CivTech 8 application form

This application has four procedural questions [what's your name? etc], and then seven numbered questions. These numbered questions are the ones that are scored, and correlate to areas of the scorecard.

You must respond to all questions: A-D and 1-7. Each question has guidance notes to help you [*they're in italics*]. Please read them carefully before you start writing. Please delete the guidance notes from your application before you submit it to us.

We're happy to receive your completed form as either a Word document or a PDF file. Please do not submit your application in any other format. CivTech reserves the right to reject applications that are submitted in other formats without further consideration. Additional material to the application document [for example, videos or slidedecks] will not be considered.

There is a strict word count limit to each question. Text included in graphics or other illustrations in your application will be counted as part of the word count. Please note CivTech reserves the right to reject applications that exceed any of the limits without further consideration.

The procedural questions...

A   Your name, or company name

Couldn't be simpler – this will be the name we'll use throughout your application process.

You do not need to be an incorporated company to apply – though you will need to create one if you're selected for the Accelerator.

If you're applying as a consortium [two or more companies who intend to work together on the Challenge], please include all company names, with the lead company as 'Company 1', followed by the others, like this –

Company 1:

Company 2:

Company 3:

If you are an incorporated company, does your business fall within the EU definition of [small and medium-sized enterprise](#) [SME]? Yes/No.

[Please note that any size of business, including individuals, can apply to CivTech. Scottish Government collects this data in order to understand which parts of the market our Procurement opportunities are reaching]

B   Which Challenge are you responding to?

Clearly state which Challenge you're applying for.

One Challenge and one solution per application form please.

You may apply for more than one Challenge, and/or put in more than one proposal per Challenge – but please ensure they all have spate application forms.

If you put in more than one application for a Challenge, please ensure you mention this and make they have different filenames, and are 'marked up' differently in question 3.

C   The CivTech schedule

The CivTech programme is clearly defined, and we require all participants to fully engage with it. Therefore you need to be able to commit to schedule, including the dates of the Exploration and Accelerator stages, and to attending all events [including CheckGate sessions, full attendance on the Workshop System, firesides, visits of external organisations and decision makers etc]. All this will require a significant [physical or virtual] presence during the Exploration and Accelerator stages.

Please confirm that you are committed to and able to do this.

If you are successful in reaching the Exploration/ Accelerator stages, failure to take part in the full range of activities will hamper progress, and may endanger the contract you have won.

D   T&Cs and privacy policy

Please confirm you have read and understand the standard CivTech T&Cs, which all Challenges are governed by, and that you have read, understand and agree to the privacy policy for the CivTech Programme. *The T&Cs are [here](#), and our privacy page [here](#).*

About the solution…

1   Your idea, how it responds to the Challenge

We want you to explain your idea and how it responds to the Challenge as clearly and concisely as you can.

The response to this question relates to '1 - Overview' on the scorecard. **The word limit on this question is 1,000 words.**

Please give an overview of the proposal, clearly explaining what the solution is and how it will solve the Challenge, and any novel or innovative features it will have. What we're looking for here is a proposed solution that addresses the Challenge as fully as possible, is clearly thought out, and has a clear route to developing an MVP.

Tell us the stage the potential solution is at. It might be purely an idea, part developed, based on existing tech; it may be a fully formed product that's been fully tested and is capable of further development to answer the Challenge. And if it is based on an existing product, tell us where it is in the market, and how it's doing [we'll be looking for robust evidence in this regard].

Tell us about the tech involved in the proposed solution, and what you see as the main challenges in developing an MVP. If your solution uses complicated enabling technology, don't go into detail - just mention it and the way in which your solution uses it. Tell us whether your proposed solution rests on pre-existing tech, and if so who owns it, and to what extent it is proven. If applicable, tell us about any pre-existing IP involved, and whether this is owned by you, is open source, or proprietary.

You may include a small number diagrams or visuals in your proposal if relevant, however please note that the assessment can only be based on your written document and won't take account of any other material like videos or online resources you include with or refer to in your submission.

If you're putting in more than one application for a Challenge, please ensure you head up your proposal with a short title so we can differentiate them: 'Proposal 1', 'Proposal 2' would be enough.

2   How innovative is the proposed solution?

We want you to explain where the innovation lies in your proposal.

The response to this question relates to '2 - How innovative is the proposed solution' on the scorecard. **The word limit on this question is 250 words - the warning above applies here too.**

We're looking for innovative solutions. For the sake of clarity, the definition of innovation we work to [and which is established in regulations] can be summarised as the development and implementation of a product or service that either offers a completely new approach to the Challenge, or significantly improves on existing products or services. This significant improvement could take the form of, though not be limited to, areas such as increased efficiencies and effectiveness, reduced costs, and increased ease-of-use.

3   What are the commercial opportunities for your solution, and if these are realised how do you see your business growing?

What we're interested in learning about here are your initial thoughts as to the commercial opportunities for your proposed solution. We're looking for products with potential to scale beyond the immediate Challenge. We're also interested in understanding the impact this would have on the growth of your company, and the ambitions and / or plans you have in this regard.

*The response to this question relates to '3 – Commercial potential and business ambitions' on the scorecard. **The word limit on this question is 250 words - same warning!***

CivTech's mission is to 'drive daring and innovation in the public sector by collaboratively solving challenges to make people's lives better – and in doing so create generations of sustainable, high growth potential businesses'. This means finding great solutions [answering the first part of the mission] with real commercial potential [answering the second] is very important to us.

In terms of commercial potential, given the organisation that's posed this Challenge will likely represent a particular part of the public sector in Scotland, you might regard this as your 'core market' – and as such its size will likely be the same for whatever proposed solution goes through to the CivTech Accelerator.

So in this answer we'd like you to describe what opportunities exist to reach wider markets with the product you plan to build. We are interested in both customers similar to your Challenge Sponsor in markets beyond Scotland, and completely different market sectors where you may be able to create or satisfy demand for a product like yours. And do make sure you note your ambitions for the product and the business.

Please note that your overall approach to the solution will affect the score here – if you put in a proposal that does not answer the Challenge well, the commercial potential will naturally be impacted. Please also note that the teams assessing proposals include people with commercial backgrounds who will be sense-checking responses.

So don't overstate the case – but equally, don't worry if you don't have commercial experience; if your proposal does meet the Challenge we will be making our own assessment of its potential. And should you get onto the Accelerator, the workshop programme will arm you with the skills and knowledge to embark on that journey.

About the business, and the people in it…

Please answer the following questions to reflect your current situation / status. Guidance is given in regard to how we expect you to respond to the questions, depending on whether you are applying as an established business or a pre-start, a large or small team, or indeed an individual.

4   Team make up and approach

We want you to tell us about the team you have, and if you intend to expand it for this Challenge, the one you intend to assemble.

*The response to this question relates to '5 – Team' on the scorecard. **The word limit on this question is 1,000 words – and the same warning applies!***

*We want to know about the team you currently have or intend to build. How you utilise the 1,000 word limit is up to you, but if you're an established team we suggest you concentrate on brief biographies of your **key** team members, with focus on experience and skill sets applicable to the Challenge and solution proposed, so we get a feel of what they bring to the mix.*

If you're making a single-person application, or your small team has gaps, don't worry. What we're interested in at this stage are your skills, your ability to get the project going, and your approach towards team building. If you progress through to the Exploration Stage, the ability to construct a team, and / or your experience of running teams will become more important – and should you get onto the Accelerator, we will expect you to have assembled a team capable of developing the proposition, or at the very least have a concrete plan to assemble it in short order. We have approaches that can help you with this, and which can be discussed at interview stages, but the onus is on you to deliver your team solution.

5 Equality and diversity

We want you to tell us about your equality and diversity approach.

The response to this question relates to '6 - Equality and diversity' on the scorecard. ***The word limit on this question is 250 words.***

As a programme of the Scottish Government, CivTech is committed to equality and diversity. But more than this, there's a hard business reason for our stance: all evidence indicates that products and services designed by balanced, diverse teams perform better than those created by a narrower demographic. This means we're keen to see balanced, diverse teams coming through, and we'll be looking at this from the interview stage [you'll note a specific scoring line in this regard - 5.3].

Established companies should clearly state their equality and diversity policies and approach, how their current set-up reflects these things, or how they intend to address issues if the current set-up does not reflect them, detailing a clear approach as to how they will go about building a team that reflects best equality and diversity practice.

Individuals, pre-starts and micro teams are rarely in a position to demonstrate equality and diversity in their current set-up. In this case submissions should detail a clear approach as to how the applicant will go about building a team that reflects best equality and diversity practices.

For all applicants, what also counts is the attitude you show towards these things, your awareness of the issues, and a genuine commitment towards moving in the right direction. You should be ready to highlight specific steps you plan to take to support equality and diversity in your team as your team expands. Lip service will not do it.

Our primary criteria for selection is based on finding the best potential solution to a challenge, and as we've stated diverse teams make better products. So if we are faced with two very closely matched proposals is going to go on to the Exploration and / or Accelerator Stages, equality and diversity considerations could be crucial.

6 Environmental

We want you to tell us about your approach to the environment and carbon-neutrality.

The response to this question relates to '7 – Environmental' on the scorecard. ***The word limit on this question is 250 words.***

The Scottish Government has declared a climate emergency and is aiming towards net zero emissions as a nation. While digital solutions are often seen as ways to reduce carbon emissions, there are often 'hidden' costs associated – for example through the use of certain energy-heavy technologies, and the extensive use of cloud hosted servers.

Therefore we would like applicants to detail their approach towards environmental and carbon neutrality issues, and the practical steps they are taking to make their contribution in these areas.

7 Culture and ethos

We want you to tell us about your business and operational culture and ethos.

*The response to this question relates to '8 – Culture and ethos' on the scorecard. **The word limit on this question is 250 words.***

In order to get the very best out of the CivTech Innovation Flow and Accelerator, companies need to have a particular culture including a display an open, listening mindset, a self-starter ethos and a collaborative, co-operative, sharing and helping approach. We're also looking for ambition and the determination to achieve that ambition.

So in this section, we'd like to know about what you want to get out of the Accelerator should you be selected, and what you can bring to the mix of Challenges, potential solutions and other companies on it. We also want to know about plans and ambitions – and for the stage you're at - achievements in both product and business terms.

Established companies should be able to demonstrate development in areas such as growth [eg turnover, jobs, clients, investment]; product development; internal growth infrastructure such as board membership, business function, product-market fit, investment.

Teams/companies that have previously taken part in a CivTech Accelerator should also demonstrate how inclusion in a further CivTech Accelerator is clearly aligned with the company's strategy and strategic objectives, and the company can clearly define the advantages [over and above contract values] it would gain by being on a further CivTech Accelerator, and should note business progress since the previous CivTech Accelerator.

That's it!

That's the application completed. Before submitting, check you've answered all questions [A-D and 1-7], and please delete the guidance notes before you submit your application.

The questions below are not mandatory, aren't scored, and aren't considered in regard to the selection, but we would like to how you got to this point. If you'd like to, please tell us…

How did you hear about CivTech?

What made you apply for CivTech?

What interests you about this Challenge?

Thanks – and good luck!