**ASPiH Conference 2025**

**Dragons Den Application Form**

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***Please refer to the application guidelines***

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| **Lead Applicant Details** | |
| Name: |  |
| ASPiH membership number: |  |
| Institution: |  |
| Institution Address: |  |
| Department: |  |
| Email Address: |  |
| Telephone Number: |  |

**Section 1: Summary of the product**

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| **Summary of product** | | |
| What is the name of your product? |  | |
| Project Duration  (max 12 months) | Start: | End: |
| Area of Application | Simulated environment design | |
| Enhancement to a manikin/ new manikin | |
| Part-task trainer | |
| Remote technologies (AV, cameras, apps) | |
| XR/ AI | |
| Human factors/Ergonomics | |
| wearable technology for actors | |
| Other | |
| If you selected other, please describe the area of application of your product (**Maximum 25 words**) |  | |

**Section 2: Elevator Pitch**

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| **Elevator Pitch** |
| Please provide a short description of your product, the development team and the problem or added value that this product brings to simulation activities (**Maximum 200 words**). |

**Section 3: Product Details**

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| **Product Details** |
| This section should be **no more than 3 pages in length.** You should use each section to build a detailed description of your product.  **3.1.** Please provide a detailed description of your product. This description should be written in language accessible to a non-expert audience (any technical terms should be clearly explained). At a minimum, this description should outline the product, the issue it addresses, or the added value it delivers, and how your product might be of benefit to the simulation community.  **3.2.** Please provide an overview of your team, their roles and their expertise. Please use the table to state the contribution of each team member (stated as a %) in relation to their relevant contribution to the design, development and testing of the product.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Name** | **Role** | **Contribution to the design** | **Contribution to the development** | **Contribution to the testing** | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  |   **3.3.** Please provide a detailed description of the market analysis undertaken in relation to this product. The Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis format should be used.      **3.4.** Please state the expected impact of your product. You should describe how your product will deliver benefits within your target market at a national and international level.  **3.5.** Please describe the timeline for your product over the next 12 months. Please outline timeframes, milestones and deliverables that will be used to monitor progress of the project. |
| **References** |

**Section 4: Mentorship and Funding**

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| **Mentorship and Funding** |
| **4.1.** Please provide a short description of what type of mentorship and guidance you require to support the ongoing development of your product. You should indicate which company or companies, in your opinion, would provide the best mentorship for your team.  **4.2.** Successful applicants may be eligible to receive up £1000 in funding to support engagement with their Dragon(s) as part of the mentorship process.  Please indicate whether you would like your Dragons’ Den application to be considered for this funding support:  Yes  No  **4.3.** Justification for mentorship and funding  Justify why the requested mentorship and funding are appropriate for the requirements of your product (**Maximum 200 words**). |

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| **4.4**. Please describe the potential opportunities for patenting this product or of other commercially viable opportunities relating to your product which would be of interested to a prospective mentor. Please state **N/A** if this is not applicable. |
|  |
| **4.5.** Please declare any current or previous collaborations with commercial partners. Please provide details of any conflicts of interests, terms of contract or intellectual property rights which may affect the further development of your product. Please state **N/A** if this is not applicable. |

**Section 5: Peer Review**

Please provide the contact information of someone who is external to the development of your product but would be able to comment on the work activity of your team.

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| **Referee** | |
| Name of referee |  |
| Institution |  |
| Institution Address |  |
| Department |  |
| Email Address |  |
| Telephone Number |  |
| Please state this person’s suitability as a referee (**Maximum 100 words**). | |
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**Section 6: Declaration**

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| **Declaration** | | | |
| I certify that the information given on this form regarding INSERT NAME OF PRODUCT is accurate to the best of my knowledge.  To my knowledge the product described here represents the ideas, concepts and work activity of myself and co-developers and is not a modification of products submitted by others elsewhere.  All necessary permissions have been secured to permit the submission of this application to the ASPiH Dragons Den | | | **Yes/No**  **Yes/No**  **Yes/No** |
| **Name** |  | | |
| **Signature** |  | **Date** | |

**Completed application forms should be returned to** [**events@aspih.org.uk**](mailto:events@aspih.org.uk) **by**

**5pm on Friday 15th August 2025.**