

## Project Specification Template

### Tender details – the opportunity

Company name	Washroom-Wizard Ltd
Company address	539a Loose Road, Maidstone, ME15 9UQ
Description of company activity/SIC code	27510 – Manufacturing of Commercial Air Filtration and fragrancing product.
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	<p>To develop a new spin-off product which will be sold via retailers and distributors to consumers as the end user. We would like the assistance of an expert/knowledge base to help get the new product to a stage where it is ready for market introduction by creating significant pre-launch demand.</p> <p>We are confident of a proven concept, validated by strong customer satisfaction and independent lab tests and are comfortable operating in the B2B market. It is adapting our business strategies and operations for the B2C market via retailers where we lack knowledge and experience. Please see Ecobreeze.com for more info on the product.</p>
Company's current situation – existing project team and innovation project development stage (max 400 words)	<p>Currently only one person within the company working on the new product. We have commissioned a product designer who anticipates having a working prototype ready by February 2019. At the moment we are conducting research, analysis and evaluation concurrently with the initial concept designs. Our aim is to launch a crowdfunding campaign in February to help with DFM costs such as tooling expenses.</p>
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	<p>In order to a.) validate whether the introduction of the new product will be financially worthwhile and b.) maximise likelihood of success of the crowdfunding campaign, we need help in generating enough interest around Ecobreeze and its domestic spin-off. Our problem is that, despite boasting some impressive customers, we are little known in the b2b world and so virtually unknown in the consumer market. We would like help in product and brand exposure, so that we may reach a new and large enough audience to ensure healthy sales of the new product.</p>
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Digital, marketing, consumer, branding, advertising, promotion.
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	<p>Anticipated Product Launch: August/September 2019</p> <p>Start: ASAP</p> <p>Duration: 6-10 months</p>



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Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	Unknown
Company Contact for further information	Patrick Porter – 07947335628 patrick@ecobreeze.com
Required tender response date (min 20 working days from posting of advert)	5/12/2018
<p>Responses are sought from organisations classified as Knowledge Bases, defined under the ERDF Definition of the Knowledge Base: Higher Education, Further Education and Research Entities which are: UK Public Sector Research Establishments, Research and Development Organisations, Research and Technology Organisations.</p> <p>The Company is seeking a Knowledge Base partner to work with them to develop a project which, dependent on a successful Grant Application, will be supported by the KEEP+ ERDF project using one of the three types of intervention described below. Please also see KEEP+ website – link.</p> <p>The Company would like to work with a Knowledge Base partner under a two stage contract.</p> <p>In Stage 1 they need the expertise of a Knowledge Base partner to develop and design the project which will deliver the solution for their business need and support their grant application to KEEP+. The Company have already secured a Grant from KEEP+ of up to £1k to fund 50% of the cost of this activity, subject to them procuring a suitable KB partner.</p> <p>In Stage 2, if the grant application to KEEP+ is successful, the Company requires the expertise of the Knowledge Base partner, to work with them to deliver the solution i.e. the project intervention supported by the KEEP+ grant.</p>	
Criteria for Decision making	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> <li>• Expertise fit</li> <li>• Timing fit</li> <li>• Suitability of proposed methodology</li> </ul> <p>Weighting is determined by the SME partner</p>
Date for Contract Decision	Minimum of 20 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.

### Further details for potential respondents

You are responding to a tender for an activity which is eligible for part funding by the European Regional Development Fund, specifically under the KEEP+ Programme.

The KEEP+ Programme aims to support SMEs to develop new products and services by fostering long term collaborative relationships between Knowledge Bases – Universities and research institutions – and SMEs who need expertise and support for innovation.



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Please see KEEP+ website for further information [www.keepplus.co.uk](http://www.keepplus.co.uk) or contact the KEEP+ project team 0845 196 4310 [carole.randall@anglia.ac.uk](mailto:carole.randall@anglia.ac.uk) or 0845 196 4207 [cheryl.cook@anglia.ac.uk](mailto:cheryl.cook@anglia.ac.uk)

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- Innovation Internship (max 12 week duration) – this intervention involves a graduate intern working on a relatively short term activity, they are based within the beneficiary company - grant allowance 50% of eligible costs to a maximum of £2,828.00 (please note, NO stage 1 grant).
- KEEP Knowledge Exchange Embed Partnership (12 month duration) - this intervention involves a graduate working on a mid- to long-term activity with the support of a specific academic staff member, the graduate is based within the beneficiary company - grant allowance 50% of eligible costs to a maximum of £30,275.00 revenue (including maximum Stage 1 grant) and £6,000 capital.
- KEEP Research and Innovation Collaboration (no fixed duration) this intervention involves an academic colleague working on a short- to long-term activity, they are based at the Knowledge Base but with regular face-to-face interaction with the beneficiary company - grant allowance 50% of eligible costs – these grants have an average cost of £19,250.00 revenue (but may range from £5,000-40,000, including maximum Stage 1 grant) plus a strict maximum of £6,000 capital.
- Capital grants are only available for the KEEP or Research and Innovation Collaboration projects, not Innovation Internships and any capital items must be procured separately.

The following is a guide to the types of cost that you should expect to occur should your application be successful;

- Innovation Internship (max 12 week duration) – intern wage, administrative support
- KEEP Knowledge Exchange Embed Partnership (12 month duration) – project development, associate wage, academic wage, administrative support, training and travel (on the part of the knowledge base employees), minor equipment (please note there is a potential separate grant for major capital purchases), recruitment
- KEEP Research and Innovation Collaboration (no fixed duration) – project development, academic wage, administrative support, consumables (please note there is a potential separate grant for major capital purchases)