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EDGE



THE GLOBAL BUSINESS INNOVATION PROGRAMME

AUDIENCE OF THE FUTURE: CHINA 2022

The Global Business Innovation Programme – Audience of the Future, is organised by InnovateUK and delivered by Innovate UK EDGE. The programme is designed to help small and medium sized businesses maximise the opportunities identified, including developing innovation projects with partners in China and the wider region.

The programme comprises:

- Preparation phase, including getting ready for market workshop.
- A range of targeted innovation activities focussed on China - Audience of the Future
- Post-activity exploitation workshop
- Support for approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities.

This programme will be delivered virtually.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

Audience of the Future is a programme funded under Wave 2 of the UK Government's Industrial Strategy Challenge Fund. This initiative is particularly relevant for businesses in:

- AR/VR/MR/XR
- Haptics, Sonics and other Sensory interfaces
- Advanced Visualisations and Display technologies
- AI & 5G
- Real time and associated production technologies

These sectors will fundamentally change products and services over the next 20 years and transform how we experience the world. Internationally, **Audience of the Future** represents one of the largest targeted research and innovation programmes in immersive technology and experiences.

Why China: China's Ministry of Culture and Tourism recently released the new five-year plan for cultural industry development 2021-2025. The plan encourages new technologies and digitisation to promote the innovation and product development. China's VR industry reached 41.35 billion yuan in 2020 and is expected to reach 105.16 billion yuan in 2023. Development of 5G is expected to have a positive impact on the deployment and adoption of immersive technologies, especially within education, healthcare, entertainment, and telecommuting.

Benefits:

- Explore immersive technology opportunities in China.
- Gain a better understanding of the challenges and opportunities of doing business in China.
- Find potential innovation collaborators and partners - develop your network in the UK and globally.
- Improve your company value proposition to international partners and investors.

KEY DATES:

ApplicationsClose:
14th January 2022

Pre-Activity
Workshop:
w/c 21st February
2022

InnovationActivity:
21st – 25th Mar 2022

Exploitation
Workshop:
August 2022



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WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are: -

- **Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (1 day workshop)
- **Market activities:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (5 days of market related activity)
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from a Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (1 day workshop and as a guide, around 5 days working with a Innovate UK EDGE Adviser over a 12-month period)

INNOVATION ACTIVITIES - EXAMPLE (subject to change):

Date	Activity	Date	Activity
Feb 2022	Pre-Briefing Workshop	21 st – 25 th March 2022	5 days of activity
Feb-Mar 2022	B2 Match event	August 2022	Exploitation workshop

TO APPLY FOR THIS INITIATIVE, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise.

Be a company with fewer than 500 employees.

Be able to attend and complete all activities.

WHAT IS THE COST?

This initiative will be delivered virtually. The first stages will be open to successful applicants. On acceptance onto the full initiative, a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all of the commitment fee.

HOW TO APPLY?

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than 14th January 2022.

Innovate UK recognises that the innovation sector is not as diverse as the UK demographic and is committed to improving the diversity of who we support. As such, we welcome applications from those under-represented across the sector.

ADDITIONAL INFORMATION & ASSISTANCE:

To fill in the online application form please visit the [Innovate UK EDGE website](#). For more information, assistance with your application or to discuss accessibility needs, please contact Gail Leathley: gail.leathley@innovateukedge.ukri.org or Rodolphe Soulard: rodolphe.soulard@innovateukedge.ukri.org

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