



UK Research  
and Innovation

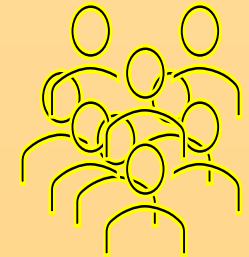
# Designed for Ageing Competition The Design Stage Gate Mechanism

---

Healthy Ageing Challenge

# Differential: Design Stage Gate Amplifier

Gate	Criteria
1	User Engagement
2	People-Centred Design
3	Take Up & Acceptance Within Practice Community
4	Augmented Proof of Market Statistics
5	Updated Business Plan: Fair View



# Assessment

Medium/Activity	Method
1. Monthly meetings with Design Innovation Lead – guidance re evidence base and preparation for stage gate process	Monthly meetings to November 2022
2. Panel presentation and Q&A. Updated business plan	Expert panel, November 2022

# Design Stage Gate 1: Evidence of User Engagement

Gate Criteria	Score
1. Provide details of the user groups you have worked with on this project. Provide calendar evidence of user meetings and minutes.	
2. Describe the user feedback mechanisms you deploy on this project and the link they provide between your solution's insights and attributes.	
3. Provide representative(s) from user group for UKRI interview as evidence base for this criteria	

Requirement to include user representation in some cases – eg family or carers

# Design Stage Gate 2: Evidence of People Centred Design

Gate Criteria	Score
1. Provide details of adaptations you have made to your product or service through deploying people-centred design. Include reference to any risks identified.	
2. Provide user group representative(s) for UKRI interview as evidence base for this criteria	

# Design Stage Gate 3: Evidence of Take Up & Acceptance Within Practice Community

Gate Criteria	Score
1. Provide feedback from your user community to support that your evolving product or service meets an unmet need or solves a problem or embellishes quality of life.	
2. Provide feedback from your user community which supports the anticipated demand for your product or service	
3. Provide user group representative(s) for UKRI interview as evidence base for this criteria	

## Design Stage Gate 4: Augmented *Proof of Market* Statistics

Gate Criteria	Score
1. Can you evidence that your original <i>size of market</i> estimates have been proven/justified through use of your user community?	
2. Can you evidence via your user community that your solution is scalable? Have others become interested in your offering since the 'community' was established?	

Need to ensure that a purely rational market exists beyond the empathetic environment created by a typical HCD project

# Design Stage Gate 5: Updated Business Plan: Fair View

Gate Criteria	Score
1. Can you evidence that your business plan has evolved/been updated to reflect the application of the Design Stage Gate activity?	
2. Can you evidence that your commercialisation plan reflects the learnings re size of market	

Is the business plan an honest and fair representation of the opportunity and the HCD due diligence undertaken.



# The 'Yes And'... Consequences: Passing & Failing the Stage Gate

CATEGORY 1 PASS	SCORE AGAINST DSG >20
Funding Continues	Business Plan updated to reflect progress and learning from the Design Stage Gate
	Comms Plan – positive spin re pass of Design Stage Gate – develop as a brand attribute for companies.
CATEGORY 2 CONDITIONAL PASS	SCORE AGAINST DSG 15 - 20
Funding Paused – 3 months	Design Stage Gate criteria re-stipulated
Individually tailored per entrant	Funding continues provided criteria are met
	Signposted to help resources and continued MO/monthly meeting with innovation lead.
CATEGORY 3 FAIL	SCORE AGAINST DSG < 15
Funding Stopped – Fail Fast	No more claims after initial 6 m point period of risk



UK Research  
and Innovation

# Designed for Ageing Potential Future Opportunities – Your Vote

---

Healthy Ageing Challenge

# Potential Future Opportunities

## Opportunity

1. Workshop with Citizens Advice Business Development Team
2. Insight into the Alzheimer's Society Accelerator Programme
3. British Standards Industry: opportunity to learn more about a discrete set of inclusivity design standards and a roadmap to acquiring them.\*

\*Note there is no expectation from IUK that you acquire these BSI standards





UK Research  
and Innovation

# Designed for Ageing Publicity Embargo – Likely Lift 10 May 22

---

Healthy Ageing Challenge