

Innovation Accelerator Programme



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What is the Alzheimer's Society Accelerator Programme?

The Alzheimer's Society Accelerator Programme is a new initiative to support 'innovators' – meaning engineers, designers, developers, entrepreneurs – anyone with a good idea! We want to help develop ideas that improve the lives of people affected by dementia from a basic product or service into a reality, as quickly as possible.

We will be awarding 4 people or teams up to £100,000 each year. Successful applicants will be supported by an expert innovation buddy from Alzheimer's Society to develop their idea during a 12 month partnership.

Applicant's ideas can be a product or a service which during the 12 months will be developed and evaluated to ensure that it will improve the lives of people affected by dementia, and is ready to scale up to support larger groups of people.

Who can apply to the programme?

The Accelerator Programme is open to all UK residents over the age of 18.

Alzheimer's Society will be accepting applications from designers, innovators, entrepreneurs or anyone with an idea that could help improve the lives of people affected by dementia.

How do I apply?

You will need to complete the online application form, as well as send us a 60 second video pitching your idea and giving an overview of the impact it will have for people affected by dementia.

Unfortunately we cannot accept applications via post and you won't be able to amend your applications once it has been submitted.

When is the deadline?

The deadline for applications is 12pm on Monday 1st January.

What kind of ideas or innovations can I submit to the Accelerator Programme?

'Innovation' just means developing or applying a new solution to a problem, where there wasn't a solution before. We want to support any product or service that will help to improve the lives of people affected by dementia.

Can I submit several applications for different product/process ideas?

We recommend that you focus on one application for the programme. If you want to discuss several ideas, please contact us at innovation@alzheimers.org.uk, and we will advise you further.

Do I need to be set up as a company to be eligible?

No, but you will need to set up a company which is registered in the UK in order for Alzheimer's Society to be able to award funding if you are successful.

How much time am I expected to commit to?

You will need to commit to working on your project at least 2 days a week. When you do this is completely flexible and can be in the evenings and weekends.

I already have a job, can I still apply?

Yes as long as you are able to commit at least 2 days a week to the project and meet your proposed business plan.

Can we apply as a team?

Yes applicants can apply to work on their idea as a team or an individual, as long as all applicants are committing to working on the project.

How will Alzheimer's Society decide which applicant to award funding to?

We will be assessing applications based on how:

- innovative and original the idea is
- much the needs of people affected by dementia were taken into account in the design
- the impact the idea could have for people affected by dementia
- desirable the idea is for people affected by dementia
- easily the idea can be scaled up to improve the lives of large groups of people.

Who will be my innovation buddy?

The Innovation Buddies are members of the Alzheimer's Society Innovation Team with the expertise to guide successful applicants through the innovation process. Our Innovation Buddies have experience in leading their own innovation projects, designing products and processes to improve the lives of support people affected by dementia.

What will the innovation buddies do?

As well as being there to give advice, support and act as a sounding board for ideas, Buddies will provide support throughout the 12 month partnership by providing:

- Coaching and mentoring on:
 - Innovation life cycles and tools
 - Project management skills to keep the project within time and budget
 - The needs of people affected by dementia
 - The health and social care sector
- Access to:
 - The views and expertise of people with lived experience of dementia
 - Advice from experts in evaluation to ensure your product has a positive impact on people affected by dementia
 - Alzheimer's Society communications channels to raise the profile of yourself and your product
 - The Alzheimer's Society Innovation platform (launching in 2019) to test ideas and gather feedback to proposed solutions
- Support planning inclusive and accessible events for any stakeholders you would like to involve in your project

It will be up to you to manage and drive your project – but your Buddy is there to support you in making your idea a success.

If I submit an application, will I keep ownership of my idea or my product's intellectual property?

Alzheimer's Society and successful applicants will discuss intellectual property and future revenues arrangements before funding is awarded and the partnership begins.

The agreement will be made depending on the maturity of the idea as well as how clearly defined and tested the product or service is.

Will information regarding my idea remain confidential?

Yes, your application will be reviewed only by the panel of judges as well as members of the Alzheimer's Society Innovation Team.

Will successful applicants be required to refund awarded money if their product or service doesn't generate revenue?

No, Alzheimer's Society is investing in applicants ideas and supporting them to scale the idea, so that as many people affected by dementia as possible have a positive experience from the service or product.

We hope all successful applicants will generate revenue from their ideas but if they don't, you will not have to refund the money.

When will applicants receive funding?

We will review all the applications and make a decision as to which ideas will receive funding.

Successful applicants will be awarded the amount agreed at the kick off day meeting according to the spend plan or in equal sums every 3 months over the 12 month partnership.

How will progress be monitored?

At the start of the project we will spend a day with you developing your business plan and discussing the critical milestones of your project.

If you aren't able to meet the progress criteria outlined in the business plan and risk management, over a 3 month period we have the right to terminate the contract and to withhold any further funding.

What does the funding enable me to do?

If you submit an idea based on **a product** you must invest the funding in developing your idea so it will improve the lives of people affected by dementia. For example, by improving the design of your product, manufacturing prototypes for testing or evaluating your product etc.

If you submit an idea based **on a service** you must invest the funding in developing your idea so it will improve the lives of people affected by dementia. For example, by improving the design of your service, setting up prototype sessions of the service and refining it based on feedback from people affected by dementia, evaluating of the service etc.

You will need to clearly set out in your business plan how you intend to invest the funding and why. You will need to clearly justify using the funding as a salary.

What happens at the end of the 12 month programme?

If your idea is a product and the impact on people affected by dementia has proved to be positive, we may be able to support you in finding funding to bring the idea to market, and make it commercially viable.

If your idea is a service and the impact on people affected by dementia has proved to be positive, we will may be able to support you to identify suitable organisations to help the roll out of your service across the country.

Alzheimer's Society may continue to support you in a less formal way following the 12 month partnership. Depending on the success of the product or service we will be happy to discuss with you the use of Alzheimer's Society branding or for products to be stocked on the Alzheimer's Societies online shop.

What if I get another investor during the 12 months?

If you find additional investors during the partnership that is no problem as long it doesn't impact the business plan or delivery of the idea discussed in your application.

What does success look like from the Alzheimer Society perspective?

For applications based on a product, success would include a final design which has been proven to have a positive impact on people affected by dementia and the company in a position to approach investors to fund future manufacturing of the product.

For applications based on a service or process, success would include having final design which has been proven to have a positive impact on people affected by dementia and the company in a position to approach external organisations in order to roll out the service across the UK.

Can I use the Alzheimer's Society brand to promote my products?

We are happy for applicants to communicate that they are part of the Innovation Accelerator Programme.

However, you may not use Alzheimer's Society branding to support your product or service until there is proof of the positive impact to people affected by dementia and it has been agreed by the Alzheimer's Society branding team.

Any other questions?

Please contact Alzheimer's Society Innovation team at innovation@alzheimers.org.uk