

# MSIP ACCELERATOR APPLICATION GUIDANCE



**MICHELIN SCOTLAND  
INNOVATION PARC**

**ACCELERATOR**

**POWERED BY SKILLFLUENCE**



SKILLFLUENCE



Scottish Enterprise

The MSIP Accelerator is part funded by Scottish Enterprise.

## **ABOUT MICHELIN SCOTLAND INNOVATION PARC**

Michelin Scotland Innovation Parc, an ambitious joint venture between Dundee City Council, Michelin, and Scottish Enterprise, is a world class Innovation Parc focused on sustainable mobility and decarbonisation.

Covering a 32-hectare site in Dundee, MSIP aims to deliver a world class innovation centre, driving global research while influencing and supporting breakthroughs in sustainable mobility and decarbonisation.

As well as large, flexible space, tenants will have access to an innovation campus, a skills academy, business support and competitive, green energy delivered from sustainable sources. An Innovation Parc created to drive growth and diversity in the Scottish economy while addressing the global climate emergency.

Underpinning all activities at MSIP is a collaborative approach to achieve the goal of net zero.

Further background information on MSIP and its vision are available [here](#).

## **THE MSIP ACCELERATOR**

The MSIP Accelerator is an intense business accelerator designed to help ambitious young companies who are developing new solutions in sustainable mobility and decarbonisation achieve a step-change in their business.

It's a structured programme modelled on best-in class tech accelerators. It will help you achieve a step change in your venture, building confidence and momentum. The MSIP Accelerator is structured around 3 key pillars of activity:

1. Learning – Gaining proven start-up skills, tools and frameworks.
2. Executing – Applying learnings to your venture.
3. Connecting – Growing your network, learning from experts and meeting investors.

## **THE CONTENT**

The MSIP Accelerator is designed to help you to:

- Decrease risk, uncertainty and fear
- Increase confidence, clarity and momentum.
- Increase the chances of funding/investment, ultimately the probability of success.

The MSIP Accelerator is delivered over 16 weeks, including:

- **Self-Study e-learning module (weekly):** - Accessed via a private portal so you can explore at your convenience.
- **Live On-line Workshops (weekly):** – Interactive workshop to practice key concepts with peers, linking to how you can apply to your venture.

- **Group Coaching (Bi-weekly):** Facilitated peer-to-peer sessions where the cohort works together to overcome challenges and learn from each other.
- **Industry Roundtables (Bi-weekly):** Networking & speaker events featuring sector and subject matter experts.
- **Mentoring Sessions:** Access a network of mentors to gain valuable insights and wisdom.
- **Investment Mentoring:** 1:1 session with an experienced investor to discuss your funding strategy.
- **Pitch Event:** A final pitching event which includes a panel of investors and funders, giving you the opportunity to showcase your venture.

## THE APPLICATION PROCESS

Applications are open with all application information available at <https://www.msipdundee.com/our-parcs/innovation/>. All applications will be assessed on a rolling basis until the closing date of 1st July 2022 at 12 noon.

We are encouraging early applications as there's only space for 15 companies/teams on the programme. We are reviewing applications on a rolling basis, so the sooner you apply, the sooner we can start reviewing your fit for the programme.

This document details the questions you'll be asked in the application form. We suggest that you prepare all of your answers in a Word (text) document in advance as the form must be completed in full at the time of application. This will allow you to easily cut and paste into the online application form.

You'll also need to upload a video pitch as part of the process so make sure you have it ready when you want to apply.

Apply once you're ready via this link: <https://form.jotform.com/221153911319348>. You will be notified when we receive your application.

You will receive communication from the MSIP Accelerator team inviting you to select a 30-minute time slot for interview. These will take place on a rolling basis bi-weekly, on a Friday afternoon. The interview will be with 2 MSIP Accelerator Programme team representatives who are really keen to meet you, find out more about you, your company, your innovation and the stage you're at. We can also share more information about the programme, MSIP and what's on offer to participants. We will use this as part of our final selection process.

## APPLICATION TIMELINE

- **9 May – 1 July 2022** – Call open, applications invited at the earliest opportunity. All applicants are required to participate in an interview which will be held biweekly - apply early to get your choice of date and time.
- **1 July** – Applications close at noon
- **w/c 15 August** – Participants notified of outcome and will be onboarded.
- **30 August** - Formal start of the programme.

## APPLICATION FORM QUESTIONS

**Company Details** *Please provide us with details of your company here*

1. Company Name – Please provide the legal company name
2. Company Website – Please provide your web address
3. Company Details – Please provide a short description of your company, technology and growth ambitions

**Contact Details** *Please provide us with contact details for your company here*

1. Applicant Name - First name and Surname
2. Applicant Email – Please provide your Email address for all future communications
3. Applicant Contact Number – Area code and Phone Number
4. Company Address – Street Address 1, Street Address 2, City, State/Province, Post/Zip Code

**Strategic Fit** *We will use the information provided here to ensure that all MSIP Accelerator participants align with MSIP's aims and ambitions*

1. MSIP Strategic Fit 1 – Select from dropdown menu: Sustainable Mobility; Energy; Decarbonisation; Data; Other.
2. MSIP Strategic Fit 2 – Please briefly describe your sustainability angle
3. Why do you want to participate in the MSIP Accelerator? – Please indicate what you to achieve through participating in the MSIP Accelerator programme

**Company Strategy** *Please share as much information about your stage of company development, growth and vision*

1. Company Stage – Please describe at what growth stage your company is using the following questions as a guide. How is the company currently funded? At what stage is your product/service development? What is the technology/readiness level of your solution?? Do you have any Intellectual Property? Do you have any turnover? Have you already raised investment?
2. Company Vision – Please share your company visions and ambitions
3. The Team – Please share information about the team behind the company. Who are they? Will some or all participate in the MSIP Accelerator Programme? What are their key strengths and weaknesses?> What gaps or development needs have you identified?
4. Company Support – Does the company already receive support from mentors, advisors or agencies and if so, please name them where possible. Please indicate who adds value to the company.
5. The Competition – Do you know what your competition is and how are you going to face this?

**Company Investment** *Please provide an indication of your investment requirements in the future*

1. What investment does the company need to raise in the next 12 months? – Select from dropdown menu: Less than £50,000; Between £50,000 and £100,000; Between £100,000 and £250,000; Between £250,000 and £500,000; Between £500,000 and £750,000; Over £750,000; Don't know
2. What investment does the company need to raise in the next 36 months? Select from dropdown menu: Between £50,000 and £100,000; Between £100,000 and £250,000; Between £250,000 and £500,000; Between £500,000 and £750,000; Between £750,000 and £1,000,000; Over £1,000,000; Don't know
3. What will this investment allow the company to deliver? – What are the activities and outcomes that the company will achieve as a result of the investment?

**Participation Incentives** *We want to offer tailored and valuable support to each participant, please indicate what is most important to you.*

1. Workshop Space – MSIP Aims to offer companies the use of an Innovation Lab for the duration of the MSIP Accelerator programme. Will the company require use of an Innovation Lab? Selecting “Yes” does not commit you to anything. Select from dropdown list: Yes; No; Don't know yet.
2. Networks – What expertise, knowledge or contacts would be most useful for the development of your company in the next 3-6 months?
3. Free text – Any other relevant information you would like to share.
4. Why should the company be a part of the MSIP Accelerator? – Pitch the company to us by submitting a 60 second video explaining why your innovation is the next big thing. Please insert link to YouTube, Vimeo or other.