

## **Expression of Interest (EOI) – Additional Guidance for Applicants**

This guidance is designed to support organisations completing the Expression of Interest (EOI) form for the Research Courses with Industry Scheme. It should be read alongside the information provided on the website.

An Expression of Interest is not a full application. Its purpose is to help us understand your organisation, your area of interest, and whether the scheme is a good fit for your needs. Submitting an EOI does not guarantee funding, but it allows us to explore feasibility and alignment.

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## General Tips Before You Start

- You do not need a fully scoped project, defined methodology, or confirmed academic partner, nor have had any prior involvement with a University.
- Short, clear, and honest answers are preferred over highly technical detail.
- Where word limits are given, responses do not need to reach the maximum if this is not necessary.
- Once started, you will not be able to edit the form — we recommend drafting responses in advance and copying them into the form once ready.

## About the Application Process

The application process has two stages:

1. **Expression of Interest (EOI)** – submitted via our Microsoft Form.
2. **Full Application** – invited only after the EOI has been reviewed and approved.

This guidance relates to the EOI stage.

## Data Sharing and Consent

The opening section explains how your information will be used and shared for programme delivery, governance, and funder reporting purposes. Agreement is required to proceed.

Your data will only be used in line with UK GDPR and University of Huddersfield policies. No marketing use or onward sharing beyond named partners will take place without consent.

If you do not agree with this section, you will be unable to progress into submitting the EOI.

## Section 1 – Contact Details

Please provide details for the main organisational contact for this EOI. This should be someone who:

- Understands the organisation's strategic or operational need
- Is able to discuss the proposed activity
- Can respond to clarification questions if required

This does not need to be a technical expert.

## Section 2 – Organisation Details

These questions help establish organisational context and confirm basic eligibility, including a presence within the West Yorkshire region.

You will also be asked about any previous collaborations with universities. If you have previously worked with a university (for example: through a student project, consultancy, funded research, or placement), a brief summary is sufficient.

### Example Response:

“We previously worked with a UK university on a short student consultancy project focused on process improvement within our operations team. This involved access to anonymised internal data and resulted in practical recommendations that were implemented internally. While this was a relatively small-scale engagement, it demonstrated the potential value of applied academic input.”

(No prior collaboration is also an acceptable response.)

## Section 3 – Scheme Interests

This section helps us understand the type and scale of activity your organisation is interested in. You can select multiple options at this stage, but you are not required to do so, as your selections are indicative only and do not commit you to a specific route.

Research degree routes (PhD and Research-Based Master’s) may involve either recruiting a new postgraduate researcher or supporting an existing member of staff to undertake a research degree as part of their professional development.

Industrial Placements involve hosting students who are already registered on a PhD programme to undertake a short, applied research project embedded within your organisation.

### Selecting a Research or Placement Route

You will be asked to choose the most suitable route(s). More than one may be selected at this early stage.

**PhD Programme (3–4 years):** Ideal for longer term projects with a requirement for more in-depth research.

**Research-Based Master’s (1 year, full-time):** Suitable for short, intensive research needs.

**Research-Based Master’s (2 years, part-time):** Ideal for organisations seeking a longer timeframe or reduced intensity.

**Industrial Placement for PhD Students (3 months):** Suitable for shorter applied projects.

**Industrial Placement for PhD Students (6 months):** Suitable for medium term applied projects.

**Industrial Placement for PhD Students (12 months):** Suitable for more substantial applied projects embedded within an organisation.

At this stage, selections are indicative only (unless you have already received academic advice and are clear on the most suitable route) and help us understand:

- Likely scale and duration of activity
- The most appropriate support route
- Whether further discussion may be helpful

Final decisions can be made later, following academic input.

## Section 4 – Project Idea

This is the section where you will provide details of your project and the question(s) you would like the research to address and is split into the following questions:

### 1. The Problem or Opportunity You Wish to Explore (250-word limit)

You will be asked to describe the issue your organisation is facing or the opportunity you want to investigate.

Please include:

- The problem or challenge your organisation is addressing
- Any background information or context that will help the academic team understand the situation

#### Example Response:

“We are seeking to improve the accuracy and consistency of patient-generated data captured through our remote monitoring devices. We are noticing variations in how data is recorded and transmitted, and we are unsure whether this is due to user engagement, device usability, or limitations in our current data processing workflow. We would like a researcher to analyse the root causes and help us identify ways to improve reliability, integration, and overall data quality.”

## **2. Why This Research Would Be Valuable (250-word limit)**

You will be asked to explain why the proposed research matters to your organisation or industry.

You may wish to include:

- How the research could support innovation or improvement
- Potential benefits, outcomes, or impact you hope to achieve

### **Example Response:**

“The company believes that enhancing our data quality will significantly improve clinical confidence in our technology. More reliable data would support better decision-making for clinicians, demonstrate stronger evidence of outcomes, and help us meet emerging digital health standards. This research will also help us position our product as a trusted, scalable solution within integrated care systems and expand into new clinical pathways.”

## **3. Expected Outcomes or Improvements (250-word limit)**

This section asks you to outline what positive changes you expect the research to enable.

You may wish to describe:

- Practical improvements (performance, accuracy, usability, efficiency, etc.)
- How findings could support product development, service delivery, or regulatory readiness
- How the research could support scaling, market growth, or adoption

### **Example Response:**

“We hope this research will help us significantly improve the performance and dependability of our remote monitoring platform. In particular, we want to understand how to reduce variability in patient-generated data and improve the predictive value of our analytics. Achieving these improvements would strengthen the clinical effectiveness of our product, support smoother integration with electronic patient record systems, and increase confidence among both clinicians and service commissioners. Long term, we believe these outcomes will help us scale our product into wider NHS pathways and improve health outcomes for the patients who rely on our technology.”

## Section 5 – Academic Involvement and Delivery

If you have already discussed your idea with an academic, please provide their details.

If you have not, you can proceed without naming any academic contacts — matching support is available after EOI review.

You may indicate a preferred host university. This is not a commitment or guarantee but helps inform planning discussions.

## Section 6 – Eligibility and Funding Checks

These questions are required to meet funding, compliance, and audit requirements.

This includes information about the size of your organisation, organisation type (e.g. public or private), and whether you have received any other grants, external funding, or public subsidies.

Additional questions may appear depending on your responses, including:

- If your organisation has over 250 employees or is a public organisation, you will be asked to explain why support from this scheme is needed at this stage, and what the funding will enable that may not be possible through existing resources or other funding options.
- If you are a public organisation, you will be asked about private-sector partners and how potential commercialisation opportunities may be developed.

Declaring previous grants or funding will not automatically exclude your organisation and is standard practice.

## What Happens Next

You will be assigned an [In-Path](#) Relationship Manager if you do not already have one.

Once initial due-diligence checks have been completed, the EOI is submitted to two independent academic reviewers to assess its feasibility as a research project. Feedback will be provided to you on the outcome of the reviews.

There are a few possible outcomes:

- Approve
- Approve with Recommendations
- Approve Subject to Conditions
- Further Documentation Required
- Reject

If the EOI has been approved, you will be supported by the programme team and academic partners to develop a full academic project brief to be submitted for review.

Where no academic partner has already been identified, your Expression of Interest will be shared across the partner universities to identify and ensure you receive the relevant academic expertise.

If an EOI is not approved, this does not necessarily represent the end of the journey. Some proposals may benefit from additional support to refine the research focus, better articulate impact, or improve alignment with scheme criteria.

Where appropriate, the programme team will provide feedback and offer guidance to help organisations rework or reframe their proposal for future consideration or explore alternative support routes.