



Royal College of Art

**DESIGN AGE**<sup>®</sup>  
**INSTITUTE**

## **PATHFINDER PROJECTS**

### **GUIDANCE FOR APPLICANTS**

The Design Age Institute (DAI) is funded by Research England to address the Government's Grand Challenge on an Ageing Society.

Our pathfinder projects provide funding and design management support to accelerate innovative ideas for products and services for the healthy ageing marketplace from a prototype and towards market.

We are looking to work on projects that will change the narrative on ageing, which requires not only a strong idea but also success of implementation. However, this does not mean that we will only work with organisations that have already been successful - we welcome applications from all regardless of track record.

#### **What we will provide:**

- Funding of up to £50k (VAT inclusive) to support selected projects towards market
- Design management support (not project management) from our team of experts in design for healthy ageing
- Access to existing research and exclusive insights into the healthy ageing marketplace.

#### **Requirements:**

1. To be eligible to receive funding, individuals or enterprises applying must be based in England, though project activities can take place across the UK.
2. Projects must be suitable for the healthy ageing marketplace.
3. Projects should aim to be launched by 30 April 2023 in accordance with our funding from Research England.



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4. Each project needs to meet at least one of our key objectives:
  - Enjoy five extra healthier, independent years of life at home; and
  - Support people to remain at work for longer.
5. Products and services that are primarily non-digital are of particular interest.
6. We will aim to fund and support design projects from proof of concept stage onwards that meet the following criteria:
  - Towards market ready and launch
  - Incremental development
  - Commercially viable inventions
  - Demonstration of creativity, innovation, distinctive from other ideas in the market.
7. We are not able to fund or support:
  - Salary costs (unless for design and bringing to market costs)
  - Stand-alone research
  - Conceptual design and exploration
  - Feasibility studies
  - Experimental development
8. Applications received after 11:59pm on Sunday 20 February will not be considered.

If you have any questions please email [Melanie.Andrews@rca.ac.uk](mailto:Melanie.Andrews@rca.ac.uk) and visit [designage.org](http://designage.org) for all the latest news and opportunities.