



UK Research
and Innovation

Designed for Ageing Competition

September 2021

Healthy Ageing Challenge

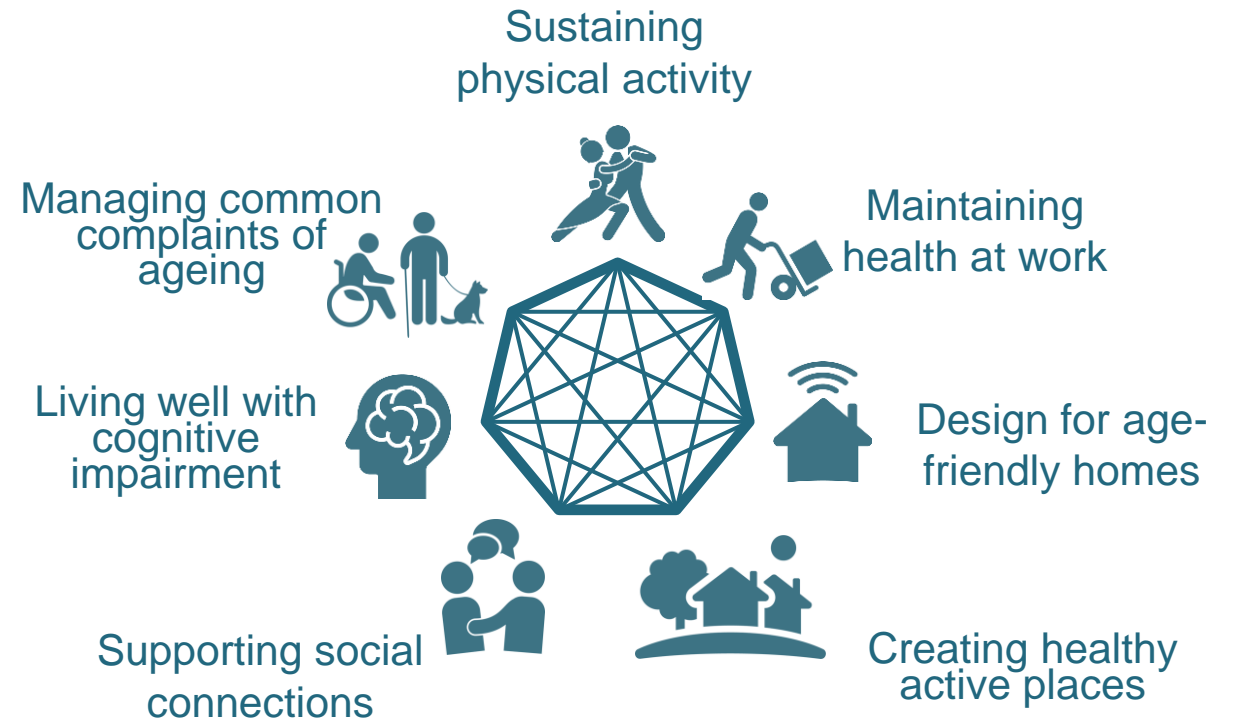


Healthy Ageing Challenge

Vision

To enable **businesses, including social enterprises**, to develop and deliver services and products which support people **as they age** and the innovative business models that enable them to be **adopted at scale**.

This will allow people to remain active, productive, independent and socially connected across generations for as long as possible



- £98M investment in research and innovation
- Broad scope – with 7 themes
- 5-year programme with an emphasis on scalability and sustainability, launched in 2019



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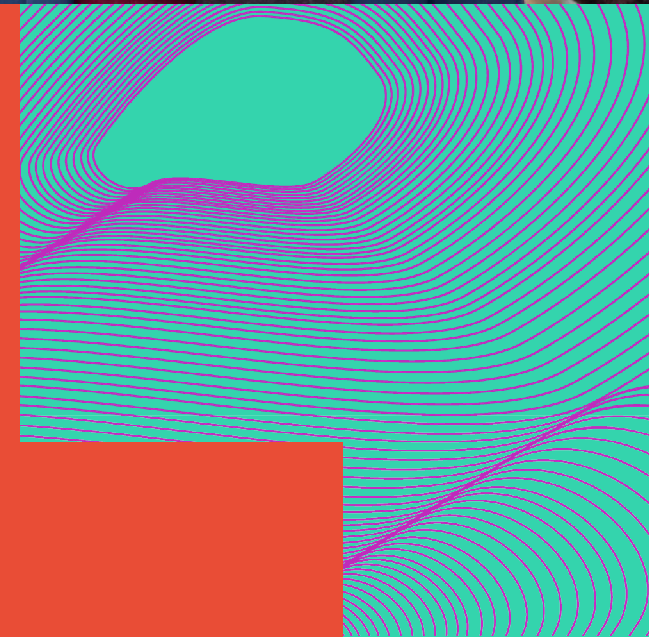
Designed for Ageing Competition

Launches September 2021

julia.glenn@innovateuk.ukri.org

Design Innovation Lead,
Healthy Ageing Challenge

Healthy Ageing Challenge





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The Designed for Ageing Competition

Presents an opportunity to:

- Receive up to £2m in grant funding to advance your business
- Fund eligible project costs* for up to two years
- Leverage the competition's unique design stage gate to make your organization more sustainable longer-term, and more likely to capture viable market share

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Designed for Ageing - Competition Profile

						
<p>Launch Sept 2021</p> <p>Pre-competition workshop 01 Jul 21</p>	<p>£14.5m</p> <p>Fund Available</p>	<p>Project duration</p> <p>2 Year with design stage gate</p>	<p>Project Start</p> <p>April 2022</p>	<p>Total Project Eligible Costs:</p> <p>£500K - £2m</p>	<p>Research stage - Industrial research</p> <p>Planned R&D to gain new knowledge and skills for service/process/product development leading to an improvement in existing service/products</p>	<p>Grant funding for eligible project costs of:</p> <ul style="list-style-type: none"> • up to 70% if you are a micro or small organisation • up to 60% if you are a medium-sized organisation • up to 50% if you are a large organisation

Proposed Competition Profile Cont.

Scope:

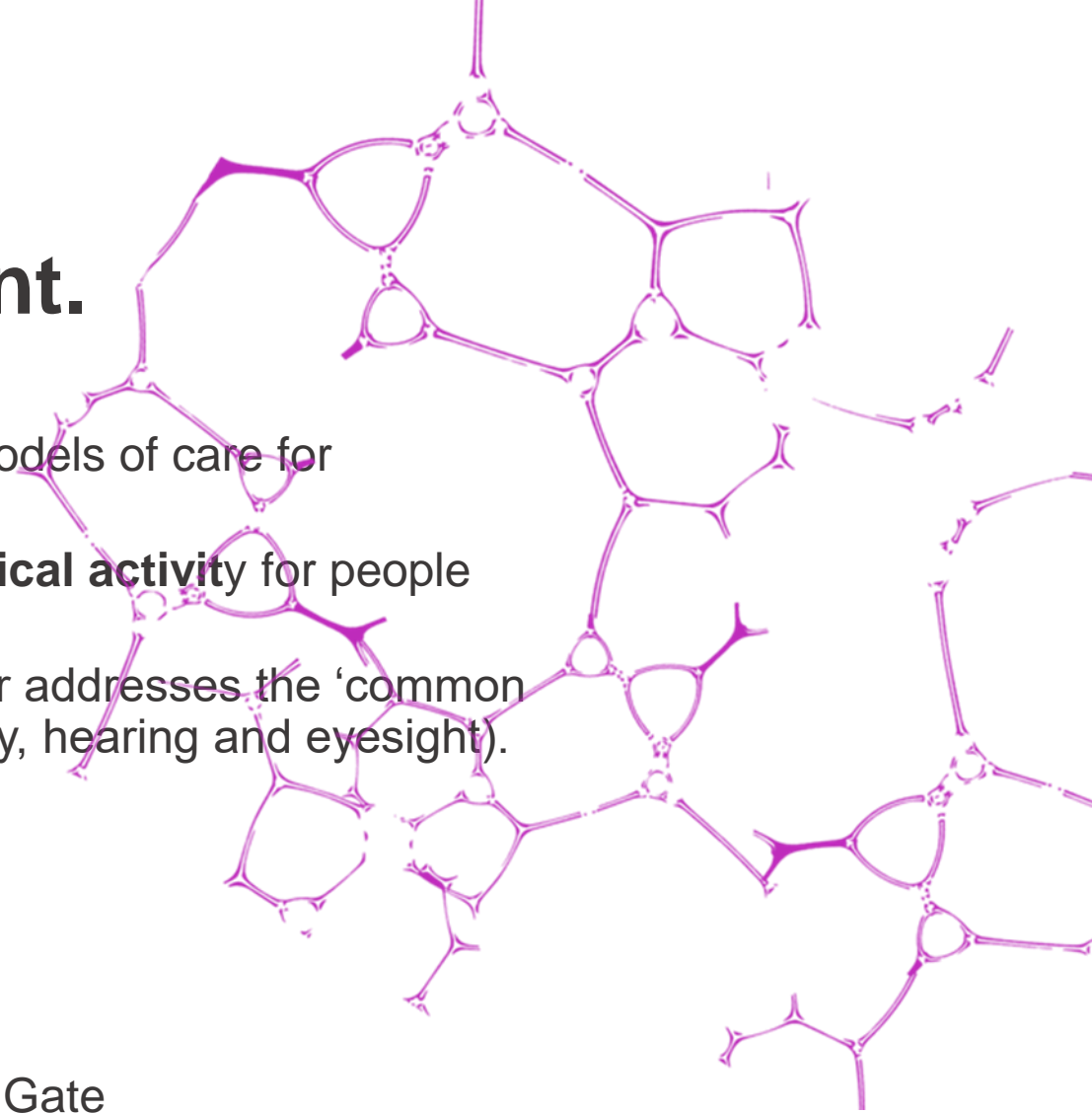
- Service-led innovation that enables **self-care** and new models of care for independent living.
- Service-led innovation that encourages **sustaining physical activity** for people aged 50+, including for instance, active travel.
- Service-led innovation that improves mental health and/or addresses the 'common complaints' of ageing (such as incontinence, pain, mobility, hearing and eyesight).

Applicant Profile:

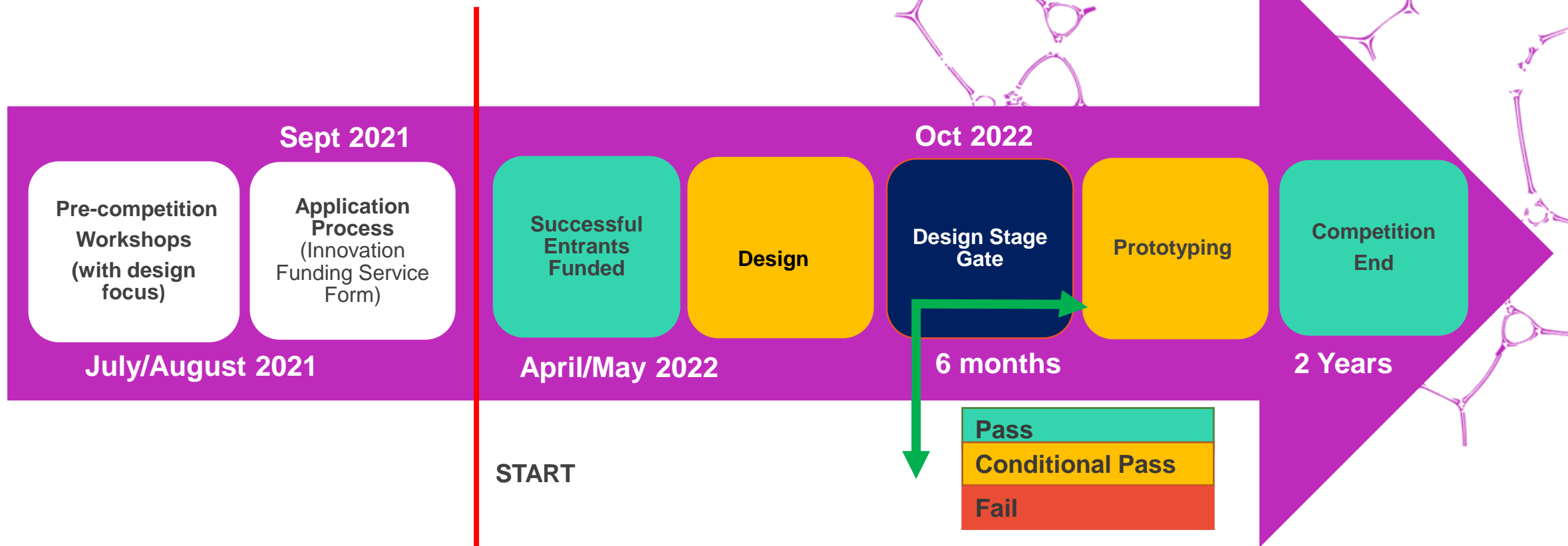
- Business-led
- Service innovation
- Solutions must address inequalities in healthy ageing
- Able to be shaped for market readiness by Design Stage Gate

Bid Assessment: Written and Interview

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Design Focus Through Competition Lifecycle



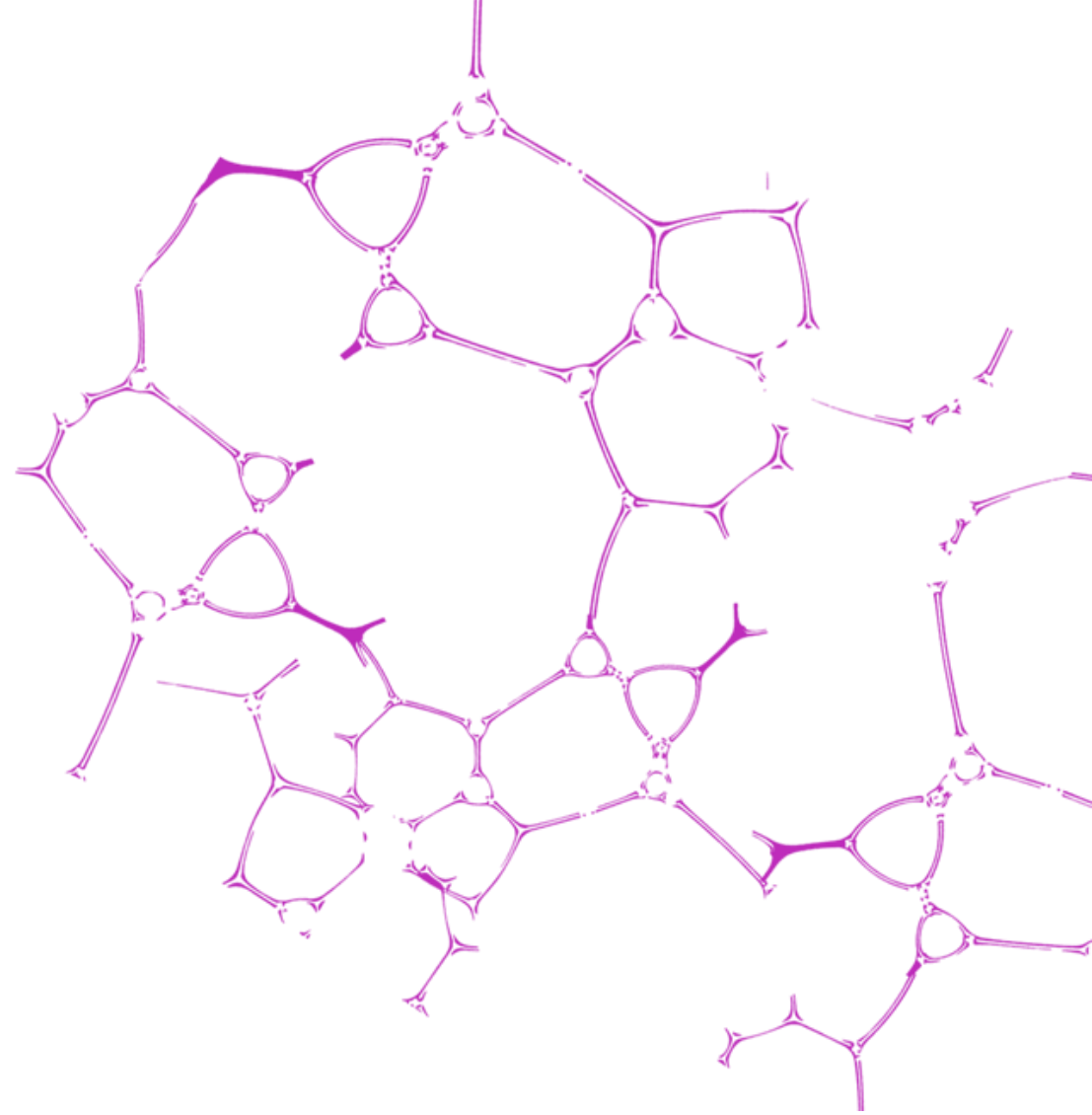
Differential: Design Stage Gate Amplifier

Gate	Criteria
1	User Engagement
2	People-Centred Design
3	Take Up & Acceptance Within Practice Community
4	Augmented Proof of Market Statistics
5	Updated Business Plan: Fair View



The Design Stage Gate will help you focus your attention on:

- ✓ Your user engagement.
- ✓ Your human-centred design rigour.
- ✓ The feedback you receive from your users and how you leverage this.
- ✓ How you use co-creation as an asset to give your organisation the best chance of success.





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Thank You

If you have any questions, please contact
julia.glenn@innovateuk.ukri.org

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