Background and Guidance for Arrow Innovation Catalyst Application Form.

The Arrow Team is available to support your application.

Call the Arrow office T. 0191 208 5488 E. arrow.admin@newcastle.ac.uk, or contact
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Background

Arrow is Newcastle University’s £3.4m European Regional Development Funding (ERDF) innovation programme which aligns the needs of North East LEP (Northumberland, Tyne & Wear, County Durham) based Small/Medium Sized Enterprises (SMEs) with Newcastle University’s people, skills and funding.

The objective of Arrow’s Innovation Catalyst programme is to match SMEs who have the potential to conduct research and innovation into new products, processes and services, with current (and future) University capabilities and expertise in key technologies and sectors in alignment with national priorities and the North East LEP’s smart specialisation priorities. Arrow aims to enhance and accelerate regional economic impact.

Arrow’s target sectors are:

- Life sciences and healthcare
- Advanced manufacturing
- Creative and digital technologies
- Offshore, subsea and energy technologies

Applications for project proposals are invited from regional SMEs to collaborate with university research and knowledge to deliver business/innovation support activities to regional small and medium-sized enterprises (SMEs). Support will be provided by Innovation Associates deployed into selected projects alongside academic/research staff.

What’s in it for SMEs?

- Access to world-leading experts, via Innovation Associates provided at no cost
- Dedicated resources to focus on research and innovation
- Accelerating and de-risking innovation ideas
- Wider opportunities including KTP, collaborative research funding bids, access to talent
- Increased productivity
- Job creation and increased skill levels of existing employees
- Transfer of technological and applied research into innovation and commercialisation e.g. early product validation
- Bringing new or reconfigured products, processes and services to the market

Eligibility

To establish your company’s eligibility for Arrow’s Innovation Catalyst support, we need to ask a few questions about your company to verify that it is either registered within the North East LEP area or has a trading address within it. Please complete all sections of the Company Details section to help us conduct initial eligibility checks. Also include your contact details so we can notify you of the
outcome of your proposal. If your company is not VAT registered, please enter ‘N/A’ in the appropriate boxes.

As Arrow is only able to support SMEs, we also need to determine whether you meet this criteria. SMEs are defined as “enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding €50m, and/or an annual balance sheet total not exceeding €43m”. (Extract of Article 2 of the Annex of Recommendation 2003/361/EC)

If you meet all of the above criteria and another company does not own more than 25% of your company, then you should be eligible support. If another company does own more than 25% of your company, you may still be eligible but we will need to ask for some details on any linked companies to determine this – please contact the Arrow team who will be able to assist.

**Project Details**

Assuming your company is eligible for support, your application will be assessed on the quality of the proposed project with emphasis on relevance to Arrow’s objectives and the perceived likelihood of the project successfully delivering realistic and meaningful results.

- Write an overview of the proposed project (250 – 500 words) outlining what you will do in the project, what innovative approaches you use and how it fits within Arrow’s target sectors and ambitions.

- Describe (up to 250 words) specifically what input from Newcastle University’s staff and expertise your proposed project needs.

- Outline (up to 250 words) how your company will gain an advantage from receiving Newcastle University’s support, and how this project will enhance your company’s products and/or services.

- If you have identified a specific member of Newcastle University’s academic staff or research centre you wish to collaborate with on your project, please state who they are and whether or not you are already engaged with them.

- Please give an indication of the estimated duration of the project.

**Project Results**

Lastly, the form asks you to anticipate the measurable outputs from project work.

- How many jobs will potentially be created in your company following your project? Jobs do not necessarily need to be created immediately at the close of the project, please state the total number of jobs which could potentially be created in the long term (before December 2020) as a direct result of the project.

- How many new products, processes or services will be introduced to the market following your project? As above, please state the total number of products, processes or services which could potentially be introduced to the market in the long term (before December 2020) as a direct result of the project.
• How many new products, processes or services will be introduced to your company following your project? A product is considered new to your company if it did not produce a product with the same functionality or the production technology is fundamentally different from the technology of already produced products. Products can be tangible or intangible (including services) - again, before December 2020.

Review and Assessment

Decisions on which Innovation Catalyst projects are approved will be made at weekly Arrow Operational Group meetings. Applications need to be submitted at least one week before the meeting to allow due diligence to be completed.

Applicants will be contacted about the review decision within one week of assessment.

Further information

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