**Innovation in Digital Engineering – Automotive Sector**

**IDEAS Round 3 | Expression Of Interest**

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| **Introduction & Background***Brief introduction that provides background and context for the reader (approx. maximum 500 words)* |
| **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*

*(approx. maximum 500 words)* |
| **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)* |
| **Solution Specification** *Describe 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.*
* *The expected technical outcomes of overcoming the problem.*

*(approx. maximum 500 words)* |
| **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)* |

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| Will there be an increase in revenue? Including sales, licensing, exports, etc. (Include estimated value in £). |  |
| Will the quality of products or services improve?  |  |
| Will there be an increase in employment of staff? |  |
| What is the expected business impact of the solution (inc. approx. timeframe)? | *e.g., new product offering in 12 months, new product feature in 6 months, immediate process improvement, overcome barriers to progress, etc?* |
| Will the successful completion of the project provide a technological advancement to gain competitive advantage?  |  |
| 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?  |  |

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| **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 |  |