



InnovateUK
KTN

Innovate UK No Limits

Invitation to Tender & Statement of Works

Procurement for services to support in the engagement of important new audiences to the UK innovation system.



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Background

Innovate UK is the government's innovation agency. Our role is to stimulate, support and enable business-led innovation in the UK, in support of developing the future economy.

Innovate UK is at the heart of the UK innovation system and supports thousands of innovative businesses and innovators every year.

The innovation system is complex and navigating it can be tough, particularly for those with experiences, backgrounds and circumstances not traditionally associated with innovation. These are recognised and well evidenced challenges. In addressing them, the UK has a huge opportunity to release that untapped potential into our innovation system.

If the UK economy is to thrive through innovation, there is an urgency to creating, connecting, and empowering innovation skills and talent from across the UK; engaging innovators and businesses who are new to Innovate UK or have not heard of the partners we work with, or may not believe our offers are relevant, applicable or accessible to them.

Innovate UK No Limits Mission

Innovate UK has a mission – 'No Limits'. This mission is to empower all innovators; whether they are potential, new or established entrepreneurs, those keen to build the skills they need to pursue their ambitions and get the help they need to succeed, or those that want to work in the cutting-edge businesses of the future or the now.

Our role at Innovate UK goes beyond providing business support, funding, and finance. As a public service, our role is to enable *all* innovators and businesses to access and navigate the innovation system and connect with the opportunities that exist.

Innovate UK's 'No Limits' Mission is being set up to unlock the power of untapped talent for innovation in the UK. We are building a coalition of partnerships with organisations that have the expertise to support this mission, inspire many more people into careers in innovation, and ensure the support, funding, and finance available flows across the whole spectrum of talents available in the UK.

The purpose of this procurement is to deliver a strategic engagement plan for this mission, to include the design, build and MVP (minimum viable product) of an online site, that can act as a hub for this mission and scale as we grow in partnerships and reach.

Services Required

Innovate UK is seeking the support of an engagement partner to work with our in-house team to design, build and produce an accessible and engaging online journey and experience for innovators who are new to Innovate UK.

Budget: up to £95,000 (ex. VAT)

Deliverables Required

Design, build and production of an online platform or website that curates content for relevant users according to their user-needs.

Site should:

- Showcase inspiring content, relevant to the audience groups or messages selected.
- Showcase partner offers, with the long-term view to partners uploading and controlling their own content.
- Allow innovators and partners to create profiles from which their journey through the site and its content can be tailored – while safeguarding personal data and establishing a trusted space.
- Build capacity for shared learning, adoption of good practice and creation of evidence.

Working with in-house team, and using existing research, to identify initial and future key target audiences for this online platform; highlighting and addressing challenges for particular user-groups where they might exist.

Working with in-house Online Experience team to plan a clear user-journey for targeted groups of new audiences.

Connect seamlessly to the overall Innovate UK online estate, including, but not exclusive to Innovate UK KTN, BETA version of Innovation Hub, UKRI Innovate UK and Innovation Funding service.

Map out 18-month plan to build and scale site, according to needs of audiences and partners, and evidence of user-journeys.

Map out 18-month plan to increase engagement and connections with underrepresented innovators, including target groups and success criteria.

Audiences

Suppliers are invited to recommend, based on existing research and Innovate UK programmes, which audiences to target initially – and a phased approach to future audiences as the site scales.

Note – audiences for the site will include both users (innovators and innovative businesses) and suppliers (providers of expertise, connections, opportunities, skills, funding, support, inspiration for these audiences).

User-groups might include:

- Future Innovators
- Female innovators
- Disabled innovators
- Innovators from places and backgrounds across the UK, who are under-represented in Innovate UK grant applications*

Supplier groups might include:

- Investors
- Mentors
- Training and Skills providers
- Innovate UK – support, funding and inspiration

Technical and site considerations

- Innovate UK KTN requires all suppliers to meet industry recognised security practices. They must hold Cyber Essentials Plus certification or higher (ISO 27001) and will be subject to Data Protection and Cyber Security assessments.
- Site should be optimised for mobile-first consumption.
- Site will be assessed daily via NCSC web check tool and all security issues and recommendations must be resolved as part of the on-going maintenance within agreed time frames.
- An independent pen test will be required as part of the build.
- Build must be integrated with Innovate UK KTN's API Management Tool to exchange data with our CRM and Digital Marketing systems.
- In line with gov digital assurance procedure platform owners will be responsible for full maintenance of the site, including but not limited to patching, availability, security, backup and replication.
- The site must be compliant with W3C WCAG standards and The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018
- URL will be - iuk.no-limits.org
- Innovate UK is open to converting existing online platforms to meet the needs of this specification and mission.

Timeline

The UK needs these innovators and innovative businesses urgently. If we are to reach net zero, address food and energy security, maintain online security and opportunity and improve our society and economy, we want and need to tap into talent and skills from all backgrounds and experiences across all areas of the UK.

- MVP of online site should be live 30th November 2023
- 12-month engagement and delivery plan should be presented before 30th October 2023.
- Design, planning and initial ideas testing should take place throughout September & October 2023.
- Contract will be awarded by 18th September 2023

Tenders along with a completed Pre-Qualification Questionnaire and any questions should be sent to the below by 9am on Monday 11th September. Tender submissions to be limited to 3-page (max) PDF

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