



National Institute for Health Research

Invention for Innovation (i4i) Programme i4i Connect Business Plan Guidance for Applicants

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1. Application Process

1.1 Business Plan and Video Presentation

Applicants are required to submit a maximum of 15 page business plan (the minimum font size should not be less than 10px), an [i4i Connect finance form](#) and a 3 minute video presentation at Stage 2 of the i4i Connect application process.

The content of the business plan must address the assessment criteria provided in the Expression of Interest ([EOI guidance document](#)). The video presentation should complement the business plan.

The business plan can be in your own format but it should provide the following information (although you do not have to use these headings):

Technology Overview

Include a description of the proposed technology, its intended use and details of the associated Intellectual Property (IP) ownership and management arrangements.

Business Opportunity and Objectives

A description of your business, outlining the different products and/or services you offer (value proposition) and business aims.

Market and Competition

Details of the intended market and competitor analysis.

Sales and Marketing Plan

Details of your sales strategy/channels and marketing plans.

Operating Plan

Details of any suppliers or business relationships that are critical to delivering your products/services or otherwise running your business (e.g. strategic partnerships, manufacturing etc.).

Management Team

Details of the team, including founders, key executives, shareholders etc. A maximum of 7 co-applicants is permitted.

Finance Analysis

Full details of the spending plan for the i4i Connect project (to be included within the [i4i Connect finance template](#)) and details of the company's cash flow forecast and funding strategy to be included in the business plan.

Video presentation

The 3 minute video presentation should complement the business plan. We do not expect professionally produced videos (you can use your smart phone), however, please ensure the visual and audio is of good quality.

1.2 Creating and Submitting an Application

Business plans are to be uploaded to the NIHR Central Commissioning Facility's [Research Management System \(RMS\)](#).

The lead applicant must create the application. Co-applicants can be added to the application at any time and will receive an automatic email from the RMS which will prompt them to accept their inclusion and later to consent to the application being submitted with their participation. **All co-applicants must accept their invitation to participate in the application by the submission deadline for the application to be eligible for submission.**

The 3 minute video presentations are to be uploaded to YouTube and a link to your video provided in the section 'Business Plan and Video Pitch Upload' provided in your online application form. Please refer to [Appendix 1](#) for further details about uploading your video to YouTube.

Both the business plan and 3 minute video presentations are to be submitted no later than **1pm, 23 October 2018.**

2. Patient and Public Involvement (PPI)

The NIHR expects active involvement of patients and the public in the projects it supports. It is anticipated that i4i Connect projects have reference to PPI. Plans for PPI must be clearly and fully described throughout your business plan. Applicants should identify the relevant patient/user group(s) for their application and engage with those groups at an early stage. To make the contents of your application and the implications of your project clear to members of the public, including funding panel and reviewers, a plain English summary is required. There are a number of organisations who may be able to provide useful resources, advice and support on patient and public involvement in research:

The [Research Design Service \(RDS\)](#) provides advice and support to researchers developing research proposals for submission to the NIHR and other national funding organisations for health and social care research.

[INVOLVE](#) provide advice and a range of resources on patient and public involvement in research.

3. Detailed Budget

Prior to completing the project spending plan, it is important applicants have a good understanding of:

[Attributing costs of health and social care Research and Development \(AcoRD\) guidance.](#)

The AcoRD guidance clarifies the distinction between the three categories of costs associated with non-commercial research studies/programmes:

- Research Costs

- NHS Support Costs
- NHS Treatment Costs

Attributing the costs of health and social care research and development (AcoRD): It is important to note that NIHR will only fund activities attributed to Research Costs. Therefore, NHS Support and Treatment costs should not be claimed in your application for funding.

The NIHR covers 100% of the costs for SME and NHS bodies including other providers of NHS services in England. Higher Education Institutions (HEIs) should determine the Full Economic Cost (FEC) of their research using the Transparent Approach to Costing (TRAC) methodology - up to 80% of FEC will be paid. There are no set rules on the split between collaborators, however, the contracted organisation will receive funding payments and would be required to distribute to co-applicants/contractors where applicable.

Please note - We recognise that the lead applicant of a Connect application may also be the Director of Finance. Within your RMS account you are able to switch between these accounts. [Appendix 2](#) outlines how you can switch between roles to fill out the relevant sections of the RMS application form. Please **do not** create two RMS accounts.

4. Key Dates

The key dates for i4i Connect are shown below:

Event	Date
Call Launch	7 August 2018, 9am
Stage 1 (Expression of Interest) Deadline	11 September 2018, 1pm
Stage 2 (Business Plan) Launch	2 October 2018, 9am
Deadline for Submission of Business Plan and Video Presentation	23 October 2018, 1pm

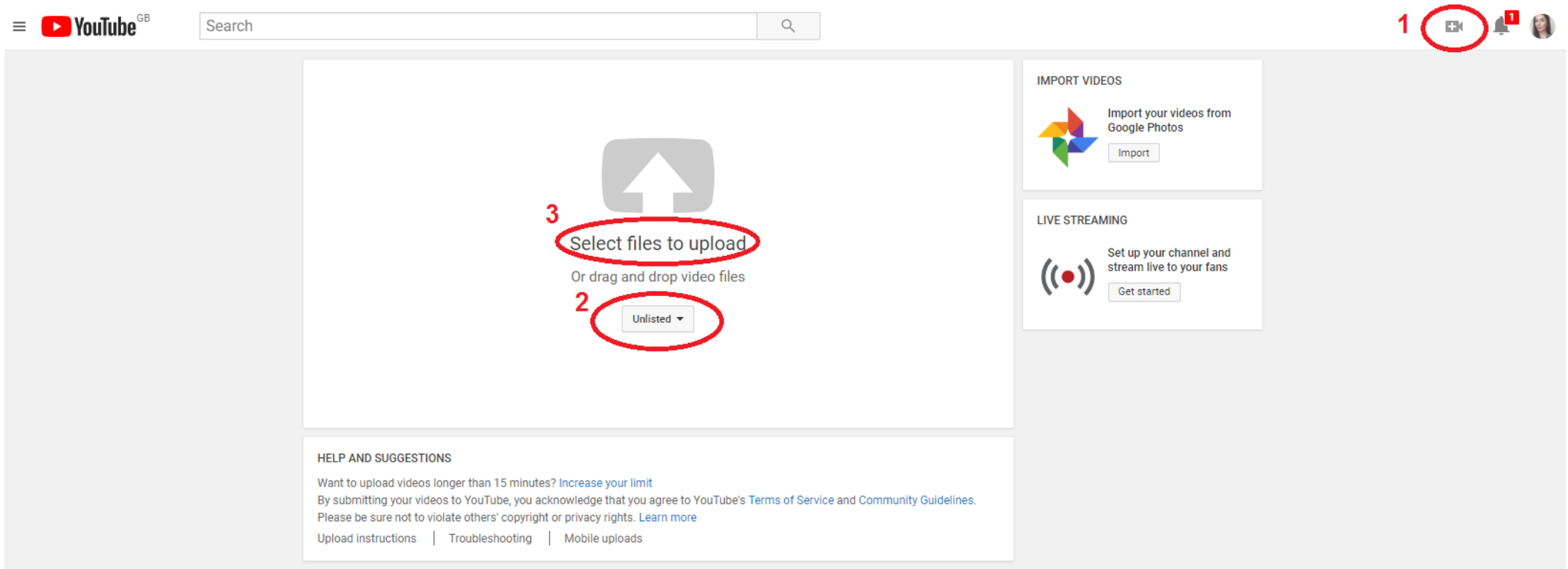
5. Contact Details and Further Information

We wish to ensure that potential applicants fully understand what is needed in their applications before they submit them. We encourage discussion of proposals prior to the deadline, although we cannot advise on the specific content of an application.

Enquiries may be made by email to i4i@nihr.ac.uk. Alternatively, the i4i Secretariat can be contacted on +44 (0)20 8843 8015.

Appendix 1 - Privately uploading a video to YouTube

1. Click the Upload video button in the top right hand corner, you will then be asked to login through a Google account or sign up to create an account
2. Change the privacy setting for the upload to **'Unlisted'** via the dropdown menu
3. Select files to upload your video



The screenshot shows the YouTube upload page. At the top right, the 'Upload video' button is circled in red and labeled with a red '1'. In the center, the 'Select files to upload' text is circled in red and labeled with a red '3'. Below it, the 'Unlisted' dropdown menu is circled in red and labeled with a red '2'. The page also features a search bar, a navigation menu, and sections for 'IMPORT VIDEOS' and 'LIVE STREAMING'.

4. Double check the video privacy setting is set to 'Unlisted'
5. Click **'Save changes'**
6. Copy and paste the video URL from the box as shown below, into the CCF RMS application form (as shown on next page)

The screenshot displays the YouTube Creator Studio interface for a video titled "Who are the NIHR #WeAreNIHR". The interface is divided into several sections:

- Left Sidebar (CREATOR STUDIO):** Includes Dashboard, Video Manager, Videos, Playlists, Live Streaming, Community, Channel, Analytics, Translations & Transcriptions, Create, and Your Contributions.
- Top Navigation:** Info & Settings (highlighted with a red line), Enhancements, Audio, End screen & Annotations, Cards, and Subtitles/CC.
- Video Player:** Shows the video thumbnail with the text "WE ARE TRAINING".
- Video Information:**
 - Channel: Elizabeth Pocklington
 - Uploaded time: October 17, 2017 at 17:34
 - Duration: 0:59
 - Raw file: Who are the NIHR- #WeAreNIHR.mp4
 - Views: 0
 - Likes: 0
 - Dislikes: 0
 - Comments: 0
 - Video URL: <https://youtu.be/b3P9MR2bXuo> (highlighted with a red circle and number 6)
- Basic info Tab:**
 - Title: Who are the NIHR #WeAreNIHR
 - Privacy: Unlisted (highlighted with a red circle and number 4)
 - Description: (empty text area)
 - Tags: (e.g. Albert Einstein, flying pig, mashup)
- Bottom:** "Some changes have not yet been saved." with Cancel and Save changes buttons. The "Save changes" button is highlighted with a red circle and number 5.

Central Commissioning Facility

National Institute for Health Research
& Policy Research Programme

Research Management System



CC Grant Tracker

i4i Connect 1 Business Plan
19590

Details...

- Introduction
- Research details
- Lead applicant CV
- The research team
- Plain English summary of Research
- Business Plan and Video Pitch Upload
- Other supporting roles – signatories (electronic)
- Acknowledge, review and submit
- Validation summary

[System Help](#)

[Applicant Guidance](#)

Business Plan and Video Pitch Upload

[Previous](#)

[Next](#)

[Save](#)

[Save and Close](#)

Project Business Plan.

The Business Plan MUST be provided as a Word or PDF document. Uploads must be a maximum of 15 pages (including any diagrams or charts) and the total file size should not exceed 20Mb. Files larger than this will not be considered as part of this submission. Please refer to the [i4i Connect Business Plan Guidance](#) for further information.

[Attach](#)

A 3 minute video pitch to support your application.

Please provide a link to your 3 minute video pitch. Please refer to the Business Plan Guidance for further information.

Please attach a copy of your i4i Connect finance form

Please attach a copy of your [finance form](#).

[Attach](#)

[Previous](#)

[Next](#)

[Save](#)

[Save and Close](#)

Appendix 2 – Switching roles between Lead Applicant and Director of Finance

1. Click on the 'Other supporting roles – signatories (electronic)' tab
2. Click 'Add contact' under Director of Finance

The screenshot shows the 'Research Management System' interface for 'i4i Connect 1 Business Plan 20473'. The left sidebar contains a navigation menu with the following items: Introduction (checked), Research details (X), Lead applicant CV (X), The research team (?), Plain English summary of Research (?), Business Plan and Video Pitch Upload (?), **Other supporting roles – signatories (electronic)** (X) (circled in red with a '1'), Acknowledge, review and submit (?), and Validation summary (?). Below the sidebar are links for 'System Help' and 'Applicant Guidance'.

The main content area is titled 'Other supporting roles – signatories (electronic)' and includes navigation buttons: 'Previous', 'Next', 'Save', and 'Save and Close'. The text states: 'The following supporting roles from the host organisation must be added to the application:' followed by a list item: '• Director of Finance or equivalent'.

Under the heading 'Electronic signatures', it explains that an email will be sent to each contact for approval. Below this, it notes that the Lead Applicant must also tick a box to indicate they have read and understood the terms. A section titled 'No wet ink signatures are required for this application.' contains the text: 'Director of Finance or equivalent' (circled in red with a '2') and an 'Add Contact' link.

At the bottom of the main content area, there is a section for 'Director of Finance signature against declaration' with a paragraph of text and a checkbox labeled 'Ticking this box constitutes an electronic signature of the supporting role with regard to this application.'.

3. Enter the Lead Applicants details IF they are also the Director of Finance and click 'Search'. Select the contact and then click 'Save and Close'.

The screenshot displays the 'Central Commissioning Facility' interface. At the top, the text 'National Institute for Health Research & Policy Research Programme' is visible. The main content area features a search form titled 'Director of Finance' with a close button (X) in the top right corner. The form contains three input fields: 'First Name', 'Last Name', and 'Email'. Below these fields is a blue 'Search...' button with a magnifying glass icon. To the right of the search form, a 'Save and Close' button is partially visible. On the left side of the screen, a sidebar menu lists various sections: 'i4i Connect 1 Business Plan 20473 Details...', 'Introduction', 'Research details', 'Lead applicant CV', 'The research team', 'Plain English summary of Research', 'Business Plan and Video Pitch Upload', 'Other supporting roles - signatories (electronic)', 'Acknowledge, review and submit', and 'Validation summary'. At the bottom of the sidebar, there are links for 'System Help' and 'Applicant Guidance'. A 'Cancel' button is located at the bottom right of the search form area.

4. On the right-hand-side you will now be able to switch roles between Lead Applicant and Director of Finance by selecting the roles from the dropdown

The screenshot displays the Research Management System interface. The main content area shows application details for Miss Elizabeth Pocklington, including title, reference, status, and total requested amount. A red circle highlights a role management dropdown menu currently set to 'Lead Applicant'. Below this are sections for editing the application, generating a PDF, and validating the application.

Research Management System

Miss Elizabeth Pocklington

[Home](#)

[My Applications](#)

Invention for Innovation (i4i)
Ref: 20473

Details

[View History](#)

[Journal \(0\)](#)

[Sign-off Status](#)

[My Co-applications](#)

[My Grants](#)

[My Review Responses](#)

[My Reviews](#)

[My Tasks](#)

[Manage My Details](#)

[Contact Us](#)

[Logout](#)

[System Help](#)

Lead Applicant	Miss Elizabeth Pocklington
Title	i4i Connect Business Plan
Reference	20473
Status	Pre-Submission
Total Requested	£0.00
Organisation	
Grant Type	Invention for Innovation (i4i)
Funding Round	i4i Connect 1 Business Plan
Closing Date	30 September 2018 at 13:00 BST
Participants <i>Director of Finance</i>	
	Miss Elizabeth Pocklington
	Submission approval status Approval required
Created On 20 August 2018	
Last Updated 20 August 2018	
Validated Not Complete	
Applicant Submitted	
Submitted On	

Role: Lead Applicant
 Actions shown below are for your involvement as a Lead Applicant

Your roles are Director of Finance and Lead Applicant

1) Confirm and check the financial details 2) Tick the 'Director of Finance signature against signatories' box 3) Approve the application

Change Role to: Lead Applicant

Edit the application
 Please click on the 'Edit' button if you wish to make any changes to your application.

PDF the application (Print)
 Please click on the 'View/Print' button to generate this application form as a PDF file.

Please note: if your browser blocks the file download, please follow the instructions to allow the file to be downloaded.

[PDF Formatting Problems?](#)

Validate the application
 To validate the application click 'Validate' and then 'Validate Form' within the application form.

5. If you have changed role to Director of Finance you will now be able to tick the box in 'Other supporting roles tab – signatories (electronic)'.

Research Management System
CC Grant Tracker

i4i Connect 1 Business Plan
20473
[Details...](#)

- Introduction
- Research details
- Lead applicant CV
- The research team
- Plain English summary of Research
- Business Plan and Video Pitch Upload
- Other supporting roles – signatories (electronic)
- Acknowledge, review and submit
- Validation summary

[System Help](#)

[Applicant Guidance](#)

Other supporting roles – signatories (electronic)

The following supporting roles from the host organisation must be added to the application:

- **Director of Finance or equivalent**

Electronic signatures
On assigning these contacts an email will be sent to each by the system requesting they approve the application and confirm the content by checking the boxes below. Ticking this box constitutes an electronic signature of the supporting role for the full application.

The Lead Applicant will also be required to tick a check box to indicate that they have read and understood the terms on which he/she has been nominated as Chief Investigator for this proposal along with the associated documentation and accept this role.

Once these contacts have approved the application you will be able to proceed to submit.

No wet ink signatures are required for this application.

Director of Finance or equivalent

Name	Organisation	Status
Miss Elizabeth Pocklington	NIHR Cambridge Biomedical Research Centre	Invited Remove

Director of Finance signature against declaration
In **ticking** this, you as the **Director of Finance (or equivalent)** for the host organisation confirm that you have checked the financial details of this of application and that the named organisation is prepared to carry out this research at the stated costs and to administer the award if made. You also confirm that the staff grades and salaries quoted are correct and in accordance with the normal practice of this organisation.

Ticking this box constitutes an electronic signature of the supporting role with regard to this application.
