AAL 3 - Smart Ageing Prize 2019

Template Application Form

This PDF outlines the application you will be expected to submit on Submittable if you wish to enter the prize. Please ensure to register and apply via the "Apply Here" button.

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.]()

All applications will be assessed against the [judging criteria.]()

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.

Regarding your application on submittable, 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 17:00 CET on 26th February 2020. 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:

How many people make up your team?*(private)

0-10
11-50
51 - 200
200+

Website URL (public):

Social Media links (public): (this should not include personal or individual social media, but any that exist around your company/organisation/solution)

Your job title (private):*

Address (private):*

-Street address

-City

-Postal/zip code

Country (public):*

Phone number (private):*

Email Address (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 and type of solution

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

Criteria 1: Innovation and type of solution
- *An innovative new solution, or innovative application of platforms, tools, services, approach or products to support older adults in business ventures and intergenerational entrepreneurship. The solution can be based on a model or product approach. It will be assessed against both the technical architecture and the enabling factor facilitating the creation of new opportunities for older adults to exploit their business skills and competences*

- *Based on a clear description of the technical architecture and key processes/functionalities*
- *Solutions should consider the intersectional challenges of different racial, gender, socioeconomic and other groups within the ageing sector and aim to be inclusive to all*
- *Any digital technology components of solutions should not exclude older adults with more limited digital skills*
- *To have at least a working prototype*
- *Ready to be presented at the Academy event in summer 2020*

Criteria 1: Innovation and type of solution

1b. Please provide a short explanation on how your solution is inclusive, specifically to older people and the various social differences within the older adult group (public) (200 words max)*

Criteria 1: Innovation and type of solution
- *An innovative new solution, or innovative application of platforms, tools, services, approach or products to support older adults in business ventures and intergenerational entrepreneurship. The solution can be based on a model or product approach. It will be assessed against both the technical architecture and the enabling factor facilitating the creation of new opportunities for older adults to exploit their business skills and competences*
- *Based on a clear description of the technical architecture and key processes/functionalities*
- *Solutions should consider the intersectional challenges of different racial, gender, socioeconomic and other groups within the ageing sector and aim to be inclusive to all*
- *Any digital technology components of solutions should not exclude older adults with more limited digital skills*
- *To have at least a working prototype*
- *Ready to be presented at the Academy event in summer 2020*

1c. Do you already have a working demonstration of your solution? Applicants should have developed some kind of working demonstration at entry, and be able to present a prototype at the Academy event in June 2020.*

Yes
No
Additional Information?

Criteria 2: User testing and Co-creation

2a. Please explain how your solution has been developed and carried out with users, and how it is safe and suitable for the users (private) (200 words max)*

Criteria 2: User testing and Co-Creation
- *Solution, process and design is centred on the needs, wishes and aspirations of older adults*
- *Development of the solution (including, but not limited to, the digital technology component) carried out with users, from first concept, through testing, validation and business modelling.*
- *Solution is usable and desirable to older adults.*

Criteria 2: User testing and Co-creation
2b. Please explain how your solution, process and design centres on the needs, wishes and aspirations of older people (private) (200 words max)*

Criteria 2: User testing and Co-Creation
- *Solution, process and design is centred on the needs, wishes and aspirations of older adults*
- *Development of the solution (including, but not limited to, the digital technology component) carried out with users, from first concept, through testing, validation and business modelling.*
- *Solution is usable and desirable to older adults.*

Criteria 3: Market Potential and Scalability

3a. Please outline the business model for your solution and how you propose to scale your solution and make it financially sustainable. (private) (300 words max)*

Criteria 3: Market Potential and Scalability
- *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 (including a presentation on how you intend to use the Prize money. (private) (400 words max)*

Criteria 3: Market Potential and Scalability
- *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: Focus on entrepreneurship creation
4a. Please explain how your solution and design will enable collaboration and engagement between generations or creation of new "elderly led" business. (private) (200 words max)*

Criteria 4: Focus on entrepreneurship creation
Enabling collaboration and engagement with other generations
Potential for senior entrepreneurship - this could include opportunities in business, mentoring, and involvement in social ventures
Championing the assets and skills of senior talent

Criteria 5: Impact

5a. What impact will your solution have on the lives of older people and their opportunities in entrepreneurship? (public) (200 words max)*

Criteria 5: Impact
Evidence that the solution can have a real, positive effect in empowering older adults through entrepreneurship. This should be embedded in the strategy of the company and demonstrated through a robust logic model or 'theory of change'.
Message and language used to prevent discrimination, stigmatisation and "ageism" to help build an age-inclusive and intergenerational future
Ability to demonstrate a measurable improvement in the quality of experience and impact on wellbeing in a relevant number of older adults within 18 - 24 months;
Solutions should integrate asset framing, including a clear plan, indicators, outputs and goals

Criteria 5: Impact

5b. What strategies will your design and solution incorporate to ensure that your solution is framed positively and is empowering for older adults? How will this be measured? (public) (200 words max)*

Criteria 5: Impact

Evidence that the solution can have a real, positive effect in empowering older adults through entrepreneurship. This should be embedded in the strategy of the company and demonstrated through a robust logic model or 'theory of change'.

Message and language used to prevent discrimination, stigmatisation and "ageism" to help build an age-inclusive and intergenerational future

Ability to demonstrate a measurable improvement in the quality of experience and impact on wellbeing in a relevant number of older adults within 18 - 24 months;

Solutions should integrate asset framing, including a clear plan, indicators, outputs and goals

Part III – Further Information

This section will not be used to assess your application, and will be used for impact measurement, and development of support throughout the prize

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 2019
Nesta/Nesta Challenges
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

What skill-sets would are your greatest strengths?*

What type of support will you need to develop your idea further? Are there any particular issues you need help addressing e.g. legal, technical, communications, partnerships related. Please be as specific as possible.*

What is the gender breakdown of your project team (man, woman, other, does not identify)?*

Provide the age range of your team, what is the age of it's youngest and eldest members?

[   ]

Does anyone in your project team consider themselves to have a disability?

[   ]

Have you ever thought about solving this type of issue?*

Yes
No

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

I confirm that all the information in this application is correct to the best of my knowledge*

Yes