

## **£1,000 Idea Generation Grant: What can it be used for / what is included under 'idea generation'?**

### **The £1,000 Idea Generation Grant**

Smartline has 35 grants to distribute and will be awarded to SMEs to work up innovative ideas that explore new innovative products, processes or services that address the aims of the project.

### **What is meant by idea generation?**

Idea generation can take many different forms. It could mean finding more cost effective ways of doing things, adding additional dimensions to existing business products or services or accessing new markets. It could also provide information and expertise on new materials and products, improve business processes or offer research to find a solution to a specific business problem. An idea generation project should add value to the business, helping it to improve competitiveness and profitability.

Businesses will be able to use the Idea Generation Grant to get help with projects where they themselves do not have the technology, facilities or expertise they need to develop new innovative products, processes or services.

It may be possible for small companies to form cluster groups to the Idea Generation Grant for shared access to knowledge base services.

**Eligible** companies will be SMEs based in Cornwall and the Isles of Scilly who have the willingness and potential to collaborate on developing innovative products, processes or services.

The aim of the programme is to deliver innovation by exploring new innovative products, processes and services under the 5 research themes, so areas of activity that do not meet this requirement will be excluded from support.

### **Research Themes:**

- Theme 1: Smart House, Health and Wellbeing.
- Theme 2a: Smart and Resilient Communities: Social Innovation and Volunteering: community cohesion and wellbeing.
- Theme 2b: Smart and Resilient Communities: Social Innovation and Volunteering: Volunteering and Communities.
- Theme 3: Assessing the market: Economic valuation of private and social benefits of innovation.
- Theme 4: Modeling of systems design: Predictive Modelling from Data.
- Theme 5: Innovation and e-health – Knowledge exchange for business delivery.