AI4GOOD LCR

GET BACKED

TO BUILD YOUR BUSINESS WITH AI

Know a local problem?
Have an idea to tackle it?

No AI experience needed

Apply by 1 November

FREE SUPPORT
Nov 26 - March 27

UNIVERSITY OF LIVERPOOL

Public Life

LIVERPOOL CITY REGION
COMBINED AUTHORITY

METRO MAYOR
LIVERPOOL CITY REGION

UNLOCKING LOCAL POTENTIAL

The people closest to a problem often have the best ideas to solve it.

New AI tools mean one founder can now build things that once took money, expertise and a team. But the people who could gain most are the least likely to be using them.

10
local entrepreneurs

FREE
expert support

YOU
keep ownership

Backed by local experts

The University of Liverpool's Virtual Engineering Centre, Public Life and the Liverpool City Region Combined Authority have come together to launch AI4Good - part of the city region's ambition, under the UK's first regional Chief AI Officer, to adopt AI responsibly and productively. Together we're backing ten local entrepreneurs from November 2026 to March 2027, with expert support at no cost to you.

Sounds like you? Apply today

www.publiclife.org.uk

AI4GOOD LCR

Starting in November, AI4Good is a free programme, running from November 2026, to March 2027, backing ten local entrepreneurs to build ventures that tackle real problems for people in the Liverpool City Region.

No AI experience needed. AI might be at the heart of what you're building, or it might work in the background: handling admin, reaching customers, managing your money. Either is fine. And if you don't know yet how you'd use it, we'll help you explore how AI could support your idea.

All of this is free. Here's what you get:

1

University AI experts

Specialist advice and technical support from university experts.



2

AI tools and coaching

Learn how to use the latest AI tools with hands-on support



3

Your own business advisor

Dedicated advice to develop your idea and business.



4

Training and masterclasses

Build your skills through practical sessions and peer learning



5

Real-world testing

Get feedback, test your idea and explore real opportunities



WHAT WE'RE LOOKING FOR

A real problem

Your venture tackles a problem affecting people in the Liverpool City Region, within one of our four priority areas.

Lived experience

You've experienced or witnessed the problem first-hand and understand its impact.

A role for AI

AI could help your product, service or business operations. We'll help you explore how to use it responsibly.

Entrepreneurial drive

You're motivated to build a business and ready to commit to the programme.

Priority Areas:

- **Transport & destination**
- **Health & social care**
- **Education & skills**
- **Social mobility**



CAN I APPLY?

You can apply if you can tick all four:

- You live in the Liverpool City Region (Halton, Knowsley, Liverpool, Sefton, St Helens or Wirral), and your venture is based in and serves it.
- It is not yet registered, not yet trading, or has been trading for less than 12 months.
- It tackles a problem in one of the four priority areas
- You can commit to the programme fully, from November to March - see 'What we ask of you'

No CV, qualifications, tech skills or experience of using AI needed.

You won't give up any equity - this is your business and you'll own all of it.

YOUR JOURNEY

A steady rhythm you can plan around, built for people who are working or already building a venture.

10 - 11 November
Kick-off
Meet the cohort and partners. Start your training

Nov - Jan
Build
With your advisor, the University's experts and our AI coach

February
Test
Try it for real with customers and partners

March
Show
The showcase, and your plan for what comes next

SUPPORT THAT FITS AROUND YOUR WEEK

Monthly cohort days

Work alongside the cohort and gain hands-on help.
Attend nine days in total: two kick-off days, six cohort days and a final showcase - Remaining dates will be confirmed.

Drop-in Days

(Optional)

Join us in-person to work alongside other founders and get support from your advisor. An AI coach is also available on Thursday afternoons.

Your University AI Expert

(Every fortnight, you book)

Book a 30-minute session with the Virtual Engineering Centre (VEC), online or in person. Before Christmas, explore where AI fits your venture. From January, review and guide the solution the team is building with you.

Your business advisor

(Throughout)

Get dedicated support during the week, with a monthly review to agree your next steps.

WHAT WE ASK OF YOU

Free support. Three shared commitments

1 Make time for the programme

Attend all nine required days and book your fortnightly session with the university's AI experts.

2 Show up for each other

Ten founders building at the same time, in the same room. Share what you learn, exchange ideas and help other founders where you can.

3 Help us learn what works

Take part in evaluation conversations at the start, midpoint and end, plus short check-ins. Brunel University of London and Northumbria University will independently evaluate the programme.

We see how you use the tools only with your consent, and never what you put in them.

Based in Liverpool

The programme runs in person in Liverpool from November to March.

What you'll have by March

- A digital demonstrator or a new tested workflow for your business
- An assessment of its responsible use of AI.
- A plan for your next steps.
- An opportunity to present your progress at the showcase.

READY TO APPLY?

Applying is simple: answer three short questions (max 250 words each) on our online form at www.publiclife.org.uk, then record a brief video pitch. No CVs or jargon needed—just speak in your own words. It's advisable to read 'What we're looking for' first. If the online form or video isn't suitable, contact us to apply via paper, phone, or another method that works for you.

1 What problem do you want to solve, and how?

Describe the local problem and the venture you're building to tackle it.

2 Why you?

Explain your connection to the problem and share an example of your initiative or determination.

3 How could AI help?

AI might be at the heart of what you offer, or help you run your business. Explain how AI could support your idea or business. If you're unsure, tell us what you'd like to explore.

Your video pitch

Tell us about your idea and why you're applying, in up to three minutes. We'll send you a recording link. Speak in your own words — it doesn't need to be polished.

The recruitment process

We want to get to know you as a person, not a CV - in fact, we won't even look at CVs. We'll shortlist against the four things in 'What we're looking for', and run final interviews with the University of Liverpool's Virtual Engineering Centre.

Your short application

Closes 1st Nov

Shortlisting, then interviews

Week commencing 2nd Nov

Kick-off

10th and 11th Nov

YOUR QUESTIONS ANSWERED

Information sessions

Come and hear about the programme and ask anything.

In person: Tuesday 20 October, 12pm to 2pm, Cunard Building, Liverpool
Online: Thursday 22 October, 12pm to 1pm, and Monday 26 October, 6pm to 7pm

Book at www.publiclife.org.uk, where you'll also find answers to common questions.

If you need help with your application, or would like a paper form, contact us at **info@publiclife.org.uk.**

Applications close on Sunday 1 November.
The programme starts on Tuesday 10 November.

For more information and to apply, visit:
www.publiclife.org.uk

AI 4 Good is delivered by Public Life for the University of Liverpool's Institute of Digital Engineering and Autonomous Systems (IDEAS) and Virtual Engineering Centre, in collaboration with the Liverpool City Region Combined Authority.

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