

Competition Terms

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Contract

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Public

CATAPULT
Digital

COMPETITION TERMS

These Competition Terms consist of two parts: (1) Key Details, and (2) the Legal Terms, each as set out below.

Part 1 - Key Details

Programme Description:	Applied AI Growth Sprints, part of the Applied AI Growth Programme, is a targeted support programme designed for high-potential UK AI companies transitioning from validated pilots toward scalable, deployment-ready capability. Many AI companies successfully demonstrate proof-of-concept solutions but face significant barriers when attempting to scale. Challenges around data readiness, system robustness, governance, enterprise integration, operational maturity, and commercial positioning can prevent promising AI innovations from progressing beyond pilot stage. The Applied AI Growth Sprints programme has been designed to help ambitious AI companies strengthen the technical, operational, and commercial foundations required for sustainable scale-up and future deployment readiness. Delivered by Digital Catapult, the programme provides structured expert support focused on helping companies progress within TRL 4–5 readiness boundaries. Sprint Structure The programme is delivered through a series of short, focused sprints. Each sprint is a time-bound module designed to support your scale-up journey by addressing specific topics in a structured and practical way. There are six core mandatory sprints, covering key areas including: • Productisation • Investment • Strategic Risk Mindset • Reliability and Scalability • Business Scaling • Security and Privacy In addition, following a diagnostic assessment of each company, participants will be recommended to join additional tailored sprints. These are designed to address specific needs. Sprint Delivery • Duration: Most sprints run for two weeks • Time commitment: Each sprint requires no more than 3 hours of mandatory participation per week
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	Format: While the exact format may vary slightly between sprints, all are designed to be focused, practical, and outcomes-driven. Most sprints will include a group workshop alongside a 1:1 expert deep dive. Participants will be expected to produce a defined output for each sprint, designed to contribute to and inform their future growth strategy.		
Co-Branded Programme:	Not Applicable		
Positive Action Justification:	Not Applicable		
Applicant Groups:	Not Applicable		
Programme Objectives:	- Strengthen the readiness of AI companies' to scale and deploy solutions successfully. - Address critical barriers to growth across key enablers such as data, compute, governance, go-to-market, and investment.		
Programme Judges:	Independent Judge(s):	At least one independent judge, whose details are available on request at appliedaigrowth@dicatapult.org.uk	
	Internal Judge(s):	A number of judges from Digital Catapult.	
Programme Collaboration Partner(s):	Innovate UK		
Programme Funder(s):			
	1	Innovate UK	Funder
Sponsor(s):	Not Applicable		
Challenge Owner(s):	Not Applicable		
Programme Industry Partner(s):	Not Applicable		
Programme Technology Partner(s):	Not Applicable		

Programme Investment Partner(s):	Not Applicable
Consortium Applications:	An application from a Consortium is not permitted under this competition.
Programme Benefits:	Participants will gain access to a structured acceleration environment designed to tackle AI scaling challenges. Selected companies will benefit from: • Deep expert support across critical scale-up areas, including AI systems and infrastructure, commercialisation and go-to-market strategy, and risk identification, security and privacy. • Clear pathways to scaling, through identification and prioritisation of individual key barriers, strengthening deployment readiness, and improving both technical and operational maturity • Focused, time-bound sprint modules designed to minimise disruptions of business operations. Each sprint combines cohort-based workshops, specialist deep dives, practical frameworks and tools, and tailored advisory support • Development of practical, high-value outputs, including capability roadmaps, positioning and market narratives, and risk frameworks • Guidance aimed at de-risking the scale-up journey, through early identification and mitigation of key risks and barriers, increasing the likelihood of successful deployment and strengthening confidence in progression to market readiness • Joining a curated cohort of UK AI companies navigating similar scale-up challenges across multiple sectors and technology domains • Increased visibility within the UK innovation ecosystem, with opportunities for follow-on engagement across the broader AI and innovation landscape
Digital Catapult's Collaborative Benefits:	Not Applicable
Payment Basis:	Not Applicable
Key Obligations:	• Attend the online kick-off event hosted by Digital Catapult in September 2026. • Attend all compulsory activities within each core mandatory sprint including, but not limited to, group workshops and 1:1 sessions hosted by Digital Catapult from October 2026 to February 2027.

	• If selected for additional sprints, attend all compulsory activities identified for that sprint. • Develop an artefact (practical, high-value output, including capability roadmaps, positioning and market narratives, and risk frameworks) for each sprint. • Participant agrees to be visibly (name and logo) associated with the Programme, whilst in the Programme, and afterwards as a former participant and beneficiary. This includes marketing collateral, such as website, print and digital materials. • For a maximum period of five years following the Project end date, Participant shall use its reasonable endeavours to answer specific questions from Digital Catapult relating to its growth and progress to assist Catapult demonstrate the impact of its activities. This shall include: (i) participation in an annual telephone conversation of one hour, and (ii) participation in a two early survey issued by Digital Catapult.				
Minimum Requirements:	• Applicants must develop solutions enabled by Artificial Intelligence. • Applicants must demonstrate that their proposed solution is at a minimum Technology Readiness Level (TRL) 4–5 at the time of application, meaning the technology has been validated in a laboratory and/or relevant environment but has not yet reached full commercial readiness. • Applicants must be a UK based registered company, or prove they are a company that has an establishment in the UK, and undertake all activity in the UK. • Applicants must be eligible to receive £25,933 in State Assistance. • Applicants must be a UK-registered Startup or SME. An SME is any organisation that has fewer than 250 employees and a turnover of less than €50 million or a balance sheet total less than €43 million.				
Desirable Criteria:	1. UK registered startups/scaleups/SMEs in the IS8 sectors working with Artificial Intelligence. 2. TRL4-5 3. High growth potential companies: A company developing a credible and differentiated AI-driven product or service, grounded in a novel idea, supported by a capable and coherent team, validated through credible technology, and demonstrating a clear understanding of its market and ability to move it forward, with sufficient early evidence to justify further engagement and structured assessment.				
Key Dates:	<table><tr><th>Description</th><th>Date</th></tr><tr><td></td><td></td></tr></table>	Description	Date		
Description	Date				

	Competition Opens	Monday 13 th July 2026
	Application Deadline	Sunday 16 th August 2026
	Intended confidential notification of all Applicants	11 th September 2026
	Intended public announcement of successful Participants	21 st September 2026
	Programme Start Date	21 st September 2026
	Programme End Date	26 th February
Programme Branding & Publicity Requirements:	Not Applicable	
Recipient Judges:	Not Applicable	
Recipient Programme Partners:	Not Applicable	
Number of Applications:	One	
Variants:	Not Applicable	
Submission Method:	Applicants will submit their written application via the SimplyDo platform.	
Programme Contact Address:	appliedaigrowth@dicatapult.org.uk	

Selection Process:	Stage 1 – Initial Review and Written Applications Applications will be initially screened for eligibility, followed by assessment based on selection criteria by the Digital Catapult team, resulting in the selection of a shortlist. Stage 2 – Interview Successful applicants at Stage 1 will be invited to an interview with Digital Catapult. During the interview, applicants will have the opportunity to present their ideas and address any questions posed by the judges. All interviews will take place virtually. Applicants will be assessed at the interview on the criteria in section. The final score will be made up of the Stage 2 score only. Generally, the highest ranked Applicants will be accepted onto the Programme, but Digital Catapult reserves the right to select the cohort on a portfolio basis to ensure the Programme as a whole is able to deliver consistent support and activities that provide value to all Participants and optimise the impact of the Programme.
Scoring Criteria:	Applications will be assessed and scored against three criteria. All applications must have an AI/ML use case to take part in the programme but we encourage applications that wish to integrate any other advanced digital technology. The scoring criteria will be assessed based on statements in the areas below. Each criterion will be scored on a range from 0 to 5. 0 being an “Unacceptable or No submission” score for each criterion and 5 being an “Excellent” score for each criterion. This scoring will be applied to all applications. Each stage of the Selection Process will be assessed based on: 1. Market and Strategic Fit (30%) The significance and clarity of the customer or industry problem being addressed, and the extent to which the company offers a compelling and differentiated AI-enabled solution, and how strongly the opportunity aligns and contributes to the strategic objectives of the programme. 2. Product Maturity and Technical Capability (35%) The credibility, maturity, and robustness of the technical solution, including evidence that the company can successfully deploy, operate, and scale the product in real-world environments. 3. Growth Potential (35%) The ambition and credibility of the company’s growth strategy, including its route to market, commercial model, scalability, and the team’s ability to execute rapid growth. Furthermore, Participants will be selected on a portfolio basis to ensure the Programme is able to deliver consistent support and activities that provide value to all Participants.
State Assisted Programme:	Applicable
State Assistance Amount:	£25,933 in State Assistance

Programme Collaboration Partner's Privacy Policy:	https://www.ukri.org/publications/data-protection-policy/
Data Controller:	Not Applicable

Part 2 - Legal Terms

1. DIGITAL CATAPULT

- 1.1. Digital Catapult is a deep tech innovation organisation. We help businesses grow by applying deep tech. We partner with government, industry and academia to find solutions that benefit the UK. We show what is possible, positive and productive with advanced technology.

2. PROGRAMME OVERVIEW

2.1. Programme Description

- 2.1.1. The Programme is as described as the Programme Description.
- 2.1.2. The case for positive action (if applicable) is as defined in the Positive Action Justification.
- 2.1.3. The Applicant Groups (if applicable) summarise the different groupings (types) or tiers (receivable benefits) of Applicants in this Competition.
- 2.1.4. The Programme is jointly undertaken in accordance with the Co-Branded Programme (if any).

2.2. Programme Objectives

- 2.2.1. The Programme objectives are as described in the Programme Objectives.

2.3. Programme Judges

- 2.3.1. The Programme judges may be comprised of those as listed as Programme Judges.
- 2.3.2. The Independent Judge's name and company is available upon request.
- 2.3.3. During the application stage, the judges will be responsible for scoring the applications according to the process and criteria set out in these Competition Terms.

2.4. Programme Partners

- 2.4.1. The organisation(s) listed as Programme Partners (if any) are partnering with Digital Catapult to deliver the Programme.

3. DEFINITIONS & INTERPRETATION

- 3.1. The following definitions have the given meanings in these Competition Terms:

Applicant:	A company that applies to this Competition.
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Applicant Group:	Where there are Applicant Groups, a single grouping of those Applicants as defined.
Participant:	A company that is successful with its application and completes all pre-Programme activities (e.g. signing the Programme Agreement).
Competition:	The opportunity made available by Digital Catapult to Applicants, as governed by the Competition Terms.
Competition Terms:	This document, as may be updated by Digital Catapult from time to time in its absolute discretion.
Programme:	The programme as described in the Programme Description (see paragraph Programme Description).
Consortium:	A number of named companies working together for the purposes of applying to the Programme and, if successful, working on the Programme.
Consortium Members:	Each organisation named as a member of a Consortium within an application.
Lead Applicant:	The company submitting the application for and on behalf of the Consortium Members.
Key Contact:	Applicant's main contact for the competition and Participant's main contact for the Programme.
Privacy Policies	means Digital Catapult's privacy policy: https://www.digicatapult.org.uk/legal/privacy-policy/ and Programme Collaboration Partner's Privacy Policy (if applicable).
Programme Partners:	means Programme Collaboration Partners; Programme Funders; Sponsors; Challenge Owners; Programme Industry Partners; Programme Technology Partners; and Programme Investment Partners.
Key Details:	The first part of the Competition Terms titled "Part 1 - Key Details".

As-Is:	means materials are provided on an 'as is' basis, with no warranty, condition or representation of any kind made, given or to be implied as to the performance, reliability, functionality, sufficiency, accuracy, safety or fitness for purpose.
Commercial Licence	a perpetual, non-exclusive, sub-licensable, irrevocable royalty free licence to all Intellectual Property in the Results to Digital Catapult for its commercial Exploitation on the Digital Twin Programme, subject to the Commercial Limitations.
Commercial Limitations:	1. To the extent that Intellectual Property is an invention and being prepared to be filed as a patent or is patent pending, and prior to any grant, withdrawal or refusal of a patent, Digital Catapult shall keep such Intellectual Property confidential by not publishing the Intellectual Property and only disclosing it to the extent necessary for its permitted use and under conditions of confidentiality. 2. To the extent that Intellectual Property is subject to a patent, Digital Catapult shall pay a reasonable fee for the use of such patent.

Digital Twin Programme:	Digital Catapult's programme of activities based around digital twin related technologies or their application.
Exploitation:	means any use or action. This includes to make, copy, modify, adapt, import, distribute, perform, publish and sell (except to the extent restricted in the licence).
Intellectual Property:	patents, utility models, rights to inventions, copyright and neighbouring and related rights, trade marks and service marks, business names and domain names, rights in get-up and trade dress, goodwill and the right to sue for passing off or unfair competition, rights in designs, database rights, rights to use, and protect the confidentiality of, confidential information (including know-how and trade secrets), and all other intellectual property rights, in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals or extensions of, and rights to claim priority from, such rights and all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world.
Knowledge As-sured:	means Participant has the power and authority to enter into the licence, and that it has no knowledge, having made reasonable enquiries of its representatives working on the Programme, but with no obligation to search any public register, that the use of such Intellectual Property would infringe a third party's rights.
Non-Commercial Licence:	a perpetual, non-exclusive, sub-licensable, irrevocable royalty free licence to all Intellectual Property in the reports and other materials disclosed by Participant on the Programme, for non-commercial Exploration purposes, subject to the Non-Commercial Limitations.
Non-Commercial Limitations:	To the extent that Intellectual Property is an invention and being prepared to be filed as a patent or is patent pending, and prior to any grant, withdrawal or refusal of a patent, Digital Catapult shall keep such Intellectual Property confidential by not publishing the Intellectual Property and only disclosing it to the extent necessary for its permitted use and under conditions of confidentiality.
Results:	anything created or generated on the Programme by Participant.

3.2. The following interpretations shall apply to these Competition Terms:

3.2.1. Clause headings shall not affect the interpretation of this Agreement

3.2.2. A reference to a company shall include any company, corporation, or other body corporate, wherever and however, incorporated or established (unless otherwise stated) and specifically excludes all natural persons and unincorporated bodies.

3.2.3. Where a company makes an application on behalf of a Consortium, each member of that Consortium shall be considered an Applicant.

3.2.4. Unless the context otherwise requires, words in the singular shall include the plural and in the plural include the singular

3.2.5. Any phrase introduced by the terms "including", "include", "in particular" or any similar expression shall be construed so as not to limit the generality of any words or expressions in connection with which it is used.

4. CONSORTIA

- 4.1. An application from a Consortium is permitted, or prohibited, as detailed in Consortium Applications.
- 4.2. If applications from consortia are permitted, in making the application, the Lead Applicant is responsible for obtaining all necessary permissions and approvals to submit the application for and on behalf of each of the other Consortium Members, and the Lead Applicant warrants that it has all such permissions, consents and approvals to submit the application pursuant to these Competition Terms.

5. PROGRAMME BENEFITS

- 5.1. Participants on the Programme will receive the Programme Benefits. Where there are Applicant Groups, then the Programme Benefits will indicate which benefits apply to each Applicant Group.
- 5.2. Participants will generally own the intellectual property that they create on the Programme, subject to the extent (if any) explicitly stated in (i) Key Obligations and (ii) Digital Catapult's Collaborative Benefits.
- 5.3. Upon successful completion of the Programme, Participants may join the Digital Catapult Alumni Network, which keeps them informed of opportunities and relevant updates from Digital Catapult, and which provides additional opportunities to engage with Digital Catapult and other alumni.
- 5.4. If Digital Catapult is collaborating with the Participant, Digital Catapult anticipates that it will gain Digital Catapult's Collaborative Benefits as its benefit from undertaking the collaborative activity.

6. PROGRAMME OBLIGATIONS

- 6.1. Participants must be willing to commit to the Key Obligations.
- 6.2. Participants must also, and hereby confirm that they:-
 - 6.2.1. **EDI**
 - 6.2.1.1. shall complete the Digital Catapult's EDI Survey (please note each question will have a "prefer not to say" option).
 - 6.2.2. **Branding & Publicity**
 - 6.2.2.1. agree to be visibly (name and logo) associated with the Programme, whilst on the Programme, and afterwards as a former participant and beneficiary. This includes in marketing collateral, such as website, print, socials and digital materials, grant impact reports, case studies and grant administration.
 - 6.2.2.2. have obtained from and grant permission for their representatives to be visually and orally recorded whilst on the Programme, including in photographs and videos, whilst at Digital Catapult Programme events, including pitch days and show-cases, to promote or reference the Programme, or the Participant's involvement therein.
 - 6.2.2.3. agree to any additional Programme Branding & Publicity Requirements.
 - 6.2.3. **Exploitation**
 - 6.2.3.1. during the Programme, and for a period of five years following the Programme, shall use its reasonable endeavours to exploit the outputs of the Programme within the UK and/or internationally from the UK.
 - 6.2.4. **Impact Reporting**

- 6.2.4.1. during the Programme, and for a period of five years following the Programme, shall use its reasonable endeavours to answer specific questions from Digital Catapult (and its representatives) relating to its growth and progress to assist Catapult demonstrate the impact of its activities. This shall include: (i) an initial onboarding form at the commencement of the Programme, (ii) an onboarding form at the end of the Programme, and (iii) monitoring forms six (6) and twelve (12) months' after the Programme ends.

7. PAYMENT BASIS

- 7.1. Where funding is being made available as a Programme Benefit, the applicable payment terms apply:

7.1.1. where the Payment Basis is "Completion Basis":

- 7.1.1.1. payment of cash funding by Digital Catapult will be paid to the relevant Participant within thirty (30) days of invoice upon successful completion of the Programme, including any deliverables, reporting and attendance/participation at any events (as documented to the extent applicable).

7.1.2. where the Payment Basis is "Milestone Basis":

- 7.1.2.1. payment of cash funding by Digital Catapult will be paid to the relevant Participant within thirty (30) days of invoice upon successful completion of each payment milestone.

7.1.3. where the Payment Basis is "Eligible Costs Basis":

- 7.1.3.1. payment of cash funding will be paid by Digital Catapult within thirty (30) days of Digital Catapult's receipt of a successful claim from the Programme Collaboration Partner and/or Programme Funder (as applicable) relating to the Participant's claim. Such claim will be for promptly evidenced eligible costs, using the Participant's standard quarterly claims model with the relevant Programme Collaboration Partner and/or Programme Funder (full economic costing and eligible costs as defined by UK Research and Innovation (UKRI), or otherwise made on the Participant's standard basis with Innovate UK (IUK).

8. APPLICANTS

8.1. Minimum Requirements

- 8.1.1. Applicants must, and hereby confirm that they, meet the Minimum Requirements. Digital Catapult may refuse entry to the Programme, or terminate participation in the Programme, if it determines that the Minimum Requirements are not met by the Applicant (or Participant).

8.2. Desirable Criteria

- 8.2.1. Digital Catapult is ideally seeking Applications from companies that meet the Desirable Criteria.

9. KEY DATES

- 9.1. The Key Dates set out the key dates for the competition.

10. THE APPLICATION

10.1. Submission

- 10.1.1. All applications must be submitted via the Submission Method by Application Deadline. Unless and to the extent stated in the Application Deadline, the deadline will be deemed to be 23:59 hours in the prevailing civil time zone in the United Kingdom.

10.1.2. Once your completed application has been received, Digital Catapult will send you a confirmation receipt by email. If you do not get a receipt within twenty four (24) hours of the next working day, please email us at Programme Contact Address.

10.1.3. Applications are limited to Number of Applications for the Competition. If variants are permitted, it will be detailed in Variants. Submitting more applications or variants than permitted can lead to disqualification at Digital Catapult's absolute discretion.

10.2. **Contents**

10.2.1. Applicants must answer all required questions in the full online application form. Failure to answer all questions may result in the application being rejected (at Digital Catapult's absolute discretion).

10.3. **Recipients**

10.3.1. The following will see your application:

10.3.1.1. **Digital Catapult:** Relevant representatives from Digital Catapult will see your application in order to assess the application, and otherwise in the administration of your application and, if successful, participation in the Programme.

10.3.1.2. **Programme Collaboration Funder(s):** Relevant representatives from each of the Programme Collaboration Funder(s) will see your full application in order to assess the application, and otherwise in the administration of your application and, if successful, participation in the Programme. This includes enabling it to undertake programme evaluation and its (other) statutory duties.

10.3.1.3. **Programme Funder(s):** Relevant representatives from each of the Programme Funders will see your full application in order to assess the application, and otherwise in the administration of your application and, if successful, participation in the Programme. This includes enabling it to undertake programme evaluation and its (other) statutory duties.

10.3.1.4. **Programme Judges:** see Recipient Judges. Note: Even if personal information fields from the application are not disclosed, if there is a presentation stage as part of the application process, names of companies and presenters will be disclosed to Programme Judges (if applicable).

10.3.2. Participants will also have their application shared with the Recipient Programme Partners in order to provide bespoke support during the Programme.

10.4. **Key contact**

10.4.1. Applicant will appoint a Key Contact. This person will be Digital Catapult's main point of contact for the competition and, if successful, Applicant's Programme activities, including: workshop and event commitments, team members' availability, ongoing activities, and assessment of progress during and after the Programme.

10.4.2. Digital Catapult will use this personal information for the purpose of carrying out due diligence on Applicants prior to the point of selection onto the Programme and to notify successful and unsuccessful Applicants over their submissions. The personal data we collect may be shared with and processed by the Recipients (see paragraph **Recipients**), including: (i) Programme Collaboration Partner(s) and Programme Funder(s) for grant administration purposes, programme evaluation, and to perform its statutory duties (ii) Recipient Judges for the purpose of assessing the Applications; and (iii) Recipient Programme Partners and other third party service providers for the provision of benefits to the Participants as part of the Programme, as set out in these Competition Terms.

10.5. **Digital Catapult's Equality, Diversity and Inclusion Survey**

10.5.1. In addition to your application, you will be required to complete Digital Catapult's Equality, Diversity and Inclusion Survey ('Survey'). Whilst the completion of this Survey is mandatory, please note that your responses to this Survey will be kept separately from your

application and will have no effect whatsoever on your application to the Programme, except in the event it is a Positive Action programme (see paragraph **Positive Action**), when you must complete the survey to the extent needed to qualify for the minimum criteria under the Minimum Requirements (see paragraph **Minimum Requirements**), assessed at the qualification stage (see paragraph **Qualification**).

10.5.2. Digital Catapult (as the Data Controller) will collect and process your personal data, including the following special category data to help Digital Catapult improve its services in respect of equality, diversity and inclusion:

- 10.5.2.1. Racial and/or ethnic origin;
- 10.5.2.2. Sexual orientation;
- 10.5.2.3. Health (including disability); and
- 10.5.2.4. Religious and/or philosophical beliefs.

10.5.3. The data collected and processed may be shared with relevant third parties and/or published but only in an aggregated form, which means you (and your representatives) will not be personally identifiable.

10.5.4. Your personal data will be kept for 15 months from the time you respond to the Survey.

10.5.5. Please note you are responsible for the accuracy of the data you share with Digital Catapult and you agree to inform us if your data needs to be updated.

10.5.6. For more information on Digital Catapult's collection, use and protection of your personal data and your rights in regards to your personal data, please see Digital Catapult's privacy policy, as listed in Privacy Policies. If you have specific queries on our use of your Survey data, please contact us at edisurvey@digicatapult.org.uk.

10.6. **Positive Action**

10.6.1. The Equality Act prohibits various forms of discrimination on the grounds of certain protected characteristics in the marketing and provision of goods, services and facilities. However, the Equality Act contains provisions which enable service providers to voluntarily take proportionate action to achieve more comprehensive and more effective equality outcomes for individuals sharing a particular protected characteristic who are socially or economically disadvantaged or excluded, or who otherwise face the consequences of past or present discrimination or disadvantage. This is called Positive Action. Positive Action may result in less favourable treatment of those who do not share the protected characteristic(s) of the disadvantaged group. Where Digital Catapult has provided a Positive Action Justification, it has assessed the Programme for compliance and has satisfied itself that the action is both reasonable and proportionate and will reflect on the Programme outcomes to inform its future activities.

11. **SELECTION**

11.1. **Qualification**

11.1.1. The Catapult will undertake an initial assessment of the Applicants against the Minimum Requirements, and may remove any that do not meet that minimum expectation.

11.2. **Selection process**

11.2.1. All qualifying applications will be reviewed in accordance with the Selection Process.

11.3. **Application Scoring criteria and weighting**

11.3.1. The scoring criteria and weightings for each part of the Selection Process is as set out in the Scoring Criteria. However, Participants will be selected on a portfolio basis to ensure the Programme is able to deliver consistent support and activities that provide value to all Participants whilst endeavouring to maximise the impact of the Programme.

11.4. **Due diligence**

11.4.1. We will carry out due diligence on applicants prior to the point of selection onto the Programme. Applicants must be willing to submit further information or documentation upon request to qualify as 'successful'.

11.5. **Successful applicants**

11.5.1. Successful applicants will be notified and provided with a standard agreement for review and execution ("**Programme Agreement**").

11.5.2. The Programme Agreement is a standard agreement and is not negotiable. We do try and ensure these contracts are fair and reasonable.

11.5.3. In some cases, additional conditions may be added to address concerns raised in due diligence or otherwise.

11.5.4. In order to be accepted onto the Programme, successful applicants must sign the Programme Agreement.

12. STATE ASSISTANCE

12.1. Where State Assistance is applicable, as detailed in State Assisted Programme, Participants shall receive the grant as Minimal Financial Assistance ("MFA"), or to the extent applicable under the Northern Ireland Protocol, as amended by the Windsor Framework, the de minimis aid regulations (COMMISSION REGULATION (EU) No 2023/2831) ("DMA"), collectively referred to herein as "State Assistance".

12.2. Where State Assistance is applicable, only Participants that are located or directly operate in Northern Ireland and which either (i) manufacture or trade in goods with the EU, or (ii) produce electricity for the island of Ireland's single electricity market, will fall under DMA. Otherwise Participants will fall under MFA.

12.3. The total State Assistance received or due to be received by an individual Participant (including any associated companies e.g. subsidiaries), originating from a United Kingdom source, must not exceed:

12.3.1. £315,000 for MFA, or

12.3.2. €300,000 (approximately £250,000) for DMA

in each case in aggregate across the Participant's current fiscal year (as at the Agreement Date) and the previous two fiscal years.

12.4. This Programme has been assessed as providing the State Assistance Amount.

12.5. Before signing the Programme Agreement, Applicants will therefore be asked to sign a declaration confirming that you are eligible to receive the State Assistance and to confirm whether it is MFA or DMA.

13. OTHER GENERAL COMPETITION TERMS

13.1. **Benefits**

13.1.1. All the benefits provided under the Programme by third-party organisations ("**Suppliers**") are subject to the Supplier's terms and conditions stated in the Programme Agreement.

13.1.2. Any optional benefits provided by third party organisations whose terms and conditions are not contained in the Programme Agreement will be agreed between the Participant and the Supplier directly.

13.1.3. Digital Catapult reserves the right to amend the list of benefits at any time and at its sole discretion.

13.2. **Accessibility**

13.2.1. We aim to make all of our programmes accessible. We welcome feedback as to how we may be able to improve the accessibility of our programmes in the future. If you have any feedback with regards to accessibility, please send your feedback by email to: edisurvey@digicatatapult.org.uk. Your feedback may be used by us in our programmes and activities.

13.3. **Key Dates**

13.3.1. Digital Catapult reserves the right to change the Key Dates at its sole discretion. No extension to deadlines will usually be granted, with very limited exceptions where the Applicant requests an extension due to reasonable extenuating circumstances, beyond the Applicant's control and unforeseen to them, subject to the Applicant providing evidence that proves the extenuating circumstance; and the Applicant informing Digital Catapult as soon as reasonably practicable following the extenuating circumstance becoming apparent. Digital Catapult reserves the right to consider the factors and decide whether such circumstances are extenuating and whether granting an extension is fair to other applicants. No extension granted will usually be for greater than two working days.

13.4. **Applications**

13.4.1. All information and documents requested must be submitted. Failure to submit all requested information and documents may result in the application being rejected. Catapult will not use outside information in respect of your application unless otherwise indicated, other than to undertake due diligence. Digital Catapult reserves the right to not work with people or an organisation which it believes could impact its reputation.

13.4.2. Digital Catapult reserves the right to accept any application which does not fulfil the minimum requirements.

13.5. **Previous Applications**

13.5.1. Catapult reserves the right to either (i) reassess an application from a previous competition (together with information gained from an update meeting), or (ii) accept as a successful applicant a company that was previously successful in a previous competition, but whose participation was deferred to a later Programme.

13.6. **Personal Data**

13.6.1. Digital Catapult and each of the other Data Controllers (each, a party) are partnering on this programme, and each is individually (not jointly) a Controller for the purposes of the Data Protection Act 2018 and the UK GDPR. Each party is individually responsible to you for how that party respectively stores, uses and processes your personal data in accordance with that its own privacy policy. Each party is not responsible to you for the other party's storage, use or processing of your data. Actions taken by one party (e.g. deleting personal data) will be independent of the other party. If you need to make a data request, please make such request directly to the relevant party.

13.6.2. In submitting the Application, the Applicant confirms that it has made the Key Contact and any other person whose personal data has been submitted, aware of, and has the lawful grounds to enable each Controller (including its processors) to, process the personal information of the Key Contact (and any other person named in the Application and open call process) as set out in these Competition Terms and in accordance with the relevant Privacy Policies.

13.7. **Programme Agreement**

13.7.1. Digital Catapult reserves the right to make amendments to the Programme Agreement it issues up until the point of execution by both parties.

13.8. **Participant Programmes**

13.8.1. Digital Catapult reserves the right to offer Participants access to its Participant Programmes, such as its Platinum Awards and investment programme.

13.9. **Data Retention**

13.9.1. Digital Catapult may store your application and the scoring it has received for the entire duration of the Programme, or up to seven (7) years after the application closing date, whichever the greater. If you are a successful Applicant, we shall also store your Application (and related documents) for a period of up to eleven (11) years following the end of the Programme. For administration purposes, contracts (and related documents) may be stored for up to seven (7) years, contracts (and related documents) providing State Assistance for up to eleven (11) years, and deeds (and related documents) for up to thirteen (13) years from the end of the Programme.

13.10. Confidentiality

13.10.1. The information provided in your Application will be kept confidential and only used and disclosed as reasonably necessary for the purpose of assessing Applications, and, if admitted onto the Programme, for working with you in the Programme. This may include with our Recipient Programme Partners as indicated above.

13.10.2. For practical reasons, NDAs will not be signed by Digital Catapult or the Recipient Programme Partners as part of this Programme Competition. The activities we provide can only be achieved through trust of the tech community. It is therefore not in our interest to release your sensitive information. Confidentiality provisions are included in the Programme Agreement.

13.10.3. The scoring of your Application will be treated as sensitive information.

13.10.4. As your Application will be transmitted over the Internet, ultimately Digital Catapult cannot guarantee its security.

13.11. Intellectual Property

13.11.1. We respect the intellectual property of others and we ask our Applicants to do the same.

13.11.2. In submitting the Application, you promise that you have and continue to have all necessary rights, licenses, permissions and consent to provide the content in your application to us, and for Catapult to use the Application as we have set out.

13.11.3. We will not remove from Applications any proprietary labels or copyright assertions

13.12. Disclaimers, Exclusions & Limitations

13.12.1. We accept no liability for any consequences, whether direct or indirect, that may arise from your participation in the Programme Competition, your reliance on any statements we may have made about your application, the Programme, or its suspension or withdrawal.

13.12.2. In any case, to the extent permitted under law, Digital Catapult's liability shall be limited to one hundred (£100) pounds.

13.13. Entire Agreement

13.13.1. These Competition Terms constitute the entire agreement between Digital Catapult and the Applicant and extinguish all previous and contemporaneous agreements, promises, assurances, and understandings between them, whether written or oral, relating to the subject matter of these Competition Terms.

13.14. Jurisdiction

13.14.1. The Programme Competition is governed by English law and the Applicant agrees that any dispute shall be exclusively resolved in the English courts.