



Invitation to Quote

Invitation to Quote (ITQ) on behalf of Innovate UK

Subject Creative video and editorial content and communications support – Live Action combined with Motion Graphics

Sourcing reference number PS17103

UK Shared Business Services Ltd (UK SBS)
www.uksbs.co.uk

Registered in England and Wales as a limited company. Company Number 6330639.
Registered Office Polaris House, North Star Avenue, Swindon, Wiltshire SN2 1FF
VAT registration GB618 3673 25
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UKSBS

Shared Business Services

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Section 1 – About UK Shared Business Services

Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping our customers improve efficiency, generate savings and modernise.

It is our vision to become the leading provider for our customers of shared business services in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our customers. This allows our customers the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by its customers, UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

Our Customers

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business, Energy and Industrial Strategy (BEIS) transition their procurement to UK SBS and Crown Commercial Services (CCS – previously Government Procurement Service) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Customers.

Our Customers who have access to our services and Contracts are detailed [here](#).

Section 2 – About Our Customer

Innovate UK

The Innovate UK is the UK's innovation agency – driving innovation to boost economic growth. It works with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy

Innovate UK is an organisation of around 300 staff, drawn mainly from business. It works across the UK, with a head office in Swindon.

With a strong business focus, Innovate UK drives growth by working with companies to de-risk, enable and support innovation. To do this, they work to:

- Determine which science and technology developments will drive future economic growth
- Meet UK innovators with great ideas in the fields they're focused on
- Fund the strongest opportunities
- Connect innovators with the right partners they need to succeed
- Help its innovators launch, build and grown successful businesses

Since 2007 Innovate UK has committed over £1.8 billion to innovation, matched by a similar amount in partner and business funding. They have helped more than 7,600 organisations with projects estimated to add more than £11.5 billion to the UK economy and create 55,000 extra new jobs

Section 3 - Working with UK Shared Business Services Ltd.

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Customer Name and address	InnovateUK Polaris House North Star Avenue Swindon SN2 1FL
3.2	Buyer name	Kevin Griffiths
3.3	Buyer contact details	professionalservices@uksbs.co.uk
3.4	Estimated value of the Opportunity	£65,000 - £92,000 excluding VAT
3.5	Process for the submission of clarifications and Bids	All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here. Please note submission of a Bid to any email address including the Buyer <u>will</u> result in the Bid <u>not</u> being considered.

Section 3 - Timescales		
3.6	Date of Issue of Contract Advert and location of original Advert	01/06/2017 Contracts Finder
3.7	Latest date/time ITQ clarification questions should be received through Emptoris messaging system	08/06/2017 11.00
3.8	Latest date/time ITQ clarification answers should be sent to all potential Bidders by the Buyer through Emptoris	12/6/2017 11.00
3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	15/06/2017 14.00
3.10	Date/time Bidders should be available if face to face clarifications are required	22/06/2017 AM or 26/06/2017 PM
3.11	Anticipated rejection of unsuccessful Bids date	27/06/2017
3.12	Anticipated Award date	27/06/2017

3.13	Anticipated Contract Start date	30/06/2017
3.14	Anticipated Contract End date	29/06/2018
3.15	Bid Validity Period	60 Days

Section 4 – Specification

Brief for creative video and editorial content and communications support – Package 1

Innovate UK's communication mission is to ensure that it is recognised and respected as the organisation uniquely positioned to accelerate UK economic growth by driving innovation.

This includes explaining its role and activities clearly, accessibly and in an engaging and inspiring way.

Innovate UK is seeking a communications agency to provide support in the production of a range of content, primarily video and editorial but also including graphics and assets for editorial and social media.

Content and its promotion at Innovate UK

Role of content

We see strong content as our primary tool for increasing visibility of Innovate UK amongst its key audiences.

When we say visibility we mean:

1. Search engine visibility/rankings
2. Channel visibility/rankings
3. Brand awareness (we work with a research agency to measure this)
4. Page views, video views, followers, shares, impressions, users/visits

Digital content strategy

We recently commissioned an agency to work with us on creating our first digital content strategy (for brand content not 'business as usual' content) to help us define our audience personas, our content objectives and KPIs and our content themes.

Success story video content

Alongside our brand visibility content we produce a range of video content for our various audiences including:

- Video success stories and news stories
- Video explainers highlighting what funding and support we offer businesses
- Animations communicating strategy

Our audiences

As part of our digital content strategy work we have identified 3 personas:

1. Primary - aspiring entrepreneur
2. Secondary - operating entrepreneur
3. Secondary – influencer

The persona profiles are included in the Appendix.

We promote our video content through numerous channels:

GOV.UK

[Our lead website.](#)

Monthly stats:

- 72k unique visitors
- 203k page views
- 76% returning/24% new

Blog

[Our blog](#)

Monthly stats:

- 8k users
- 15k page views
- 73% returning/42% new

Email

We have a significant customer database we use to promote competitions and events.

YouTube

[Our YouTube channel](#)

Total stats:

- 590k views
- 971,000 minutes

Twitter

Our [Twitter channel](#) is our most important social channel and our audience has doubled in the last 12 months to 83k followers.

We also use LinkedIn and Facebook to a lesser extent.

In addition we frequently use active promotion tactics through a specialist agency, including creating links to, or placements of, our material with other online partners.

Package 1 - Content projects in this tender

In this contract we are looking for a supplier that can produce top quality video content with specific expertise in live action combined with motion graphics and animation and that can offer excellent editorial skills, including storytelling and script development. We also require text stories that will be placed on our .gov site.

a) Success story videos

Success Stories focus on impact. Even the most engaging story will be considered a miss if it lacks impact. There is not the time to delve deeply into personal journeys. The rough narrative should be:

- product/company/problem/solution/inspiration
- company's growth
- impact of Innovate UK's support
- the future for the company/product/sector

Impact is:

- sales growth
- new contracts/customers
- exports
- staff increase
- cost savings
- awards
- getting a product to market

While we usually like to demonstrate the product this is, obviously, it is an area where you'll need to be creative.

During the year we expect the agency to produce 9 videos highlighting the success of the companies we have funded in the past. We have developed a variety of video formats to tell these stories and for this contract we would expect each 2-2.30 min video to be carefully prepared to ensure the story is told in the most compelling way possible. This will include interview footage with 1-2 key members of staff, b-roll footage of the product/manufacturing process and onscreen graphics to present key impact stats or demonstrate the function of a complex product.

We welcome suggestions for other creative ways to bring these stories to life, within this budget range.

Here are some examples:

[Run 3D](#)

This video uses a variety of locations and motion graphics to demonstrate the product and wide range of athletes it benefits.

[Mastodon C](#)

Stop motion footage, motion graphics and simple animation are used, in the absence of a visual product, to help explain Mastodon C's product and its impact.

[Signal Media](#)

This was shot with a pre-determined style and includes three 10- second animations to enhance the story

We have an indicative budget of £3k-£4.5k excluding VAT and expenses for each of these success story video.

b) High impact success stories

We will pick four standout stories from Innovate UK's successes and produce videos that have higher production values than the section a) videos. This may involve multiple locations and animation. We expect to see a noticeable difference between these and the other videos in this package.

Some examples of what we expect to achieve are below:

[Ella's Kitchen](#)

This story tells the story of Ella's Kitchen in a manner more befitting of their identity than a simple talking heads video

[Nquiring Minds](#)

Nquiring Minds have an interesting product that can do a lot for people who live in cities. Unfortunately, it's just a box with some wires! This video uses animation to bring the product to life.

The budget for these videos is £7k-£9k excluding VAT and expenses

c) Success stories editorial

We also produce text success stories. These are 600 words long and are published on [Innovate UK's website](#). They either stand alone or accompany a video story. There will be 30 in total. In the case of a text-only story we expect the agency to arrange and conduct a short-phone interview to capture quotes to use in the article. They will secure internal and external signoffs.

The agency should source an appropriate image to accompany the story. Where one isn't available Innovate UK will arrange a photoshoot with the company.

Budget is £200-£300 per story excluding VAT and expenses

d) Round up stories

We will also be trialing 2 new formats that will feature 4-8 companies in each.

- 8 challenge-themed stories
- 4 early stage stories

These will be around 800 words. The agency will be expected to liaise with companies (mostly by email) to gather quotes, images and signoffs.

Budget is £250-350 per story excluding VAT and expenses

e) supporting administration

Each of these projects will be managed using our project management system – Flowzone and our current asset library Third Light. This will involve uploading:

- quotes
- drafts
- Updating the job with work in progress and status updates
- managing schedule updates
- uploading correctly named final assets to both systems
- uploading final costs for approval before invoice
- submitting final invoices for approval

We anticipate an average of 2.5 hours of work per video project and 1 hour for each text story. Budget is £1k-£2.5k excluding VAT and all expenses.

Working approach

We expect the agency to work collaboratively with the in-house Innovate UK content and digital teams – as needed – and also with the agency that will be promoting the content for us.

We expect to have a pre-production meeting before each job starts – to discuss the brief, creative ideas and agree the approach.

We then expect the agency to be responsible for:

- All pre & post production including liaising with the company
- Creative concept and development
- Narrative framework and development
- Scriptwriting
- Storyboarding
- Creative direction
- All location support
- Camerawork
- Sound editing
- Music licence cleared for our channels
- Upload of final assets to our Flowzone and ThirdLight systems
- Managing sign off with all external stakeholders

The agency will work collaboratively with the Innovate UK content team to develop scripts and storyboards.

Innovate UK will sign off on the script/storyboard/voiceover artist/actors required/look and feel of animated elements/chosen locations before shooting starts.

Feedback on style frames and video edits will be limited to 2 rounds with final sign-off from Innovate UK before invoicing.

Standard assets to be delivered for each video job:

- High-res MP4 optimised for mobile viewing
- Lo-res MP4 for use in presentations
- Subtitled versions of the film for offline use
- Transcript for the video in .rtf format
- 1x designed video thumbnail
- 1x animated gif
- 2 x branded social media images for Twitter, gov.uk and Facebook

Note that these may vary depending on the specific needs for each job and part of the project involves uploading of tagged assets to Innovate UK's asset library.

Service levels and KPIs

We will agree key performance indicators and service levels with the selected agency.

These will cover our expectations on:

- editorial quality
- project management leading to delivery on time and to budget
- responsiveness
- pace of work and flexibility
- effectiveness of approach to working with Innovate UK
- completing all associated administration tasks

Innovate UK has standard processes for project management and workflow and the agency will need to work to these. On appointment you should plan to attend an 'onboarding session' where the production team and Innovate content team discuss these processes.

Section 5 – Evaluation model

The evaluation model below shall be used for this ITQ, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

The evaluation team may comprise staff from UK SBS, the Customer and any specific external stakeholders the Contracting Authority deems required. After evaluation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ($5+5+6=16 \div 3 = 5.33$))

Pass / fail criteria

Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	AW4.1	Contract Terms
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	NDA
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. The Contracting Authority considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	20%
Quality	AW6.4	Understanding of the brief	20%
Quality	AW6.5	Project Team	22.5%
Quality	AW6.7	Collaborative Working	10%
Quality	AW6.8	Project Management	12.5%
Quality	AW7.0	Interview	15%

Evaluation of criteria

Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20.

Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation: Score/Total Points available multiplied by 20 ($60/100 \times 20 = 12$)

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

Example if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 ($60/100 \times 10 = 6$)

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 40

Evaluator 4 scored your bid as 40

Your final score will $(60+60+40+40) \div 4 = 50$

Price elements will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.
All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100.

Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80

Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.

Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.

Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.

Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50.

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 ($80/100 \times 50 = 40$)

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on completion of the questionnaire is available at
<http://www.uksbs.co.uk/services/procure/Pages/supplier.aspx>

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

What makes a good bid – some simple do's 😊

DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions.
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.
- 7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our ITQ. You should note that typically we will release the answer to the question to all bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who your customer is and what they want – a generic answer does not necessarily meet every customer's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear and concise contact details; telephone numbers, e-mails and fax details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do check and recheck your Bid before dispatch.

What makes a good bid – some simple do not's 🙄

DO NOT

- 7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.
- 7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.
- 7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Customer to discuss your Bid. If your Bid requires clarification the Buyer will contact you.
- 7.16 Do not contact any UK SBS staff or Customer staff without the Buyers written permission or we may reject your Bid.
- 7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.18 Do not offer UK SBS or Customer staff any inducement or we will reject your Bid.
- 7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.21 Do not exceed word counts, the additional words will not be considered.
- 7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

Some additional guidance notes

- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool may be submitted to Crown Commercial Service (previously Government Procurement Service), Telephone 0345 010 3503.
- 7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered.
- 7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.27 We do not guarantee to award any Contract as a result of this procurement
- 7.28 All documents issued or received in relation to this procurement shall be the property of the Contracting Authority.
- 7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.
- 7.30 If you are a Consortium you must provide details of the Consortiums structure.
- 7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.
- 7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public
- 7.33 Your bid will be valid for 60 days or your Bid will be rejected.
- 7.34 Bidders may only amend the Contract terms if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.
- 7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.36 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.
- 7.38 Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of any Contract. In the event of a Bidder failing to meet one of the compliancy checks

the Contracting Authority may decline to proceed with the award of the Contract to the successful Bidder.

- 7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris.
- 7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Contracting Authority may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to the Contracting Authority during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this ITQ consent to these terms as part of the competition process.

- 7.41 From 2nd April 2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC from 2nd April 2014. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/government/publications/government-security-classifications>

The Contracting Authority reserves the right to amend any security related term or condition of the draft contract accompanying this ITQ to reflect any changes introduced by the GSC. In particular where this ITQ is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

USEFUL INFORMATION LINKS

- [Emptoris Training Guide](#)
- [Emptoris e-sourcing tool](#)
- [Contracts Finder](#)
- [Tenders Electronic Daily](#)
- [Equalities Act introduction](#)
- [Bribery Act introduction](#)
- [Freedom of information Act](#)

Annex A – Interview Scenario

Over the last two years we have worked to move away from videos dominated by talking heads. Sometimes, though, that's all there is to shoot. How will you bring a company's product to life, demonstrate Innovate UK's support and inspire other businesses to seek our help?

Please detail and justify:

- Your chosen visual style
- Your storyboard
- Your ideas for music
- The risks that project like this will have to encounter/overcome
- How you will ensure the production is a success?

The video should be 2:00 long and target these objectives:

- To profile our biggest successes – these are companies who have achieved tangible results i.e. sales and staff growth, additional funding.
- To show that Innovate UK is at the forefront of innovation and always looking to the future to see what exciting developments might affect people's lives.
- To provide more engaging content on our YouTube channel and social media

The audiences for this material would be, in order of priority:

Operating entrepreneur (existing)

- Startups, SMEs, enterprise size businesses - largely aware of Innovate UK
- Looking for funding, support, networks and collaboration partners
- We want to gain / retain their attention and showcase their success to inspire new innovators

Influencer (existing)

- Not just on single persona – a diverse group of people
- Government / Stakeholders, because they fund & support us
- Media, because they write & comment on our actual / perceived success
- Bloggers, because they share our stories
- Investors, because they make us visible in the very competitive 'investment' sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good
- We want to amaze them with our success stories, insights and achievements

Company

Net Composites

Internal features in aircraft, train carriages, marine and offshore applications are made from phenol-formaldehyde resins and need to meet strict fire retardancy standards. These resins are coming under scrutiny, because of the formaldehyde, and an alternative is essential. NetComposites have developed a new, alternative material (ECOPREG) based on sustainable materials.

They are:

- licensing the technology to a large international company which will promote the material in the aircraft sector.
- working with other companies for the rail, marine and offshore sectors.
- looking for new premises for production of the material and are looking for a new plant to manufacture it, which will come on stream in mid-2018.
- drawing up plans to develop lighter weight and stronger materials based on the new resin with nanoparticulate technology.

ANNEX B – INNOVATE UK PERSONAS



Innovate UK personas

Aspiring entrepreneur (new & primary)

- Likely 16-30 old, wannabe entrepreneurs - largely unaware of Innovate UK
- Interested in startups, business, data, science and technology
- Looking for inspiration, awesome content to share, business knowledge and examples of success
- **We want to introduce them to Innovate UK and allow them to experience our brand (content)**

Operating entrepreneur (existing)

- Startups, SMEs, enterprise size businesses - largely aware of Innovate UK
- Looking for funding, support, networks and collaboration partners
- **We want to gain / retain their attention and showcase their success to inspire new innovators**

Influencer (existing)

- Not just on single persona – a very diverse group of people
 - **Government / Stakeholders**, because they fund & support us
 - **Media**, because they write & comment on our actual / perceived success
 - **Bloggers**, because they share our stories
 - **Investors**, because they make us visible in the very competitive 'investment' sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good
- **We want to amaze them with our success stories, insights and achievements**

Persona – Aspiring Entrepreneur



Profile

Name: Vivian
 Age: 24
 Company: Sparrho
 Industry: Software
 Job title: Business Dev Manger
 Location: Swindon
 Company Size: 5
 Twitter: @vivianchan_s
 LinkedIn vchan

About

PhD at University of Cambridge in Biochemistry
 One year working in a venture fund in Australia.
 Joined the Cambridge University Technology Enterprise Club (CUTEC)
 CUTEC President and Chairman.
 Took part in the inaugural cohort of Entrepreneur First
 Just starting Sparrho as co-founder

Challenge & pain point

Relies on her own network
 Validating business ideas
 Business proposition / pricing
 Start-up funding
 Recruitment

Attitude

Strong advocate for women in STEM
 Taught herself coding
 Likes to work with female entrepreneurs with a passion to shape their world with innovative products and services

Appealing Messages / Topics

Audience-led storytelling
 Audience involvement / contests
 Up and coming superstars
 Women in tech
 Science explainers
 What's hot in tech

Channel Preference

Social Media
 Twitter
 Facebook
 Instagram
 YouTube
 LinkedIn
 Google Search
 Bloggers
 Online publishers

Format Preference

Forums
 Video
 Blog Posts
 Articles
 Infographics
 Gifs
 Webinars / Hangouts



What do I want to do?	How do I go about it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: <ul style="list-style-type: none"> Ideas Inspiration Career Opportunities 	Looking for: <ul style="list-style-type: none"> Advice Mentors Startup 	Looking for: <ul style="list-style-type: none"> Funds Partners Networks 	Looking for: <ul style="list-style-type: none"> Credentials Decision Support 	Looking for: <ul style="list-style-type: none"> Support
Content Needs: <ul style="list-style-type: none"> Cool tech & science stories Fun science applied Inspirational people / stories Hot trends / future predictions Event previews Future predictions 	Content Needs: <ul style="list-style-type: none"> How to & starter guides Tips & latest trends Contest participation Mentor / influencer interviews Live event / contests Top resources 	Content Needs: <ul style="list-style-type: none"> How to choose a program Funding options explained Events updates Catapult, Connect, KTN Latest competitions Collaboration examples 	Content Needs: <ul style="list-style-type: none"> Quick explainers Roundup of current activities Sector, & Industry reports Case Studies Success Stories Demos 	Content Needs: <ul style="list-style-type: none"> FAQs Guides Application process

Persona – Operating Entrepreneur

Innovate UK



Profile
 Name: Richard
 Age: 45
 Company: PolyPhotonix
 Industry: OLED Lighting Industry
 Job title: CEO
 Location: Cambridge
 Company Size: 20
 Twitter: @ppxrichardkirk
 LinkedIn: richardkirkpolyphotonix

About
 15 years experience in medical research and printed electronics
 Pioneer in material science and its applications
 Founded Polyphotonix in 2008
 Developed light treatment for retinal disease
 Credited for many world's first' applications using inorganic and organic light emitting materials
 Won many international awards for innovation, research and business
 Won 'National Emerging Entrepreneur'

Challenge & Pain Points
 Staff / Talent
 Funding
 Partners
 Growth

Attitude
 Likes communication direct, clear & personal
 Hates bureaucracy, lengthy application, paperwork
 Loves turning scientific research into life saving products and services

Appealing Messages / Topics
 Science and technology excellence
 Advanced research
 Sector leadership
 Collaboration
 Research
 Success

Channel Preference
 Google Search
 Email subscription
 Online Publishers
 Innovate UK sites
 Social
 LinkedIn
 Twitter
 YouTube

Format Preference
 Case Studies
 Newsletters
 Whitepapers
 Reports / Surveys
 Webinars
 Demos

unaware

aware

interest

research

convert / retain

What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: <ul style="list-style-type: none"> Information 	Looking for: <ul style="list-style-type: none"> Insights Networks 	Looking for: <ul style="list-style-type: none"> Funds Partners 	Looking for: <ul style="list-style-type: none"> Credentials Decision Support 	Looking for: <ul style="list-style-type: none"> Support
Content Needs: <ul style="list-style-type: none"> Innovations, technology & science news Upcoming events 	Content Needs: <ul style="list-style-type: none"> Events highlights & updates Interviews with leaders & influencers 	Content Needs: <ul style="list-style-type: none"> New competitions 	Content Needs: <ul style="list-style-type: none"> Sector, & Industry reports Market insights Case Studies Success Stories Demos 	Content Needs: <ul style="list-style-type: none"> FAQs Guides Application process Post funding support

Persona – Influencer (example MP)

Innovate UK



Profile

Name: Elizabeth
Age: 40
Industry: Government
Job title: Member of Parliament
Location: Norfolk
Twitter: @trussliz
LinkedIn: elizabeth-truss

About

Studied Philosophy, Politics & Economics at the University of Oxford
Worked for Shell as Commercial Manager, during which also became a qualified Management Accountant
Became Deputy Director of Reform in 2008
Selected for South West Norfolk conservative seat in 2009, and elected to parliament in 2010.
Became Junior minister in the Department of Education
Is currently Environment

Challenge & pain point

Offering support to constituents
Helping SMEs in her constituency to succeed in business
Explain how Innovate UK and government grants works her local businesses
Regional / local funding
Generating well paid jobs locally
Regional investments

Attitude

Extremely hard-working & driven
Wants to make a difference and help her constituents
Advocates more rigorous academic standards in schools
Determined to ensure young people get a good education
Passionate about protecting local villages e.g. shops, GP surgeries, pubs

Appealing Messages / Topics

Local success stories
Community programmes
Economic Insights
New job creation
Collaboration
Research

Channel Preference

Google Search
Social
LinkedIn
Twitter
Facebook
YouTube
Forums
Online Publishers
Innovate UK sites

Format Preference

Articles
Newsletters
Policy Papers
Reports / Surveys
Data Visualisation
Research Reports
Videos

unaware

aware

interest

research

convert / retain

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