

Alzheimer's Society Innovation

A product for every person at every stage of dementia

2024 Applicant Handbook



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Someone develops dementia every

3 seconds.

The total cost of dementia in the UK in
2040 is projected to be

£90 billion.

One in three do not have a
diagnosis and 61% report feeling

Unsupported.



The Challenge

By 2030 it is projected that 78 million people will be living with dementia globally. It is the biggest killer in the UK and it devastates lives.

Given the scale of the challenge that dementia prevents, it is vital that we do more to ensure that people can manage the condition as best as possible. To do this, we need to provide individuals, systems and the dementia workforce with products that will support them.

There is hope. There have been early-breakthroughs with disease-modifying treatments, and the identification of blood-biomarkers could transform diagnosis. Artificial intelligence heralds a new era where products can not only compensate for the loss of cognitive function but adapt with the progression of the disease. We are also starting to see politicians and systems leaders understand that dementia is the biggest health crisis of our age.

There are eight challenge areas we focus our work on.

1. Prevention

The Lancet commission (2024) identified 14 modifiable risk factors that could delay or prevent almost 50% of all dementia cases.

2. Getting a diagnosis

1 in 3 people living with dementia do not have a diagnosis. An accurate diagnosis is a critical first step in accessing help and support.

3. Adjusting to living with dementia

About 40% of family carers of people with dementia have clinically significant depression or anxiety.

4. Needing more care support

On average those living with dementia have four other health conditions making person centred care important but challenging to deliver.

5. System preparedness

The health and social care system is not prepared for the cost-effective delivery of the next generation of disease modifying treatments.

6. Hospital

By 2040 it is predicted that 1 in 4 people in hospital will have dementia, they are likely to stay longer and have poorer outcomes.

7. Needing an alternative home

Approximately half of all delayed hospital discharge days are due to delays in arranging care in the community or at a care home.

8. End of life

People living with dementia struggle to access appropriate palliative and end of life support.



Alzheimer's Society Innovation

Alzheimer's Society is the biggest dementia charity and the only dementia charity that delivers frontline support services, influences systems change and drives forward research.

The vision of the Alzheimer's Society Innovation team is to provide a product for everyone at every stage of dementia. The development of innovative technological products allows us to provide new ways of supporting people living with dementia. Commercialising these products makes them financially sustainable, allowing us to support more people, and to do so for longer.

Our Work

Catalyst

For the curious to learn and explore.

A short series of deeper dives into the various challenges across dementia systems, giving those who are keen to understand the problem space in more detail an opportunity to connect with others and learn together.

Launchpad

For the innovator to play, test and develop.

Ideas ready to be tested and refined, this support package will help individuals and teams move towards their first product and will explore different business models and routes to further development and funding.

Accelerator

For solutions and products to reach those who need them.

An investment programme for enterprises of all sizes - whether a startup, spinout, or medium-to-large business - to help get the best products with the biggest potential into the hands of the people who need them the most.

Dementia Innovator Programme

For health and social care professionals to bring their ideas to life.

A pilot programme, in collaboration with the NHS clinical entrepreneur programme, for professionals both within and outside the NHS in clinical and non clinical roles, aimed at supporting those with an idea that could help improve the lives of people affected by dementia. It will give individuals the skills and knowledge to develop their innovation, while giving them access to a network of mentors, healthcare professionals and industry experts. Find out more [here](#).

Longitude Prize on Dementia

An international £4.4m challenge prize.

A challenge prize to drive the creation of new easy-to-use tools that people living with the early stages of dementia can use to help them retain their independence for longer and continue to do the things that bring them joy and purpose.

Alzheimer's Society Programmes

More detail on each of our two live support programmes can be found on pages 11 to 18.

Overview

	 Alzheimer's Society Innovation Launchpad	 Alzheimer's Society Innovation Accelerator
Duration	Four months part-time	11 months full-time
Applications Open	14th Oct 24	28th Oct 24
Applications Close	13th Jan 25	6th Dec 24
Kick-off	25th Feb 25	6th May 25
Cost	Free	Free
Audience	Individuals/teams with early stage ideas	Investment-ready businesses
Investment	No	Yes
Idea Space	Hospitalisation	Open



Innovation Collective

Alzheimer's Society Innovation Collective is a community of experts by experience and experts by profession across the dementia and innovation worlds. They provide advice and mentorship to those involved in each of our innovation support offers. By harnessing the support of experts from a variety of backgrounds, we can provide additional connections and expertise every step of the way.

Expertise and experience includes, but is not limited to, personal experience of living or supporting someone with dementia, leadership and team building, marketing, legal and Intellectual Property advice, business strategy support, physical and digital product design and prototype-building, manufacturing, user-experience research, sustainability and corporate social responsibility.



Innovation Investment Portfolio

Since 2019 we have invested over £1 million in fifteen companies through the Accelerator Programme, partnering with a mix of start-ups, small and medium sized companies and universities. Our two current Accelerator partners are [Memory Lane Games](#) and [Tasty Spoon](#).

We also continue to support our alumni partners where possible to ensure their products continue to reach people affected by dementia and we can continue to invest in innovations of the future through the return on our investment. Within our innovation product investment portfolio we currently have ten products at market with more expected in the near future!

You can check out the products at the links below:

[Jelly Drops](#), [HUG™ by LAUGH](#), [Eargym](#), [Sibstar](#), [Recreo VR](#), [Pobroll®](#), [Cognitive Books](#), [Lift the Lid](#), [Feel Good Folder](#), [Fidget Widget](#).

Our partners within the portfolio have sold over

3m units.

They have gone on to secure follow-on funding of more than

£5 million.

This means our products have given 100,000 people living with dementia

Support.



Launchpad Offer

Process

The launchpad support package is designed to be bespoke in content and cyclical in delivery, so that we can meet teams where they are at and through a process of feedback, iteration and development considerably shape their idea and product offer.

Outcomes

Throughout Launchpad you will be supported to:

- Identity your customer base and test with them the value of your solution
- Create and/or develop a viable business model and go-to-market strategy to commercialise your idea.
- Create a compelling argument to outline the size of the problem you are looking to fix, drawing on large dementia datasets and testimonies.
- Create a robust evaluation plan so that you can pitch for pilot opportunities.

This will enable you to, on the back of Launchpad, bid for funding and investment to take your idea to the next stage.

Through Launchpad, you will have access to 1:1 business coaching from **Good Innovation**, 1:1 dementia coaching from a Senior Innovator at Alzheimer's Society. Masterclasses equipping you with the skills to be able to lead your business and access to a wide range of expert networks both within and outside the organisation.

Three face to face validation events are placed throughout the support package to provide opportunities for programme partners to test and validate aspects of their product idea and/or business model. At these events you will be able to host focus groups with curated user groups, attend office hours with industry experts and present your ideas to networks of individuals representing the full dementia innovation ecosystem.

Programme Timeline



Launchpad Applications

Process

Applications for launchpad are assessed in a three-stage process:

1. Eligibility check
2. Expert review
3. Interview

Places are awarded on a rolling basis throughout the application window. We reserve the right to close the call early. Applicants must be over the age of 18 and have submitted a full and complete application form.

Innovation Value

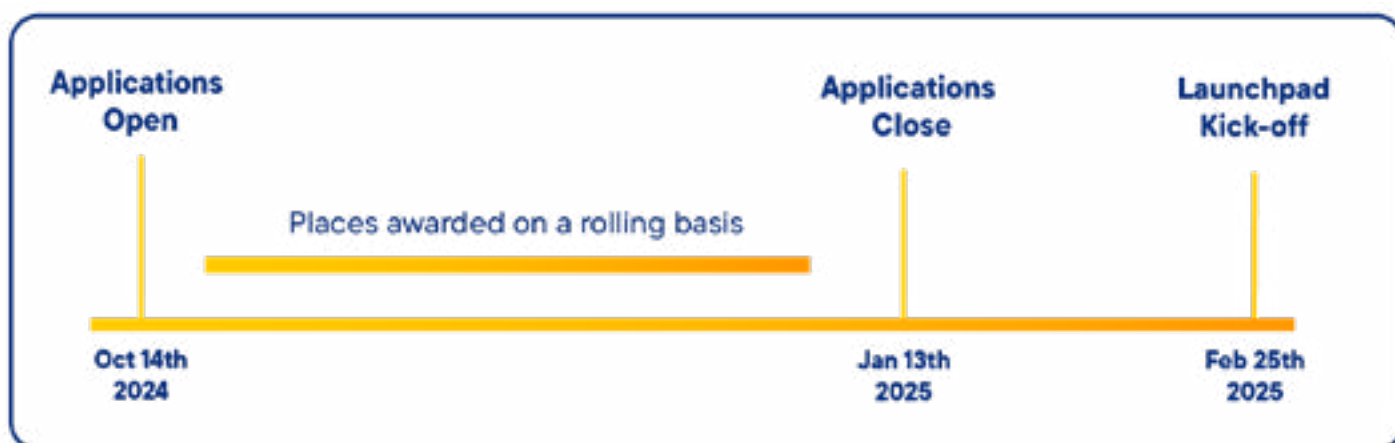
- Is the innovation ambitious, exciting and novel?
- Does this idea align with our strategic aims as an organisation?
- What is the potential impact on people living with dementia

Innovation Risk

- Is the idea commercially viable?
- Is the idea technologically feasible?
- Do the team have the skills to be able build and execute their plan?

We are supported by a large network of internal and external experts who evaluate all our applications. Expert reviewers score each idea based on its perceived value and its perceived risk. They also provide actionable feedback for each applicant to support the onward development of their idea. Page 13 provides more detail about the backgrounds of our external reviewers. Feedback, but not scores, will be shared with applicants regardless of the decision outcome. Reviewers are assigned to each application based on the relevance of their expertise. Each application is reviewed at least three times, and every application is reviewed by someone with lived experience. Interviews will assess applicant innovation aptitude rather than idea potential.

Application Timeline



The Hospital Challenge

For the 2024/25 round of Launchpad we are looking to support ideas that tackle any challenge related to hospitalisation for people living with dementia. Some more context on the issues experienced are outlined below.

- By 2040 it is predicted that 1 in 4 hospital patients will have dementia.
- On average, severe dementia patients stay in hospital four times longer than someone with similar characteristics that doesn't have dementia.
- Approximately half of all delayed hospital discharge days are due to delays in arranging care in the community or at a care home.

Many people living with dementia are admitted to hospital due to related, and often avoidable, parallel conditions. The most common of which are falls, delirium, infections, abuse or self-neglect and/or a worsening of co-morbidities. Innovations to improve the delivery of personal care for people living with dementia, the safety of the home environment and the nutrition/hydration of people living with dementia could reduce the number of unnecessary hospital admissions.

Admission into a hospital, for many, comes with a disruption to well established routines, changes to primary care providers and exposure to unfamiliar and/or overwhelming sensory stimuli. For someone living with dementia these changes can precipitate a decline in functional ability. People living with dementia stay in hospital for longer than those admitted for the same condition without dementia, and this increases for those with more advanced dementia. Some people with dementia also struggle to articulate that they are in pain, meaning they can suffer in silence. Persistent pain can lead to behavioural problems which staff may struggle to manage, especially if they don't understand that unreported pain is the issue. This leaves the person with dementia in increasing discomfort and distress, at a time when they need support and reassurance the most. Innovations to improve the hospital environment and the delivery of dementia care could reduce these instances of cognitive decline.

For many, leaving hospital coincides with a transition into a care home. Local authorities vary significantly in the type of support they offer, and care homes are often more expensive for people with dementia compared to other residents, to accommodate for the level of care required. A sudden new space, new people, and the lack of anything familiar can be disorienting. It can lead to a loss of independence and a fear of abandonment. The financial implications of moving, combined with this emotional tumult, can sometimes create additional conflict at a stressful time.



Accelerator Offer

Support

Through the Accelerator you can access support from across the Alzheimer's Society and our networks. What, who, and how of the support we can provide will respond to you and your circumstances, and will be planned and reviewed throughout delivery. Our Accelerator is not an 'off-the-shelf' programme, but a unique opportunity for you to build your network with those you need help from to bring your product to life.

The Alzheimer's Society Innovation Team will provide you with a dedicated Senior Innovator to help manage your progress, conduct regular reviews, and explore opportunities with you. Think of them as an extended part of your management team, they'll be your main point of contact.

There is also the opportunity to connect with a whole host of teams from across the organisation: from our research teams who can share insights and knowledge, to our Involvement teams who can connect you to local groups and networks. Dementia Advisers and group facilitators can help to get your product in front of the right audience. There's a host of ways we can support you through our work.

Investment

To demonstrate our commitment to the best innovators and their products, we commit to the members on the Accelerator a significant investment, of time, finances and support, both during and after delivery.

We seek to make our innovation programme sustainable and income generating for Alzheimer's Society to enable future investments in innovations. In your applicant you will need to propose a return on investment for Alzheimer's Society, for example a percentage return on product revenue and or a percentage of equity in your business or other alternative mechanisms for generating a return to Alzheimer's Society. Note this proposal does not guarantee an investment on your terms, your proposal may form the basis of negotiation if you are successful in the final stages. Alongside this, in your application, you will be asked to:

- Clearly state the total amount of investment you are seeking (up to £100,000) and how you will spend that money between May 2025 and March 2026.
- Provide a forecast of revenue and return for the five-year period FY 2025/26 to FY 2029/30.
- Give headline information about the market research you have undertaken, stating market segmentation, size, trend and competition.
- Outline information about your implementation and go-to-market strategy as it currently stands.

If you are shortlisted and successful in being offered a place on the Accelerator Programme, this information will help inform the next steps, including the due diligence process and contract negotiations before onboarding new members in May 2025

Eligibility Criteria

For you to receive funding and support through our Accelerator, you must: be aged 18 years or over, have your business based in the United Kingdom (UK, operate within the UK and serve the UK market*

*You may also have overseas markets in addition to the UK

Accelerator Applications

Reviewers

A cross-section of stakeholders across the Dementia Innovation space inform our judging decisions and shape our work. We back the best solutions that can generate the biggest impact across the system.

Lived Experience

A panel of people with lived experience of dementia will review applications in order to verify the need for your solution and its potential to make a real difference to their quality of life.

Alzheimer's Society

A core group of staff from across the Directorates will review solutions to ensure strategic alignment for our portfolio as well as identify opportunities to implement and scale your products across the organisation.

Industry Experts

A select group of partners and volunteers with specific experience of the Health and Social Care sector and its products will support us in reviewing proposals to provide insights on implementation opportunities.

Clinicians & Practitioners

People on the front-line of delivering care for people with dementia will give a unique perspective on the viability and desirability of your product and provide us with further verification of market-readiness.

Researchers

Those deep in researching dementia and the challenges - both present and future - will review applications to ensure we're accelerating solutions which can make systemic impact and are rooted in observable problem spaces.

Judging Criteria

Shortlisting criteria are outlined below. This decision is solely based on the information you provide within the application form.

Team: Knowledge, expertise and capacity

- What relevant experience and know-how exists in the project team?
- What gaps in expertise are there?
- Is the project team big enough and what's the potential for growth?

Score: 15%

Innovation: Idea, involvement and impact

- Is the innovation ambitious, exciting and novel?
- How have people with lived experience been involved?
- What is the potential for systemic impact for people with dementia?

Score: 30%

Business: Finances, forecast and risk management

- Is the requested amount (up to £100k) appropriately allocated?
- Is the five-year forecast reasonable and achievable?
- Have operational and financial risks been clearly identified?

Score: 30%

Value Creation: Partnership, strategy and scalability

- Is there synergy between the innovation and Alzheimer's Society's aims?
- Is the go-to-market strategy realistic and implementable?
- Is there scalability and transferability in the proposal?

Score: 25%



For more information:

[Visit our website.](#)

[Follow us on LinkedIn.](#)

[Email us.](#)

[Book into our office hours.](#)

A product for every person at every stage of dementia.
Realising **help and hope for all.**