



StoryFutures



R&D On Demand: SME Quick Guide

What is R&D On Demand?

R&D On Demand helps small and medium enterprises (SMEs) based in the StoryFutures cluster area access expertise and up to £3k in financial support for solving innovation challenges in next generation storytelling. This includes augmented or virtual reality stories and experiences fuelled by big data or artificial intelligence.

Who are the experts?

We work with leading researchers at Royal Holloway, University of London, Brunel University and the University of Creative Arts in Farnham. Our expertise covers digital storytelling, data, technology, business models, to design and marketing.

What type of challenges can the projects cover?

Any innovation challenge in immersive or next generation storytelling that can usually be completed in 4-12 weeks and that can benefit from university expertise. For example:

- Audience insight and testing of prototypes with users
- Support in business development and business modelling
- Collaboration on innovation funding applications (e.g. Innovate UK)
- Story form development: technology and advice for creating and testing great stories
- Scoping work for R&D project funding applications.

There may be many other topics e.g. around technology, design, marketing, or other topics where the participating universities have expertise. If you'd like to talk to us first to find out what's available, please let us know in the [Expression of Interest form](#).



What will my SME get?

1. Between 10-30 days of expert input, depending on the scope of the project and nature of the researcher involved, to help solve your innovation challenges
2. Up to £3k available to support R&D projects that you may not otherwise be able to undertake; this can be staff time, software, hardware or travel or other direct project costs
3. Ownership of new IP produced as a result of the collaboration
4. Access to lab facilities and equipment at StoryFutures to support your project (if required)
5. Access to co-working space at StoryFutures Headquarters in Egham
6. Access to the StoryFutures network of businesses, innovation support organisations and leading researchers
7. Profile and publicity opportunities through StoryFutures' regional and national networks.

What is the SME's contribution?

We ask that SMEs agree to anonymised academic publication of results and contribute their own resources to the R&D collaboration. Resources contributed can include staff time, cash, IP licensing, facilities, equipment.

Who is eligible?

To apply, the business needs to have:

- Fewer than 250 employees and turnover of less than £50m annual turnover in the latest financial year
- A trading address in the Gateway Cluster or Greater London where you will carry out 50% of the work.

SMEs outside the cluster or London can still participate through collaboration with a cluster-based SME.



How do I apply?

1. Identify an innovation challenge that you need support with and check our website to learn about our [Academic Experts](#)
2. Fill in the [Expression of Interest form](#) with some information about your project and where you'd like support.
3. StoryFutures will acknowledge your interest and put you in touch with a university expert (unless you already have a contact)
4. Discuss the project scope and approach with the university expert
5. Fill in a short Application Form and provide basic data about your company.

We will review the application within 2 weeks and let you know the outcome.

My application is approved. What happens next?

6. Submit a brief project plan and sign legal terms
7. Carry out the project, reporting to StoryFutures at key milestones
8. Submit a brief report on completion.

What happens if my application is not approved?

We will share feedback. You may apply again with an updated application, or a different idea.

If you have any questions, please drop us a line at storyfutures@rhul.ac.uk with subject "R&D On Demand".

We look forward to hearing from you!
The StoryFutures team