

Expression of Interest “Challenge Statement” form

Introduction & Background

Brief introduction that provides background and context for the reader (approx. maximum 500 words);

Customer Response:

Problem Statement

Describe the problem you are encountering in sufficient detail that allows the reader an understanding of the challenges you face. This should include:

- *Clear description the problem challenge or business need*
- *Describe the current situation and how we expect this project to change it*
- *The expected technical outcomes of overcoming the problem.*

(approx. maximum 500 words)

Customer Response:

Previous Attempts to Solve the Problem

Describe what previous attempts have been made to solve the problem.

- *Approaches taken, including analytical methods used;*
- *Barriers identified*
- *Conclusion of these efforts.*
- *Have you seen a solution to a similar problem in another application / field?*

(approx. maximum 500 words)

Customer Response:

Solution Specification

If defined, what are the key criteria the solution must fulfil? What criteria are desirable but not essential?

- *Things to consider: Functionality, Customisability, Adaptability, Accessibility, Availability, Compatibility, Interoperability Scalability, Accuracy, Precision, Security, Privacy, Ethical, Licensing/IP.*

(approx. maximum 500 words);

Customer Response:

Expected or Estimated Impact/Value of the Project to your Business and/or Potential Impact to Wider Industry, Society, etc.

Please complete the boxes below (approx. maximum 100 words) each:

Will there be an increase in revenue from sales? (Include estimated value in £).	
Will there be an increase in revenue from licensing? (Include estimated value in £).	
Will there be an increase in revenue from exports? (Include estimated value in £).	
Will the quality of products or services improve?	
Will there be an increase in employment of staff?	
What impact on productivity could be achieved? (Include efficiencies in processes, cost reductions in products or skilled services)	
Will the successful completion of the project provide a technological advancement to gain competitive advantage?	
What timescale would you expect to realise the benefits described above?	
Will the successful completion of the project accelerate the route to market for your product or service, and if so how?	
What benefits could the project have more widely to your industry?	
What benefits could the project have more widely to your geographical region?	
What other impacts could be expected from this work?	

Company Details

Please complete the boxes below:

Company name	
Companies House registration number	
Company's registered address (head office)	
Company's trading address (if different)	
Postcode where majority of work will be carried out	
Lead contact at company and contact details	
Total number of staff and size of organisation	
Where did you hear about the Automotive Sector Call programme	
Suggested technologies or equipment to be used (if known)	