

What fast, frank feedback can and cannot offer

1. Introduction

The Innovation Link supports businesses looking to launch new products, services or business models by providing fast, frank feedback. We aim to help you navigate the regulatory framework in order to understand how the rules might impact your idea.

This document explains what the fast, frank feedback service can and cannot do. The service is available to organisations that meet our eligibility criteria:

- The proposition must be ground-breaking or significantly different.
- There is a good prospect for consumer benefit.
- The innovator can demonstrate a genuine need for support.
- Where more bespoke feedback is required, the innovator can show they've undertaken a reasonable amount of background research and thinking.

As you would expect, we receive many requests for support which means we must allocate our limited resources in a way that will help as many innovators as possible, whilst still offering a high quality service.

2. Fast, frank feedback can

- Provide an informal steer on the regulatory implications for your proposition however this is not a binding response.
- Help organisations aiming to introduce an innovative product, service or business model.
- Support businesses whose product or service has the prospect of benefitting consumers.
- Help businesses of any size and at any stage of development.
- Give assistance to organisations who operate, or intend to operate, in Great Britain.
- Explore relevant regulation in order to help you navigate the regulatory challenges you may face.
- Identify regulatory barriers that may affect your business model.
- Represent your views when inputting into long term policy development.

3. **Fast, frank feedback cannot**

- Provide financial assistance. If you are looking for funding, you may wish to read the Energy Systems Catapult's [funding guide](#).
- Act as a substitute for your own due diligence.
- Provide a public, commercial endorsement or certification that your product, service or business model is compliant with our regulation.
- Advise on eligibility for Government's environmental incentive schemes that are administered by Ofgem. A list of these programmes can be found [here](#).
- Introduce businesses to a specific customer and / or business partner.
- Produce a steer as to the possible outcomes of ongoing policy changes and / or developments within industry.
- Provide a position statement on Ofgem's behalf in relation to generic topics such as, but not limited to, blockchain, peer-to-peer trading or virtual private networks.

4. **Accessing support**

- You can find out more about us on our [webpages](#).
- If you want to access fast, frank feedback please download, complete and return our enquiry form which is available [here](#).
- Completed forms or other enquiries should be sent to innovationlink@ofgem.gov.uk.