Mobilise

APPLICATION GUIDANCE NOTES

Mobilise 27 Competition

ADVANCED PROPULSION CENTRE UK

ZENZIC

Contents

Overview 2

Competition Timelines 2

Project Structure & Funding 3

Technology Scope & Eligibility 4

Zero (tailpipe) Emission Vehicle (ZEV) Technologies 5

Connected Autonomous Vehicle (CAM) Technologies 6

Vehicle and Sector Eligibility 7

Technology Maturity Expectations 7

Funding and Grant Intervention 7

Funding 7

Intervention Rate 7

Research Categories 8

Research Category Definitions 8

Subsidy Control (and State Aid where applicable) 10

Sanctions 11

Industrial Contribution Fee 11

Publicity and Dissemination 11

The Assessment and Selection Process 12

Completing the Application Form 14

Scored Questions 15

Cost Breakdown Worksheet 20

Economic Monitoring 25

Claims Evidence 26

At Project Completion 27

Overview

The aim of this competition is a dual mission offering and is a structured early-stage accelerator programme that supports ambitious businesses that have an early stage, clean mobility technology concept requiring investment and support to achieve market-readiness. This will lead to anchoring UK innovation, research and development and economic impact. At the successful conclusion of the programme, organisations will be equipped to fast-track technology development, shorten time to market, and confidently attract next-level private investment as well as applying their own funds to take the development forward.

The Mobilise 27 Competition provides a platform for Micro, Small, or Medium sized companies (SME) to lead research and development of technologies directly applicable to on-road or off highway, UK Zero (tailpipe) Emission Vehicles (ZEV) and/or Connected Automated Mobility (CAM) .

The competition is open to ambitious UK based SME's (vehicle manufacturers, system suppliers, design engineering or technology organisations) active in the UK ZEV and/or CAM sectors who are looking to deliver innovative projects with strong growth potential. Typically, suitable companies will have been in business for less than 5 years or are undergoing a significant step change in activity.

Applicants must have demonstrated the initial feasibility of the technology concept through prior modelling or initial prototyping, be open to exploring routes to market for their technology, and able to benefit from programme activities and APC/Zenzic engagement to support this.

Technologies may initially be applicable to low-volume UK vehicle production or deployment, but ideally with future applicability and potential to scale to higher volumes.

All projects are single applicant.
All applicants must be an SME.

Competition Timelines

Competition opens	02/11/26
Bid submission deadline	11/01/27 (11:00 GMT)
Assessment period	4 weeks
Initial feedback to applicants by	11/02/27
Interview panel presentations (selected bids)	w/c 8/03/27 & 15/03/27
Winners notified by	w/c 19/04/27 (subject to Funder Approval)
Due diligence and project contracting	Completed by 19/05/27
Project Starts	01/06/27
Project Completes	31/05/28

**Note: dates are subject to change*

Project Structure & Funding

The Mobilise accelerator programme is structured in two Phases:

- **Phase 1 – Market Focus (June 2027 – September 2027)**
  - At the end of Phase 1 all applicants will need to present at a Market Focus Gateway Assessment. Only successful projects will continue
- **Phase 2 – Technology Validation (October 2027 – May 2028)**

Your accelerator programme must:

- Lead to a demonstrator product or process to enable new commercial opportunities or secure follow-on investment
- Have a total eligible cost of up to £257,000
  - Phase 1 – Market Validation (June 2027 – September 2027) = £57,000
  - Phase 2 – Technology Validation (October 2027 – May 2028) = £200,000
- Commence on 1st June 2027
- Be completed within 12 months, with the last 8 months including the design, build & testing of a non-commercial prototype of your technology

In addition to grant funding provided by the Department for Business, Innovation, Science and Trade, which supports development of your technology, the programme also includes **compulsory** workshop style coaching and mentoring sessions (to take place during the project timeline) that all successful applicants are expected to attend. The purpose of these sessions is to assist businesses to understand, define and proactively address their post-project needs and requirements, better equipping them scale up their business, and enter the market.

Coaching and mentoring areas to be covered will include:

Phase 1 – Market Focus (June 2027 – September 2027)

- Commercialisation strategy, including:
  - Mentoring
  - Initial 'Fresh Eyes' review
  - Diagnostic report
  - Market selection
- IP introduction
- Investment readiness introduction

By the end of Phase 1 (Market Focus in terms of industrial research results and outputs), applicants are expected to have considered and developed details as to how the results of the industrial research can be delivered into a market offering and customer value proposition, identified what their unique selling properties (USP) are, and have a better understanding of the competitor landscape.

Phase 2 – Technology Validation (October 2027 – May 2028)

- Commercialisation strategy, including:
  - Mentoring
  - External 'Fresh Eyes' review
  - Business model canvas
  - Product Financial Modelling
  - Customer Focus

- IP Audit and guidance
- Investment mentoring and pitch practise
- New Product Development (NPD), including Software
- Cost Engineering and Supply Chain
- Leadership and Customer Focus
- Demo day preparation

Applicants who pass the Market Focus Gateway Assessment at the end of Phase 1 and proceed to Phase 2 (Technology Validation) should aim to advance both technology and commercial maturity, covering:

- An updated Commercialisation and Go-to-Market strategy
- A technology validation demonstrator has been developed
- Completed IP audit and strategy
- Robust future development roadmap has been planned
- Future scaling requirements (time, facilities, Investment) are understood

At the successful conclusion of the programme, organisations should be better equipped to fast-track technology development, accelerate market introduction, and confidently attract next-level private investment as well as applying their own funds to take the development forward.

Technology Scope & Eligibility

All projects need to demonstrate the development of new, improved and/or innovative technologies, which can be clearly shown to actively differ from previous products & processes, and current market offerings.

Applicants should ensure that their application into this competition is based upon an appropriate stage of development or technology readiness which has already been achieved. It is expected that the technologies to be developed through the Mobilise 27 programme will already have undertaken a feasibility study or otherwise established that they are feasible – both technically and commercially.

To be eligible for funding, the research and development activity undertaken in the project must be:

- **Novel** - the technology hasn't been previously developed, deployed or commercialised in the same way
- **Creative** - by addressing technical or market challenges in a new way
- **Uncertain in terms of its outcomes** - the innovative technology or product involves technical, commercial, or operational risks, meaning the results are not guaranteed. This uncertainty is inherent in R&D and reflects the possibility of failure, iteration, or unexpected findings
- **Systematic / Transferable / Reproducible** - The programme provides guidance and mentorship on how organisations should develop their innovation through a structured process, with clear documentation and repeatable methods that increase the probability of cross sector market penetration.

During assessment, organisations need to show that the technology being developed is either a new or better product, process, or both. It must be clearly different from what has been done before, and it shouldn't already be available to customers or in use.

Applicants must also be able to show that they have a feasible, viable and demonstrable route to market for the developed vehicle, product or process beyond the end of the project.

Zero (tailpipe) Emission Vehicle (ZEV) Technologies

Innovative automotive technology, products and services which accelerate the transition to zero emission automotive systems and solutions, which aligns with one or more of the Strategic technologies for the UK automotive industry, or outside of these areas demonstrates a strong automotive impact potential.

The technology must be based around one or more of the following areas, directly applicable to on-road or off highway, zero tailpipe emission UK vehicles:

- Electrical energy storage: development of batteries, supercapacitors, their components, management, and integration systems
- Electric machines and associated driveline
- Power electronics including charging, bi-directional charging or power export capability
- Lightweight structures, materials and manufacturing processes
- Fuel cell systems and associated balance of plant
- Hydrogen storage and management systems
- Integrated Electrical/Electronic (E/E) systems: development of scalable and flexible E/E architectures, including software platforms and hardware designs that support advanced vehicle functionalities and future technologies, including:
    - Validation and verification technology: use of digital twins and in the loop (xIL) innovations to create comprehensive models of E/E systems, enabling rapid simulation, optimisation, and validation of interconnected systems
    - Embedded Software Development: innovations, including in the creation of, embedded software that decrease time to market, enhance vehicle performance, safety, security and connectivity
    - Network communications: development of robust network communication systems to support the integration of various electronic components and systems within the vehicle
    - Control Systems: advanced control systems that improve vehicle functionality and performance

- Innovations to enhance manufacturing competitiveness & reduce embedded carbon, including:
    - Digital Transformation: integration of digital tools within the manufacturing process (such as the use of AI, digital twins, vision systems and Internet of Things IoT)
    - Manufacturing Process Decarbonisation: switching processes to use non-fossil energy sources or innovations enabling reduced energy consumption within manufacturing processes including capture and reuse
    - Lean Manufacturing: implementation of innovative lean principles to improve circularity of materials used in processes, reduce their environmental impact and improve efficiency including the use of advanced automation techniques
    - Supply Chain Development: initiatives for suppliers to improve their processes, capability and capacity for R&D and subsequent industrialisation (for example, flexible production lines to service multiple customers to lower capital investment) & UK capability building to enable market access and improved sustainability

Projects can include upstream supply chain for the above technologies (including raw materials, component manufacturing, subassembly manufacturing) as well as circularity and Design for Disassembly (projects focused on the disassembly, remanufacturing, recovery, and reuse of materials)

The following technologies are out of scope and ineligible for funding in this competition:

- Conversions of internal combustion engines (ICE) to run on gaseous / alternative / zero carbon / synthetic 'e' fuels
- Activities related to any conventional engine R&D work – including range extenders
- Hybridization technologies
- Fuels & lubricants

Connected Autonomous Vehicle (CAM) Technologies

Innovative products services and solutions which can accelerate the transition to self-driving transportation, and/or technologies which support Zenzic's commitment to ensure a safer, more inclusive, and productive future.

Most technologies or solutions that will advance CAM are supported, but we're particularly interested in high potential innovation, both on and off the vehicle.

- Example on-vehicle technology areas include (non-exhaustive list):
  - Vehicle Sensors and associated edge compute systems (camera, RADAR, LIDAR, Inertial Measurement Unit (IMU), Position, Navigation and Timing (PNT) systems)
  - Vehicle control systems (Drive-by-Wire systems, Electronics and hardware Integration)
  - Automated Driving Systems (ADS software, on-board compute)
  - Autonomous decision-making or oversight systems
  - Vehicle control technologies that support development, validation or deployment of future mobility solutions

- Example off-vehicle innovations include (non-exhaustive list):
  - Connectivity and Data (connectivity & cybersecurity, data storage, management and sharing, mapping services)
  - Development tools including the development and application of Artificial Intelligence (AI) and Machine Learning (ML) (model-based systems engineering & software development tools, virtual tools, models & digital twins)
  - Technical services (verification and validation of virtual tools and processes, Testing services - physical and virtual, safety case development and audit)

Vehicle and Sector Eligibility

For Stream 1 (ZEV), the following vehicle types are in scope:
Powered, wheeled or tracked vehicles used on-road or off-highway, in the following categories:

- EPAC – Cargo carrying / last mile delivery ONLY
- L1 – L7 (Motor vehicles with less than four wheels – includes quadricycles)
- M1 – M3 (Power-driven vehicles having at least four wheels and used for the carriage of passengers)
- N1 – N3 (Power-driven vehicles having at least four wheels and used for the carriage of goods)
- 'Special Purpose' (Motor caravans, ambulances & hearses)
- T (Agricultural vehicles)
- Non-road mobile machinery
- Driverless vehicles and PODs

Component or system level projects must be able to clearly articulate which of these vehicle categories their technology is applicable to.

The following vehicle types are out of scope:

- Dedicated motorsport and race vehicles
- Marine
- Rail
- Aerospace
- Drones

Technology Maturity Expectations

It is expected that the technology concept in development for Mobilise 27 competition will have demonstrated initial feasibility through prior modelling or initial prototyping. The initial TRL of your product or process must be between TRL2-5 at the point of application.

By the end of Phase 2 (Technology Validation), we are looking for projects to demonstrate TRL 3-6 and MRL 2-4 , based on Automotive Technology and Manufacturing Readiness Levels.

Funding and Grant Intervention

Funding

- Your project must have a total eligible cost of up to £257,000
  - Phase 1 – Market Validation (June 2027 – September 2027) = £57,000
  - Phase 2 – Technology Validation (October 2027 – May 2028) = £200,000

Intervention Rate

For **industrial research** projects, you can get funding for your eligible project costs of:

- up to 70% if you are a micro or small organisation
- up to 60% if you are a medium sized organisation

For **experimental development** projects which are nearer to market, you can get funding for your eligible project costs of:

- up to 45% if you are a micro or small organisation
- up to 35% if you are a medium sized organisation

For more information on company sizes, please refer to the company accounts guidance.

Research Categories

To be eligible, proposed projects must fall substantively into the **'Industrial Research'** category

Research Category Definitions

The following research category definitions apply to this competition:

Feasibility Studies
Means the evaluation and analysis of the potential of a project, which aims at supporting the process of decision-making by objectively and rationally uncovering its strengths and weaknesses, opportunities and threats, as well as identifying the resources required to carry it through and ultimately its prospects for success.

Industrial Research
Means the planned research or critical investigation that is aimed at the acquisition of new knowledge and skills for developing new products, processes or services; or that is aimed at bringing about a significant improvement in existing products, processes or services.

This would include digital products, processes or services, in any technology, industry or sector (including, but not limited to, digital industries and technologies, such as supercomputing, quantum technologies, block chain technologies, artificial intelligence, cyber security, big data and cloud technologies).

Industrial research comprises the creation of component parts of complex systems and may include the construction of prototypes in a laboratory environment or in an environment with simulated interfaces to existing systems as well as of pilot lines, where necessary for the industrial research and notably for generic technology validation.

Experimental Development
Means acquiring, combining, shaping and using existing scientific, technological, business and other relevant knowledge and skills with the aim of developing new or improved products, processes or services.

This includes digital products, processes or services, in any technology, industry or sector (including, but not limited to, digital industries and technologies, such as for example super-computing, quantum technologies, block chain technologies, artificial intelligence, cyber security, big data and cloud or edge technologies).

This may also encompass, for example, activities aimed at the conceptual definition, planning and documentation of new products, processes or services.

Experimental development may comprise prototyping, demonstrating, piloting, testing and validation of new or improved products, processes or services in environments representative of real-life operating
conditions where the primary objective is to make further technical improvements on products, processes or services that are not substantially set.

This may include the development of a commercially usable prototype or pilot which is necessary for the final commercial product, and which is too expensive to produce for it to be used only for demonstration and validation purposes.

Experimental development **does not** include routine or periodic changes made to existing products, production lines, manufacturing processes, services and other operations in progress, even if those changes may represent improvements.

Subsidy Control (and State Aid where applicable)

The APC/Zenzic and our funders are unable to award organisations that are considered to be in financial difficulty. We will conduct financial viability and eligibility tests to confirm this is not the case following the application stage.

Grants under this programme will be awarded in accordance with the Subsidy Control Act 2022 and the Research, Development and Innovation Streamlined Route (Subsidy Control Scheme reference SC10780).

All grant awards are classified as a Subsidy under the Research Development and Innovation Streamlined Route. Please be aware that under this route there is a **cumulative funding limit of £3 million per enterprise** if it meets all the following conditions and was given:

- to the same enterprise by any public authority
- for the same project or activities as defined under the relevant categories of the Streamlined Route Schedule
- for the same or substantially the same specific purposes as set out under the relevant categories in the Route
- within the last 3 financial years (that is, the last 2 complete financial years, running from 1 April to 31 March, and the lapsed part of the current financial year)

If a project or activity is due to last for longer than 3 years, then the maximum award amounts and the subsidy ratios, set out in the specific categories within the Route, apply to the lifespan of that project or activity. Therefore, the cumulation period cannot restart after 3 years for the same project, even if that project might, for example, take 5 years to reach completion. Further information about the Subsidy requirements can be found within the Subsidy Control Act 2022 (legislation.gov.uk)

Where an applicant or activity falls within scope of the Windsor Framework (Article 10) EU State aid rules may apply, and the grant may instead be awarded under the De Minimis Regulation which has a €300,000 limit. Please see the Windsor Framework to check if these rules apply to your organisation.

All subsides awarded over £100,000 will be uploaded to the transparency database.
EU State aid rules now only apply in limited circumstances.
More information can be found at De minimis rule – exemption of small amounts

Further Information
If you are unsure about your obligations under the Subsidy Control Act 2022 or the State aid rules, you should take independent legal advice. We are unable to advise on individual eligibility or legal obligations.

You must always make sure that the funding awarded to you is compliant with all current Subsidy Control legislation applicable in the United Kingdom.

This aims to regulate any advantage granted by a public sector body which threatens to or actually distorts competition in the United Kingdom or any other country or countries.
If there are any changes to the above requirements that mean we need to change the terms of this competition, we will tell you as soon as possible.

Sanctions

This competition will not fund you, or provide any financial benefit to, any individual or entities directly or indirectly involved with you which would expose APC/Zenzic or any direct or indirect beneficiary of funding from APC/Zenzic to UK Sanctions. For example, through any procurement, commercial, business development or supply chain activity with any entity as lead, partner or subcontractor related to these countries, administrations and terrorist groups.

Industrial Contribution Fee

Please be aware that a nominal industrial contribution fee is payable to the APC by all applicants on the grant received. For clarity, this industrial contribution to the APC is **not an eligible cost against which subsequent grant can be claimed**.

The industrial contribution fees are as follows:

- Phase 1 – Market Validation (June 2027 to September 2027) = £250 + VAT
- Phase 2 – Technology Validation (October 2027 – May 2028) = £500 + VAT

Publicity and Dissemination

The APC/Zenzic and our funders actively engage with appropriate media to publicise the results of its competitions and the specific projects it has funded. Prior to project completion, this is achieved using the 'Project Snapshot' (provided by applicants as part of the bid) as the source of project information.

When projects have completed, the APC/Zenzic and its funders will require the outcomes of all funded R&D projects to be made available for wider physical dissemination at suitable events such as the Mobilise Tech Demo Day, and other APC and Zenzic supported events.

It is recognised that the display of hardware and other project outputs may need to be subject to timing constraints, based on the commercial sensitivities of revealing and introducing new products into the market. If there are any such issues relating to your project, these must be stated explicitly in response to Q6 of the application.

The Assessment and Selection Process

Stage 1 – Written Submission
Once the competition submission deadline has passed, all submitted applications are subject to assessment. A standard assessment process applies to all applications as follows:

Internal Assessment - each application is assessed internally by a minimum of three APC/Zenzic staff members based on the materials submitted. Each Assessor will complete and submit a scoresheet for each assigned application and to identify any areas of potential non-compliance. Written applications are then ranked in order. At this stage the lowest scoring assessments, which are below the quality threshold, will be rejected, and will not proceed any further.

External Assessment – following the initial internal assessment process, applications above the initial quality threshold will be assessed by up to four external assessors based on the materials submitted. Each external assessor will complete and submit a further scoresheet for each assigned application and to identify any areas of potential non-compliance. Applications are then ranked in order.The lowest scoring assessments, which are below the quality threshold, will be rejected, and will not proceed any further.

Stage 2 – Interview Panel
Applications suitable for further consideration are invited to the second stage of assessment. This is a virtual Interview Panel where applications are subject to further scrutiny. This will include a short project presentation followed by a question-and-answer session. Following the Interview Panel, a final ranked list of recommended applications is produced and presented to a Funder's Panel for approval.

Stage 3 – Due Diligence
Financial checks are carried out to ensure applicant suitability for funding. We are unable to award organisations that are considered to be in financial difficulty (prohibited subsidy). Applicants invited to the Stage 2 Interview Panel (as above) may be asked for certain financial information in advance of the Interview Panel.

Stage 4 – Formal Offers & Contracting
Following funder approval and completion of due diligence checks, grant offer letters are issued by email to each successful applicant. Applicants will need to sign & upload their signed grant offer letters to the Gateway. Projects will not be permitted to commence until all required documentation is in place.

Whilst the APC engages the Assessors to act on its behalf, it retains the right to determine whether a proposal satisfies the eligibility criteria. The APC and its funders also reserve the right to apply a 'portfolio' approach to ensure the balance of funding across the various technology areas, subject to applications meeting the required quality criteria.

Notification of Outcomes
All applicants will be informed of the outcome from the assessment process by email. The feedback provided by the Assessors forms the official feedback provided to you. Beyond this, no additional feedback can be provided.

Confidentiality

Assessors are selected from a pool of independent sector industry experts and are assigned based on their knowledge, skills, experience and the requirements of the competition. All Assessors are required to sign a confidentiality agreement and to declare any conflicts of interest.

They are required to treat all applications in the strictest of confidence and to apply due Information Protection rules. We engage Assessors as individuals, not as representatives of their employment. Assessors are precluded from seeking other opinions on applications and from offering their opinion to other Assessors prior to submission of their completed assessments.

We strive to preserve the anonymity of the Assessors, and their names will not be provided to applicants under the Freedom of Information Act 2000. All assessment scoring will remain confidential and will not be available to anyone other than the Assessment Panel, APC/Zenzic management and our funders. Any applicant found corresponding with either the Assessors or the Assessment Panel members in relation to their bid may be disqualified from the competition.

Completing the Application Form

Applications are made online using the Mobilise Portal.

Prior to starting an application, you will need to answer the following on-screen declarations:

Pre-Application Declarations (before starting the application)

- Are you an SME? (YES / NO)
- Is the opening TRL for your project between 2-5? (YES / NO)
- Do you own the IP you intend to exploit in this programme, or have an existing license agreement in place?
- Permits and Licences – will you have the correct permits and licences in place to carry out your Mobilise Accelerator technology development? (YES / NO / In the process of being applied for / Not applicable)
- Animal Testing – will your project involve any trials with animals or animal testing? (YES / NO)
- Terms & Conditions – do you agree to all the terms & conditions? (YES / NO)

If the answer to any of those questions is 'NO', you will not be able to start an application.

The online application form contains both scored and non-scored questions, arranged into different sections. It is important that you complete all the questions in each section and submit a fully completed application. Incomplete applications will be rejected, and applications started but not submitted by the application deadline will not be assessed.

The Application Form contains the following:

Non-Scored Questions

- Q1 & 2 – Applicant Details
- Q3 – Company Structure
- Q4 – Accelerator Programme Overview – a summary of objectives, content and output of the Mobilise Accelerator Programme for your business
- Q5 - Public Description – a public domain description of the company technology that can be shared via our website and other media channels should your funding application be successful.
- Q6&Q7 – Selection of relevant technology themes for your project
- Q8 – International Collaboration – details of any expected international collaboration or engagement, including a list of the names and countries
- Q9 – Trusted Research and Innovation – does the proposed technology relate to UKRI's Trusted Research and Innovation (TR&I) Principles, and if so, how?
- Q10 – Research Categories

Scored Questions

- Q1 – Background: - Problem, Solution, & Product Offering
- Q2 – Market: - Strategy, Competition, Competitive Advantage, & Commercial Feasibility
- Q3 – Traction: - Technology Development
- Q4 - Intellectual Property
- Q5 – Team
- Q6 – Outputs, Testing & Demonstration
- Q7 – Funding
- Q8 – Added Value

- Q9 – Risk Management
- Q10 – Proposal

Scored Questions – Supporting Documents
- Q2 - Market positioning and technology approach
- Q3 – Supporting information for technology development
- Q7 – Funding and investment
- Q9 – Risk Register
- Q10 – Video file

Non-Scored Questions – Supporting Documents
- Financial Breakdown Form
- Economic Monitoring Form

It is important that you address and respond to each question clearly. Each question has been divided into a number of shorter sub-questions which identify the specific information and details that need to be provided. You should develop your own responses based on your own skills, knowledge and experience.

The word count provided for each answer is fixed. It is important to consider the word count provided to enable you to give sufficient and relevant information for each question. Don't miss out vital information; the Assessors will most likely not have prior knowledge of your technology, company, any previous projects you may have completed and are not obliged to give you the benefit of the doubt.

For some to the questions you are expected to provide a supporting appendix, which allows you to go into more detail and provide supporting images, data etc. You must respect the 2-page limit for each of the questions where you can provide a supporting appendix and ensure it is legible at A4 size – any information longer than 2 pages per appendix, or not clearly legible at A4 size will not be assessed, which may affect your scoring.

Please do not include any hyperlinks to websites or external reference materials. Assessors will only consider your application based on the information included in the application form and the supporting appendices.

If you have any problems with the Application Form or require further help or support, please contact the Competition Management Team at mobilise@apcuk.co.uk

Scored Questions

Q1 – Background
- What is the customer or market problem that you are trying to solve? (100 words max)
- What is your proposed offering / solution, and how does it aim to address those customer or market problems? (150 words max)
- Briefly describe your product or service offering. (100 words max)
- Please describe what (if any) consideration has been given within your technology to the use of sustainable materials, efficient manufacturing/operational processes and/or circular economy principles (including repairability, end of life disassembly, reuse and recycling). (100 words max)

- Please explain how your technology supports the transition to net zero transportation and/or Connected and Automated Mobility. (150 words max)
- Please explain how this accelerator programme maximises UK benefit and the wider supply chain (materials, software, services etc). (150 words max)
- Please explain any reliance on non-UK supply chain partners, critical minerals or technologies, including cloud services. (150 words max)

This question is for you to explain the market need for your product or process, and how you will solve that market need, including how solving this particular problem supports the UK and its ambitions, including supply chain resilience. Please include which element(s) you are focusing on during the programme and how it supports the transition to net zero transportation in its approach to materials, processing and the associated supporting design. Please ensure that the basis for any claimed CO2 or CO2e benefits is clearly defined and explained.

Q2 – Market

- What market / customer segment(s) are you targeting with your technology / solution? (100 words max)
- What is your planned route to market, including beachhead market? (100 words max)
- To what extent is this a new or existing market? (100 words max)
- Who are your main competitors in the target market, and how will you create a competitive advantage? Why did you choose these competitors? **Use the appendix to illustrate your position against competitors in the market** (100 words max)
- What are the unique attributes / innovation of the technology you will be developing in this Mobilise accelerator programme? How is it different from previous products & processes, and current market offerings? **Use the appendix to describe how your technology approach is novel** (200 words max)
- Please evidence the size of your overall market opportunity, and your initial target market opportunity. How have you established this? (100 words max)
- Please describe what commercial feasibility work has been completed, and the degree of progress made. (100 words max)
- What are the planned key revenue streams for the technology? (100 words max)

This question is for you to explain how you plan to go to market with your technology / product. You should explain what your technology is, how it is innovative & different to other offerings in the market, your competitive advantage compared to incumbent suppliers, and how you have sized the potential opportunity. It could include, for example, independent market studies & estimated sales volumes. If the developed technology has potential applications in other markets/sectors, these should also be identified as future exploitation.

You must include a (compulsory) appendix to help explain the technology & innovative elements of it, and where this sits in the market. This must be no longer than 2 pages, and clearly legible at A4 size.

Q3 – Traction – Technology Development

- In what year did you start working on this technology?
- Was your company formed specifically to develop and exploit this technology?
- Is this technology currently the primary focus of your company?
- What percentage of your company activities relate to the development and exploitation of this technology?

- Please explain what other activities your company is currently involved in. (max 100 words)
- Please indicate the opening TRL and MRL levels (at commencement) and expected TRL and MRL levels at the conclusion of the programme. Where developing software, please estimate maturity using TRL guidelines
- Please describe what technical feasibility work has been completed prior to this Accelerator project that supports this assessment. This could be design study, simulation, component manufacture, wireframe, testing, other. The evidence supplied should be appropriate to the level claimed. **Use the appendix to include supporting images, photographs, simulation, test results, or other supporting information**. (100 words max)
- Please describe any planning activity for technology development and validation beyond the technology, including any timeline estimates. **Use the appendix to include supporting information (optional)**. (200 words max)

This question is for you to explain the timeline and focus of your development, the justification for your claimed maturity, your anticipated start and end maturity levels, and how Mobilise will accelerate your market entry. This includes a forward view to commercial adoption.

Q4 – Intellectual Property

- Do you own or license the IP you intend to exploit in this project?
- If licensed:
    - Please describe who owns the necessary IP, and if use of the IP has already been secured. (100 words max)
    - Do you have exclusive use of the necessary external IP?
    - If no, please provide more detail of who has rights to the IP (100 words max)
    - Do you have any restrictions or limitations on the use of the necessary external IP
    - If yes, please explain what limitations apply. (50 words max)
- Have you carried out any Freedom to Operate (FTO) and/or Patent/Design protection checks for your technology?
- What were the conclusions from those FTO / IP checks? (100 words max)
- Please describe what existing IP protection you have, if any. (100 words max)

This question is for you to explain your IP position, and any external dependencies or limitations you need to work within in order to exploit your technology. To proceed on the programme you must either own the background IP, or have an existing license to use the IP required.

Q5 – Team

- What experience do you have in your direct team? Is this experience primarily technical, commercial, academic, industrial, other? (selection boxes, tick all that apply)
- Do you have enough resource to complete the Mobilise accelerator programme, or will you need additional staff? (200 words max)
- Do you need subcon or other resource to deliver your project?
- If yes, what is required, and what is the justification for this resource. (150 words max)
- What resource will you need to attract to deliver commercial ambitions after the programme, and how do you plan to achieve this? (100 words max)
- What are your organisation's biggest challenges & priorities? (150 words max)

This question is for you to introduce your team, including core skills, and any gaps that will need to be filled during the project, and how this team is capable of delivery. Any external dependencies or activities that will require additional support should be highlighted. This question includes a view to future requirements of the business as you scale.

Q6 – Outputs, Testing & Demonstration

- What specific elements of the technology are you looking to develop and prove out during this Accelerator programme. Why is this important for your business? (200 words max)
- Please clearly define what the intended technical output(s) and deliverables from this Mobilise accelerator programme will be. There must be a clear demonstrable output. (100 words max)
- What test and validation activities will be completed during the Mobilise accelerator programme? This could be virtual or physical. (100 words max)
- What other short to medium term test and validation activities do you think are critical to support your market engagement & securing investment after the Mobilise accelerator programme? (100 words max)
- What demonstration / exploitation activities are planned with potential customers following the programme? (100 words max)

This question is for you to describe the focus of your project, which must result in a clear demonstrable output. Please describe how this output is important for your business and how it will support your progress, as well as how it will validate your technology and maturity. Use the questions to describe follow on activity and how this will help engage and demonstrate the technology to customers

Q7 – Funding

- Turnover FY23/24, FY 24/25, FY 25/26
- Please indicate what % of your current turnover relates to:
    - Engineering consultancy or testing services
    - Software sales
    - Component or hardware sales
    - What is your current cash runway? Please estimate the length of time you can operate before funding is needed.
- What work (if any) has already been done to establish what investment and funding will be needed to bring the technology to market? Please separate estimates for technology development and production scaling if appropriate. Use the appendix to include financial plans or supporting information (optional) (150 words max)
- Please list all investment funding received to date.
- Do you have plans to raise external investment in future? How much do you plan to raise, by when, to what stage? (Max 50 words)
- What - if any - revenue have you achieved with this technology to date? If yes, please detail revenue in the last 3 years related to this technology.

This question is for you to share your business growth and how you have funded development so far, and if any revenue has been generated from the product. Please also describe what level of detail future planning has taken place and the level of funding required for future expansion?

Q8 – Added Value

- Please explain why grant funding support through the Mobilise programme is required and the potential impact of participation. (100 words max)
- What are your longer-term ambitions with the technology and business? (100 words)
- Should you not pass the gateway at the end of the initial Market Focus phase, how would you then proceed with this technology? (100 words max)
- What would happen if you didn't win funding? (100 words max)
- What you hope to gain from the Market Focus phase of Mobilise? (100 words max)
- What you hope to gain from the Technical Validation phase of Mobilise? (100 words max)
- What areas of your business will benefit most and why? (100 words max)

This question is for you to explain the value and impact of the requested grant funding, and why it is justified. This might include accelerated development, faster time to market, how the project supports strategic growth and wider benefits to the UK automotive sector.

Within the Economic Monitoring worksheet (more details in following section), applicants are required to estimate any potential economic and environmental benefits such as jobs created or safeguarded, projected growth in sales and profitability, CO2 savings or any EV range extension benefits for consumers. **Please ensure these estimates are realistic**. You may also want to highlight elements of those benefits in your written response to Q1 and/or Q8.
Please note we cannot fund 'business as usual' projects.

Q9 – Risk Management

- What are the main risks to developing your technology, and will they be mitigated? (200 words max)
- What (if any) learning from previous activities has been taken into consideration when planning this Mobilise accelerator programme? Consider the different phases when responding. (100 words max)
- What consideration (if any) is being given to potential market cost, quality targets and supplier requirements within your approach to the technology development on this programme? (100 words max)
- Are there any dependencies on other grant or self-funded R&D projects to deliver the technology development? If so, please explain what they are. (100 words max)

Innovation is inherently risky, so it is important to demonstrate that the key risks to successful delivery have been identified, analysed and mitigated as appropriate, prior to project inception, with appropriate tools and mechanisms in place to provide effective control.

Y**ou must include a (compulsory) risk register appendix**, which must be no longer than 2 pages, and clearly legible at A4 size. It is not necessary to use the provided template. Applicants are strongly encouraged to avoid understating risk levels, as this may be interpreted as failure to recognise the importance of risk management to the success of the technology & commercial development.

Q10 – Proposal

- Please submit a 2-minute video covering the following:
  - The problem you are trying to solve
  - Your product and how it solves this problem
  - What you will develop during Mobilise
  - How you will prove your technology during Mobilise

Please save your file as MP4 or TBC

Cost Breakdown Worksheet

Please ensure you complete all relevant worksheets within the provided template (example table below).

	PHASE 1 (JUN-SEPT)	PHASE 2 (OCT-MAY)	PROJECT TOTALS
Labour Costs			£-
Overheads (20% maximum)			£-
Travel & Subsistence			£-
Capital Usage			£-
Materials			£-
Sub Contracts			£-
Software			£-
Delivery Partners			£-
Total Cost	**£-**	**£-**	**£-**
GRANT	**£-**	**£-**	**£-**

Project Details
Please enter your Mobilise accelerator programme name in the relevant boxes and identify the size of your organisation.

Project Costs
All applicants are required to calculate the total costs of undertaking the proposed programme, taking account of those costs that are eligible for grant funding.

The sections below provide guidance on which costs are eligible for support and what is excluded.

Labour Costs
Only labour costs that meet the listed requirements can be claimed as eligible costs.

All listed staff should be on your payroll and subject to PAYE. The costs of personnel working directly on the project is calculated based on the total man-days effort and associated cost required for staff to manage and work on the project. Day rates should be calculated by the number of working days per year, less bank holidays and your organisation's annual leave entitlement.

You can include direct staff in this tab (such as engineers, scientists and project managers) as well as any indirect, back-office staff who are identified to be directly supporting the project activities (such as budgeting, project reporting and recruiting). If an employee is part-time, you should enter their costs as full-time equivalent.

The gross employee costs should be calculated based on your PAYE records. They should include gross salary, employer's National Insurance (NI), company pension contribution, life insurance and other non-discretionary package costs.

All claims will need supporting documentation for the individuals allocated to and working on the project. When making grant claims against labour costs, actual costs claimed must be supported with either timesheets, project records or both, for those individuals who have worked on the project. These must be authorised by the project manager.

If you are a micro company, sole trader or partnership who do not currently operate a company PAYE scheme and are working directly on the project, you can include your labour as an eligible cost. This should be in line with the Innovate UK rules and is subject to the following conditions:

- Your labour costs must be calculated using a maximum of eight hours per day (at £22 per hour) up to 40 hours per week.
- Your costs must be recorded through the business accounts
- Your project time must be supported by timesheets and project records.
- Any claims for grant awarded must comply with these criteria

Overhead Costs
Overhead costs are calculated as a fixed ratio of 20% of the labour costs.

Overhead elements included within this cost should be restricted to those that will directly impact and support the project but cannot be identified as a direct cost.

Overhead costs include the costs for utilities (administration office facilities only), indirect (administration) overhead, board and senior management (strategic or administrative tasks), administrative staff (receptionists, central administration), human resources staff, employed estates staff, general office IT services, general postage, office supplies, printing and stationery costs, security and safety costs, building rental & maintenance (administration office facilities only), contracted site services (administration office facilities only) & site property taxes (administration offices facilities only).

Travel and Subsistence
You can claim reasonable travel and subsistence costs for those individuals identified in the labour tab. Costs must be necessary and incurred exclusively for the progression of your project. Travel costs must be at economy, best value for money, travel only.

See the HMRC guidance and the HMRC employment income manual for more information.

You should provide details and the purpose for the expenditure, including the number of staff involved and mode of transport.

Separate the types of travel on separate lines, for example:
- car mileage (at 55p per mile)
- flight ticket
- taxi
- hotel accommodation (with breakfast included in price)

Ineligible costs include:
- purchase of fuel
- first-class travel
- entertainment or marketing
- visas
- unreasonable food costs (overnight stay)

You should only include reasonable costs that are justified and will be incurred **exclusively for progressing the project**. If any general travel and subsistence is included in your overhead calculations, this proportion should be subtracted from the T&S expenditure during the claims process.

Capital Usage
You can claim the usage costs of capital assets **directly employed on the project** providing they meet the following criteria:
- they have a useful life of at least one year
- they are stand-alone, clearly definable and moveable
- they conform to your organisation's capitalisation policy, as per your organisation's published accounts

Please calculate the usage value for all equipment and tools bought for use on your project with the following calculation:
- original purchase price (excluding VAT) divided by depreciation period in months (as per your current capitalisation policy) equals monthly depreciation charge
- project capital usage cost equals (monthly depreciation charge multiplied by number of project months) multiplied by percentage of time used on project

NOTE: Eligible capital costs must not exceed 20% of TOTAL project costs.

Materials
The costs of materials to be used directly on your project are eligible costs if they are purchased from third parties. If the material has a residual or resale value at the end of your project, costs should be reduced accordingly. **Any zero value items at the project end must be justified**

If you are using materials supplied by associated companies or subcontracted from other consortium members, these must be listed at cost excluding any profit element or margin.

Software that you have bought specifically for use during your project should be included in this tab. If you or a consortium partner already own software that will be used in the project, you may only claim the additional costs incurred and paid between the start and end of your project.

Examples of costs that may be eligible are those related to the preparation of disks, manuals, installation, training or customisation. Costs should be split between their component parts and allocated to the appropriate cost category.

Subcontracts (Including Consultancy and External Test Costs)
You can claim costs relating to work carried out by third-party organisations that are not part of your project team. The work must:

- be essential to the success of your project
- involve expertise that does not exist within the project team
- involve skills that it is not practical to develop in-house for your project

You should name the subcontractor (where known) and describe what the subcontractor will be doing and where the work will be undertaken. Their role and engagement will need to be fully justified within your application.

Any work supplied by associated group companies should exclude any profit element and be charged at cost.

Where subcontractors are non-UK based, please justify why you are unable to use a UK alternative.

Subcontract costs do not include independent auditor or accounting reports (IARs) which are required as part of the terms and conditions for project assurance and compliance. IARs and accounting services are an ineligible cost and therefore are unable to be claimed under any cost category.

Any change to the original subcontractor list occurring during live projects must be raised with your monitoring officer as a formal project change request.

NOTE: Eligible subcontracts costs must not exceed 50% of TOTAL project costs, with a maximum of 30% for any single organisation.

Other Costs
This category can be used for any direct project costs which are not covered in the previous cost categories. See examples of other costs below.

Workshop or laboratory usage costs

- Costs relating to workshops or laboratories that can be identified specifically as directly attributable to the project can be claimed in this section.

You should provide details of how the workshop or laboratory cost rates are calculated per hour or day.

This can include:

- specific labour (such as staff permanently in place to maintain and run the workshop or laboratory and not considered project-specific)
- rent
- rates
- maintenance
- equipment calibration costs

These should form the overall costs together with the available operational hours to form the hourly and daily cost rates. Each workshop or laboratory will need to be supported with actual usage data to claim costs.

Training costs
These costs are eligible where they are specific to and necessary for your project. We may consider support for management training specific to your project but will not support ongoing training or training related to commercial exploitation.

Preparation of technical reports
Project costs related to technical reports may be eligible, for example, where the main aim of your project is the support of standards or technology transfer. You should show how this report is above and beyond what good project management would produce.

As mentioned in the 'Subcontract costs' section, IARs and associated accounting costs are ineligible.

Market assessment
Some support of market assessment studies is eligible to help understand how your project results are applicable to the intended market. You must demonstrate that these costs are essential to meet the scope of the competition. Any direct sales activity costs are ineligible.

Licensing in new technologies
We may consider support where we deem it makes sense to do so, for example, to avoid 'reinventing the wheel'. If imported technology makes up a large part of your project (which is technology valued at more than £100,000), we expect the development of that technology as part of your project.

Patent filing costs for new intellectual property (IP)
Only small and medium enterprises (SMEs) are eligible to claim a contribution towards filing costs of new IP generated by the project, to a **maximum of £7,500.** These must not include legal costs relating to the filing of trademark-related expenditure, as these are considered to be marketing or exploitation costs and therefore ineligible.

Regulatory compliance
Regulatory compliance costs are eligible where they can be justified and shown to be necessary to deliver your project.

VAT
APC/Zenzic grants are not a payment for a service; they are provided without expectation of any return to APC/Zenzic. Grant funding lies entirely outside the scope of VAT, any costs claimed must be net of VAT.

However, organisations that are not registered for VAT can include VAT incurred within their costs.

Project Budget
The 'Project Budget' worksheet pulls together all the above calculated costs to allow you to assess the overall costs associated with your project.

The worksheet will self-calculate applicant grant intervention rates. These figures should be reviewed against the competition guidelines to ensure that they remain eligible. The worksheet will self-calculate and highlight whether any costs exceed the stipulated guidance figures. Any 'Over Budget' figures will need to be corrected prior to submission.

Ineligible Project Costs
The **following costs are ineligible and should be excluded** from any part of the project costs and any overhead calculations:

- Input VAT
- Dividend payments
- Use of blended labour rates inclusive of overheads
- Discretionary bonuses or performance related payments of any kind
- Time spent not working directly on the project (e.g., sick, non-productive time, training days or maternity / paternity pay)
- Time spent at APC provided workshops which are free-of-charge. Attendance here is deemed payment-in-kind.
- Time spent on any other funded activity, including preparation of bids for further grant funding, or any other funded or paid for activity, including customer trials.
- Overtime or time off in lieu
- Forecasted pay increases
- Apprenticeship levy
- Interest charges, bad debts, profits, advertising, entertaining
- Hire purchase interest and any associated service charges
- Advertising and marketing costs/activities
- Profit earned by a subsidiary of a project partner or by an affiliated company undertaking work subcontracted out under the project
- Inflation and contingency allowances (as an overall arbitrary percentage) additional to eligible costs
- The value of existing assets such as IPR, data, software programmes and other exploitable assets that any of the collaborators contribute towards the project
- Project audit/legal fees – the legal costs of setting up the project or the collaboration and costs associated with conducting audits or making grant claims are ineligible
- Royalties or payments to third parties associated with preparing project applications
- APC Industrial Contribution Fees

Economic Monitoring

Each applicant is required to complete an Economic Monitoring template, which looks at a 10-year forecast period in terms of the impact of the proposed project on each company.
Each applicant should provide projected details (for their individual business) of the following information categories, ensuring that the data is directly attributable to the proposed project:

- Headcount / Jobs forecast – please indicate how many new roles will be created and/or safeguarded in each category, along with how many employees are expected to be upskilled.
- Spend – this is separated into Grant (within the project), match funding (within the project), and post-project spend
- TRL and MRL progression – this should align to the application document
- Technology Categories – this should align to the application document
- Investment Plan – this should be the current working assumption of value and timing of investment required to scale the business.

There are further guidance notes in the Economic Monitoring Form

Claims Evidence

All applicants are required to provide sufficient details and evidence to support all eligible project costs and associated grant claim amounts.

This includes the following:
Labour – a summary table/spreadsheet to show:
- Who has booked to the project in the claim period
- Their hourly or daily cost rate (based on employee payroll costs)
- How many hours/days they have worked on the project each month
- The associated total cost.

Names can be removed and replaced with titles if required (such as 'Engineer 1', 'Mechanic 1', 'Fabricator 2' etc). Copies of timesheets may be requested by the Monitoring Officer as evidence to support your claim.

Travel & Subsistence (T&S) – a breakdown for all the T&S costs incurred in the period, to include the:
- Date
- Type of cost (i.e. mileage, travel meal, hotel etc)
- Purpose of the travel
- What currency the payment was made in.

Copies of receipts and expense claims may be requested by the Monitoring Officer as evidence to support your claim.

Capital Usage – a summary table/spreadsheet listing:
- What equipment has been used during the period
- The starting and closing value of that equipment (as per your company accounting/depreciation policy),
- The % utilisation on the project during the quarter
- The associated capital usage cost being requested

Materials – a breakdown for all the materials costs incurred in the period, including:
- Invoice date
- Date of payment to the supplier
- Name of supplier
- What was purchased
- The cost and what currency the payment was made in.

Where the cost is for a proportion of an annual software licence, please provide details of the annual cost of the licence, and % utilisation on the project in the quarter being claimed. Copies of invoices and payment confirmations may be requested by the Monitoring Officer as evidence to support your claim.

Subcontracting – a breakdown for all the subcontracting costs incurred in the period, including:

- Invoice date
- Date of payment to the supplier
- Name of supplier
- What was purchased / provided
- The cost and what currency the payment was made in.

Copies of invoices and payment confirmations may be requested by the Monitoring Officer as evidence to support your claim.

Other Costs – a breakdown for all the other costs incurred in the period, including:

- Invoice date
- Date of payment to the supplier
- Name of supplier
- What was purchased / provided
- The cost and what currency the payment was made in.

Copies of invoices and payment confirmations may be requested by the Monitoring Officer as evidence to support your claim.

At Project Completion

Total project grants claim of less than £50,000
At the end of the project, applicants are required to provide a **formal Statement of Expenditure (SoE)**, including eligible costs incurred and defrayed, signed by a director of the company.

Total project grants claim of more than £50,000
At the end of the project, applicants are required to provide an **Independent Accounts Report (IAR)**, in support of the costs claimed.