



Hyb Arloesedd Seiber Cyber Innovation Hub

Guidance Notes for Applicants

These Guidance Notes complement the Challenge Brief and are designed to help with completing the Application Form.

Application Process

All applications will be treated in confidence.

The application process for this Cyber Innovation Hub Challenge Response requires the completion of the Challenge Response Form which is available [here](#). Responders may choose to complete the entire form or may choose to submit a short video that outlines their solution.

We strongly advise that these accompanying Guidance Notes are read prior to submission.

The application process closes at 12 noon (GMT) on 28 March 2023.

Please do not send completed applications by post or by any other means than as directed.

If you experience any difficulties or wish to seek additional clarification, please contact cyberinnovationhub@cardiff.ac.uk

Guidance on Completing the Application Form

Please 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 assessment process.

In order for your application to be accepted you must submit all the required information. This includes all mandatory fields from the application form and failure to complete these fields will result in your application being rejected on the grounds that it is incomplete.

Guidance on the individual sections of the application form is provided below:

A. Personal details

This section gathers some information about you, primarily so that we are able to contact you after receiving your proposal. Your personal details will not be shared with the evaluators.

By submitting a Challenge Response you are confirming that the information given is complete and accurate.

In addition, please provide details of where you heard about the competition by selecting from the available options.

B. Your Response to the Challenge

You may choose to respond to the five questions below using the online form or via a video. Your video may be in any camera format (e.g. piece to camera or voice over slides) but should not be more than 5 minutes in length. You should use the online form to upload a link to your video. Your video can be linked from an online storage service such as Dropbox or Google Drive or available to stream via a service like YouTube.

No matter which format you choose, you should aim to answer the five key questions below.

1. Please provide a brief 'Dragon's Den' style public facing elevator pitch of your proposal. (250 words guide)

Please provide a brief, "public facing" description of the proposal. Do not include any commercially confidential information in this section as we may be required to share this section with a wider audience e.g. our funders.

2. Impact (200 words guide)

Please use this section to describe what you see are the major benefits to potential end users of your proposal. What is unique about your proposal or what differentiates your suggested solution from any competitors?

3. Commercialisation (200 words guide)

Please summarise who you see as the end users of your solution. Are there any particular groups or users that you predict would pay for the solution? If you have undertaken any market validation with industry experts or potential end users then include that in this section.

4. What do you realistically expect to achieve in 12 months?

Use this section to give us an indication of the level of progress you expect to be possible during the 12-month period of the programme. Do you think that you might achieve a Proof of Concept, a Minimum Viable Product or a Fully Operational Product?

5. Do you own any rights and/or any Intellectual Property used in your proposal?

Please use this section to tell us about the ownership of any intellectual property your proposal. Did you develop the idea yourself or did you have the help of others?