

KEEP+ factsheet for SMEs

Are you an SME developing an innovative new product or service?

Are you looking for specialist expertise to develop and help commercialise your innovation?

You may be eligible to benefit from the KEEP+ programme

What is KEEP+?

The KEEP+ Programme is led by Anglia Ruskin University and delivered in partnership with, University Of Suffolk, University of Brighton, University of Essex, University of Greenwich, University of Hertfordshire, University of Kent and the East of England Local Government Association. We help you access funding accelerate the development of new products and services, bringing you together with academic experts and talented graduates who'll work with you to bring your innovation to market. We'll also enable you to network with larger corporates and the public sector.

What's in it for me?

Depending on which part of the KEEP+ Programme you choose to access:

- An injection of expertise into your company to help you
- Access to expert staff without the liability for directly employing them
- The opportunity to work with leading academics and address your research needs
- The chance to network with key players in your field

What's on offer?

The range of opportunities to engage below can cover a wide variety of business needs and scenarios and all are subject to financial assistance from the European Regional Development Fund (see Who's paying?).

- KEEPs (Knowledge Exchange and Embed Partnership) – these involve the formation of a partnership between an SME and typically a university (the Knowledge Base), the identification of an eligible activity (i.e. the development of a new product or service) and the hiring of a qualified graduate (by the Knowledge Base) who will then work within the SME to achieve agreed goals. There is a supporting capital grant available (max purchase value £20,000) for those projects which need to make capital investment to realise their goals. KEEPs are a match-funded activity (see below, 'Who's paying?')



- The KEEP Research and Innovation Collaboration - a collaborative research and development activity with a Knowledge Base, for projects that require more feasibility work and greater levels of research support than KEEP. There is a supporting capital grant available (max purchase value £20,000) for those projects which need to make capital investment to realise their goals. KEEP R&I Collaborations are a match-funded activity (see below, 'Who's paying?')
- Innovation Internships - for SMEs in need of graduate level skills to develop a new product or service. Innovation Internships are a match-funded activity (see below, 'Who's paying?')
- Innovation Network Events – a series of events (free to SMEs) that bring public and private sector players together with universities to focus on opportunities for collaboration and innovation.

Who's paying?

The KEEP+ Programme is a match funded activity, with part of the cost of each activity being met by the European Regional Development Fund and part by the beneficiary SME. SME contributions are as follows:

| SME contribution to costs | | |
|---------------------------|-------------------------------------|--------------------------------------|
| | Revenue towards running the project | Capital (max purchase value £20,000) |
| Innovation Internships | 50% | n/a |
| KEEPS | 50% | 70% |
| KEEP R&I | 50% | 70% |
| Innovation Network Events | FREE! | n/a |

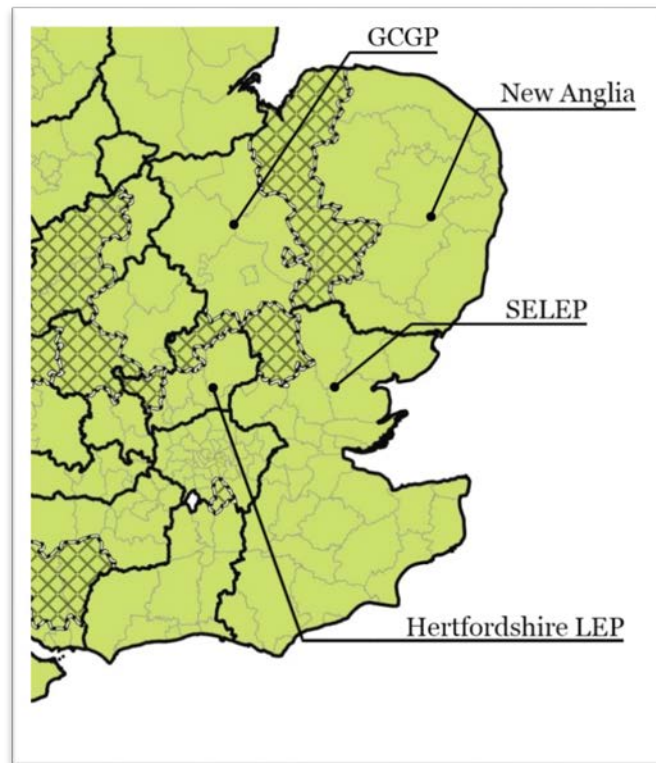
It should be noted that an SME will be required to pay to the relevant Knowledge Base the entirety of costs upfront and will claim back the percentages listed above retrospectively from the KEEP+ Programme itself. The schedule of the payments from the SME to the Knowledge Base is a matter for the partnership to decide, however no funds can be reclaimed from KEEP+ before they have been fully paid and evidenced by the SME.

Am I eligible?

To qualify for KEEP+ funding every project must be focussed on what the EU recognises as a small to medium sized enterprise (SME). To understand the full definition of an SME please read SME Definition User Guide - 2015, the following provides only a summary of the most relevant points. To qualify as an SME the business must:

- Be considered as an enterprise - an enterprise is "any entity engaged in an economic activity (the sale of products or services at a given price, on a given/direct market), irrespective of its legal form"
- Have its registered head office, as per its Companies House records, within England, ideally within the Programme's qualifying geographical area (SELEP, GCGP, Hertfordshire and New

Anglia Local Enterprise Partnership (LEP) areas - see map below) OR have at least 75% of its economic activity occurring there



KEEP+ qualifying geographical area

- Employ fewer than 250 persons (including full/part-time/seasonal employees, owner/managers, secondees)
- Have EITHER an annual turnover not exceeding 50 million euro, OR an annual balance sheet total not exceeding 43 million euro as evidenced by last approved annual accounts or in the case of new businesses by a declaration from the SME containing a bona fide estimate of future turnover (exchange rate to be used is 1 euro = 0.78 pound sterling)
- Be no more than 25% owned by another company

If a potential SME partner has their registered head office outside the qualifying area but carries out at least 75% of their economic activity in that area they would have to complete an additional KEEP+ Economic Activity Statement form which **MUST** be submitted alongside their eligibility form.

What will I need to do if I am interested?

Make sure your business is eligible for the Programme – complete an SME Eligibility form and return it to the KEEP+ Programme Management Team, they will be able to tell you if you're eligible

Make sure your business needs match the goals of the Programme – will you be creating a new product, process or service, or adopting one internally? Will you be creating a job or jobs by doing so? What the Programme can fund is decided by the funding priorities of the European Regional Development Fund and to succeed an activity needs to address those priorities. If in doubt please contact the KEEP+ Programme Management Team to discuss.

Find a university (Knowledge Base) partner – this relationship must be formally procured by the SME using the approved KEEP+ methodology.

Make an application - once you've formed your partnership an application will be made, this process is led by the Knowledge Base partner but with full input from you as the SME, it's your business need that the Programme seeks to address and it's vital that the activity is focussed on your needs and priorities.

What will I need to do if I am successful in applying?

What you as the SME partner will need to do if you are successful in applying to the KEEP+ Programme depends on what part of the offer you access. Below is a summary of what you'll need to do.

For the KEEP+:

- Take part in the Associate recruitment process (in partnership with the Knowledge Base Partner work up a person specification and job description, take part in the interview and selection process)
- Host the Associate, managing them on a day-by-day basis
- Contribute towards Interim and Final Reports
- Provide evidence of your monetary contributions towards the costs, copies of invoices and proof of payment to the Programme Management Team
- If a capital grant is involved to provide procurement evidence, copies of invoices and proof of payment to the Programme Management Team
- Respond to all audit-related enquiries and requests in a timely and accurate manner

For the KEEP R&I Collaboration:

- Contribute towards Interim and Final Reports
- Provide evidence of your monetary contributions towards the costs, copies of invoices and proof of payment to the Programme Management Team
- If a capital grant is involved to provide procurement evidence, copies of invoices and proof of payment to the Programme Management Team
- Respond to all audit-related enquiries and requests in a timely and accurate manner

For the Innovation Internships:

- Take part in the Intern recruitment process (in partnership with the Knowledge Base Partner work up a person specification and job description, take part in the interview and selection process)
- Host the Intern, managing them on a day-by-day basis
- Contribute towards the Final Report
- Provide evidence of your monetary contributions towards the costs, copies of invoices and proof of payment to the Programme Management Team
- Respond to all audit-related enquiries and requests in a timely and accurate manner

For the Innovation and Dissemination Network Events:

- Book onto the event, turn up, gain information and make connections!

How do I proceed?

Get in touch! Firstly, the KEEP+ Programme Management Team will need to check your eligibility, once we've done that, and depending on what part of the Programme you'd like to access we can help you find a Knowledge Base Partner or make sure that an institution you are already speaking to knows what's involved with accessing KEEP+ funding. To get started please contact:

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