

Entry questions, assessment criteria, weighting, and guidance

There are three types of entry questions in the entry form:

- **Eligibility criteria** - these are questions that will be used to determine eligibility.
- **Unassessed questions** - these questions are unassessed and will be used to manage your entry, support portfolio decision making, enable monitoring and evaluation of the Challenge and create publications and announcement materials if your entry is successful.
- **Assessed questions**
 - **General Questions** – these questions provide general information about the entry but are not directly assessed against the assessment criteria by the judges and assessors
 - **Criteria specific questions** – this section is assessed against the assessment criteria by the judges and assessors.

The entry form must be submitted via the online form; this document will not be accepted.

Eligibility criteria

Question	Answer
Is your organisation one of the licensed regional water-only and water and wastewater companies in England and Wales	Yes/No If Yes: Unfortunately, licensed regional water-only and water and wastewater companies are not eligible to enter
Is your organisation an incorporated UK entity?	Yes / No
What type of incorporated entity is your organisation?	<ul style="list-style-type: none"> ● Private limited company, ● Limited liability partnership, ● Incorporated charity ● Community Interest Company ● Organisation incorporated by Royal Charter ● Other ● Sole traders / Unincorporated organisation
If answer to above is Incorporated Company or Organisation incorporated by Royal Charter, please provide your company number?	Insert number

Do you hold a UK business bank account?	Yes / No
Is your organisation abiding by the terms and conditions of The Water Discovery Challenge?	Yes / No

Entry form: Unassessed questions (Questions not seen by assessors and sector reviewers)

The following unassessed questions are included in the entry form.

Question Category	#	Question	Question guidance	Answer / wordcount	
A	Main Contact / Entrant Details	i	Name of main contact detail	You must designate one person as the main contact. This person will be the primary point of contact with the Water Discovery Challenge team. This is the person who we will contact for all matters relating to your entry. Please ensure that the information provided below relates to the same person.	N/A
		ii	Main contact job title		N/A
		iii	Main contact organisation		N/A
		iv	Main contact's work email address(es).		N/A
		v	Main contact's work telephone number.		N/A
B	Evaluations questions	i	Are you working with any other organisation to enable your organisation to enter the Water Discovery Challenge	Please provide a list of the legal name(s) of any / all partner organisations involved in this entry if any	N/A
		ii	Is your organisation, or a particular part of your organisation, working in the water sector for the first time?	Yes All/Yes Part/No	Drop down

		iii	Have you formed any new partnerships or supplier relationships to support your organisation to enter the Water Discovery Challenge?	Yes / No	Drop down
			<p>If iii is Yes</p> <p>If you have formed a partnership to support your organisation to enter the Water Discovery Challenge, was this partnership formed exclusively to participate in the Water Discovery Challenge?</p>	<ul style="list-style-type: none"> ● No partnership ● Yes / No <ul style="list-style-type: none"> ● If no: <ul style="list-style-type: none"> ○ Have you ever worked together with this partner on a prior innovation? ○ Yes, we've previously developed together at least one new product, service or process ○ No, we've never previously worked together on an innovation 	Drop down with text option
		iv	How long has your team been working on your solution / entry?	Please specify the month and year when you started working on your solution (DD/MM/YYYY)	Text
		v	What is your primary motivation for entering the Water Discovery Challenge?	<ul style="list-style-type: none"> ● I am interested in any funding as part of the challenge ● I am interested in doing something that can help the water sector ● Knowing that I / we can contribute to an important problem ● Accessing the resources and support available to participants other than any funding ● Developing my / my team's innovation skills and capabilities ● Participation in a technical and intellectual challenge ● I am interested in a fun experience ● The challenge is a great opportunity to partner with more experienced people and organisations ● The challenge inspired me to create something new ● The challenge can show me how to transfer my knowledge/ability for new purposes ● Exposure to the challenge funders and organisers ● Being able to advertise that we have participated in this challenge ● The prestige that winning the challenge will provide 	Drop down

				<ul style="list-style-type: none"> • Other (please specify) 	
		vi	Have you previously worked on a problem that required expertise in the same area as the innovation/initiative/solution you are entering The Water Discovery Challenge with?	<p>Yes / No</p> <p>If yes, please provide a brief explanation of the problem that required similar expertise to solve and any solution you developed in relation to it.</p>	
		vii	Have you received funding through any of the following sources in the last three years to support any innovation activities you have undertaken?	<ul style="list-style-type: none"> • Equity finance (including Equity Crowdfunding, Business Angels, Venture Capital or other Equity-based Investments) • Grant or State Aid • Loan from family / friend / business partner / director / owner • Loan from a bank / building society / or other financial institution • Challenge prize • Other type of funding (please specify) 	Drop Down
C	Confidentiality	i	Confidentiality of your entry	<p>Are you happy for your entry to be made public should Ofwat be subject to a Freedom of Information request or do you consider the content of your entry confidential?</p> <ul style="list-style-type: none"> • I am happy for my entry to be made public should Ofwat be subject to an Freedom of Information request • I consider the content of my entry confidential 	Drop down

Entry Form – Assessed Questions (visible to assessors)

General Questions - not scored.

These questions **do not** relate to specific assessment criteria but will be used to aid the understanding of our judges and assessors when assessing your entry.

#	Question	Question guidance	Answer
0.1	Entry title	Please include a short, unique and descriptive name to reference your entry	
0.2	Entry description	Please provide a concise summary of your entry in jargon-free, plain English. This may be used in public-facing communications if the entry is successful, and should help a customer-facing audience understand what you propose to do and the benefits you hope to deliver	Please note this question has a 100-word limit.
0.3	Thinking about your entry / solution, would you describe the main ideas and information underpinning the solution/innovation having been developed...	Using the dropdown, please clarify whether your solution/innovation has been mainly developed within or outside the water sector.	Using the dropdown, please clarify whether your solution/innovation has been mainly developed within or outside the water sector. Drop Down <ul style="list-style-type: none"> • Within the water sector • Outside of the water sector • Don't know
0.4	To what extent does your entry / solution draw on innovation sources from outside your organisation?	Using the dropdown, please select the sources that best represents what was used for your solution / innovation.	Drop Down <ul style="list-style-type: none"> • Cooperation and co-creation with water companies • Workshops with experts from the water sector • Workshops with experts from other sectors • Cooperation with universities / research centres • Analysis of the water sector and

			<p>markets</p> <ul style="list-style-type: none"> • Analysis of customers and consumer experience • Cooperation and co-creation with companies outside of the water sector
0.5	Please provide a brief description of your current business model or planned route to market	Please briefly describe how you currently plan to access the water sector market and what type of business model you are employing. For example (list not exhaustive), are you planning to sell a product, a service, a subscription, lease/rent equipment, SaaS or a combination?	
0.6	What stage is your innovation, initiative or solution currently at and what adoption or testing have you done so far?	Please describe how well developed your innovative solution is. You should provide details of any testing and trials undertaken, and whether these have led to commercial opportunities.	
0.7	Promoting Equality, Diversity and Inclusion within the team	EDI: Please share with us any information on how equity, diversity and inclusion (EDI) is (or will be) promoted across your team.	

Entry Form – Assessed Questions (visible to assessors)

Assessment Criteria Questions - scored

The following questions are included in the entry form, relating to assessment criteria as set out below.

Each assessment category will be assessed based on all the questions within the category, rather than each question assessed separately.

Criteria 1: Positive impact for water customers, society, and the environment (40% - 40 points available)

Under this assessment category, we are looking to **understand the benefits an innovation seeks to deliver for customers, society, and the environment**. We are looking for **solutions that can deliver positive impact for consumers, society and the environment**, as described in Ofwat's four strategic themes. We ask entrants to describe what kind of impact they envision their initiative could have and why that impact is important.

We will be looking to understand the following:

- Does the innovation address a relevant need for the water sector in England and Wales?
- Does the innovation have the potential to deliver positive benefit for customers, society and/or the environment?
- Does the innovation have the potential to deliver impact against one (or more) of the four Ofwat strategic innovation themes?

A strong entry should be able to explain **how their proposition addresses a need or opportunity within the water sector** and what kind of impact it could have. Entries should clearly **outline how the outcomes and benefits directly or indirectly impact one (or more) of the four Ofwat strategic innovation themes**.

Question	Entrant guidance	Wordcount	Assessment guidance	
1.1	What is the problem that your entry is seeking to address for the water sector?	Please describe the problem as you understand it and how your solution would address it.	200	Strong entries will be able to articulate what problem the entry aims to address. Entrants should demonstrate a basic understanding of this problem within the water sector context. Entrants should provide a short narrative describing how their proposed solution will address the problem identified.
1.2	Please select which theme(s) your entry is impacting	Please select which theme(s) your entry is impacting	Tick box	
1.3	What is the potential for impact as a result	Please describe the potential for positive impact	250	Strong entries will be able to

	<p>of your innovation? How could it benefit customers, society or the environment?</p>	<p>your solution could have against the problem identified in question 1.1. For example, who/what is affected by the problem identified and to what degree.</p> <p>Describe the outcomes you are expecting to achieve and the metrics or indicators by which you will verify if you are on track to achieve these outcomes. For example, an outcome maybe that, by entry completion, a new approach will have been introduced to the sector and some/all water companies are interested in progressing the opportunity / further developing the solution. Describe how this will benefit customers, society and/or the environment in the short and long term.</p>		<p>articulate who/what is impacted by the problem they've identified and the extent to which their solution could potentially address it. Entrants will set out how the entry delivers impact and benefits to customers, society, and/or the environment in the short and long term.</p>
1.4	<p>Opportunity to upload supporting visuals and diagrams</p>	<p>Please feel free to attach 1 image or diagram relevant to your entry. Please clearly reference this in your answers to questions. Diagrams should have minimum text and no narrative text. Narrative text will not be reviewed by the assessors or judges.</p>	N/A	N/A

Criteria 2: Innovation enablers and innovative solutions (20% - 20 points available)

Under this assessment category, we will be looking to understand **what is novel about the proposed innovation and how this differs from the ‘business as usual’ approach currently adopted by the water sector.** Entrants are asked to explain what is innovative about their initiative both in terms of the innovation itself, but also any new or different ways of working (‘innovation enablers’).

We will be looking to understand the following:

- Is the innovation new for the water sector in England and Wales?
- Is the innovation better than current alternatives?

Entries should be able to explain **how the initiative is new and innovative within the water sector.** This could include experimentation with new solutions or approaches, adapting innovations and practices from other sectors or applying proven approaches that haven’t been tried at scale. **Proposed solutions may draw inspiration and/or talent from other sectors.**

Question		Entrant guidance	Wordcount	Assessment guidance
2.1	What is your innovation, initiative or solution and why is it innovative?	Please explain how your solution is innovative. Please explain how you imagine your solution will provide better value for customers and/or drive new improvement and efficiencies in the England and Wales water sector?	300	Strong entries will clearly describe how the innovation, initiative or solution is innovative, and to the best of their current knowledge, how this differs from the ‘business as usual’ approach currently adopted by the water sector. Entrants should draw out how the innovative aspects of their solution will deliver value for customers and/or drive improvements and efficiencies.
2.2	Opportunity to upload supporting visuals and diagrams	Please feel free to attach up to 2 images and/or diagrams relevant to your entry. Please clearly reference these in your answers to questions. Diagrams should have minimum text and no narrative text. Narrative text will not be reviewed by the assessors or judges.	N/A	N/A

Criteria 3: Capacity, capability, and commitment to deliver (20% - 20 points available)

Under this assessment category, we will be looking to understand if the entry **team is likely to be able to deliver what they outline in the entry**. We ask entrants to **describe their commitment** and **outline the team's roles and responsibilities** and clearly set out why their experience and expertise will support the successful delivery of the entry.

We will be looking to understand:

- The delivery team's experience, skills and capabilities.
- The timeline and delivery plan envisioned by the team
- How the team will spend the funds awarded should they be successful

Entries should describe the roles and responsibilities of their team members and clearly set out why they believe that their experience and expertise will support the successful delivery of the entry. **Entries should be able to describe how the £50,000 will be used**, and what **activities the funding will support**, proposing a high-level timeline along with the spend.

Question		Entrant guidance	Wordcount	Assessment guidance
3.1	Please provide a brief description of the key members of your team and their key skills and experience along with how you intend to use the funding provided for the Finalist stage? (Up to £50,000)	Please provide an overview of the key members of your team. Describe the key members roles, responsibilities, experience and expertise and how this will support the successful delivery of your innovative solution and achieve the outcomes you expect. Describe what activities the funding will support.	300	Strong entries will describe the roles and responsibilities of key team members and clearly set out why their experience and expertise will support the successful delivery of the entry. They will provide evidence of that key team members have the relevant skills and capabilities to deliver successful outcomes. Entrants will also describe how the £50,000 will be used, and what activities the funding will support.
3.2	Opportunity to upload supporting visuals and diagrams	Please feel free to attach 1 image or diagram relevant to your entry (such as an organogram). Please clearly reference this in your answers to questions. Diagrams should have minimum text and no narrative text. Narrative text will not be	N/A	N/A

		reviewed by the assessors or judges.		
--	--	--------------------------------------	--	--

Criteria 4: Ability to succeed, to be sustainable and/or gain wide adoption across the water sector (20% - 20 points available)

Under this assessment category, we will be looking to understand the innovation’s feasibility and viability within the water sector of England and Wales as well as it the risks and challenges to the entry that are foreseen by the team. We ask entrants to describe their vision of how their innovation could be applied at scale across the water sector in the future.

We will be looking to understand the following:

- Is the innovation likely to be feasible and viable with the water sector?
- Is the innovation technically possible and does it have the potential to be financially sustainable?
- Does the innovation have the potential to be widely adopted across the water sector in England and Wales?

Entries should demonstrate that they have considered potential opportunities and challenges along with any anticipated risks, outlining mitigation measures, while also identifying areas of support required aligned with their scale-up ambitions and associated risks.

Question		Entrant guidance	Wordcount	Assessment guidance
4.1	What are your ambitions for your innovation/initiative/solution within the water sector?	<p>Following successful delivery of this entry, describe your ambitions with regards to sector-wide uptake of the innovative solution. At this stage of development, are you aware of any challenges / barriers to the wider uptake of your solution?</p> <p>Describe how the entry can provide benefits, address water sector wide needs, and/or be used to improve operations across numerous geographies, businesses and scenarios.</p>	200	<p>Strong entries will demonstrate how the entrant's solution has the potential to be applied at scale across the water sector in the future, and what benefits this will deliver.</p> <p>Entrants with clear plans will demonstrate they have considered opportunities and challenges</p>
4.2	Describe your plan for achieving this ambition as a sustainable and viable organisation, and outline the support you have identified as most important in achieving this	<p>Describe what risks you have identified for the entry and its subsequent scale-up, and how you will manage and mitigate them.</p> <p>Describe the support you believe you need to mitigate the identified risks and to help you maximise the opportunity to achieve your</p>	350	<p>Strong entries will clearly define the risks they foresee at present and will outline mitigation measures in line with their current understandings. Entrants will demonstrate that they have an understanding of their strengths and weaknesses by</p>

		ambitions as a sustainable and viable organisation operating in the water sector		identifying areas of support required aligned with their scale up ambitions and associated risks
4.3	Opportunity to upload supporting visuals and diagrams	Please feel free to attach up to 2 images and/or diagrams relevant to your entry. Please clearly reference these in your answers to questions. Diagrams should have minimum text and no narrative text. Narrative text will not be reviewed by the assessors or judges.	N/A	N/A