



Alzheimer's Society Accelerator Programme

Application form - autumn 2019

Please complete this electronic form using [Adobe Acrobat](#) and email it, along with your completed project plan and budget to innovation@alzheimers.org.uk.

Before applying, please read the information and FAQs available at alzheimers.org.uk/accelerator.

All about you

Full name

Email address

Phone number

Address

The Accelerator Programme is open to people aged over 18 who are based in the UK and will be developing their idea in the UK.

Are you 18 years or older?

Yes

No

Are you based in the UK?

Yes

No

Will you be developing the idea in the UK?

Yes

No

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Do you already work with or for Alzheimer's Society in any capacity?

Yes No

If yes, please outline your relationship with Alzheimer's Society below:

Are you applying in a professional or personal capacity?

Professional Personal

Are you applying as an individual, team or company/charity?

Individual Team Company/Charity

If applying as a company/charity, please complete this section:

Company/Charity name

Company/Charity Registration Number

Date incorporated

Company/Charity type¹

¹e.g. public limited company, private company limited by shares, company limited by guarantee, unlimited company, limited liability partnership, community interest company, charity.

How many employees does your organisation have?

If applying as a team, please complete this section:

Team name

Number of team members

Details about your team (names, roles, how the team formed)

Your idea

Please provide a link to a video of you bringing your idea to life (max 2 min duration)

What problem are you trying to solve? (approx. 350 words)

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What is your vision for your product or service? (approx. 350 words)

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Who is the audience and what is your anticipated reach? (approx. 150 words)

What is unique or innovative about your product or service?
(approx. 150 words)

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What else is on the market that might compete with this idea? (approx. 150 words)

What evidence have you gathered to show the benefits of your product or service for people affected by dementia? (approx. 150 words)

Why should we work together?

What is your motivation for working on this product or service? (approx. 100 words)

What support and value could a partnership with Alzheimer's Society bring to you? (approx. 100 words)

What value would you bring to a partnership with Alzheimer's Society? (approx. 100 words)

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How will you include people affected by dementia in your plan for the next 12 months? (approx. 150 words)

How much money are you asking us to invest?

We will provide bespoke business support and investment up to a value of £100,000, along with a 12-month partnership. Business support requirements may vary, but for a £100,000 investment, we would expect approximately £20-30,000 to be provided in kind in the form of business support, with the remainder serving as financial support for your idea.

Are you receiving funding from any other sources? Yes No

Do you have existing partnerships with people or organisations? Yes No

Please give details of any existing funding and/or partnerships you have

How many days per week do you intend to work on this project over the next 12 months?

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Do you have any further information you would like to share? (approx. 125 words)

Next steps

Thank you for completing this application form. Please also complete the project plan and budget templates available at alzheimers.org.uk/accelerator.

To submit your application, please include your name in the filename for all three documents, and email them to innovation@alzheimers.org.uk.