

Project Specification Template

Tender details – the opportunity

Company name	Vitality 1 Health Care Ltd
Company address	17 Station Rd West, Stowmarket, IP14 1EF
Description of company activity/SIC code	46341 SIC Vitality 1 Health Care Ltd is a food and drink developer. The Vision of the company is to develop food and drinks that will benefit you from a healthy & wellness point of view. The flagship product for Vitality 1 Health Care is a natural energy drink called youthenergy, this energy drink is approved by the Vegetarian Society and gives you sustained energy.
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	<p>The main objective of the study is to research how a natural energy drink affects your energy levels successfully with sustainability, and can also help you focus. We would like to research such aspects as volume taken, when the drink is taken and ages and reactions of people at various fitness levels. This would involve studies on the ingredients and benefits each ingredient would give you/does not give you. We need to extensively test the plant ingredients such as artichoke and yerba extract for its effect on the brain memory and heart protection, while it is a naturally proven benefit for memory loss we would like to test the effects taken via the drink.</p> <p>The metabolic performance is very important and how youthenergy can enhance your body’s energy levels. It would also advance the new product if we could better understand caffeine levels that make you feel more energized and the sugar levels (or similar ingredients) that will help to keep you physically active longer. We would like to analyse the proven effect of the energy drink being effective without the use of chemical taurine and the proven effect that taurine causes the brain to and nervous system to become sleepy causing addiction of energy drinks on competitors chemical versions of energy drinks. Tests for taurine free drink to register evidence that a turbine is ineffective and unnecessary</p> <p>Muscle function in these studies would also advance the understanding of performance.</p> <p>We would then like to look in detail at energy levels with sports people and effectiveness of drinking the energy drink 30 minutes before activity, right through to one hour before two, three, four hours etc. To test the effects of</p>



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	<p>mate biloba for its muscle building properties and its effectiveness on lifting fatigue/</p> <p>These studies could really affect how people consume energy drinks and when.</p> <p>With the advances Vitality 1 Health is making in the sports and wellness fields these studies are key.</p> <p>The objective of the studies is to develop a new energy drink, based on research we would obtain.</p>
Company's current situation – existing project team and innovation project development stage (max 400 words)	<p>Currently we are working with three main sports clubs and two Sports Scientists and have an ex professional footballer on our team. Vitality 1 Health have worked in detail with the clubs and Sports Scientists to develop systems on when we think you should drink an energy drink such as youthenergy. We have then worked with the ex footballer to understand the fitness regime and develop plans to benefit the sports person/fitness person.</p> <p>Currently we have five people that are working on the innovation side.</p>
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	<p>We believe we require more people to undertake studies with, require Science, Nutrition, Doctors and product to be tested from lab point of view, with a focus of re educating people on the benefits of energy drinks that our plant based and more natural.</p>
Required timescales(if any) for Project Start and duration, and if applicable anticipated product launch date	<p>We ideally would like to launch the project in July and see the first studies taking 12 months.</p>
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	<p>We believe that we would have a budget of betwe25,000.00 to 50,000.00 pounds</p>
Company Contact for further information	<p>Jason Freeman Jason@youthenergy.uk 07966-795888</p>
Required tender response date (min 20 working days from posting of advert)	
<p>Responses are sought from organisations classified as Knowledge Bases, defined under the ERDF Definition of the Knowledge Base: Higher Education, Further Education and Research Entities which are: UK Public Sector Research Establishments, Research and Development Organisations, Research and Technology Organisations.</p> <p>The Company is seeking a Knowledge Base partner to work with them to develop a project which, dependent on a successful Grant Application, will be supported by the KEEP+ ERDF project using</p>	

one of the three types of intervention described below. Please also see KEEP+ website – link.

The Company would like to work with a Knowledge Base partner under a two stage contract.

In Stage 1 they need the expertise of a Knowledge Base partner to develop and design the project which will deliver the solution for their business need and support their grant application to KEEP+. The Company have already secured a Grant from KEEP+ of up to £1k to fund 50% of the cost of this activity, subject to them procuring a suitable KB partner.

In Stage 2, if the grant application to KEEP+ is successful, the Company requires the expertise of the Knowledge Base partner, to work with them to deliver the solution i.e. the project intervention supported by the KEEP+ grant.

Criteria for Decision making	Assessment criteria are as follows <ul style="list-style-type: none"> • Expertise fit • Timing fit • Suitability of proposed methodology Weighting is determined by the SME partner
Date for Contract Decision	Minimum of 20 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.

Further details for potential respondents

You are responding to a tender for an activity which is eligible for part funding by the European Regional Development Fund, specifically under the KEEP+ Programme.

The KEEP+ Programme aims to support SMEs to develop new products and services by fostering long term collaborative relationships between Knowledge Bases – Universities and research institutions – and SMEs who need expertise and support for innovation.

Please see KEEP+ website for further information www.KEEPplus.co.uk or contact the KEEP+ project team 0845 196 4310 carole.randall@anglia.ac.uk or 0845 196 4207 cheryl.cook@anglia.ac.uk

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- Innovation Internship (max 12 week duration) –this intervention involves a graduate intern working on a relatively short term activity, they are based within the beneficiary company - grant allowance 50% of eligible costs to a maximum of £2,828.00 (please note, NO stage 1 grant).
- KEEP Knowledge Exchange Embed Partnership (12 month duration) -this intervention involves a graduate working on a mid- to long-term activity with the support of a specific academic staff member, the graduate is based within the beneficiary company - grant allowance 50% of eligible costs to a maximum of £30,275.00 revenue (including maximum Stage 1 grant) and £6,000 capital.



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- KEEP Research and Innovation Collaboration (no fixed duration) this intervention involves an academic colleague working on a short- to long-term activity, they are based at the Knowledge Base but with regular face-to-face interaction with the beneficiary company - grant allowance 50% of eligible costs – these grants have an average cost of £19,250.00 revenue (but may range from £5,000-40,000, including maximum Stage 1 grant) plus a strict maximum of £6,000 capital.
- Capital grants are only available for the KEEP or Research and Innovation Collaboration projects, not Innovation Internships and any capital items must be procured separately.

The following is a guide to the types of cost that you should expect to occur should your application be successful;

- Innovation Internship (max 12 week duration) – intern wage, administrative support
- KEEP Knowledge Exchange Embed Partnership (12 month duration) –project development, associate wage, academic wage, administrative support, training and travel (on the part of the knowledge base employees), minor equipment (please note there is a potential separate grant for major capital purchases), recruitment
- KEEP Research and Innovation Collaboration (no fixed duration) –project development, academic wage, administrative support, consumables (please note there is a potential separate grant for major capital purchases)