographical restrictions on where the data for this project can be stored and and/or processed?

a. My data must remain only on local hardware
b. My data must remain in UK
c. My data must remain in the EU
d. No restrictions (my data can be processed globally)
e. Other: (please specify)

Please note: this question is asked for reference only and has no bearing on how data is stored or processed in relation to the CoSTAR compute infrastructure, which is based in the UK.