

## **MusicFutures Music Innovation Funding Call - FAQ**

**1) The call encourages education centred applications that leads to new products or services, whilst excluding education programmes. Where is the line and what makes an education linked application land on the right side of it?**

Okay, so an example here is let's say you're creating an app that's going to teach people how to play an instrument better. That would be included. What we mean by education programmes is that, say, for example, you submitted to run a programme of activity with other people, we wouldn't necessarily see that as innovation, as it's running a programme rather than creating a specific product, service, experience etc. The innovation needs to be in the product. So, you might be looking at building things to help teach people about things in the music sector, that would potentially count. If you were submitting to us to run a programme to work with a community. That wouldn't count for this call unfortunately - we're looking for innovation.

**2) Is business model and operational innovation in scope, or do you expect a clear technology component alongside it?**

Yes, business model and operational innovation is definitely in scope. Just make sure you're very clear about what the innovation aspect is. It doesn't have to necessarily be a technological innovation.

We're MusicFutures. So, it's important that it's not just aimed at technology. Innovation for us, which is quite different from a lot of the other programmes that are within our sort of area, is a lot more general and can apply to new business models, or new ways of delivering services. It isn't just about technology.

**3) The lead applicant needs to be significantly or reasonably based within Liverpool. Does a partner count as a subcontractor and if not, would one external to the Liverpool City Region also be restricted to the 30% of the bid?**

Yes, the Liverpool Company needs to be put in as the lead. If there was another partner outside of the region, they'd be a subcontractor and their limitation on the total spend would be 30%.

The MusicFutures programme is funding that is made for the Liverpool City Region ecosystem. It's really quintessential from our perspective that the opportunities that we are creating are of the benefit to the companies and ecosystem here in the Liverpool City Region. We live under no illusion, and it is on occasion necessary that there are external partners outside of the region in it, for example if you need a very specific skillset. But the core of the activity and the beneficiaries need to be in the Liverpool City Region.

**4) We are both an SME and a charity. Can we apply directly?**

Yes.

**5) Does the max 30% subcontracting spend outside the Liverpool City Region apply to co-investment or to the MusicFutures funding only?**

Yes, so this applies to the MusicFutures part of the investment. So, if you've got other things coming in, that's fine.

**6) Would you like co-investment to be included in the cost breakdown section of the application?**

Just make it very clear what you're asking from us and what you're adding as co-investment. However you decide to show that in that section, that's fine. Just make it really clear.

For example, have the two numbers and then in brackets what the co-investment is. Just make it clear.

**7) If there is a risk that the project may overrun the six-month period slightly, for example, IT development or testing delays, can this be accommodated?**

There may be circumstances for various reasons that you need to fall slightly outside the window. If you justify that, that's fine, but do make sure you build in that contingency. We'll ideally be looking to have demonstrations of these projects by the end of March next year. But if there's a particular reason, for example, you're gearing up your idea around a specific event that's not taking place until April, just write in the application the reason why. That's fine.

**8) We are based in Liverpool, but our projects may involve other regions piloting our tech. Is this in scope?**

Absolutely, and we encourage that.

**9) How many projects are you planning to fund?**

We're looking at 6 to 8 of these projects for this year. We're a five-year programme, so we will have other kind of calls that open later down the line as well in future years.

**10) In the interest of keeping funding circulating in the Liverpool City Region, will there be any facilitated opportunities to meet subcontractors and developers in the region?**

We must keep a certain degree of distance during the application process for impartiality reasons; we wouldn't be looking to get involved necessarily in the matchmaking process at this stage. But if you have got any specific requirements or you're struggling to find a particular kind of partner, for example a developer, feel free to email us, and we'll see what we can do.

**11) For a business scaling its own operations rather than selling a product, what evidence of scalability and sustainability beyond the funding are you looking for?**

We are only funding R&D and Innovation, so make sure that is the core for your application for this fund (i.e. adding something new to the services you provide, or even turning a service into a more scalable product through innovation can count).

In terms of evidencing, we will be monitoring these projects going forward for up to five years, just to see how this intervention has led to any growth in terms of number of people, turnover, or other economic data, for example - maybe you're exporting to other countries as a result of it or you've gained new customers and things like that. So, there will be an expectation after the project's finished that you'll keep in touch.

In terms of demonstrating at application stage - look to evidence with any data you can find, i.e. predicted growth in your specific part of the market. It's always good to have that in the application, just to give the assessment team an idea about the kind of scalability and potential of the innovation that you're undertaking.

**12) What do you accept as an in-kind match and how should the founders time**

### **and existing IP be valued in evidence at the application stage?**

Yes, so again, up to you, but that could be, for example, you're costing yourself in to the project - to the funded part of the project for 10 days, and you're adding in 5/10 days of your own time. We appreciate that to undertake R&D, you might have to take commercial facilities offline to conduct it. So, it could be things like day rates for your studio time, or any additional in-kind time you're getting from people or partners. It might be that you're working with a partner to do a specific aspect of the project and that you don't necessarily need the cash for that, but you can put a nominal value on that work, so have a think about everything in the project and the full value of it when working out your in kind value.

The question around existing IP, the answer is yes, we would count existing IP as an in-kind contribution as well. Obviously, how you value that on evidence is a little bit of a case-by-case basis. It could also be that the IP currently creates some kind of a turnover or revenue. Again, that could be another way to evidence the value of IP. But yes, existing IP, would count towards an in-kind contribution.

### **13) Is there a distinction between music and sound art? For example, could this fund support sound artist training?**

This fund is to support innovation, so it's not there to support training for sound artists. It could potentially support a sound artist doing innovation though – i.e. creating a new possibility. But no, it wouldn't support training.