

Project Specification

Tender details – the opportunity

Company name	Yellow Kiosk
Company address	8 Twisleton Court, Priory Hill, Dartford, Kent, England, DA1 2EN
Description of company activity/SIC code	<p>SIC code:</p> <ul style="list-style-type: none"> • 41100 - Development of building projects • 71111 - Architectural activities
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	<p>Yellow Kiosk is an interior design company. Yellow Kiosk will need expertise to conduct extensive market research which will help to develop a web-based App. This product development will lead to a new product for Yellow Kiosk for further business development.</p>
Company's current situation – existing project team and innovation project development stage (max 400 words)	<p>We are interior designers. Christie Raptaki is the founder of the company, and she has been leading her team successfully from the beginning. At yellow kiosk, we cater our designs to the specific requests of our clients and go out of our way to making sure that the work we do reflects their own tastes and preferences.</p> <p>Based on the very specific and detailed market research for this project we hope to build a new app which will provide a unique experience for the clients.</p>
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	<p>The Knowledge Base needs to have very substantial expertise in Market Research (including various qualitative and quantitative methods) and Computing, especially programming experience to support the app development. It is essential that the Knowledge Base has previous experience with delivering large scale projects across different disciplines.</p>

	<p>The Business need can be broken into the following two key parts:</p> <p>a) Conduct Market Research to better understand and develop product market fit through focused market research and analysis which will underpin significant future growth. At a later stage an Associate will need to be recruited who requires a BA (Hons) in Marketing / Business Studies or related disciplines. MA or MBA would be desirable. The Associate should have some market research knowledge and experience to ensure that the project will run as planned.</p> <p>b) Technical Product Development to develop a specific app to fit the market based on input from the Market Research. At a later stage an Associate will need to be recruited who requires a BSc in Computer Science or related disciplines. MSc is desirable. The Associate will help to build a commercial product. Strong hands-on programming and development background will be important.</p>
<p>Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.</p>	<p>Architectural activities, designing, market research, app development</p>
<p>Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date</p>	<p>Duration: 11 months</p>
<p>Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts</p>	<p>-</p>
<p>Company Contact for further information</p>	<p>Christie Raptaki, Founder info@yellowkiosk.co.uk +4414 40 820 660</p>
<p>Required tender response date (min 20 working days from posting of advert)</p>	<p>11th October 2021</p>

Responses are sought from organisations classified as Knowledge Bases, defined under the ERDF Definition of the Knowledge Base: Higher Education, Further Education and Research Entities which are: UK Public Sector Research Establishments, Research and Development Organisations, Research and Technology Organisations.

The Company is seeking a Knowledge Base partner to work with them to develop a project which, dependent on a successful Grant Application, will be supported by the KEEP+ ERDF project using one of the two types of intervention described below. Please also see KEEP+ website – www.keepplus.co.uk

In Stage 2, if the grant application to KEEP+ is successful, the Company requires the expertise of the Knowledge Base partner, to work with them to deliver the solution i.e. the project intervention supported by the KEEP+ grant.

Criteria for Decision making	Assessment criteria are as follows <ul style="list-style-type: none"> • Expertise fit 50% • Timing fit 25% • Suitability of proposed methodology 25%
Date for Contract Decision	Minimum of 20 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.

Further details for potential respondents

You are responding to a tender for an activity which is eligible for part funding by the European Regional Development Fund, specifically under the KEEP+ Programme.

The KEEP+ Programme aims to support SMEs to develop new products and services by fostering long term collaborative relationships between Knowledge Bases – Universities and research institutions – and SMEs who need expertise and support for innovation.

Please see KEEP+ website for further information www.keepplus.co.uk or contact the KEEP+ project team 0845 196 4207 julie.benabdeljelil@anglia.ac.uk or 0845 196 4985 kayleigh.parkes@anglia.ac.uk

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) - this intervention involves a graduate working on a mid- to long-term activity with the support of a specific academic staff member, the graduate is based within the beneficiary company - grant allowance 50% of eligible costs and £10,000 capital.

- KEEP Research and Innovation Collaboration (no fixed duration) this intervention involves an academic colleague working on a short- to long-term activity, they are based at the Knowledge Base but with regular face-to-face interaction with the beneficiary company - grant allowance 50% of eligible costs plus a strict maximum of £10,000 capital.

The following is a guide to the types of cost that you should expect to occur should your application be successful;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) – project development, associate wage, academic wage, administrative support, training and travel (on the part of the knowledge base employees), minor equipment (please note there is a potential separate grant for major capital purchases), recruitment
- KEEP Research and Innovation Collaboration (no fixed duration) – project development, academic wage, administrative support, consumables (please note there is a potential separate grant for major capital purchases)