

# Ffurflen gais ar gyfer Grant Technoleg a Chyfryngau Digidol Cymraeg Welsh-language Technology and Digital Media Grant Application Form

## 1: MANYLION YR YMGEISYDD APPLICANT DETAILS

|                                                                                                                                     |                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <b>1.1 Teitl y prosiect</b><br>Project Title                                                                                        | Addiely Mobile Messages – A Foundation Stone for a<br>Connected Nation |
| <b>1.2 Cyfanswm y grant y gwneir cais i Lywodraeth Cymru amdano</b><br>Total Welsh Government grant sought                          | £19,800                                                                |
| <b>1.3 Enw'r sefydliad</b><br>Name of organisation                                                                                  | TW Ads (Addiely) Ltd                                                   |
| <b>1.4 Enw'r prif gyswllt a'i rôl yn y sefydliad</b><br>Name of main contact and role within the organisation                       | Rick Waghorn, CEO                                                      |
| <b>1.5 Cyfeiriad a chod post</b><br>Address including postcode                                                                      | 1, Kedleston Drive, Cringleford, Norwich, NR4 6XN                      |
| <b>1.6 Ffôn</b><br>Tel no                                                                                                           | 07920 804477                                                           |
| <b>1.7 E-bost</b><br>E-mail                                                                                                         | rwaghorn@addiely.com                                                   |
| <b>1.8 Gwefan</b><br>Website                                                                                                        | http://live.addiely.com/en/                                            |
| <b>1.9 Math o sefydliad</b><br>Type of organisation<br>(cyhoeddus, preifat neu trydydd sector)<br>(public, private or third sector) | Private Ltd Co                                                         |
| <b>1.10 Rhif cofrestredig y cwmni neu elusen</b><br>Company or charity registration number<br>(os yn berthnasol / if relevant)      | 6354164                                                                |

## 2: EICH PROSIECT YOUR PROJECT

### 2.1 Pa fath o brosiect ydych chi'n gwneud cais am arian i'w ddatblygu?

What type of project are you applying for funding to develop?

|                                                                                                                                                                                                 |                                                                         |                                                                                                                 |                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>Datblygu Ap</b><br>Develop an App<br><input type="checkbox"/> iOS<br><input type="checkbox"/> Android<br><input type="checkbox"/> WindowsMobile<br><input type="checkbox"/> Arall/Other..... | <b>Datblygu gwefan</b><br>Develop a website<br><input type="checkbox"/> | <b>Datblygu meddalwedd i atgyfnerthu isadeiledd</b><br>Develop software to reinforce infrastructure<br><b>X</b> | <b>Marchnata/Codi ymwybyddiaeth</b><br>Marketing/Awareness Raising<br><input type="checkbox"/> |
| <b>Arall/Other (disgrifiwch/ please describe)</b><br><input type="text"/>                                                                                                                       |                                                                         |                                                                                                                 |                                                                                                |

### Disgrifiad o'r prosiect Project description

**2.2 Rhowch ddisgrifiad byr o'ch prosiect arfaethedig. Nodwch yr hyn y bwriedir cyflawni gyda'r grant, nod ac amcanion y gwaith yn ogystal â'r canlyniadau y dymunwch eu gweld. (Cyfeiriwch at y ddogfen "Asesu eich cais" er mwyn sicrhau eich bod yn cyflwyno digon o wybodaeth i'n galluogi i werthuso eich cais).**

**Dyma rai enghreifftiau o bethau pwysig i'w nodi:**

- pa systemau gweithredu neu blatfformau y bydd eich cynnyrch yn eu defnyddio;
- sut y byddwch chi'n rhannu'r dechnoleg;
- pwy fydd yn berchen ar yr hawlfraint;
- unrhyw drydydd partïon sydd â buddiant yn neu'n berchen ar yr eiddo deallusol, neu rannau ohono;
- manylion trwyddedu;
- a ydy'r cais yn seiliedig ar dyfynbrisau gan gwmnïau allanol?
- hyd oes y cynnyrch, gyda manylion unrhyw gynllun i gynnal y gwasanaeth tu hwnt i gyfnod y grant, os yn berthnasol;
- cost eich cynnyrch i'r cyhoedd, os yn berthnasol.

Please provide a short description of your proposed project. Note what you want to do achieve with the grant, your aims and objectives, as well as the desired outcomes you'd like to see. (Please refer to the document "Assessing your application" to ensure that you provide adequate information to enable us to evaluate your application)

Examples of important information to note:

- which operating systems or platform your product will use;
- how you intend to share the technology;
- who will own the copyright;
- any third parties with an interest in or ownership of the IP, or parts of it;
- licensing details;
- have you based budget on estimates from external suppliers?
- the lifespan of the product, with details of plans to maintain the service beyond the lifespan of the grant, if applicable;
- cost to end-user, if applicable.

Addiply Messages is a simple piece of hyperlocal mobile advertising technology that enables

local-facing app developers to tap into the exploding market-place in location-sensitive mobile marketing (\$15.3bn market in US alone by 2018 (BIA/Kelsey)) to finally start to earn a reward for their publishing efforts. Addiply delivers a 70% revenue return to app publishers with a further 15% reserved for 're-sellers' of that advertising space thus lifting the burden of advertising sales off the individual app owner. It is free to deploy; a ten minute install of an SDK for iOS and Android powered off a Public API – as funded by the Technology Strategy Board in 2012-13 – that ensures fresh applications can be built and shared on an open code-base encouraging the development of a new and local mobile app economy for Wales.

Addiply has long worked in the Welsh digital space; it was a partner with UTV for the winning WalesLive bid in the original 'Independently Financed News Consortia' – the precursor to the current Local TV pilots – and also ran, successfully, in text ad only format on Guardian Cardiff. In 2012-13, at our own expense, we built a first Welsh language version of the platform. A funding round facilitated by UKTI VC in 2012 enabled the platform to pivot into a mobile context with a fresh platform called 'Addiply Messages'. It is this we want to deliver in a new Welsh language version; to help power and sustain the next generation of app publishers across the country.

As importantly, having spoken at the CommsCymru conference in Newport in 2013 at the time of the measles epidemic in Swansea, Addiply has come to realise the pressing need for local authorities and national agencies to be able to 'Message' their more challenged communities on their mobile phones; based on their location. Now Addiply can offer a uniform and ubiquitous municipal comms platform that can offer multiple agencies at local, regional and UK level the chance to 'Message' residents. In particular, Addiply is seeing now how a hyperlocal 'ad' can just as easily be a hyperlocal 'alert'.

The alert could be a Statutory Planning Notice – Addiply is currently leading an EOI with the DLGC's 'Statutory Notices for the 21st Century Pilots – or it could be an emergency alert. Flood warning off the Environment Agency; weather warning off Mountain Rescue Service into a VisitSnowdonia mobile app. In this regard, Addiply has also been speaking with the Civil Contingencies Secretariat at the Cabinet Office with a view to future potential pilot possibilities – all over and above its traditional function of allowing local SMEs to market themselves on local-facing mobile and web platforms.

By re-housing all this technology and thinking in a Welsh language setting, we can now offer a nationwide solution for the delivery of hyperlocal 'Messages' into both a web and mobile app context; delivering fresh channels of engagement for both local authorities and businesses. Having long been in this digital Wales space, on completion of the translation project Addiply would renew relationships with Huw Marshall at S4C, David Williams at MyTown Media and Sara Moseley and the team at the CCJ at Cardiff University to pilot and push the new platform out across the Principality. The IP would remain with TW Ads (Addiply) Ltd; the Public API – already sat on the 3Scale hosting platform – would be the door to wider distribution of the thinking and the commercial opportunities the technology empowers.

Tua 500 o eiriau / Around 500 words

### **2.3 Dyddiad yr allbwn cyntaf a'r olaf: (disgwylir i'r prosiect gael ei gwblhau ym mlwyddyn ariannol 2015-16 – nodwch yma os na fydd hyn yn bosibl a pham. Byddai prosiectau sy'n para tua 6 mis yn ddelfrydol).**

Date of 1<sup>st</sup> and last output: (we expect the project to be completed in the 2015-16 financial year – please note here if this is not possible and why. Projects of around 6 months would be

ideal).

May 1st-Nov 30th, 2015.

Dim mwy na 200 o eiriau / No more than 200 words

**2.4 Disgrifiwch y farchnad ar gyfer eich cynnyrch neu wasanaeth, ynghyd â gwybodaeth am y gynulleidfa darged, hygyrchedd y cynnyrch, a phwy fydd yn elwa ar y gwasanaeth/cynnyrch. Os yn bosibl, dylech gynnwys amcangyfrif o faint o bobl a allai/a fydd yn elwa ar y cynnyrch, ee pob cyfreithiwr/aig sy'n siarad neu'n dysgu Cymraeg, sef tua 300 o bobl.**

Please describe the market for your product or service, along with information on the target audience, will the products be accessible, who will benefit from the services/products. If possible please include an estimate of how many people may/will benefit from your product e.g. every lawyer who speaks or is learning Welsh which equates to around 300 people

According to Developer Economics, State of the Nation Report (Q3 2014), 88% of the world's mobile app publishers earn less than \$10,000pa in income; according to iPass analysis in Nov 14, by 2019 there will be one wifi hot-spot for every 20 people on the planet; 340 million hot-spots in total. We are only at the very start of the revolution in location-based mobile marketing if we view those 340 million wifi hot-spots, as 340 millions points of individual audience location. It is opening this market-place up for the nationwide benefit of Wales – be it for the benefit of local advertisers, multiple municipal agencies or web/mobile publishers – that Addiply seeks the funding to build a Welsh language platform for its 'Messages' mobile technology. All concerned are look for new marketing efficiencies or routes to digital revenue; in the case of local authorities in the Age of Austerity, their comms teams need to be 'Germanic' in their marketing spend, according to Alex Aiken, delivering the keynote speech to CommsCymru in 2013. To mobile. Simply. Publishers like S4C have a nationwide audience for their content – content that they increasingly access on a mobile device – but the need is for a simple and transparent route to local advertising revenue in a bi-lingual format. Councils, such as WrexhamCC, are starting to look to web and mobile advertising solutions to cover their funding gaps. This needs to be simple, local-facing and empowering for local businesses seeking to market themselves to local audiences. In an ideal world, such a ubiquitous platform as Addiply will potentially benefit every resident and visitor to Wales as its Public API and the new applications founded upon it start to underpin a sustainable commercial model for the delivery of quality local content and engagement.

**2.5 Rhowch grynodeb o waith eich sefydliad. Cyfeiriwch at ddogfennau eraill sy'n cefnogi'ch cais lle bo'n berthnasol (gallwch ddarparu dolenni gwe i'r rhain, os ydych yn dymuno)**

Please provide a summary of your organisation's work. Please refer to other documents which support your application where relevant (you can provide a web link to these, if you wish)

Addiply has been at the forefront of UK hyperlocal thinking and ad technology since CEO Rick Waghorn first spoke on the power of 'bottom up' ad models at NewsInnovation at the City University of New York in 2007. Since then Addiply has worked with the likes of Guardian Media Group on their Local platforms, UTV, STV, TrinityMirror – as well as the Graduate J-School at the University of Berkeley on their hyperlocal websites. In 2010, Rick Waghorn spoke at the Guardian's Oxford Media Convention on the future of local news in the UK alongside Alan Rusbridger (GMG), Helen Boaden (BBC), Sly Bailey (then Trinity Mirror) and Stuart Purvis (then OfCom). Addiply has worked with the TSB, NESTA and UKTI; it was part of their Digital Mission teams to both SxSWI in 2011 and Ad:Tech (Tokyo) in 2013. His thinking in this space can be found at <http://rickwaghorn.co.uk/> which allows for dissemination of learning and opportunity to a global following in the hyperlocal sector.

**2.6 Disgrifiwch sut y byddwch yn casglu gwybodaeth er mwyn monitro cynnydd yn erbyn eich canlyniadau a'ch targedau.**

Describe how you will collect information in order to monitor progress against your outcomes and targets

Addiply has a Public API and a back-end reporting system that collects every view, click and penny that passes through the system; as well as the location point as to where, and when, that ad or alert was viewed. It is an open data platform in that regard; with a Public API already funded by UK Plc Addiply would have no issues with opening up our data for both the purposes of impact evidence and wider educational research by the CCJ department at Cardiff University. Addiply is a firm believer in an open and collaborative future and could through its own API offer real-time insight into both publisher and advertiser uptake, drilling – in real-time – down to every view, click and penny earned. And, indeed, the location of every user at the time of such mobile engagement and interaction.

## **2.7 Rhowch grynodedb o'r systemau rheoli y byddwch yn eu defnyddio i reoli'r prosiect a'r gyllideb, a sicrhau ei fod yn cyrraedd ei amcanion.**

Provide a summary of the management systems you will use to manage the project and the budget, and ensure that it meets its objectives.

Having successfully won, run and managed three funding calls and competitions over the last seven years of leading in the UK's digital innovation space – the first of which was out Channel Four's digital innovation fund 4iP in 2008 – Addiply CEO Rick Waghorn has a long track record of successfully delivering in the publically-funded project space. Addiply was the only organisation in the UK to win funding out of both the Technology Strategy Board and their Convergence In A Digital Landscape Competition and NESTA's DestinationLocal programme in 2012-13 to build a rural wifi portal for the community of Loddon, Norfolk. Both were delivered to timetable and involved close working with third party developers and infrastructure suppliers. A Company Accountant with 25 years worth of experience in the local government finance space would provide the financial oversight of the project. Addiply's co-founder and Apple iPhone app developer, Ian Thurbon, would have oversight of the integration on to the platform's source code. We have already worked once with our preferred translation house, TodayTranslations, who delivered the language string for the Welsh language version of the MkII Addiply. We remain confident that deploy the new MkIII mobile 'Message' platform in new language format will be readily achievable again in the timescales and budget outlined.

## **2.8 Sut clywsoch chi am y grant?**

How did you hear about the grant?

Twitter.

### 3. ALLBYNNAU A CHANLYNIADAU'R PROSIECT

#### OUTPUTS AS A RESULT OF THE PROJECT

**3.1** Sut y bydd y gweithgareddau a nodwyd yn eich cais yn cyfrannu at wireddu amcanion ['Cynllun Gweithredu Technoleg a'r Cyfryngau Digidol Cymraeg'](#)? Dewiswch y thema/themâu sy'n briodol i'r prosiect o'r rhestr isod. *Gweler atodiad 1 o'r ddogfen 'Canllawiau a meini prawf ar gyfer y cynllun grant' am wybodaeth ynghylch targedau CAMPUS.*

How will the activities set out in your application contribute to delivering the [Welsh Language, Technology and Digital Media Action Plan](#) objectives? Select the theme/themes relevant to your project from the list below. *See attachment 1 of the 'Guidance and Criteria for the Grant Scheme' document for information about SMART objectives.*

| Thema Cynllun Gweithredu Technoleg a Chyfryngau Digidol Cymraeg<br><br>Theme of the Welsh Language Technology and Digital Media Action Plan                                                                                          | Y canlyniadau ieithyddol yr hoffech eu sicrhau<br><br>The linguistic results you would like to ensure                                                                                                                                                                                                                    | Targedau CAMPUS i wireddu'r canlyniadau hyn.<br><br>SMART objectives to realise these results.                                                                                                                  | Pryd y byddant yn cael eu cyflawni<br><br>When they will be delivered |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <b>1. Marchnata a chodi ymwybyddiaeth o'r dechnoleg a'r cynnwys digidol sydd ar gael yn y Gymraeg ar hyn o bryd;</b><br>Marketing and raising awareness of the technology and digital content which is currently available in Welsh; | Addiply allows advertisers and both web and mobile publishers to localise their audience by geographic location – and their location within a mobile phone app. We now wish to contextualise that same thinking by language; offering the people of Wales their own indigenous and ubiquitous mobile messaging platform. | Language string translated and API prepped to host by start of Q3 2015.<br><br>Full integration into Addiply platform mid Q3 2015.<br><br>Out of beta testing and into full public availability end of Q3 2015. | <b>By beginning of Q4 2015.</b>                                       |
| <b>2. Ysgogi'r prif gwmnïau technoleg i gynyddu'r ddarpariaeth a gynigir yn y Gymraeg ganddynt;</b><br>Motivating the main technology companies to encourage an increase in the Welsh language provision offered by them;            | As a technology provider ourselves – working in the field of local – we want to be able to deliver a platform that sustains and supports Welsh publishers; in Welsh. Ideally, this encourages other technology                                                                                                           | Wider traction and awareness amongst fellow technology players to start from the beginning of Q4 2015. Evidenced by uptake and usage by, for example, national brands. Co-Op. National Trust.                   | <b>Beginning of Q4 2015</b>                                           |

|                                                                                                                                                                                         |                                                                                                                                                                                                                |                                                                                                                                                                             |                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
|                                                                                                                                                                                         | providers to localise their offering too.                                                                                                                                                                      |                                                                                                                                                                             |                             |
| <b>3. Ysgogi datblygiad pecynnau meddalwedd a gwasanaethau digidol Cymraeg newydd;</b><br>Encouraging the development of new Welsh language software applications and digital services; | With Addiply offering a Public API, we would actively want to see the Welsh app and developer community engaging with the platform and building new applications off our pre-built framework.                  | First deployment onto a Welsh language-only web or mobile site; supporting the Papur Dre communities in new sustainable ways. Slow adopters; late Q4 2015.                  | <b>Late Q4 2015</b>         |
| <b>4. Ysgogi, creu, rhannu a defnyddio cynnwys digidol Cymraeg;</b><br>Stimulating the creation, sharing and consumption of Welsh language digital content;                             | By addressing the revenue needs of local publishers Addiply would <i>sustain</i> the creation, sharing and consumption of Welsh language digital content.                                                      | Early pilot trials on S4C digital platforms. Build awareness and conversations Q3 2015.                                                                                     | <b>Beginning of Q4 2015</b> |
| <b>5. Cefnogi arfer da yn y sector cyhoeddus, y sector preifat a'r trydydd sector.</b><br>Supporting good practice in the public, private and third sectors.                            | See above; by utilising our hyperlocal advertising technology as an 'alert' platform we can deliver Messages for the good of society; a flood alert or an 'ad' for the arrival of the measles vaccination van. | Work with a single local authority/publisher to pilot the potential applications. Engage with Powys CC and MyTownMedia Q3 2015 ahead of a full public launch. Beta Testers. | <b>Beginning of Q4 2015</b> |

#### 4. MANYLION AELODAU'R CONSORTIWM (PARTNER 2)

##### DETAILS OF MEMBERS OF THE CONSORTIUM (PARTNER 2)

**Os yw'r cais yn cael ei gyflwyno gan fwy nag un sefydliad, rhowch fanylion y sefydliadau sy'n rhan o'r consortiwm isod. (Copïwch y tabl hwn fel bo angen)**

If the application is being presented by more than one organisation, please provide details of the organisations that make up the consortium below. (Copy this table as needed).

|                                                                                                                                                                                                   |                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>4.1 Enw'r sefydliad</b><br>Name of organisation                                                                                                                                                | <input type="text"/> |
| <b>4.2 Cyfeiriad a chod post</b><br>Address including postcode                                                                                                                                    | <input type="text"/> |
| <b>4.3 Gwefan</b><br>Website                                                                                                                                                                      | <input type="text"/> |
| <b>4.4 Enw'r swyddog cyswllt fydd yn cydlynu gwaith y prosiect ar ran y sefydliad ac E-bost</b><br>Contact name for person coordinating the project work on behalf of the organisation and E-mail | <input type="text"/> |
| <b>4.5 Swydd</b><br>Position                                                                                                                                                                      | <input type="text"/> |
| <b>4.6 Ffôn</b><br>Tel no                                                                                                                                                                         | <input type="text"/> |
| <b>4.7 E-bost</b><br>E-mail                                                                                                                                                                       | <input type="text"/> |
| <b>4.8 Profiad perthnasol i'r prosiect</b><br>Experience relevant to the project                                                                                                                  | <input type="text"/> |

#### 4.9. MANYLION AELODAU'R CONSORTIWM (PARTNER 3)

##### DETAILS OF MEMBERS OF THE CONSORTIUM (PARTNER 3)

**Os yw'r cais yn cael ei gyflwyno gan fwy nag un sefydliad, rhowch fanylion y sefydliadau eraill sy'n rhan o'r consortiwm isod. (Copïwch y tabl hwn fel bo angen)**

If the application is being presented by more than one organisation, please provide details of the other organisations that make up the consortium below. (Copy this table as needed).

|                                                        |                      |
|--------------------------------------------------------|----------------------|
| <b>4.10 Enw'r sefydliad</b><br>Name of organisation    | <input type="text"/> |
| <b>4.11 Cyfeiriad a chod post</b><br>Address including | <input type="text"/> |



|                                                                                                                                                                                                    |                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| postcode                                                                                                                                                                                           |                      |
| <b>4.12 Gwefan</b><br>Website                                                                                                                                                                      | <input type="text"/> |
| <b>4.13 Enw'r swyddog cyswllt fydd yn cydlynu gwaith y prosiect ar ran y sefydliad ac E-bost</b><br>Contact name for person coordinating the project work on behalf of the organisation and E-mail | <input type="text"/> |
| <b>4.14 Swydd</b><br>Position                                                                                                                                                                      | <input type="text"/> |
| <b>4.15 Ffôn</b><br>Tel no                                                                                                                                                                         | <input type="text"/> |
| <b>4.16 E-bost</b><br>E-mail                                                                                                                                                                       | <input type="text"/> |
| <b>4.17 Profiad perthnasol i'r prosiect</b><br>Experience relevant to the project                                                                                                                  | <input type="text"/> |



Llywodraeth Cymru  
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| 5. GWYBODAETH ARIANNOL<br>FINANCIAL INFORMATION                                                                                                                                                                 |  |                                                                                                                                                       |  |                                                                                                                        |  |                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------|
| 5.1: Gwybodaeth ariannol: costau staff                                                                                                                                                                          |  |                                                                                                                                                       |  |                                                                                                                        |  |                                                                                  |
| Cyflogau: nodwch y manylion canlynol ar gyfer unrhyw swyddi y gwneir cais ar eu cyfer. Nodwch gyfanswm y cyflogau ynghyd â chyfanswm cyfraniadau'r cyflogwr ar gyfer yswiriant gwladol a phensiwn.              |  |                                                                                                                                                       |  |                                                                                                                        |  |                                                                                  |
| 5.1: Financial information: staff costs                                                                                                                                                                         |  |                                                                                                                                                       |  |                                                                                                                        |  |                                                                                  |
| Salaries: please provide the following details for any posts for which this application is being made. State the sum total of salaries together with employer contributions for National Insurance and pension. |  |                                                                                                                                                       |  |                                                                                                                        |  |                                                                                  |
| Swydd<br>Post                                                                                                                                                                                                   |  | Costau cyflog llawn<br>(gan gynnwys<br>pensiwn ac<br>yswiriant gwladol)<br>Total Salary Cost<br>(including pension<br>and national<br>insurance)<br>£ |  | Cyfraniad grant y gwneir<br>cais i Lywodraeth Cymru<br>amdano<br>Contribution of Welsh<br>Government grant sought<br>£ |  | Grant<br>Llywodraeth<br>Cymru fel %<br>The Welsh<br>Government's<br>grant as a % |
|                                                                                                                                                                                                                 |  | £0.00                                                                                                                                                 |  | £0.00                                                                                                                  |  | 0%                                                                               |
|                                                                                                                                                                                                                 |  | £0.00                                                                                                                                                 |  | £0.00                                                                                                                  |  | 0%                                                                               |
|                                                                                                                                                                                                                 |  | £0.00                                                                                                                                                 |  | £0.00                                                                                                                  |  | 0%                                                                               |
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|                                                                                                                                                                                                                 |  | £0.00                                                                                                                                                 |  | £0.00                                                                                                                  |  | 0%                                                                               |
| Cyfanswm costau swyddi/Total cost of posts                                                                                                                                                                      |  | £0.00                                                                                                                                                 |  | £0.00                                                                                                                  |  | 0%                                                                               |



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| 5.2: Costau eraill<br>5.2: Other costs                                                                                                                                                                                                                                                                                 | Disgrifiad o'r gost<br>Description of cost | Cost llawn<br>Full costs | Grant Llywodraeth Cymru<br>Welsh Government grant | Grant Llywodraeth Cymru fel %<br>Government's grant as a % |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------------------|---------------------------------------------------|------------------------------------------------------------|
| <b>1. Costau swyddfa (ee rhent, trydan). Os yw eich costau swyddfa yn fwy na 10% o gyfanswm y cyflogau bydd angen i chi restru'r holl gostau rhedeg.</b><br><i>Office Costs (e.g. rent, electricity). If your office costs are more than 10% of the salary totals you will need to list all of your running costs.</i> |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
| <b>2. Costau gweithgareddau</b><br><i>Cost of activities</i>                                                                                                                                                                                                                                                           |                                            | £0.00                    | £0.00                                             | 0%                                                         |
| Translation Cost                                                                                                                                                                                                                                                                                                       |                                            | £3,000                   | £2,700                                            | 90%                                                        |
| Development and Integration Cost                                                                                                                                                                                                                                                                                       |                                            | £8,000                   | £7,200                                            | 90%                                                        |
| Project Management fees                                                                                                                                                                                                                                                                                                |                                            | £7,000                   | £6,300                                            | 90%                                                        |
| Marketing and Awareness cost                                                                                                                                                                                                                                                                                           |                                            | £3,000                   | £2,700                                            | 90%                                                        |
| Travel and sundries                                                                                                                                                                                                                                                                                                    |                                            | £1,000                   | £900                                              | 90%                                                        |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
|                                                                                                                                                                                                                                                                                                                        |                                            | £0.00                    | £0.00                                             | 0%                                                         |
| <b>Cyfanswm costau</b> Total costs                                                                                                                                                                                                                                                                                     |                                            | £22,000                  | £19,800                                           | 90%                                                        |
| <b>5.3: Cyfansymiau</b><br>5.3: Totals                                                                                                                                                                                                                                                                                 |                                            | Cost llawn<br>Full costs | Grant Llywodraeth Cymru<br>Welsh                  | Grant Llywodraeth Cymru fel %<br>Government's grant as a % |



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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                | Government grant |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------|----|
| <b>Cyfanswm costau swyddfa a gweithgareddau</b> Total office and activity costs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | £0.00          | £0.00            | 0% |
| <b>Cyfanswm costau staff</b> Total staff costs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | £0.00          | £0.00            | 0% |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
| <b>1. Cyfanswm eich holl gostau</b> Total costs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | £22,000        |                  |    |
| <b>2. Cyfanswm y grant yr ydych yn ceisio amdano</b> Total grant sought                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>£19,800</b> |                  |    |
| <b>3. Canran cyfraniad Llywodraeth Cymru ar eich gweithgareddau</b><br>Percentage contribution of Welsh Government's grant to your activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 90%            |                  |    |
| <b>5.4: Arian cyfatebol (os yn berthnasol)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |                  |    |
| 5.4: Match Funding (if relevant)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                | £2,200           |    |
| <b>Nodwch o ble y daw unrhyw arian cyfatebol</b><br>Note below the source of any match funding.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
| Ffynhonnell/Source                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Swm/Sum (£)    |                  |    |
| TW Ads (Addiply) Ltd                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | £2,200         |                  |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |                  |    |
| <b>5.5: Taliadau o flaen llaw</b><br>Polisi Llywodraeth Cymru yw talu trwy ôl-daliadau. Fodd bynnag, mae'n cydnabod nad yw rhai sefydliadau yn cadw llawer o arian wrth gefn ac nad oes ganddynt yr adnoddau i ymgymryd â gwaith gan dderbyn tâl wedi iddo gael ei gwblhau. Gallwn ystyried darparu cyllid ar gyfer gwariant ymrwymedig cyn talu os darperir tystiolaeth glir o'r angen amdano. Os oes angen taliad o flaen llaw arnoch, llenwch Atodiad 1.<br>5.5: Payment in advance<br>The Welsh Government's policy is to make payments in arrears. However, it recognises that some organisations do not hold large reserves and do not have the resources to undertake work and receive payment afterwards. Provision of funding for committed expenditure may be |                |                  |    |



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considered in advance of payment but only where evidence of need is clearly established. If payment in advance is required then please fill Annex 1

**Bydd angen taliad o flaen llaw - rydym wedi cwblhau Atodiad 1/ Does dim angen taliad o flaen llaw**

Payment in advance needed – we have completed Appendix 1 / No payment in advance required

**5.6 Sut hoffech dderbyn y grant? Cyfres o randaliadau yn seiliedig ar wariant neu ar ddiwedd y project?**

5.6 How would you like to receive the grant? A series of instalments based on expenditure or on completion of the project?

**A series of three instalments paid 56 days in arrears across the six-month course of the project.**

**5.7 Faint o gymorth cyhoeddus ydych wedi'i dderbyn o dan y Rheoliad De Minimis yn ystod y flwyddyn ariannol gyfredol a'r ddwy flynedd flaenorol? (Os ydych wedi derbyn dros €200,000 mewn arian de minimis yn ystod y tair blynedd flaenorol, nid ydych yn gymwys i dderbyn grant gan Lywodraeth Cymru o dan y cynllun hwn).**

How much public support have you received under the de minimis Regulation in the current and previous two fiscal years? (Please note that if you have received over €200,000 in de minimis funding during the last three fiscal years, you are not eligible to receive grant funding from the Welsh Government under this scheme).

| Dyddiad<br>Date |  | Ffynhonnell<br>Source     |  | Swm £<br>Amount £ |  |
|-----------------|--|---------------------------|--|-------------------|--|
| 2012-13         |  | Technology Strategy Board |  | £56,250           |  |
|                 |  |                           |  |                   |  |
|                 |  |                           |  |                   |  |
|                 |  | CYFANSWM                  |  |                   |  |



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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <p><b>5.8 Cadarnhewch fod eich sefyllfa ariannol yn galluogi'ch sefydliad i barhau yn ystod 2015-16</b><br/><i>Please confirm that your financial situation will allow your organisation to operate as a going concern during 2015-16</i></p>                                                                                                                                                                                                                                                                                                                                   | <p>Ydy/Yes</p>                                                                                        |
| <p><b>5.9 Cadarnhewch nad oes unrhyw un o swyddogion neu aelodau eich sefydliad yn cael ei amau, neu wedi'i gael yn euog, o dwyll neu unrhyw drosedd berthnasol arall. Mae'n rhaid i chi hysbysu Llywodraeth Cymru ar unwaith os na fedrwch wneud hyn. Cliciwch y blwch ar y dde.</b><br/><br/><i>Please confirm that no official or member of your organisation is being suspected, or has been found guilty of, fraud or any other relevant offence. You must inform the Welsh Government immediately if you are unable to do this. Please click the box on the right</i></p> | <p><b>Neb o dan amheuaeth neu wedi'i gael yn euog/Nobody under suspicion or been found guilty</b></p> |



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## RHESTR WIRIO CHECKLIST

1. **A ydych wedi sicrhau eich bod yn gymwys i ymgeisio am y grant?** *Have you checked that you are eligible to apply for this grant?*
2. **A ydych wedi cwblhau pob adran berthnasol yn cynnwys pob sefydliad sy'n rhan o'r cais?** *Have you completed all relevant sections, including all organisations that are part of the application?*
3. **A ydych wedi cynnwys eich cyfrifon archwiledig diweddaraf, neu ddolen gwe iddynt? (Sector preifat a trydydd sector yn unig)**  
*Have you included your most recent audited accounts or a link to their location? (Private and third sector only)*
4. **A ydych wedi cwblhau'r datganiad De Minimis yn 5.7 uchod?** *Have you completed the De Minimis statement at 5.7 above?*
5. **A ydych wedi cynnwys eich cyfansoddiad, neu ddolen gwe iddo? (Sector preifat a trydydd sector yn unig)** *Have you included your constitution or a link to its location? (Private and third sector only)*

**Rwy'n cadarnhau bod yr holl wybodaeth a roddir yn y ffurflen hon, ac mewn unrhyw ddeunydd ategol, yn gywir hyd eithaf fy ngwybodaeth. Drwy e-bostio'r ffurflen hon at Lywodraeth Cymru, cydnabyddaf fod gennyf awdurdod llawn fy sefydliad i ymgeisio am grant gan Lywodraeth Cymru.**

I confirm that all of the information given in this form and any supporting material is correct to the best of my knowledge. By e-mailing this form to the Welsh Government, I acknowledge that I have the full authority of my organisation to apply for a grant from the Welsh Government.

**Enw a llofnod swyddog cyswllt yn y sefydliad:**  
Name and signature of contact person within the organisation:

**Enw/Name:** \_\_Rick Waghorn\_\_\_\_\_

**Llofnod/Signature:** \_\_Rick Waghorn\_\_\_\_\_

**Rôl o fewn y sefydliad :** \_\_CEO\_\_\_\_\_

Role within the organisation:

**Dyddiad / Date:** \_\_29/01/15\_\_\_\_\_



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## Cyfarwyddiadau

- Gofynnir i chi lenwi'r ffurflen gais yn electronig, a chynnwys dolenni i'r dogfennau a restrir yn y paragraff isod os oes copïau electronig ohonynt ar gael. Dylech e-bostio'r ffurflen gais i [techcy@cymru.gsi.gov.uk](mailto:techcy@cymru.gsi.gov.uk) erbyn canol dydd, 30 Ionawr 2015. Dylech wedyn hefyd anfon copi caled o'ch cais, wedi'i lofnodi, dim hwyrach na 13 Chwefror 2015. Anfonwch eich cais at yr Uned Iaith Gymraeg, 3ydd Llawr, Parc Cathays 2, Caerdydd, CF10 3NQ.
- Ni chaiff ceisiadau hwyr eu hystyried.
- Caiff pob cais ei dderbyn a'i asesu ar sail yr wybodaeth a ddarperir gennych. Ein bwriad yw hysbysu ymgeiswyr o ganlyniad eu cais cyn diwedd Mawrth 2015.
- Os bydd eich cais yn llwyddiannus, byddwn yn cadarnhau eich canlyniadau a'ch targedau yn y llythyr cynnig grant.

## Instructions

- You should e-mail the form to us at [techcy@wales.gsi.gov.uk](mailto:techcy@wales.gsi.gov.uk) by 12.00 midday, 30 January 2015. You should also send a signed hard copy of your application to us no later than 13 February 2015. Please send completed application forms to: The Welsh Language Unit, 3rd Floor, Cathays Park 2, Cardiff, CF10 3NQ.
- Late applications will not be accepted.
- Each application will be accepted and assessed on the basis of the information provided by you. We will aim to inform applicants of the result of their application during March 2015.
- Should your application be successful, your outcomes and targets will be confirmed in your grant offer letter.