



Interactive Futures Sustainable Fashion Challenge Application Guidance Notes

Open Call December 2023

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Online Application Form

Standard Questions

1. Full Name of Lead Contact

This should be the lead contact for the duration of the Challenge.

2. Contact Email Address

The preferred email address for the lead contact. Please ensure this is an email address belonging to a named individual rather than a generic or shared account.

3. Organisation Name (if applicable)

- Please provide your company name and number as registered at Companies House.

Eligibility Questions

1. How do you describe yourself as an organisation?

Please select the most appropriate description of your business from the drop-down menu:

- Game design/development
- Immersive content creation
 - Future Fashion Factory and the Applied Games Lab defines immersive content as experiences that engage people in a virtual, simulated, or augmented reality through game – and game-adjacent – technologies and/or the principles of game design.
- Media enterprise
 - Future Fashion Factory and the Applied Games Lab welcomes applications from the wider creative media sector conditional on them demonstrating the track record, core competencies and superpowers required.

2. Organisation Trading Postcode

- This should be your Principal Place of Business (PPoB) where the main day-to-day activities take place.
- Only organisations based in the UK are eligible to apply via Future Fashion Factory. This means your main place of business and/or operational activity must be within England, Scotland, Wales, or Northern Ireland. Overseas businesses are not eligible to apply to this Challenge.

Pitchdeck – Scored and Submitted Asset

All applicants to the Challenge must submit a simple Pitchdeck. This will be scored by InGAME, The Applied Games Lab and Future Fashion Factory, the Challenge Sponsor. We will assess:

1. Compatibility with Challenge mission and purpose.
2. Credibility to innovatively respond to the Challenge.
3. Capacity to undertake the work required by the Challenge.
4. Evidence of required core competencies and superpowers.

The Pitchdeck can be structured and designed how you want. The key is to make it compelling, convincing us that you are the right people to solve this challenge. To do that, at a minimum the pitchdeck **must** address and answer the following points:

1. **Ambition.** What do you/your organisation aspire to and why does it matter?
2. **Credibility.** Tell us about your/your organisation's track record. What have you worked on previously? What experience do you have?
3. **Capability.** Tell us about your/your organisation's ability to achieve its goals. Show us you have the core competencies needed.
4. **Superpowers.** What is your/your organisation's professional advantage? What are your team superpowers? What makes you unique?
5. **Impact & Growth.** Tell us why you are right for **this** challenge? How will it benefit you, your business and wider society? **Don't pitch us solutions.** Instead, tell us what makes you the right fit and how you will leverage the challenge to maximise market opportunities and societal impact.

You may add any other information you believe will strengthen your application, but we would advise applicants to keep Pitchdecks concise and to the point.

Pitchdecks can be submitted in the following formats:

- Google Slides (set to open access for anyone via a link)
- PDF

By submitting your Application and Pitchdeck, you confirm you understand the principle of equitable collaboration and commit to be available and actively participate in a) the Challenge process, b) maximising project outputs throughout the Challenge if you are successful and c) you agree to the Summary Heads of Terms.