SBRI Healthcare: NHS England competition for development contracts

GUIDANCE NOTES

These Guidance Notes complement the Invitation to Tender document and are designed to help you complete your application.

Application Process

All applications will be treated in confidence.

The application process for the SBRI Healthcare competition is managed via the SBRI Healthcare portal, which is available from the SBRI Healthcare website at www.sbrihealthcare.co.uk and by clicking on the 'Apply now' button on the relevant competition page. Completed applications should be submitted electronically through the SBRI Healthcare portal, using the application form provided. Failure to use the application form and follow this Guidance could result in the removal of your application from the assessment process.

The competition closes at **1200hrs on 09 December 2014**.

Using the portal

1. Click on the 'Apply now' button on the relevant competition page via the SBRI Healthcare website
If you have not done so before, you will first need to set up a portal login and then activate it using the email you will receive shortly after. Please keep these login details to hand. Using the portal allows you to save the application without having to complete it in one go; you will need these details whenever you want to log in again. If you have a portal login already (because you have set one up to apply for a previous competition), please use these details.

2. From the main page of the portal, start your application by clicking on 'Phase 1 - Apply now'
Ensure you select the right competition and can meet the criteria before starting your application.

3. Start your application
You will first be asked to complete the Expression of Interest form (see below for more guidance), once this is completed a secure workspace will be set up so you can complete your application. You can access your application at a later date by clicking directly on 'My Applications' from the Main Page.

4. Complete your application using the form provided within the portal
The application form is located on the 'Documents' tab. Please ensure you do not exceed the word

limits. Full guidance on completing the application is provided below.

5. Use the 'Upload file' button on the right hand side of the page to add attachments
   Please submit no more than the equivalent of 2 sides of A4 as attachments. These should be limited to a Gantt chart (see below) and perhaps an image illustrating your innovation. **Excessive attachments may lead to your application being excluded from the assessment process**. Once an attachment is uploaded, it can be managed (revised, recovered or deleted) by clicking on the paper stack icon to the right of its title. If you would like reviewers to be able to see the attachment it must be red flagged by clicking on the icon to the left of the attachment title. **If it is not red flagged then it will not be included as part of your application.** This functionality means you can differentiate between attachments meant for your team (see below) to help with the application, and attachments that will form part of your application.

6. Invite other team members to help with your application
   The portal allows multiple people to complete tasks within your workspace at the same time. You can give other people access to your workspace by using the 'Invite user' box on the 'Team' tab. They do not need to have a portal login already. Use their email address to send them an invitation and they will be sent instructions for joining the portal.

7. Ensure you have completed all tasks before trying to submit your application
   Please note; you will not be able to submit your application until all tasks are marked as solved. All tasks are mandatory and must be completed. You can check the tasks you still have to complete by looking on the 'Tasks' tab and following the links to the relevant information. You will need to: confirm you have downloaded and read this Guidance, complete the 'Company details' form, and finally to complete the 'Declaration'. You can manually create new tasks on this tab, and delegate the responsibility of their completion to other team members. These tasks will appear in their task list attached to their profile and visible under their 'My page' navigation. These extra tasks will need to be completed before you will be able to submit your application

8. Submit your application
   Only the lead applicant ('Moderator' in portal terminology) can submit applications. When all tasks are marked as complete, you will be able to submit your application. You can either click 'Yes' and submit straightaway or click 'No' and submit at a later date using the button that will have appeared in the banner above the tab list.

Applications must be submitted online using the application form available via the SBRI Healthcare portal no later than **1200hrs on 09 December 2014**

Guidance for completing your application

These notes should be read in conjunction alongside your application as they are designed to help you to provide the information required. **Where text limits are indicated, please do not exceed these, as this will result in your application being rejected.**

Applications will be assigned a reference number which can be obtained upon request. If your application is successful, this reference number will stay with the project for its duration.

The application form should be completed using a font size no smaller than 10 (Arial). Keep the use of acronyms to a minimum. Only use acronyms where a term is mentioned frequently throughout the proposal. If you do choose to use an acronym, do not assume that the reader knows what it means, and be sure to define it, bearing in mind that individual sections of the application may be read separately during the selection process.

In order for your application to be accepted you must submit the minimal required information. This information includes all mandatory fields from the application form. If you do not complete this information, you will not be able to submit your application.

Guidance on the individual sections of the application form is provided in the following sections:

Expression of Interest

This information provides a summary of your application. You will need to fill this out separately for each application that you intend to submit. Please note that you will be able to edit this information up to the point of final submission (except for the Title, which **cannot** be edited after it is saved). If you do not have all the answers you need at this time you may complete this form and then access it later (via the 'Overview' tab) with the correct information.

Proposal Title

Please provide the title for the project. This should be both clearly descriptive and concise (no more than 20 words). It should contain keywords relevant to the project.

Focus Area

Please select the correct category from the options provided.

Project Duration

Feasibility projects are a maximum of six months' duration.

Total Contract Cost (£s)

Proposed projects can request a maximum total cost of £100,000 inclusive of VAT (contract value). Requests for more than £100,000 (over a six month period) will be rejected.

What is the best way to describe your innovation?

Select from options.

Title and abstract for publication

Please provide a brief, public facing description of the project (no more than 2 or 3 sentences). Should your project be successful, this information will be made public (via press releases and other marketing activities) once the award is confirmed. We reserve the right to amend the description before publication if necessary, but will consult you about any changes.

Contact Details

Please provide the lead applicant's name, company name, position etc. Lead applicants are expected, before submitting applications, to have discussed their proposals with their own company or any other body whose co-operation will be required in the conduct of the project. By submitting the application you are confirming that the information given in this application is complete and that you are actively engaged in this project and responsible for its overall management and agree to administer the award if made.

Once the Expression of Interest is completed, click on 'Submit' and a secure workspace will be set up which will allow you to complete your application. This will initially open within the 'Tasks' tab and you can proceed to the full application form.

SBRI Application Form (All fields are mandatory)

1) Title and Description of the proposed idea/technology (max 500 words)
Avoiding the use of unnecessary technical jargon, describe clearly how the proposed project will deliver the outcomes and meet the needs as described in the category brief.

2) Technical Project Summary (max 500 words)
Please provide a structured summary of the technical basis of the project. This should outline the background to the technology, including what the innovation is, and the key deliverables. This would typically involve highlighting the research and development that will prove the scientific and commercial merit of the project. Also describe what might be achieved by deploying the innovation to address the technical challenges.

3) Key Competitors and Intellectual Property (IP) (max 500 words)
Please provide details of any competitor technologies/market alternatives and the relative benefits of the proposed technology, which fits the defined area of development. Include details of any other existing IP and its significance to your freedom to operate.

4a) Project Plan and Methodology
The project plan should identify the major packages of work within the project, with well-defined milestones and deliverables. The plan for Phase 1 should be comprehensive – for Phase 2 only an outline is required. The emphasis throughout should be on practicality – we are seeking evidence that the technology works, can be made into a viable product and can achieve the proposed benefits. Appropriate record-keeping and reporting are essential but reports are not in themselves the main goal of the project.

- A Gantt chart should be uploaded (ideally in JPEG format or Microsoft Office, Microsoft Project).
- Please provide an indication of how any IP which might arise during the project would be handled.
- Allow for the preparation of a detailed plan for Phase 2, towards the end of Phase 1.

4b) Project Management (max 250 words)
Identify the project management processes that will ensure that milestones are achieved in a timely manner. In addition, provide details of identified risks and mitigation actions.

If you are applying from a university, please include details of your plan for commercialisation of the results of your project.

5) Commercialisation (max 250 words)
Please give an overview of your commercialisation plan for the product or service you are developing - from feasibility to market launch, including an estimate of the resources and timelines needed to get there. An indication of how the product is likely to be used, who the customer is and the proposed business model for the new product or service would be useful here.

6) Technical Team and Expertise (max 500 words)
A detailed description of the skills and expertise and track record of the team, including the relevant knowledge and skills of each member and the proportion of their time that will be spent on the project. Relevant commercial and management expertise should also be included.

7) Application Finances
7a) Summary
Please provide a line-by-line summary of costs for Phase 1. All costs should include VAT. The costs quoted

must reflect actual costs at a “fair market value” and profit should not be included. Where applicable please also provide a breakdown of the following:

Directly Incurred Costs:
These are costs that are specific to the project that will be charged to the project as the amount actually spent, fully supported by an audit record in justification of a claim. They comprise:

- Labour costs for all those contributing to the project broken down by individual
- Material costs (including consumables specific to the project)
- Capital equipment costs
- Sub-contract costs
- Travel and subsistence
- Indirect costs
- Other costs specifically attributed to the project

Indirect Costs:
Indirect costs should be charged in proportion to the amount of effort deployed on the project. Applicants should calculate them using their own cost rates. They may include:

- General office and basic laboratory consumables
- Library services/learning resources
- Typing/secretarial
- Finance, personnel, public relations and departmental services
- Central and distributed computing
- Cost of capital employed
- Overheads

7b) Indirect Costs
Please provide a breakdown of how this figure is arrived at.

7c) Other Costs
Please provide a breakdown of how this figure is arrived at.

7d) Payment Schedule
Please provide a proposed monthly payment schedule for the award.

7e) Justification (max 250 words)
In addition, please provide a justification of the costs. If there is significant use of subcontractors, please explain how these will be used and the costs of each. Please note, the Assessors are required to judge the application finances in terms of value for money, *ie* does the proposed cost for effort and deliverables reflect a fair market price.

Itemisation of costs and methods of calculation may be requested to support the application at a later date. **An indication of potential costs involved in participating in Phase 2 is also required.** However, progression to Phase 2 is dependent upon successful completion of Phase 1 and on Phase 2 application and assessment.

Declaration

Please complete the Declaration task on the ‘Tasks’ tab. Lead applicants are expected, before submitting applications, to have discussed their proposals with their own company or any other body whose co-operation will be required in the conduct of the project. By completing the declaration you are confirming that the information given in this application is complete and that you are actively engaged in this project and responsible for its overall management and agree to administer the award, if successful. In order for your application to be accepted you are required to gain approval from the relevant authorities within your company. These approvals are required to ensure that the costs submitted are agreed by the company as an accurate detailed estimate of the cost of undertaking the proposed project.

Applications should be completed and submitted using the documentation provided on the SBRI Healthcare portal. Only applications received by 1200hrs on 09 December 2014 will be accepted. **PLEASE DO NOT SEND COMPLETED APPLICATIONS BY POST OR BY ANY OTHER MEANS THAN THROUGH THE PORTAL.**

For more information please see www.sbrihealthcare.co.uk. Questions **on the challenges and scope of this SBRI Healthcare competition** should be addressed to Health Enterprise East via email to sbrienquiries@hee.co.uk.