Smart Ageing Prize 2017

Template Application Form

Before you submit an application, please ensure that you have carefully read the [Frequently Asked Questions (FAQs)](#), [Terms and Conditions (T&Cs)](#) and [eligibility criteria](#).

At the first stage, the application form is designed to provide us with an overview of your solution and the limited word count reflects this. Please respond directly to the questions and stick to the word limits. Use examples or evidence to back up your statements wherever possible.

All applications will be assessed against the judging criteria:
1. Innovation
2. Co-creation
3. Market potential
4. Product
5. Impact

Please note that questions marked as 'public' will be the basis of the information we use to promote your application if you are selected as one of the 15 semi-finalists of the prize. All questions marked with an asterisk (*) are compulsory.

You can save a draft at any time and come back to your application later. The name and email address you entered to log in will be used as the lead contact details for your application. Once your application has been submitted you will receive a confirmation email. If not, please check your spam folder.

If you have any further questions or queries relating to the Challenge Prize that have not been answered in the FAQs or T&Cs, please email smartageing@nesta.org.uk.

The deadline for applications is 12:00 noon Brussels time on Friday 30 March 2018. The AAL Programme and its contractors cannot be held responsible for late applications caused by technical problems.

Part I – Information about you
Please make sure your contact details are correct. We will use this information to contact you about the outcome of your application.

I am/we are applying for this prize as (public):*
An individual
A group
An organisation

Name of group/organisation (if applicable) (public):

Type of organisation (if applicable) (public):
SME
Start-up
Social enterprise
Charity/NGO
University/research institution
Other

If other, please specify:

Website URL (public):

Your job title (private):*

Address (private):*	
-Street address	
-City	
-Postal/zip code	
Country (public):*	
Phone number (private):*	

Part II – Your Application

This part and only this part will inform the decision for the selection of semi-finalists. Hyperlinks can be added to the text but no file may be attached to the application.

Project title (or acronym, if applicable) (10 words max) (public):*

One-line introduction to your solution (140 characters max) (public):*
Enter a short summary of your solution

Criteria 1: Innovation
1a. Please provide a short summary of your solution and why you think it is innovative. (public) (200 words max)*

Criteria 1: Innovation
⬤ *Novel use of digital technologies*
⬤ *Innovative approach to designing platforms, tools or products strengthening older adults' social interaction*

Criteria 2: Co-creation
2a. Please explain how your solution has been developed in partnership with users. (private) (200 words max)*

Criteria 2: Co-Creation
⬤ *Development of the solution carried out with users, from first concept, through testing, validation and business modelling*
⬤ *Ability to demonstrate a measurable improvement in a relevant number of older adults participating in social activities within 18 - 24 months*

Criteria 3: Market Potential

3a. Please outline the business model for your solution and how you propose to make it financially sustainable. (private) (200 words max)*

Criteria 3: Market Potential
* ● *Strong business plan including a clear idea of revenue streams and a strategic plan for attracting investment or funding*
* ● *Readiness to go to market within 12 - 18 months*
* ● *Well-identified customer segment and plan to approach it*

3b. Please describe the target market for your solution and your intended route to market. (private) (200 words max)*

Criteria 3: Market Potential
* ● *Strong business plan including a clear idea of revenue streams and a strategic plan for attracting investment or funding*
* ● *Readiness to go to market within 12 - 18 months*
* ● *Well-identified customer segment and plan to approach it*

Criteria 4: Product

4a. How will you ensure your product or service is desirable, user-friendly and safe to use for its intended market segment? (private) (200 words max)*

Criteria 4: Product
● *At least a working prototype*
● *Usable, safe and desirable*
● *Ready to be presented at the Academy event*

4b. Do you already have a working prototype of your solution? Applicants without existing prototypes are encouraged to apply but must be able to develop a working prototype to present at the Academy event in May 2018.*

○   I already have a prototype

○   I don't have a prototype but I will develop one by May 2018

Criteria 5: Impact
5a. What impact will your solution have on the lives of older people? (public) (200 words max)*

Criteria 5: Impact
● *Evidence that the product can have a real positive effect in improving the lives of older people*
● *Strong theory of change with well-defined indicators, outputs and impact goal*

Part III – Further Information
This section will not be used to assess your application.

How did you first hear about the Smart Ageing Prize?*
Social media
In the press
Online search for funding opportunities
By word of mouth
AAL newsletter
AAL Forum 2017
Nesta/Challenge Prize Centre
Other

If other, please specify:

How long have you been working on this idea?*
Less than 6 months
7 – 12 months
1 – 3 years
3 years or more

Have you applied for AAL funding before?*
Yes
No

Why have you applied for the Smart Ageing Prize?
Multiple choice, up to three answers

I am looking for funding to develop my solution
I would like to raise the profile of my solution
I am looking to develop new partnerships
I would like to scale my solution throughout Europe
I am keen to apply my knowledge and skills to a new area
The prize inspired me to try something new

By submitting an application, I agree to comply with the Terms and Conditions and I consent to the use of my data within the framework of this challenge prize.*

⊙ **Yes**