

# Accelerate - Industrial Net-Zero

## Competition Frequently Asked Questions

September 2021

## FAQs Content

Who can apply?	3
What are the selection criteria?	3
Will the programme provide me with funding?	4
How will the programme respond to COVID-19 implications?	4
Will the whole team need to attend the workshop sessions?	4
Will the programme provide me with a workspace?	4
What if I am involved in another external or Digital Catapult programme?	5
Will you be able to provide feedback on my application?	5
Key Dates	5

## Who can apply?

### What are the requirements for the Accelerate - Industrial Net-Zero programme?

- Applicants must be a UK based registered company – or prove they have an establishment in the UK and undertake the majority of the activity in the UK.
- Applicants must develop solutions enabled by advanced digital technologies.
- Applicants must have a product-based business at the minimum viable product stage (for example, at least TRL5 on technology readiness level)
- Applicants must have two or more team members
- Applicants must be considered as an early-stage business, for example, a business that received under £1,000,000 in private investment or public funding
- Applicants must be looking to raise pre-seed or seed investment in the next 12 months

## What are the selection criteria?

### Please see below a description of the criteria your application will be assessed on:

There will be 10 criterions you will be judged on each explained in further detail below.

- Idea – The product/service idea is compelling, original and it demonstrates strong vision.
- Value Proposition – The product/service solves a real problem that customers face.
- Maturity – The product/service has been developed to the point that is ready to or has already started to commercialise.
- Technical assessment – The product/service uses suitable advanced digital technology or a mix of those as its core proposition.
- Business strategy and Growth potential – The product/service has a clear plan to generate money and make the business sustainable. The product/service has the potential to succeed beyond the Accelerate track and receive further funding opportunities and keep on growing.
- Market potential and product/market fit – The market size is significant and the market is ready for this product/service application.
- Differentiation – The product/service is different to other existing ones in the market.
- Traction – There is evidence of existing sales and distribution channels or a clear plan for the future sales and distribution strategy.
- Team quality – The team is of adequate size and is equipped with the right technical, financial and business skills, and has the ability to deliver the solution successfully.

- Financial consideration – There is a plan on investment and funding of the company. The risk and profitability should have been assessed.

## Will the programme provide me with funding?

### **Please see below the funding explanation:**

Whilst this open call won't provide any private investment or other types of funding, the programme will help you through investment focused activities to understand the investment landscape, the different routes to accessing finance and how to build relationships with the investor community.

Participants keep 100% of any investment raised as part of the programme - Digital Catapult and its partners do not take any equity from participating companies.

## How will the programme respond to COVID-19 implications?

### **Please see below the Digital Catapults response to COVID-19:**

Digital Catapult is aware of the business impact of the COVID-19 pandemic and knows that early-stage startups need our support now more than ever. The health and safety of individuals is a priority to Digital Catapult, therefore the programme is planned to be delivered remotely online.

## Will the whole team need to attend the workshop sessions?

### **Please see the team requirements on the programme:**

No, just the founders or other key representatives in relation to the topic of the workshop need to attend (maximum three people per startup ).

## Will the programme provide me with a workspace?

### **Please see our workspace options:**

It is not our intention to offer it and there is no guarantee of access to the workspace.

## What if I am involved in another external or Digital Catapult programme?

### **Please see our other accelerator policy:**

.....

Participating or having participated in accelerator or other startup support programmes does not preclude you from taking part in Accelerate.

## Will you be able to provide feedback on my application?

### **Please see below about providing feedback:**

Unfortunately, because of the high volume of applications, we do not provide feedback on Accelerate applications automatically. If you would like to receive feedback on your application, please send us an email stating so and we'll try to get back to you as soon as possible.

## Programme Key Dates

### **Please see below the key dates of the programme:**

- Applications open Monday 13 September
- Application Closing Deadline Sunday 31 October at 23:59
- Programme start date: Friday 10 December 2021
- Kick-off: w/c 13 December 2021
- Workshops: weekly January – March 2022
- Mentorship: ongoing from Monday 3 January 2022 – Friday 18 March 2022.
- Showcase: March 2022, to be confirmed.
- Programme End Date: March 2022

.....