

Alzheimer's Society Accelerator Programme

Frequently asked questions

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What is Alzheimer's Society Accelerator Programme?

Alzheimer's Society Accelerator Programme is an initiative to support innovators – meaning engineers, designers, developers, entrepreneurs – anyone with a good idea! We want to accelerate the development of ideas into products or services that can benefit thousands of people affected by dementia.

To bring your idea to life we are offering investment up to a value of £100,000. Successful applicants will be supported by an expert innovation buddy from Alzheimer's Society to develop their idea during a 12 month partnership. Applicants' 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?

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

The Accelerator Programme is open to all UK residents over the age of 18 and the idea must be developed in the UK.

Alzheimer's Society Accelerator Programme will not accept applications from:

- The panel of judges who review applications, whether internal or external to Alzheimer's Society
- Alzheimer's Society employees who provide ongoing support to the successful applicants during the Accelerator Programme (e.g. relevant members of the Innovation team)
- Individuals involved in the administration of the programme.
- Individuals closely connected to the above i.e. relative, member of household, close friend or business associate

Aside from these groups, applications are welcome from UK residents over the age of 18, including Alzheimer's Society employees or volunteers that are not part of these excluded groups.

How do I apply?

The accelerator is open for applications on Wednesday 29 September at 9am and closes at 11:59am on Friday 29 October 2021. Visit

www.alzheimers.org.uk/accelerator for details.

1. Create a **two-minute video** introducing yourself and your product or service. Your video doesn't need to be professional – a recording from a smartphone uploaded to YouTube or Vimeo would be suitable.
2. Download and complete the **application form** and include a link to your video. Make sure you've thought about the intricacies of your idea, and really focus on the benefits for people affected by dementia.
3. Fill in our **project partnership plan** and **budget** template to outline how you will work and forecast how you will use the investment across 12 months.

To submit your application, email your completed application form, project partnership plan and budget template to innovation@alzheimers.org.uk. Please include your name (or your team's name) in the file name for all three documents.

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

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.

We are looking for applications at any stage of the product development journey, from a great idea that needs testing through to proven products that need a push to maximise their reach.

Can I submit several applications for different innovations?

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.

How will Alzheimer's Society support successful applicants?

We know that bringing a great idea to life and making it grow is not just about the money. In addition to financial support, each successful applicant will be assigned a **buddy from our Innovation team** to guide you through the process of bringing your idea to life.

Innovation team buddy

Your Innovation team buddy will help you benefit from the depth of knowledge and experience held by people affected by dementia, our staff and volunteers. They can:

- Guide you through the process of bringing your idea to life
 - By acting as a sounding board for ideas, offering advice on project management and innovation tools, developing, testing and improving your idea
- Support you to work with people directly affected by dementia to develop and test your product or service
 - By sharing expertise on how to evaluate your product and helping you reach people affected by dementia to hear their views
- Help you access the wider support that Alzheimer's Society can offer
 - For example, by providing access to the Alzheimer's Society Innovation Hub to test ideas, and supporting marketing and communications for your product

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

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

No, but you will need to set up a company or charity 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 two 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 two 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 invest in?

Alzheimer's Society will review and shortlist applications in November 2021. At this stage we may need to request further information from you. Shortlisting will be based on a number of criteria, such as:

- how innovative and original the idea is;
- how 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;
- how desirable the idea is for people affected by dementia;
- how easily the idea can be scaled up to improve the lives of large groups of people.

Unsuccessful applicants will be notified by email.

The shortlist will then be invited to interview and to present in front of a panel of industry experts who will decide which applicants to accept into the programme.

Successful applicants will be announced in January 2022.

Alzheimer's Society will work closely with successful applicants to establish the terms of our investment including an agreed return on this investment in order to ensure our Accelerator Programme remains sustainable and can continue to invest in ideas that will help people affected by dementia. Award of funding is subject to entering into an agreement which will be negotiated between Alzheimer's Society and the successful applicant.

We aim to agree terms with successful applicants in early 2022 and begin investment and joint working from April 2022.

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 an investment is made 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.

By submitting the application, applicants agree that if successful, information about the successful applicant and their product/idea may be publicised on our website and elsewhere (e.g. relevant media).

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

No, Alzheimer's Society is investing in applicants ideas and supporting them to scale the innovation, 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 and this will lead to a return on our investment to help sustain our Accelerator Programme, but if revenue is not generated, the successful applicant will not have to refund the money.

When will applicants receive investment?

Successful applicants will be awarded the amount agreed to be paid in equal instalments every 3 months over the 12 month partnership or according to the budget plan if confirmed prior to the agreement start date.

Award of funding is subject to entering into an agreement which needs to be negotiated by the parties.

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 are not able to meet the progress criteria outlined in the business plan and risk management, over a three month period we have the right to terminate the contract and to withhold any further funding.

What does the investment 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 partnership?

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 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.

Following the 12 month partnership you will be required to continue to provide monthly reports to Alzheimer's Society for the time period stated within the agreement. Monthly reports will include details of sales, qualitative feedback to demonstrate impact of the product/service and any additional data as required to enable the Innovation team to monitor the success of invested products/services and track the return on Alzheimer's Society investment.

What if I get another investor during the 12 months?

If you find additional investors during the partnership, this information should be shared with Alzheimer's Society and agreement will be required prior to entering any further partnerships. The main purpose is to avoid bring the name and reputation of Alzheimer's Society into disrepute.

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 successful applicants to communicate that they are part of the Alzheimer's Society Accelerator Programme.

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

Any other questions?

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

We reserve the right to amend or cancel the application process and/or programme.