**Hazard Protection on Roads Accelerator**

**Application Form**

**Section 1**

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| **Company Information** | | |
|  | Full company name  *(If this application is successful, this is the name that will be used in publicity, unless an alternative name is clearly specified here).* | Free text |
|  | Company Website | Free text |
|  | UK registered office address | Free text |
|  | UK company registration number | Numerical value |
|  | Does your company have a UK bank account? | Yes/no |
|  | Is your company VAT registered? | Yes/no |
|  | Company Summary (15 words max.) | Free text |
|  | Describe your company (100 words max.)  *Please give a brief company summary, explaining what its main purpose is.* | Free text |
|  | What size is your company?  Please use this link to define your category <https://www.gov.uk/government/publications/fcdo-small-to-medium-sized-enterprise-sme-action-plan/small-to-medium-sized-enterprise-sme-action-plan#:~:text=What%20are%20SMEs%20%3F,less%20than%20%E2%82%AC43%20million>. | Drop down:  Micro  Small  Medium  Large |
|  | Year Founded | Numerical value |
|  | Is your company revenue generating? | Yes/No |
|  | If yes, what was your revenue last three years? (Provide yearly breakdown) |  |
|  | Revenue last year | Currency GBP Numerical value |
|  | Revenue 2 years ago | Currency GBP Numerical value |
|  | Revenue 3 years ago | Currency GBP Numerical value |
|  | Name of your immediate parent company (if applicable) | Free text |
|  | Are you currently operating in the UK? |  |
|  | How many employees (FTE) are there within your company? |  |
|  | Your Name | Free text |
|  | Your Job Title | Free text |
|  | Email Address | Free text |

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| **Diversity & Inclusion** | | |
|  | Does your company have a formal Equity, Diversity & Inclusion policy? | Yes  No |
|  | Please tell us about your current and/or future approach to Equity, Diversity & Inclusion. | Free text |

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| **Due Diligence** | | |
|  | Have you taken part in any other Connected Places Catapult-run programme within the past three years? | Yes  No |
|  | If yes, please specify which programmes you have been involved in. | Free text |
|  | If yes, please detail any progress you have made since the last programme you were on and tell us why you would like to join another programme. |  |
|  | Does your business comply with all applicable anti-slavery and human trafficking laws, statutes, and regulations from time to time in force, including but not limited to the Modern Slavery Act 2015? Please see [Publish an annual modern slavery statement - GOV.UK (www.gov.uk)](https://www.gov.uk/guidance/publish-an-annual-modern-slavery-statement#who-needs-to-publish-a-statement) | Yes  No  N/A |
|  | Within the past five years has your organisation or any other person who has powers of representation, decision or control in the organisation been convicted anywhere in the world of any of the offences within corruption, fraud, bribery, money laundering or participation in a criminal organisation? | Yes  No |
|  | Is your organisation currently engaged in any material litigation which could impact on its reputation or trade? | Yes  No |
|  | Is your organisation in breach of any obligations relating to the payment of tax or social security contributions? | Yes  No |
|  | Do you carry adequate Professional Indemnity, Public Liability and Employers Liability insurance to an appropriate level? | Yes  No |

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| **Investment** | | |
|  | Has the company received any external funding to date? For example, private investment, innovation loans, CR&D grants. | Yes  No |
|  | If yes, please provide details where possible. | Free Text |
|  | Is the company planning to raise private investment in the next 12-18 months? | Yes  No |
|  | If yes, how much private investment is the company looking to raise? | Free text |
|  | What will the funds primarily be used for? | Drop down:  Product development  Business development/sales  Team expansion  Marketing  Acquisitions  Other, please specify |

**Section 2 – Programme Specific Questions**

*To reduce the potential for bias and discrimination in the selection process, and ensure that you are evaluated based on your skills, qualifications, and suitability for the programme, please complete the following section(s) without mentioning the name of your company or personal details.*

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| **Please confirm the current TRL of your technology** |
| TRL 1: Idea stage. Basic principles observed.  TRL 2: Basic research; technology concept formulated.  TRL 3: Experimental proof of concept achieved.  TRL 4: Small scale prototype; technology validated in a lab or testing environment.  TRL 5: Large scale prototype; technology validated in an operational environment.  TRL 6: Technology demonstrated in operational environment.  TRL 7: Prototype demonstration in operational environment.  TRL 8: First of a kind commercial system; all technical process to support commercial activity are in a ready state.  TRL 9: Full commercial application; technology is readily available on the market. |

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|  | Are you currently operating in the UK? | Yes  No |

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| **The Challenge**  *Which of the challenge(s) does your solution apply to?*  *Please explain your understanding of the challenge(s) and why you selected it. (200 words max)* |
| Challenge 1: Gathering data about hazards on roads  Challenge 2: Streamlining hazard responses  Challenge 3: Improving driver notification of hazards  Challenge 4: Improving testing of hazard detection technology  Challenge 5: Influencing drivers to reduce unsafe behaviour |
| Free text |

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| **Solution (400 words max.)**  *Describe the problem you are solving and for whom you are solving it. Then, describe what your solution is, how it works and how it addresses the problem.* |
| Free text |

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| **Innovation (300 words max.)**  *Describe the innovative elements of your solution and how it is different to competitors. Please include specific detail of any novel elements, Intellectual Property, or patents****.*** |
| Free text |
| **Market understanding (200 words max.)** |
| *Please describe your understanding of the market potential for your solution and also the risks involved for your solution and how you plan to mitigate them.* |
| Free text |

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| **Traction (150 words max.)** |
| *Please describe your commercial traction to date and customers, including indirect traction such as letters of intent.* |
| Free text |

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| **Business Model (200 words max.)** |
| *How will you monetise your solution? What will the pricing model be and what are your revenue streams?* |
| Free text |
| **Safety Business Case (300 words max.)** |
| *Please describe and estimate at a high level the safety impact and affordability of your innovation, developing a high level business case for investment to support the safety KPI of National Highways* |
| Free text |
| **Risk Assessment (200 words)** |
| *Please describe the technical and commercial risks you foresee with your solution. Please be as transparent as possible and include specific details on regulatory risks, supply chain risks, competition and anything else you deem relevant.* |
| Free text |
| **Team (300 words max.)** |
| *Please describe the core skills and experience within your team.* |
| Free text |
| **Programme Objectives** **(200 words max.)** |
| *Why would you like to participate in this programme?* |
| Free text |

**Section 3 – Trial Specific Questions**

As part of the National Highways Hazard Prevention on Roads Accelerator, successful applicants will have £15K - £30K to design a trial of their solution. Once the trial proposals are developed, they will be subject to approval by National Highways and relevant Tier 1 suppliers. The most promising proposals will continue onto trial delivery and receive additional trail funding of up to £60K.

Please use this section to detail your plan for delivering the trial design and delivery. In addition to technical experts from Connected Places Catapult, you will be working with stakeholders from National Highways and Tier 1 suppliers to create an operationally sound trial proposal.

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| **Trial Summary (300 words max.)** |
| Please provide a summary of your trial, including what you’re trialling (the specific technology and why), the specific problem you are trying to solve (include any supporting data that you have), your motivation and objectives for the trial, who you will test with, any key requirements and the expected outputs. |
| Free text |

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| **Trial Design (300 words max.); provisional**  **This is a high-level version to be enhanced during the accelerator** |
| *Please give a high-level trial proposition detailing how you would conduct a trial of your solution on the programme. The final trial design will include the following, and the high-level version should include a summary with less detail.*   * *The proposed timeline for development and deployment* * *How you plan to manage the project* * *The characteristics of the testing environment which you might require* * *The input that would be needed from stakeholders (for example, data, infrastructure, equipment etc)* * *A list of datasets or data parameters that will be required to develop and trial your solution* * *Any deployment support you may require from CPC, partners and third parties* * *Key risks or challenges you foresee and the plan for risk mitigation* * *What you hope to learn/demonstrate on the trial* * *Please feel free to upload any supporting documentation* |
| Free text |

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| **Expected Benefit(s), Impact and Evaluation (300 words max.)** |
| *Please describe the b*enefit(s) and *impact(s) you believe your solution will have by addressing the challenge(s) identified. You should consider impact from the perspective of National Highways the wider industry and your own business. Please provide your approach for evaluating the impact of your solution.* |
| Free text |

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| **Project Finances** | | | |
| *Please provide costs for your proposed trial project, including a breakdown of how the budget will be spent.*  *In your answer, you should demonstrate how the project costs and deliverables represent value for money.*  *List each person involved, along with their daily rate and number of days worked. Include other costs, such as equipment, material and contracting.* | | | |
| **Name of Employee and Organisation** | **Daily Rate (£)** | **Number of days per employee** | **Total Cost (£)** |
| Free Text | £ | # | £ |
| Free Text | £ | # | £ |
| Free Text | £ | # | £ |
| Free Text | £ | # | £ |
| Consultancy costs | | | £ |
| Consumables | | | £ |
| Equipment | | | £ |
| Laboratory/testing | | | £ |
| Other expenses (please specify) | | | £ |
| A. Total Cost | | | £ |
| B. Total funding sought from the programme | | | £ |
| If the total project cost (A) is greater that the funding being sought (B) please explain how you plan to fund the difference. (200 words max) | | | |
| Free text | | | |

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| **Terms and conditions** |
| *By submitting the application, I confirm on behalf of the applicant that:*    *- the information contained in the application is true to the best of the applicant’s knowledge and belief,*    *- the applicant will promptly update Connected Places Catapult if there are any material changes to that information after submission, and*    *- the applicant has the capability and capacity to deliver the project as scoped in its application within the specified project timescales,*    *- the applicant acknowledges that, if its application is successful, it agrees to be bound by the terms and conditions of the programme as contained in the application information pack* |
| *Mandatory Tick box* |

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| **How did you hear about the programme?**  (select one option) |
| * Social Media * Promoted/Sponsored Social Media Post * Connected Places Catapult Newsletter * 3rd Party Newsletter * Word of mouth * Other – please specify |

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| **Would you like to hear from us about other relevant programmes, initiatives or opportunities?** (mandatory, select one option) |
| * Yes * No |