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INSTITUTE

24th January 2023

TRANSPORT PATHFINDER INNOVATION PROGRAMME



UK Research
and Innovation





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**TRANSPORT PATHFINDER
INNOVATION PROGRAMME**



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COLUM MENZIES LOWE

Director

FIONA MYLES

Senior Design Manager

MELANIE ANDREWS

Design Manager

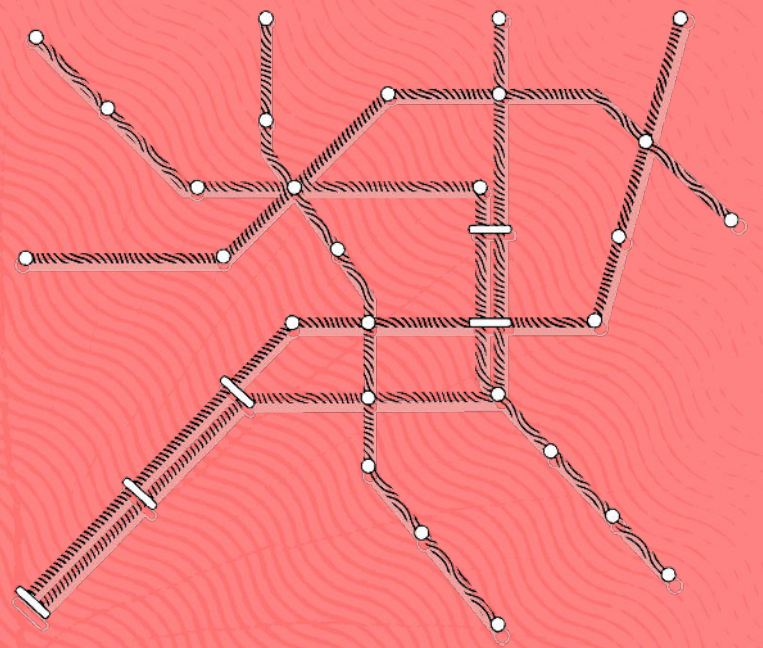
ANDY CRIPPS

Senior Design Manager



AGENDA

- **WHO WE ARE**
- **WHAT WE ARE LOOKING FOR**
- **OUR RECRUITMENT PROCESS**
- **TIMELINES**
- **Q&A**



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THE NATIONAL STRATEGIC UNIT FOR DESIGN AND THE HEALTHY AGEING ECONOMY

UK GOVERNMENT'S GRAND CHALLENGE ON AGEING

- Enjoy 5 Extra Healthy, Independent Years Of Life
- Support People To Remain At Work For Longer
- Support people to retain their mobility, transport and social connections.



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WHAT IS A PATHFINDER PROJECT?

Accelerating an innovative idea for healthy ageing from concept to market

- **Initial concept stage onwards towards market**
- **Meet healthy ageing objectives**
- **Commercial potential - feasible, desirable and viable**
- **Innovative and distinctive from other ideas in the market.**



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TRANSPORT VS MOBILITY?

**TRANSPORTATION IS SOMETHING YOU DO.
PERSONAL MOBILITY IS SOMETHING YOU HAVE.**



TRANSPORT - moving things and moving people i.e. trains, buses, taxis, planes, boats, cars, as well as systems like roads, rails, airports, and the ways we navigate them whether using a bus schedule or an app.

MOBILITY - the ability of a person to move, or be moved freely i.e. personal mobility can be supported by devices like a walking stick, shoe, app, stairlift or wheelchair.

MOBILITY PATHFINDER CALL - APRIL 2023



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- APPROXIMATELY ONE THIRD OF OLDER PEOPLE IN THE UK REPORT UNMET TRAVEL NEEDS, WHICH WORSEN WITH PROGRESSING AGE
- INCREASING DEMANDS WHICH ARE CURRENTLY UNMET FOR MULTIPLE TRANSPORT OPTIONS THAT ARE SAFE, AFFORDABLE, SUSTAINABLE AND DESIRABLE.

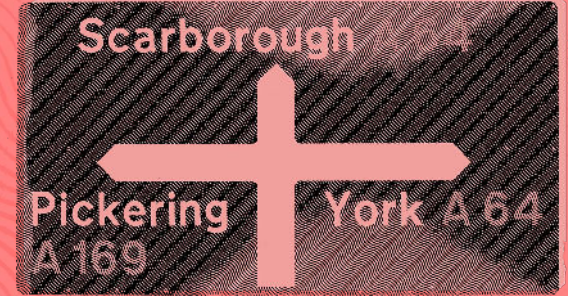
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**WHETHER ON FOOT, WHEELS OR TRACKS, GOOD DESIGN HAS THE
POTENTIAL TO HELP TRANSFORM HOW WE SOCIALISE, WORK, AND
NAVIGATE THE CITIES, TOWNS, OFFICES, NEIGHBOURHOODS AND HOMES OF
OUR FUTURE SELVES.**



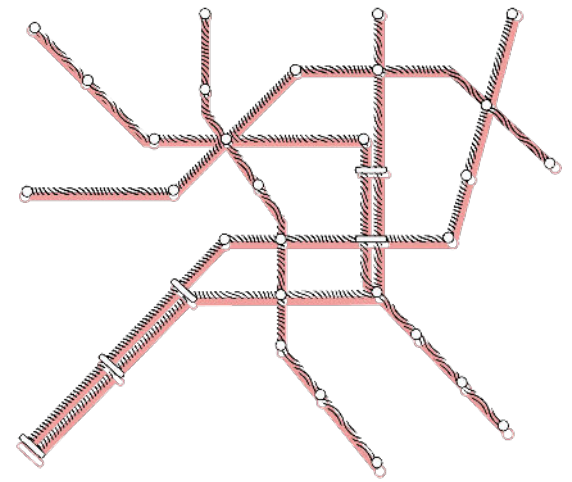
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WE ARE LOOKING FOR:

**INSPIRATIONAL, LIFE-ENHANCING IDEAS, PROTOTYPES, OR PLANS TO
REIMAGINE HOW TRANSPORT OPTIONS IN THE UK CAN BETTER
SUPPORT A RAPIDLY AGEING POPULATION TO STAY CONNECTED,
ACTIVE, AND INDEPENDENT FOR LONGER.**



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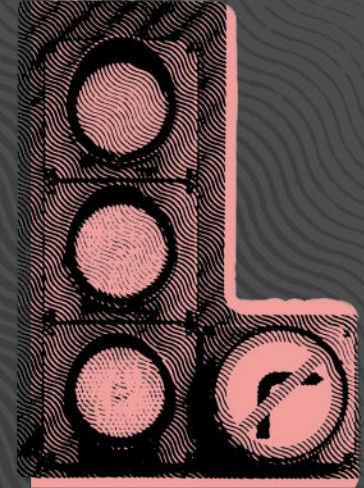
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KEY FACTORS TO ADDRESS

- Physical exclusion
- Digital and information exclusion
- Cost and payment exclusion
- Service exclusion
- Psychological exclusion

Other exclusion factors...

Source: RCA INTELLIGENT MOBILITY DESIGN CENTRE (IMDC)



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ELIGIBILITY CRITERIA

- 1. Individuals or enterprises applying for funding must be based in and trading in the United Kingdom.**
- 2. Proposed projects must be suitable for the healthy ageing marketplace.**
- 3. Applicants must be able to demonstrate the ability to find a pathway from ideation, or prototype towards market.**
- 4. Applicants will be asked to demonstrate that receiving the award, and working with the Institute, would form a critical part of their success.**



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ELIGIBILITY CRITERIA

5. Applicants should aim to start proposed projects by 30 April 2023 in accordance with our funding from Innovate UK.

6. Applicants should aim to have completed proposed projects by 31 Jan 2024.

7. Applicants must be able to demonstrate how they meet at least one of our key objectives linked to the UK Grand Challenge on an Ageing Society:

- a. Enjoy five extra healthier, independent years of life at home**
- b. Support people to retain their mobility, transport and social connections.**



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WHAT WE OFFER

- Seed funding, up to £120K (grant - exempt from VAT)
- Design management support and mentoring (not project management) from our team of experts in design for healthy ageing
- Access to existing research, exclusive insights into the healthy ageing marketplace, and peer-networking
- Skills development and training opportunities
- Support to run two research development sessions with end users

- NOTE: £120k is the maximum that can be applied for, we are looking for a breadth of entries on cost, and value for money will be a key assessment criterion.



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WHAT WE DON'T FUND

We do not support:

- **Salary costs (unless for design and bringing to market costs)**
- **Stand-alone research**
- **Feasibility studies**
- **Experimental development**



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HOW WILL WE EVALUATE YOUR PROJECT?

PHASE 1: Assessment

PHASE 2: Interview

PHASE 3: Award



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HOW WILL WE EVALUATE YOUR PROJECT?

PHASE 1: ASSESSMENT

Applications submitted will be scored against the following criteria based on the clarity of achieving each goal and managing associated risks.

To progress, applicants must achieve a min score of 70% across the criteria below:

1. Credible - problem, solution and desire (weighted 20%)
2. Feasible - support and funds (20%)
3. Deployable - route to market, marketing and sales (20%)
4. Sustainable - profitable, or self-sustaining (20%)
5. Value - value for money and value that Design Age Institute can add (20%)



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HOW WILL WE EVALUATE YOUR PROJECT?

PHASE 2: INVITATION TO INTERVIEW

Up to eight applicants will be selected for interview from the initial assessment based on how their proposal meets the assessment criteria.

Applicants shortlisted for interview will be assessed by a panel of experts in design, transport and innovation.

Decisions will map to our objectives and criteria across a diverse and distinctive range of outcomes, and that also will enable DAI to have a significant impact on the project.



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HOW WILL WE EVALUATE YOUR PROJECT?

PHASE 3: INTERVIEW AND AWARD

Interviews will be scored as follows.

1. Unclear, unsuitable for funding.
2. Partially clear but unresolved in key areas, does not meet objectives.
3. Adequate, to some degree meets objectives, queries.
4. Quality idea, meets objectives, but some question to resolve.
5. Excellent, exciting idea, meets objectives and route to market potential.

A max of 4 projects will be awarded up to £120k depending on proposal quantity, quality and costs.



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AWARD ADMINISTRATION

A Collaborative Project Agreement with each awardee will outline:

- planned project activity
- staged milestones
- reporting dates linked to payment instalments.



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Q&A

- We will talk through some FAQs to kick start the discussion
- Please put questions in Q&A only.
- If there are any questions that we can't answer we will respond directly to you after the session.



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Q&A

Q: When do projects need to start and end by?

A: Agreed projects MUST start by 30 April 2023 and the phase of work be complete by 31 January 2024 due to our funding requirements with Innovate UK

Q: Can I apply if I have already received funding from the DAI?

A: The DAI will consider repeat applications from charities but not from SMEs already working with the DAI.

Q: I have already taken my product to market and would like to apply for more funding to develop it further. Am I eligible?

A: We would consider providing support if the development was a new innovation of your initial product e.g. if you wanted to develop a service that would promote the use of your product.



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Q&A

Q: Do you need to be registered as a business or be part of an organisation to be eligible for funding?

A: You can either be a business or intend to set up a business to exploit your idea. We only fund projects where we can make a significant contribution towards a successful market launch. We do not fund research projects.

Q: I am studying in the UK and have a registered business in the EU. Am I eligible for funding?

A: Due to our funding requirements from Innovate UK you must have a registered UK business or an undertaking to set one up to receive funding.



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OUR RECRUITMENT PROCESS

- **Public launch and call for entries - 11th January 2023**
- **[Application](#) form available for download**
- **Applications close - midday Monday 27th February 2023**
- **Internal review and filter by DAI team**
- **Selection panel convened**
- **Shortlisting and interviews mid-March**
- **Notifications by early April**



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ACTIVITIES AND DEADLINES

- In person [workshop](#) - Thursday 9th February at 2pm
- Online [workshop](#) - Monday 20th February at 2pm
- Closing date - midday Monday 27th February 2023
- Interviews - on 15th and 16th March 2023
- Notifications - by early April
- Project commencement - 30th April 2023
- Project (phase) completion - 31st January 2024



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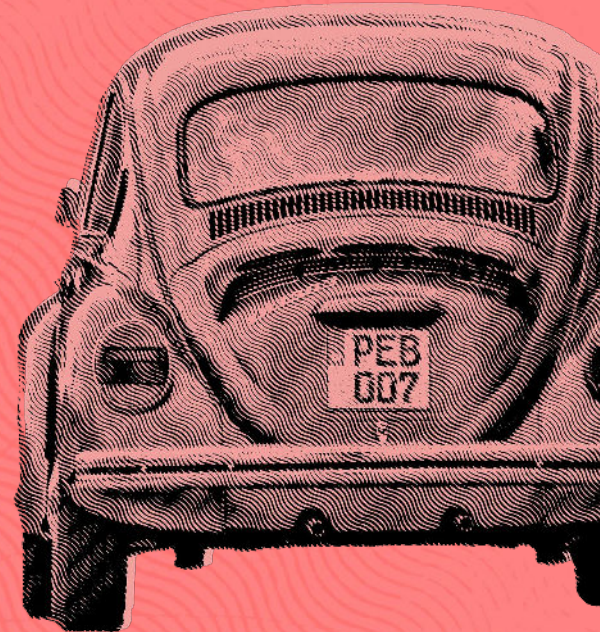


DESIGN MUSEUM: DESIGNING FOR OUR FUTURE SELVES
OPENING 24th FEBRUARY-26th MARCH



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