

Innovation Assessment

Thank you for downloading the Innovation Assessment; please complete this form to find out which steps of the **Innovation Framework** you have completed and to find your innovation level.

When submitted, your answers will be reviewed and your business may be assigned either a bronze, silver, gold or platinum **Innovation Recognition Level**.

The Innovation Accreditation Programme is open to all Northern Ireland based businesses, sole traders, charities and organisations and your innovation activities must have taken place since April 2017.

Please do not complete this assessment if your business is not eligible to take part in the programme. All the questions in this assessment are mandatory unless indicated. The assessment will take around 30 minutes to complete.

All sections **MUST** be fully completed.

For details on how we use your personal data, including your rights, please read our Privacy Policy.

Please tick to confirm you have read and agreed to Innovate NI's privacy policy.

I have read and agree to the privacy policy

Section A: Your details

Personal details

First name

Last name

Email

Telephone number (optional)

How did you hear about this assessment?

(Please select one option only, if applying for Economic Recovery Innovation Grant please select that option)

Local council

Economic Recovery Innovation Grant Application

University or college

Invest NI

N/A

Other (Please provide details)

Section B: Business details

Contact details

Business type

(Please select one option only)

 Sole Trader Limited by Guarantee Partnership Limited Liability Partnership Limited Company Charity

Companies house number

(If applicable)

Number of employees

Please enter the number of employees working in your business on a full-time equivalent bases (FTE). Only count permanent and temporary employees; do not count consultants, contractors or associates.

Annual turnover (£)

(Please select one option only)

0 – 50,000	500,000 – 1 million
50,000 – 100,000	1 million – 10 million
100,000 – 250,000	10 million – 100 million
250,000 – 500,000	100 million +

Sector

(Please select one option only)

Advanced manufacturing & engineering
Food & drink
Construction
Digital & creative technologies
Financial, legal, professional & business services
Leisure & tourism
Life & health sciences
Other (please give below)

Section C: Your innovation initiative

We evaluate innovative initiatives using the **Innovation Framework**.

Definition of innovation

“Innovation is a novel idea that creates value.”

For a business, this is a novel idea that is new to both the business and the wider market. This novel idea will lead to the development of a new or improved product, service, business model, or process which will create value in the business, producing new profits or business growth.

When answering this section please ensure your answers relate specifically to the innovation (the development of a new or significantly improved product, service, business model, or process).

Please focus on describing the actual innovation as opposed to describing your business. The innovation you describe must align to the definition above and include a novel element.

If you are working on more than one initiative, please answer using the project that has or will deliver the greatest impact.

Have you received an Innovation Certificate from Innovate NI in the past?

Yes

No

If yes, what level?

Bronze

Silver

Gold

None

N/A

About your innovation

How would you describe your innovation?

(Please tick all that apply)

Product Innovation

The development and introduction of a completely new or significantly improved product that leads to increased value to your business.

Service Innovation

The development and implementation of a completely new or significantly improved service that leads to enhanced value for your business.

Process Innovation

The development and implementation of a completely new or significantly improved production or delivery method. This may include significant changes in techniques or equipment.

Business Model Innovation

Changing some or all of the key elements of the existing business model, for example; channels to markets, or customer segmentation that will lead to an enhanced value proposition and added value within the business.

Please make sure you answer questions 1-5 FULLY, with as much detail as possible to ensure we can assess your innovation accurately.

Your answers must focus on the development of the specific project which has or will lead to the development of a new or improved product, service, business model, or process. Please do not focus your answers on describing your business.

1. Clearly explain your innovation (a new or significantly improved product, service, business model, or process), including details of the specific problem it solves or market opportunity it addresses. Tell us why you believe it has or will create value in the business and has or will directly lead to new profits or increased growth? (5,000 characters max)

2. Please provide details of what clearly differentiates your innovation (the new or significantly improved product, service, business model, or process that you are developing) from others within the market. (5,000 characters max)

3. Outline how your product, service, business model, or process was or will be evaluated or tested. Include the activities you have already carried out to test and validate it. (5,000 characters max)

4. If implementing digital technology, please explain in detail which tasks you carried out or plan to carry out to enhance or transform your processes, or business model to add value to your business. (5,000 characters max)

5. Please clearly explain your plans to move your new or improved product, service, business model, or process on to the next step on the **Innovation Framework**. We may contact you to review your progress. (5,000 characters max)

Is your innovation initiative any of the following?

(Please select one option only)

New to the business

New to the market

New to the world

None of these

What stage is your innovation initiative at?

(Please select one option only)

**Forming an initial idea or concept
(Continue to Section D)**

**Developing and testing the idea
(Continue to Section D)**

**Implemented in the business or launched
on the market (Skip to Section E)**

Please complete only Section D or Section E; please do not complete both.



Section D: Ideation, selection and development

How have you developed your innovation initiative?

(You must select at least one option)

Used a systematic process for capturing and developing your idea

This could be using a workshop, focus group or app to ask people to gather feedback on your idea.

Completed a project definition

This could include documenting your idea and its benefits, and any activities, timescales or resources needed to bring it to market.

Developed market insights or analytics

This could include research to find out if anything similar is already available, or how many people might be interested in what you have to offer.

Asked people outside your business what they thought of your idea

This could be to validate your idea with other people at an early stage, test whether there is likely to be any demand before spending a lot of time or money developing it.

Developed a value proposition

This is where you clearly define the benefits your idea can offer the target audience you have designed it for.

Technology discovery

This is where you clearly understand the requirements from any technology you hope to develop for your initiative.

Developed a problem statement

This is where you understand what the problem is that needs to be solved, or the solution your initiative needs to develop.

Sought advice on protecting your intellectual property (IP)

This could be advice on patents, copyrights or trademarks.

None of these

What other innovation activities have you carried out?

(You must select at least one option)

Prototyped your idea

This is where you try out a trial version of your idea to test if it would work. It could be something basic like a 3D print, or a mocked up version, or an app.

Carried out market engagement activities

This is where you engage with potential customers to see if they are likely to buy or use what you have to offer.

Assessed how unique your intellectual property (IP) is

This involves understanding what value your idea might have in the future, and whether it is a new idea or a modification to an existing one. It would also involve obtaining information about another company's patent activities or carrying out a freedom to operate search to establish whether your product or process could infringe somebody else's patent.

Accessed expertise that did not already exist in your business

This could involve accessing academic, research or scientific expertise to take forward your initiative.

Carried out market testing (including market visits or other market engagement activities)

This is where you test your idea with potential customers to see if they are likely to buy or use your innovation.

Tried out or tested a prototype with people outside your company

This is where you have tested your prototype with people who are likely to use what you have to offer.

Invested in research and development (R&D)

This is the process of assessing the current and future needs of your customers, then developing and testing new ideas to meet these needs, and turning them into reality.

None of these

You have completed your Innovation Assessment.

Save your assessment and email it as an attachment to accreditation@innovatени.com, including your business name in the subject field.

We will be in touch to confirm your innovation level.

Section E: Commercialisation and value creation

Only complete this section if you have implemented your innovative initiative (product, service, business model, or process) in the business or launched it in the market.

Is your innovation initiative any of the following?

(Please tick all that apply)

Commercially launched in the market (for example a product or service)

Implemented within your business (for example a process, business model, production method)

Completed Phase II Clinical Trials (if your innovation initiative is in the life and health sciences field)

Designed to solve a societal, European or global problem

Has your innovation initiative been implemented for at least two years?

We ask for two years as this shows us that your innovation initiative may have a lasting impact and be eligible for further recognition.

 Yes **No**

Implemented means something that is:

- a) Commercially launched in the market (for example a product or service) or
- b) Implemented within your business (for example a process, business model or production method).

Innovate NI will contact you to verify implementation or commercialisation.

Have you ever received a grant, capability development or other financial support to help with your innovation initiative?

This might include support from Invest NI, your local council, a college or university, or organisations such as Catalyst, Innovate UK or InterTradeIreland.
(Please tick all that apply)

Challenge Programme	Fusion
Co-founders	Grant for R&D
Co-innovate	Horizon 2020
Connect Ed	Ignite
Innovate US	Propel
Innovation Voucher	Small Business Research Initiative
Invent	Springboard
Knowledge Transfer	Technology Development Incentive
Proof of Concept Grant	Other (give details below)

Please provide details of the unique or novel elements of your innovation.

1. Clearly describe what differentiates your new or improved product, service, business model, or process from your competitors or other businesses within the market you are operating. (5,000 characters max)

2. Provide evidence that shows your new or improved product, service, business model, or process has been commercially launched in the market. (3,000 characters max)

3. Provide evidence that shows your new or improved product, service, business model, or process has been successfully implemented within your business. (3,000 characters max)

Has any investment gone in to your new or improved product, service, business model, or process to date?

Yes

No

If your innovation project has received investment to date, please select the types of investment.

(Please enter investment details where applicable)

Bank loan

Grants or subsidies

Venture capital

Angel investor

Personal investment

Friends & family

Crowdfunding

Capital purchase

Competitions

Other (please give details)

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Form fully completed	Yes	No
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Sufficient detail to determine award	Yes	No
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Already got certificate	Yes	No
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Level	Comments
B	
S	
G	
P	
X	