So we can work out how best to help you, we’d be grateful if you could provide us with some information about who you are, what it is you’re looking to do and what support you might want from us. We explain overleaf how we use and protect what you provide us.

**We help innovators navigate energy sector regulation and understand what it means for them so they can trial or launch new products, services, methodologies and business models.** Our two main services are [FFF](https://www.ofgem.gov.uk/publications/what-fast-frank-feedback-can-and-cannot-offer) (this one), and the [Regulatory Sandbox](https://www.ofgem.gov.uk/publications/energy-regulation-sandbox-guidance-innovators) which can help innovators run trials or enter the market without all of the usual rules applying. We don’t provide general business advice, funding or introductions to other innovators, or energy sector players.

Please complete the form below. We want to learn enough about your plans to work out how best to support you. We’ll review your responses, let you know if we can help and how we plan to progress your query. You may attach supporting information.

Before you complete the form, **check-out the guides we’ve published** on common issues innovators ask us about. We’ve produced two of these so far, with more to come. You should take a look at these first in case they answer your questions. The guides cover:

* [Taking charge: selling electricity to Electric Vehicle drivers](https://www.ofgem.gov.uk/publications/taking-charge-selling-electricity-electric-vehicle-drivers)
* [Selling Electricity to Consumers: What Are Your Options?](https://www.ofgem.gov.uk/publications/selling-electricity-consumers-what-are-your-options)

Please return the completed form to [innovationlink@ofgem.gov.uk](mailto:innovationlink@ofgem.gov.uk).

|  |  |  |
| --- | --- | --- |
| **1.0** | **Your name** |  |

|  |  |  |
| --- | --- | --- |
| **1.1** | **Organisation** |  |

|  |  |  |
| --- | --- | --- |
| **1.2** | **Postal address** |  |

|  |  |  |
| --- | --- | --- |
| **1.3** | **Website** |  |

|  |  |  |
| --- | --- | --- |
| **1.4** | **Email** |  |

|  |  |  |
| --- | --- | --- |
| **1.5** | **Telephone** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **2.0** | **Organisation type** | Choose an item. | **If other, specify** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **2.1** | **Sector origins** | Choose an item. | **If other, specify** |  |

|  |  |
| --- | --- |
| **3.0** | **Tell us about your business / organisation** |
|  | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **3.1** | **Business model** | Choose an item. | **If other, specify** |  |
| *We want to know what part of the energy sector you will operate in and who you will sell your innovation to. The drop-down menu includes the main types of innovations we see, but won’t cover everything that is (or will) happen in the sector. At this stage, we’re keen to get your initial view; this can change, and selecting one category over another doesn’t affect the support available. See the notes overleaf for help in choosing.* | | | | |

|  |  |
| --- | --- |
| **4.0** | **Tell us about your innovation (product, service, methodology or business model).** |
|  | |

|  |  |
| --- | --- |
| **5.0** | **Tell us how it’ll make a difference to consumers and the energy system transition.** |
|  | |

|  |  |
| --- | --- |
| **6.0** | **What’s stopping you moving ahead and how can we help? If you already know the regulatory questions you need help with, provide them too.** |
|  | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **7.0** | **We’ve published some guides on common issues we’ve seen. Please indicate if these were relevant to you.** | | | | |
| [Taking charge: selling electricity to Electric Vehicle drivers](https://www.ofgem.gov.uk/publications/taking-charge-selling-electricity-electric-vehicle-drivers) | | **Relevant?** | Choose an item. | **If yes, do you need more info?** | Choose an item. |
| [Selling Electricity to Consumers: What Are Your Options?](https://www.ofgem.gov.uk/publications/selling-electricity-consumers-what-are-your-options) | | **Relevant?** | Choose an item. | **If yes, do you need more info?** | Choose an item. |

***If you have any questions or concerns about this document, please discuss them with us.***

**How do we use the information you share with us?**

We have a responsibility to ensure we help the whole market. To do this, we share general information on how to launch new businesses, so the knowledge we build up from working with organisations like yours will ultimately be spread. Subject to complying with our legal obligations as a public body we won’t share information externally which is, objectively, commercially confidential.

***Confidentiality is crucial***

We’re very aware that to speak freely to us about your plans, you have to be assured of confidentiality. Without this assurance, you might need to be selective about what you share with us, or not feel able to use our services at all. For this reason, we take the confidentiality of the information and documents you share with us very seriously. All our files, with the information you share with us, are saved on an internal system, only accessible to those in Ofgem involved in the Innovation Link, except to the extent indicated below.

***We aim to spread knowledge***

Our purpose is to encourage innovation and competition, which ultimately benefit consumers. We must be careful not to favour one innovator over another. To foster innovation, we give support to individual innovators, but we are ultimately trying to grow our knowledge to help everyone. We understand that it requires very careful judgement on our behalf as to what knowledge, accumulated from our dealings with innovators, is appropriate to publicly share.

***What we may do***

* Publicly share information on how to launch new products and services in a way that helps others to comply with current rules. We may incorporate knowledge and information we’ve built up from working with *multiple* organisations, including yours.
* Publicly share anonymised case studies and aggregated data on trends, based on information given to us by innovators, including yours, to illustrate the types of innovations we’re seeing and to promote the work of the Innovation Link.
* Internally share information given to us by your organisation, relating to your organisation or project, for example to help develop policy.
* Invite your organisation to participate in events we host, or to respond to consultations we believe are relevant to your organisation. We will not add your organisation (or you) to a regular mailing list unless you opt in.

***What we will not do***

We will not share the following externally without your organisation’s express written consent or unless required to do so by law, statutory directions, court orders or government regulations:

* Information that is commercially confidential from your organisation’s viewpoint.
* Your organisation’s name, or that your organisation has been in contact with us.

You can withdraw your consent at any time by [emailing us](mailto:innovationlink@ofgem.gov.uk). Please refer [[here](https://authors.ofgem.gov.uk/publications-and-updates/freedom-information-and-confidentiality)](https://www.ofgem.gov.uk/publications/innovation-link-freedom-information-and-confidentiality) for guidance on how you can help us assess the confidentiality of your information.

***Looking after your personal data***

The Innovation Link is subject to Ofgem’s rules about holding and using personal data. Our privacy notice is [here](https://www.ofgem.gov.uk/publications-and-updates/innovation-link-privacy-notice). It explains how we’ll use and process personal data provided by your organisation, as well as how we respond to Freedom of Information and Environmental Information requests.

**Question 3.1: choosing your business model category**

These are the activities innovators mostly seek feedback about. The categories aren’t mutually exclusive (eg, storage crosses-over with flexibility), so choose the one you think most relevant (based on what you’re offering, who the customer is and which market you’ll operate in).

| **Category** | **Innovators mostly ask us about the rules around…** | | | |
| --- | --- | --- | --- | --- |
| **Behind-the-meter services** | Energy efficiency | Self-consumption and optimisation | | Demand side response (DSR) |
| **Electric vehicles** | Chargepoints | Networks | | Supply models |
| Street furniture charging | | | Vehicle to Grid (V2G) |
| **Flexibility services** | Platforms / digital optimisers | | Balancing markets | |
| Ancillary services | | Aggregators | |
| **Local energy** | Local renewables | Local supply | | Heat networks |
| Microgrids | Virtual private networks | | |
| **Market actor services** | Retail: customer services | Retail: industry services | | System: optimisation |
| Networks: monitoring and upkeep | | Networks: strategy and planning | |
| **Specialist retail offerings** | Peer-to-Peer (P2P) trading | | Innovative tariffs | |
| Bundled products | | Heat / comfort offerings | |
| **Storage** | Storage technologies | Large-scale services | | Small-scale / dispersed |
| **Third Party Intermediaries** | Switching services | Non-domestic brokers | | Multi-utility providers |
| Price Comparison Websites (PCWs) | | Energy Services Companies (ESCOs) | |
| **Upstream services** | Generation technologies | Wholesale trading | | Sleeving |
| Power Purchase Agreements (PPAs) | | Virtual Power Plants (VPPs) | |