

## Project Specification Template

### Tender details – the opportunity

Company name	Bare Gum
Company address	38C Herne Hill Road, SE24 OAR
Description of company activity/SIC code	Produces and sells all-natural, plastic free, biodegradable chewing gum with plant based bioactive flavours
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)	The chewing gum will be made out of innovative non-plastic materials and flavoured with plant/herb extracts and have a functional/ bio active impact on your body/ mind. The chewing gum will be made from all natural ingredients and will be biodegradable, addressing the issue of street littering
Company’s current situation – existing project team and innovation project development stage (max 400 words)	<p>We have discussed our ideas with a number of HEIs and consultants, as well as with</p> <p>various manufacturers and identified one who would be able to make the product to our specification. We have also identified supplier for the various ingredients.</p> <p>We have spoken with Kew Gardens about the bio active impact of plants and the possible flavours for the chewing gum. We have also identified companies that can help create the impactful and long lasting flavour.</p> <p>We have researched the chewing gum market and fully understand what the opportunity of this product could be. Our Route to market will initially be subscription base and via high end retailers.</p>
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	We need expertise with helping make the initial product. We need to ensure chicle is the best ‘natural base’ for the chewing gum. We need to ensure the gum is biodegradable. We need to ensure the flavour is strong and long lasting. We need guidance around the bio-active impacts of the plants and what you can say from a marketing perspective. We need to ensure the suggested ingredients are the most suitable for what we are trying to achieve.
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Natural, Chewing Gum, sustainable, biodegrade, confectionary, healthy



**European Union**  
European Regional  
Development Fund

<p>Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date</p>	<p>Looking for launch in 6-9 months. Latest time scales would be: Samples produced for March 2019 Product to market for September 2019</p>
<p>Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts</p>	
<p>Company Contact for further information</p>	<p>Jamie Thomson – Founder <a href="mailto:jamie@baregum.co.uk">jamie@baregum.co.uk</a> +44 7802 654 276</p>
<p>Required tender response date (min 20 working days from posting of advert)</p>	<p>20 working days from posting</p>
<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>	
<p>Criteria for Decision making</p>	<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>
<p>Date for Contract Decision</p>	<p>Minimum of 20 working days from date of advertisement</p>
<p>Tender response templates</p>	<p>Please approach the company for the exact format of your response.</p>

### 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.

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)



**European Union**  
European Regional  
Development Fund