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Accelerator Cohort 8 Applications: Application guidance

The award-winning DigitalHealth.London Accelerator programme supports digital solutions or services that have the highest potential to meet health and social care challenges across London’s NHS.

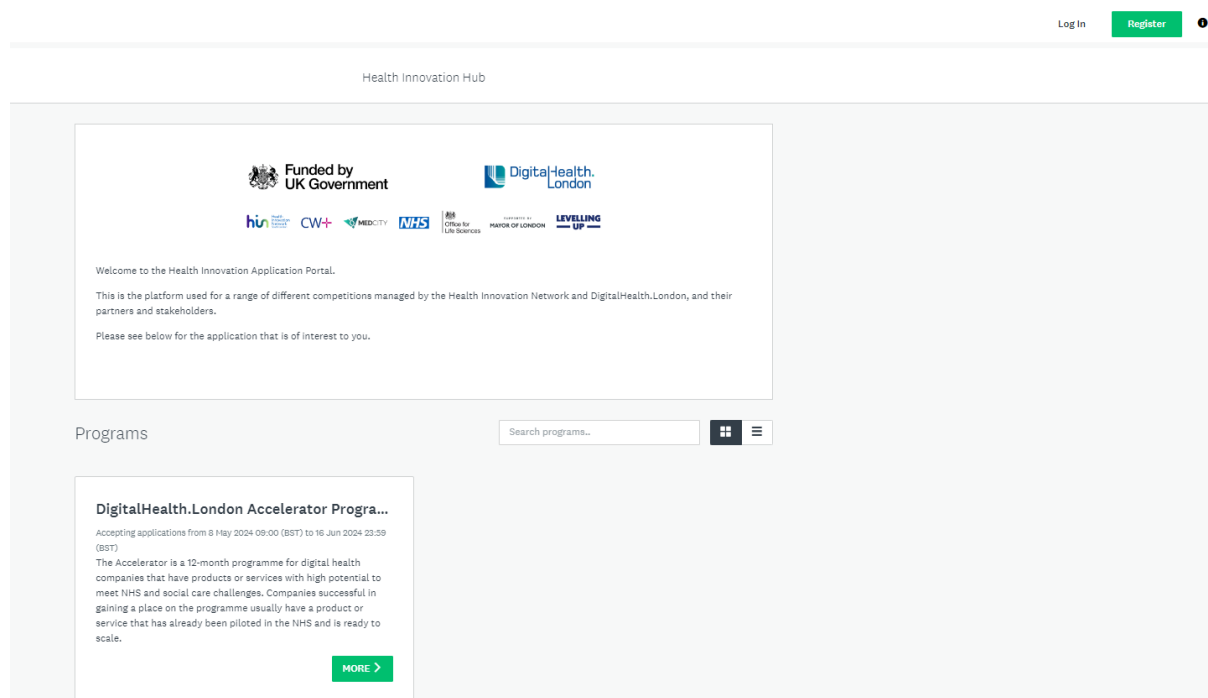
Now in its eighth consecutive year, the NHS-delivered programme has supported some of the most effective digital innovations now being used by the NHS.

This guidance is aimed to support your completion of the Accelerator application form and should be used in conjunction with the [FAQs](#) on our website.

Our application portal opens on Wednesday 8 May at 09:00 BST and closes on Sunday 16 June at 23:59 BST.

Accessing the application form

- Once you’ve clicked on the application form link on the website or through a social media post, you will be directed to this page:



- First, you’ll need to register for a Log in for Survey Monkey apply by clicking the green register button in the top right of the screen or if you already have one you can log in and start your application.

Application form orientation

- The application form has 4 question sections that you will need to complete, 2 sections that you need to sign and then 4 sections to upload documents and other materials.



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- All question sections are mandatory, but some document and media upload sections are optional.
- You can come back to the application sections at any time before **marking the section as complete** – just remember to save your application as you go by scrolling to the bottom of the page and clicking **save and continue editing**
- We recommend that you draft your application responses and share them with colleagues to get their input to make sure they are clear, concise and free from typos.
- Some sections have word limits which are clearly stated in the question. You will also see a word countdown underneath the response box. You won't be prevented from exceeding the word limit but you will not be able to submit your responses to that section if you do.

Application sections

1. Company Profile

- These are standard questions that help us understand more about your business, your technology, and the healthcare sector you are working in. It also allows us to categorise applications and assign them to reviewers and interviewers who have the relevant knowledge and experience
- Tell us about the make-up of your business in terms of skills and expertise and where you are looking to expand the range of skills and experience in the business
- If you can, tell us who will engage with the Accelerator programme. This can be more than one person, but we like to have a main link person.
- We want to understand how you are funded and whether you are revenue generating at this time as one thing our programme doesn't offer is direct funding. Please give as much information in terms of self-funded finances, investment received or anticipated as well as any revenue you might have.

2. Programme Eligibility

- In this section we are looking at your eligibility to take part on the programme.
- We are accepting applications from companies who have an international origin, but we do require all businesses to have a UK Companies House registration. If you do not have this registration, please indicate your plans for becoming registered. You will need to have completed the registration process and submit your evidence by the start of the programme.
- For UK registered companies based outside of London we really need to understand what your resource and commitment are in terms of spending time in London to make the most out of the programme. Please provide as much information as you can. We want to understand staff you have in London, how many pilots or contracts you have and where these might be, including any other relationships you might have in London including investors or contracts with private healthcare organisations.
- Another important eligibility question is regarding any subsidy control allowances. The programme is estimated to be worth £35,000 worth of support. To be able to qualify for the programme you should not have exceeded £280k in the last 2 fiscal years. If you have received any subsidies in the last 2 years you will need to declare this and we will



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follow up with you on the amounts if you are successful in getting accepted onto the programme.

3. Policies in place

- We want to understand how our company approaches some of the key policy drivers for the NHS and the background to your business founder ship.
 - Net zero
 - EDI
 - Waste

4. Application questions:

Elevator pitch

- You only have 100 words to get across what your digital solution does and who it helps. Use clear language, key statistics and avoid acronyms that won't be understood
- Who is the user group that your solution will benefit
- Please upload or provide an URL to a 60 second pitch so that we can see your elevator pitch come to life

Description of established products and/or services of the company and the market addressed

- Please include the origin of the company and how it has developed to this point.
- We would like you to submit any evidence of your products and/or services including links to apps and access codes. This can be done through the main application page (formats allowed: PDF, Word, Excel, Videos) or within the text box for URLs and access codes.

Description of any future products and/or services the company is developing, and the potential market addressed

- It is not a requirement that you have future products or functionality in development but if you do we like to know what you are developing.

Please give details of how your solution will benefit the NHS and wider UK health and social care system and meet an unmet need.

- This is the opportunity for you to provide evidence about the benefit of your solution or your hypothesis as to how you think it will benefit. Do you have real world data to reference here, how could this relate to a business case?

Technical and other challenges for products in development

- Tell us about any challenges you are currently experiencing (technical and other) and how you are planning to overcome them

Commercialisation Plans

- Please give an overview of your commercialisation strategy including resources needed to achieve this.



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- Please give information on how your product is likely to be used, by whom, how it will be paid for and distributed, costs and prices where possible and how these compare to key competitors.
- Please describe the paying customer and the revenue model, as well as, the size of the market that you are addressing and your potential market share.

Key Competitors and Intellectual Property

- Please detail relevant competitors and Intellectual Property (IP) information for your core product, and how you differentiate yourself from your competitors.
- Please give details of any other existing IP and its significance to your freedom to operate

Description of any future plans to establish new research collaborations with academic institutions around evidence generation/knowledge transfer.

- Tell us if you are looking to collaborate with academics to build the evidence base for your product. We have a range of collaboration opportunities we can explore with you from clinical, economic and data analysis.

Reasons for applying

- Please describe the three largest challenges you face and why you believe the DigitalHealth.London Accelerator will help you address them.
- Be creative here and don't just focus on introductions, networks and contacts.

Evidence of Commercial Traction

- We are looking to work with companies who have some established traction within the NSH and social care sectors. Tell us about pilots and contracts you have secured or even demos you have delivered.
- Tell us who you are working with or speaking to and include them here is they could then act as a referee.

5. Companies House registration and/or financial accounts

- Please upload these documents to support our due diligence processes.

6. 60 second pitch video

- All applicants are required to submit a video either uploaded in this section or added as an URL in the elevator pitch question.

7. Other financial or regulatory information

- This is an optional section where you can upload any additional information that you think will support your application.

8. Company's brochure and other material to support the application

- This is an optional section where you can upload any additional information that you think will support your application.



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9. Data Protection

- We require you to confirm that you agree with the data protection arrangements.

10. Declaration

- We require you to confirm that you agree with the data protection arrangements.
- Once you have completed the declaration you will be able to click the green **Submit** button to submit your application to us. Once your application has been submitted it cannot be amended.

If you have any further questions:

- go to the DigitalHealth.London website for [FAQs](#)
- sign up to one of our information webinars or watch the recording which will also be published online:
 - [Wednesday, 22 May 2024, 12:30pm-1:30pm \(BST\)](#)
 - [Wednesday, 5 June 2024, 12:30pm-1:30pm \(BST\)](#)
- For any other questions or if you require reasonable adjustments, please email us at info@digitalhealth.london

Applications will be reviewed by an experienced group of health and care leaders and industry and commercial partners who will bring their knowledge and interest in digital health to support our cohort selection.

Applicants will be informed if they have been shortlisted for interview at the beginning of July and virtual interviews will be held between 15 July and 9 August 2024. The interview outcome will be announced in mid to late-August 2024.

The programme will start at the beginning of September with an in-person onboarding day in Central London.

Good Luck with your application!