

IMPACT Jersey



CXTech

Applicant Guidelines

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NOTE: These applicant guidelines may be updated or enhanced during the application window to provide additional information. Only one version of the guidelines will be available on the website so please ensure you have the most recent version.

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Introduction

Jersey's economy, with tourism as a key pillar, faces several challenges that impact its overall productivity and growth. These include stagnant economic productivity, an ageing workforce, and difficulties in retaining and recruiting workers due to high living costs and a lack of affordable housing. The island also grapples with increasing logistical costs, complex business regulations, and a fragmented digital customer experience, which hinder business productivity and the overall customer experience. Additionally, the absence of comprehensive and up-to-date data on the tourism industry further complicates efforts to address these issues and optimise the local economy.

CXTech is Impact Jersey's third Grant Programme, designed to find technological solutions that support the ambitions of the Visitor Economy Strategy, Retail Strategy and the challenges associated with customer experience, operational efficiency and productivity of associated businesses and their supply chains.

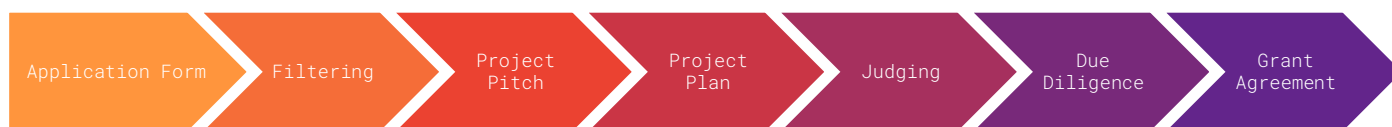
These application guidelines are designed to provide you with a comprehensive understanding of how to successfully submit your funding plans to CXTech including applicant eligibility, the judging process and key background information that will support you with determining the focus and scope of your project.

Programme Objectives

This programme intends to fund projects that enable the testing, trialling, and adoption of technology solutions across the key customer experience sectors of the economy (Accommodation, Hospitality, Tourism, Retail Economies and those supporting these economies i.e. Supply Chain, Transport and Logistics). The projects must meet the following objectives:

- Increase the productivity and/or quality of the customer experience across these key sectors of the economy through the adoption of customer experience technology solutions.
- Improve the productivity and/or quality of supply chain businesses that provide products and services to other businesses.
- Increase the amount of data that can be collected, analysed, and understood to benefit industry and policy makers.

The Application Process



Application form

The initial stage of the application process involves completing an application form available on the [Impact Jersey website](#).

The application form consists of a series of questions, all of which must be answered, that identify the key evaluation points for the proposed project. The applicants will then go through a pitch presentation for filtering, followed by a project planning process to be evaluated by the Independent Judges. The Project Plan is your opportunity to articulate the specific details of your project while emphasising how your idea benefits the island and can be effectively implemented.

Before you submit your application form, you will be able to save progress and return to complete it later. This can be done through a link provided on the form and sent by email, provided that your email address field was completed.

Once you have submitted your application and the deadline has passed, the judging process begins and is outlined in the following timeline.

Project Plan

Applicants who successfully make it through the filtering and pitch presentation stages will be required to complete a comprehensive project plan (ten-day turnaround) to include key elements (further detailed in the document below) such as impact, timelines, match funding details, data management etc.

Programme Timeline

Application window – 7th November 2024 to 15th January 2025

Applications are accepted until 11.59pm on the closing date, using the online application form.

Virtual application clinics – 18th November and 4th December 2024

You can email questions regarding your application throughout the application period. In addition, we will be hosting two application clinics to meet the team and discuss questions in a virtual clinic which will be published on the CXTech page on www.impact.je.

Eligibility filtering – 15th to 17th January 2025

Once the application period has closed, all applications will be assessed against the eligibility criteria by the Impact Jersey team, before progressing to the judging phase.

Pitch Presentation – 24th January 2025

If successful through filtering, you will be invited to a pitch presentation, where you will have the opportunity to answer questions and discuss the details of your plan with the Impact Jersey team.

Project Plan Creation – 27th January – 7th February 2025

Applicants who successfully make it through the filtering and pitch presentation stages will be required to complete a comprehensive project plan including the key elements in the document below. Guidance will be offered regarding improvements to the project throughout the pitch presentation stage.

Judging period – 10th – 17th February 2025

Project Plans will be passed to a panel of independent judges who will review each in detail and score against the content of the judging criteria explained below.

Winners informed – Successful applicants will be notified in late February/March after which due diligence will be completed and grant agreements will be agreed with each applicant. Public announcement of successful projects will follow this.

Project delivery – March/April/May 2025 to March/April/May 2026

Projects must commence within three months of funding and be completed within 12 months. Progress and delivery will be supported by the Impact Jersey team, with regular assessment against agreed milestones set out in the funding agreement.

Applicant Eligibility

Applicant Requirements:

- Global participation: The programme is open to both local and international businesses, startups and innovators.
- One application per company/individual: The lead applicant can only submit and lead one application per programme call.

Project Requirements:

- Projects must leverage technology to increase productivity and/or enhance customer experiences (B2C or B2B) within Jersey and must do multiple of the following:
 - Go beyond basic website development or standard support services.
 - Focus on innovative solutions with tangible benefits for Jersey.
 - Increase data collection and analysis to inform industry and policymakers in Jersey.
- Impact: Demonstrate a clear intention to use project results to create a positive impact in Jersey, for more than one organisation and detail what the expected impact of the project would be.
- Timeline:
 - Commence the project within three months of the grant award.
 - Completion of the project must be within 12 months of the start date for the project.
 - The start date will be confirmed in your grant agreement.
- Match-funding: Secure 50% match-funding from the applicant or a confirmed third party (i.e. for every £1 granted, the applicant contributes at least £1).
 - A full policy on match-funding can be found in the resources on www.impact.je.
- Data management: Clarity on how to adhere to the Data Protection (Jersey) Law 2018 in the project plan, due to the nature of many CX solutions containing customer data.
 - Ownership/access rights to project-generated data will be defined on a per-project basis depending on a variety of factors.
- Ethical considerations:
 - Comply with all relevant legal and regulatory requirements.
 - No procurement, commercial, business development, or supply chain activity with entities from jurisdictions under sanctions (currently including Russia and Belarus).

Additional Requirements:

- Technology Readiness Levels (TRLs): Open to a range of technology maturity levels between TRL 3 and TRL 9. Anything lower than TRL 3 will not be reviewed.
- Alignment with Government priorities: Ideally align with broader government priorities (e.g. enhancing productivity).
- Evidenced stakeholder engagement: Engage with relevant stakeholders in Jersey (e.g. specific companies, industry associations, customer groups).

The Application Form Questions

This form should be completed on the Impact Jersey website before 15th January 2025. The form is intended to be shortform as it will be used to assess the eligibility of your project for passing the first stage gate. Further opportunity to set out the details of your project will be given in later stages of the process.

The form includes the following fields:

- First Name
- Last Name
- Email Address
- Phone Number
- Company Name (if relevant)
- Where is the company based? (Dropdown)
- Project Title (100 characters)
 - Keep it title simple to make it clear what the project is.
- What is your project going to do? (500 characters)
 - This field needs to very clearly explain what your project will do. Keep it very simple as though anyone who doesn't know the area would understand it.
- What sector does your project relate to? (dropdown)
 - This isn't a strict field, but please provide the clearest answer possible.
- Funding required from Impact Jersey? (£ amount)
 - This is the amount you are requesting from the Impact Jersey team. Getting some clarity on this figure and explanation why is important.
- Expected matched-funding amount? (£ amount)
 - Detail on how you will provide the required match-funding, as detailed in the match-funding policy document (see CXTech resources section).
- What is the source of the match funding?
 - Include detail on who will provide the match funding and how they will confirm this in the project planning phase.
 - e.g. We have private funding being provided by John Doe and this will be confirmed using a promissory note.
- What is the technology element of your project? (500 characters)
 - Please make it very clear what your technology of the project is. This is an area which has been poor in previous applications.
- How will your project impact islanders in Jersey? (500 characters)

- Detail how you feel the project will impact islanders, think about potential primary and secondary impacts which may be possible.
- Who is the target market for the project? (150 characters)
 - Detail who the target market is for the project and make it as clear as possible. The simpler and clearer you can be the better.
- Technology Readiness Level (TRL 1-9)
 - Remember the target for the programme is for projects between TRL 3 and TRL 9.
 - [TRL Blog Post](#)
- Who would you work with on the project to make it happen? (500 characters)
 - Who are the key stakeholders involved in the project? Do you need stakeholders such as a specific Government department involved?
 - Detail any stakeholders you have spoken to or will speak to before the project planning phase.
- Do you know of any potential conflict of interest with the Impact Jersey team?
 - e.g. A friend or family member works at Digital Jersey or is involved in Impact Jersey.

Pitch Presentations

If your project application passes through the first eligibility assessment stage, you will be asked to pitch your project to the Impact Jersey team.

This is your chance to inspire us with your vision! You have 10 minutes and 10 slides to convince us that your project has the potential to transform Jersey's visitor and retail economy. Paint a picture of the future you want to create.

Here's what we want to see:

- **The big idea:** What's the spark that ignited your project? What's the challenge you're passionate about solving?
- **The transformation:** Show us how your technology can revolutionise the customer experience, making it smoother, more engaging, and unforgettable.
- **Why you're the one:** What unique expertise and drive do you bring to the table? Convince us that you're the team to make this vision a reality.
- **The ripple effect:** How will your project benefit not just visitors, but also local businesses and the wider community? Show us the positive impact it can have on Jersey's economy and sustainability.
- **The roadmap:** Give us a glimpse of your plan – the key milestones and how you'll use the resources.
- **The numbers:** Be clear about your budget. Show us how the investment will deliver exceptional value and a strong return.

This is your stage to shine! Don't just tell us about your project – sell us the dream. Be bold, be passionate, and leave us excited about the future you're going to build.

Key things to remember:

- **Clarity:** Make sure your ideas are easy to understand.
- **Visuals:** Use images and graphics to bring your vision to life.
- **Enthusiasm:** Let your passion shine through!

Project Plan Guidance

The size and detail of your project plan should be sufficient to reflect the scope of the project and amount of funding for the project. In any case we would recommend a document of no more than ten pages. You can submit all or parts of your project plan in a format that best articulates your plan, which could include slides and images.

The content below is aimed at providing a guide for you on what should be contained in the Project Plan:

Executive Summary - provide a brief overview of the project, including its goals, objectives, and scope.

Background - provide more detail on the problem or need that the project is addressing. It should also discuss the context of the project, such as the target audience, the relevant stakeholders, and other funding source.

Project Goals and Objectives - clearly set out the specific goals and objectives of the project. The goals should be broad and aspirational, while the objectives should be specific, measurable, achievable, relevant, and time bound.

Project Methodology - describe how the project will achieve its goals and objectives. It should set out the techniques you will use to plan and execute the project.

Match-Funding - clearly articulate how to match fund the project plan, what you want to do and evidence of the match-funding you will provide to the project. This can be provided in the supporting documents mentioned below.

Project Budget - provide a detailed breakdown of the project's budget, including both one-off capital costs (e.g. purchase of assets) and recurring costs (e.g. personnel) for the life of the project. The budget should consider on-going costs post project completion and indicate how the project might be sustained in the future. You should note that grant payments will be staged and aligned to activity-based milestones, therefore should structure your budget plan in a similar fashion. In addition, terms of the grant agreement may require ownership of high-value assets to be retained by Digital Jersey and you should reflect this where relevant. The budget must include clear and detailed information about the match funding for the project, in adherence to the match-funding policy on the Impact Jersey website.

Project Deliverables and Timeline - provide a detailed schedule for the project, including the major deliverables and the associated

milestones for each stage of the project, as well as the overall timeline for completion.

Project Team - list the members of the project team, along with their roles and responsibilities and any previous relevant experience. If you are collaborating with other companies or partners on your project, explain what each partner will contribute to the project and how you will work together to successfully deliver.

Supporting Documents - it is important that you provide any relevant documents to validate the credibility and readiness of the project. For example, documents confirming match-funding commitments, product certifications or insurance details.

References - please provide any contact details of individuals who can be contacted to verify experience or corroborate your involvement in previous projects referenced in the application.

Technology Readiness Levels (TRL)

TRLs are a measurement system used to assess the maturity level of a particular technology. While the TRL is not be an eligibility criterion, the programme is ideally seeking projects within the Technology Readiness Level (TRL) range of 3-9, where solutions may range from proof-of-concept stages up to solutions that have been fully developed and deployed.

Projects in the lower TRL zones will still be considered, but increased focus will be drawn to the solution's associated risk levels against the amount of funding required and potential impact of the proposed solution.

Expressing which TRL zone your project sits as part of the application. For applicants whose tech solutions are currently in zones 1-2, stating how you plan to accelerate your tech through the TRLs during the project's 12-month delivery window will be important.

TRL	Description
TRL 1	The initial stages of scientific research are underway, with findings positioned to inform future research and development.
TRL 2	Initial findings are being translated into practical applications. This marks an early development phase where no proof of concept for the technology has been established.
TRL 3	This is the Proof-of-Concept stage, where active research and development activities are initiated. This phase involves conducting analytical and laboratory studies to validate the feasibility of the proposed technology.
TRL 4	Basic technological components are integrated to establish their compatibility and functionality, albeit at a relatively 'low fidelity' stage in a lab environment.
TRL 5	The fidelity of the technology increases significantly at this stage. Basic technological components are integrated with reasonably realistic supporting elements to facilitate testing in a simulated environment.
TRL 6	A representative model or prototype, which closely resembles the desired configuration and is significantly more advanced than at TRL 5, is tested in a relevant simulated operational environment or laboratory, marking a major step up in the technology's demonstrated readiness.
TRL 7	A prototype at the planned operational level is ready for demonstration in an operational environment, including activities such as prototype field testing.
TRL 8	The technology has been proven to work in its final form and under expected conditions. Activities include developmental testing and evaluating whether it meets operational requirements.
TRL 9	The technology is applied in its final form under real-life conditions, as encountered in operational tests and evaluations. Activities include using the innovation in actual operational settings.

Project Scope

The CXTech Programme is designed to be open-ended, welcoming a diverse range of innovative solutions that address the challenges and opportunities within Jersey's visitor and retail economy. You are encouraged to demonstrate how your projects can make a significant contribution to enhancing customer experiences, improving operational efficiencies, and promoting sustainable practices within the following sectors: tourism, retail, hospitality, supply chain, transport, and logistics.

Potential use cases include, but are not limited to:

- **Enhancing Customer Experiences:** Projects that leverage technology to enhance the customer journey, providing personalised and engaging experiences for both local residents and visitors. This could include solutions such as:
 - Developing interactive platforms that provide real-time information and recommendations tailored to individual preferences.
 - Creating seamless booking and payment systems that simplify the process for customers across various platforms.
- **Improving Operational Efficiencies:** Projects that focus on optimising business operations within the targeted sectors, leading to increased productivity and cost-effectiveness. This could include solutions such as:
 - Developing data-driven platforms that enable businesses to monitor and analyse customer behaviour, inventory management, and supply chain logistics.
 - Implementing automation solutions that streamline processes and reduce manual effort, such as robotic process automation (RPA) for repetitive tasks.
 - Creating tools that promote responsible sourcing and consumption, supporting local businesses and sustainable products.

Judges will be looking for creative and impactful solutions that can be effectively implemented and scaled across the island. You should provide a clear and compelling demonstration of how your technology will contribute to a better customer experience across Jersey.

Conflict of Interest

It is important that there are high levels of integrity and public trust in Digital Jersey's administration of the Impact Jersey scheme. You must therefore declare on the application form any possible conflict you may have with anyone involved with the programme management, delivery, judging or oversight.

Applications from family members, business partners, or businesses partially or wholly owned by any of the Digital Jersey Directors on the decision-making Steering Committee for this grant programme will not be accepted. Any other conflicts will be reviewed and managed with appropriate controls as necessary.

Judges and Judging Criteria

Applications will be assessed by a panel of independent judges, appointed by Digital Jersey. The Judges will make recommendations of projects to fund to the Impact Jersey Steering Committee. The Steering Committee will then review these recommendations and approve successful applications (subject to completion of due diligence requirements).

All applications will need to demonstrate the following:

1. The Solution and innovation (25%)

- Quality of tech solution and the innovation it brings
- Potential impact on the target market
- Will it change the dial for Customer Experience in Jersey?

2. Stakeholder Engagement (10%)

- Is the proposed solution being deployed in Jersey?
- Has the project plan demonstrated stakeholder buy-in? If so, how?

3. Project Delivery (45%)

a) Project Plan and Timeline (20%)

- Does the applicant detail a clear roadmap for deployment of the solution, including key milestones, deliverables and deadlines?

b) Leadership and Experience (10%)

- Does the applicant demonstrate the leadership structure and operational experience to deliver a successful project?
- Has the solution been deployed successfully in other jurisdictions?

c) Resource Management (15%)

- Do financial resources seem well detailed and appropriate?
- Does the application include plans for scaling and maintaining the solution beyond the initial funding period?
- Have the grant stage payments requested been clearly set out and explained, aligned to appropriate delivery milestones?

4. Impact and benefits (20%)

- Does the application demonstrate appropriate levels of benefits and scale?
- Will the benefits be delivered in the 0 – 12 month window?

- Does the application demonstrate how the benefits will be measured?

Successful Applications

Depending on the number of applications to process and the number of pitch presentations to undertake, we will be in contact in March to confirm all successful applications. This is a competitive process and the total funding available is limited to £500,000.

This programme is part of the wider Impact Jersey scheme, so there may be future opportunities to apply for Impact Jersey funding if your application is not successful this time around.

Following final due diligence checks, successful applicants will work with Digital Jersey to agree on a performance assessment criteria for your project which will be set out and agreed in the grant agreement.

Grant payments will be staged and aligned to the completion of key project deliverables and cashflow forecasts. At agreed milestones (as set out in the Grant Agreement), an assessment will be undertaken by Digital Jersey to ensure progress has been made and deliverables have been completed. Upon satisfactory completion of this assessment, subsequent stages of funding may be released.

If Digital Jersey is not satisfied that progress has been made, even after providing a reasonable time for remediation, Digital Jersey will withhold the payment. The criteria for making this assessment will be clearly set out in the grant agreement. Discussions will be held with Digital Jersey on next steps in such circumstances.