

Shell Springboard 2019 Application Questions

Section 1 - Eligibility Checks

The purpose of this section is to ensure that you meet the eligibility criteria for the Shell Springboard programme. Please note that if you apply to the programme but do not meet these criteria, your application will not be assessed for funding.

These criteria, as well as number of other key conditions associated with the programme, are outlined in the Submission Contract.

1.1 Are you a UK-incorporated company, registered with Companies House since 30th July 2018 at the latest?

1.2 Are you a Small to Medium-sized Enterprise (SME)? An SME is a business with fewer than 250 employees and which meets the EU [definition](#) of a Small and Medium Enterprise.

1.3 Do you have a UK business bank account in the company's name?

1.4 Are you applying to the Shell Springboard programme with an idea for which you have NOT already received funding from the programme? If you have previously applied to Shell Springboard but were unsuccessful in securing funding, you can put forward the same project again. If you are a previous Shell Springboard funding winner (at regional or national level), you can apply again but only with a different business project.

1.5 Do you agree to be legally bound by all of the terms of the Submission Contract?

1.6 I agree that my company has not been involved in any illegal activity and is not subject to any pending prosecutions?

1.7 Please confirm that you are not engaged in activities of a commercial nature or otherwise which are legal in the country of origin, but are illegal in the UK.

Section 2 - Contact Details

This section provides contact details, which will be used for your application

2.1 Name of main contact

2.2 Main contact's role

2.3 Email address

2.4 Company address

2.5 County

2.6 Postcode

2.7 Telephone number

2.8 Mobile phone number

2.9 Company website address

Section 3 - Company Overview

This section will help the judges understand the general nature of your project.

3.1 Company name

3.2 Company registration number

3.3 Number of employees

3.4 What is the name of the project for which you are seeking the Shell Springboard award?

3.5 Categorise your project according to the following list. If it relates to more than one category, choose the most appropriate one:

3.6 Briefly describe your project. This description will be used to summarise your company at Shell Springboard award and networking events, should you be selected for the regional judging round (140 characters).

3.7 Provide a summary of your product/service and how it addresses the three core Shell Springboard criteria: commercial viability, carbon saving and innovation. In answering this question you should ensure to refer to the following:

- a. How does your product/service work, and what problem can it solve?
- b. How will your product/service reduce carbon emissions?
- c. How is your product/service innovative?
- d. How does your product/service's business model work?
- e. Who are the target customers, and what customer needs does your product/service address?

Section 4 - Carbon Reduction

This section will ask about the impact your project will have on reducing carbon emissions. The judges will use this to understand how significant the environmental benefits of your product or service could be. Please endeavour to provide as much evidence for your answers as possible.

4.1 Describe the importance and scale of the environmental challenge that your project is hoping to address. Words: 0/300

4.2 Direct carbon savings: Explain the mechanisms by which your project will lead to a reduction in direct carbon emissions? (Direct emission reductions occur when carbon emissions are avoided by the use of your product/service). Have you calculated the potential reduction? Please state any assumptions you have made in your thinking. Words: 0/300

4.3 Indirect carbon savings: How will your project lead to a reduction in indirect carbon emissions? Can you quantify the potential reduction? (Indirect emission reductions occur when carbon emission savings can be associated with the use of your product/service but do not arise directly from its application). Words: 0/300

Section 5 - Innovation

This section will help the judges understand how innovative your project is, and how it stands out from competitors.

5.1 In what specific way(s) is your project innovative? How will it bring about a step-change in your sector? Describe how it is different from what is currently available on the market. Words: 0/200

5.2 Is there any proprietary intellectual property or know-how which relates to your project, and what particular technical innovation(s) does it relate to? Does your business own this intellectual property, and if so, is there any patent or other protection in place? Words: 0/200

5.3 What are the principal technical challenges that you need to currently overcome to ensure your product/service is operational? Words: 0/200

Section 6 - Commercial Viability

This section will help the judges understand the key people and skills within your team; your commercialisation strategy and your growth plans as a business. Please endeavour to provide as much evidence for your answers as possible.

6.1 The Business: Please provide an overview of your business structure and history. What does your business do in/for the low carbon economy, and when and how was it founded? Words: 0/250

6.2 The Product/Service: Please provide an overview of your product/service and the commercial proposition. In answering this question you should aim to refer to the following: Words: 0/300

- a. What commercial opportunity does your product/service exploit? 0/300
- b. Can you describe the development plan for your product/service, including any major milestones such as prototypes or trials?
- c. What have you learned from early versions of the product/service and how has this impacted subsequent product development?
- d. Who are the target customers, and what customer needs does your product/service address?

6.3 The Market: Please describe the market in which you operate. In answering this question you should aim to refer to the following: Words: 0/200

- a. What is the size of the overall market for your product/service? 0/200
- b. What is the size of the addressable market? What percentage of the market do you plan to get over which period of time and how?
- c. What is the growth potential of your product/service?

6.4 The Route-To-Market: Please describe your plan for bringing your product/service to market. In answering this question you should aim to refer to the following: Words: 0/200

- a. Who are your customers and what interactions have you had with them so far?
- b. Will you sell directly to customers or through third parties under licensing or commission arrangements?
- c. How does the company market or plan to market its products or services?

6.5 The Competition: Please describe your competition in the market. In answering this question you should aim to refer to the following: Words: 0/200

- a. What are the barriers to entry in your market?
- b. Who are your competitors?
- c. What are the unique advantages of your enterprise and/or project that differentiate it from the competition and will ensure that it succeeds?

6.6 The Risk Environment: What do you see are the principal risks to your business and the development of your product/service? Is there anything that can pose a potential risk in the future, such as changes in regulatory frameworks? How do you intend to mitigate these risks? Words: 0/200

6.7 The Team: Who are the key people involved in developing and delivering your product/service, and what are their roles and backgrounds? Words: 0/150 for each entry

6.8 The Motivation: Describe the motivation behind your innovation. What is driving your team to succeed? Words: 0/200

6.9 The People: What skills are missing in your team currently? How do you plan to develop these? What are your staff recruitment plans for the next 12-24 months? Words: 0/200

6.10 The Financials: Please provide a summary of your company's financial position and recent performance. In answering this question you should aim to refer to the following:

- a. Outline the 'unit economics' of your product or service - in simple terms, how much does each 'unit' cost to produce, how much do you sell it for, and what is the profit generated from each sale?
- b. How have you funded the development of your product/service to date?
- c. What is your projected turnover over the next 12-24 months?

Words: 0/300

6.11 The Funding: How would you intend to use the prize money in developing your product/service money? Please refer to both the £40,000 regional winner award, and the additional £110,000 national winner award, should you receive these. Words: 0/200

Section 7 - Broader Positive Impacts

This section gives you an opportunity to demonstrate any broader positive impacts of your business and innovation.

7.1 Does your project have any broader environmental, social or economic impact beyond reducing carbon emissions? This could include providing sustainable employment, improving access to services or otherwise supporting disadvantaged communities. Words: 0/200

Section 8 – Supporting Evidence

8.1 You may provide one piece of supporting evidence, such as an explanatory diagram or otherwise. Documents may be up to one side of A4 in size – for any items exceeding this length, **only the first page will be accepted**. Acceptable file formats are: pdf, doc, docx, txt, jpg, jpeg, gif, png. Please note that no zip files will be accepted. Maximum file size is 5MB.

Section 9 - Final Submission

This section is designed to ensure you have understood what happens as you move through the Shell Springboard programme.

9.1 After the application period closes, independent assessors and judges will be reading your application and evaluating it. It is your responsibility to ensure you are satisfied with the level of intellectual property protection in place for your carbon saving business idea before you submit it to Shell Springboard and that you take any legal advice you think may be necessary. Please confirm that you have understood this.

9.2 A limited number of Shell employees involved in the administration and promotion of Shell Springboard will have access to your submissions and these employees will be subject to certain obligations of confidentiality. Do you understand that Shell is active in the area of reducing carbon emissions and that Shell will be free to explore technical and business opportunities in this area (without access to your submission) notwithstanding that these activities may be the same as or similar to your idea?

9.3 Can you confirm that the application you plan to make is your idea, that you are free to disclose it for the purposes of the Shell Springboard programme and that you do not need permission (or that you have in your possession, in writing, all necessary permissions) from any company or person (such as from your employer, funding provider, business or contract partners) to submit your idea to Shell Springboard?

9.4 If you are a winner at a regional event do you agree to attend the UK national final in London in May 2019 and to participate in any press opportunities organised by Shell Springboard?

9.5 How did you hear about Shell Springboard?

9.6 We would like to understand the experience of businesses that apply to the Springboard programme. Do you have any comments on this application form?

9.7 How clear is the information on Shell Springboard's assessment criteria and benefits of applying to the programme?