

How to write a winning grant proposal

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Innovate UK
Knowledge Transfer Network

ktn-uk.org @KTNUK

The Future. Faster

As a network partner of Innovate UK, KTN combines expertise in all sectors with the ability to cross boundaries

Connecting with KTN can lead to potential collaborations, horizon-expanding events and innovation insights relevant to your needs



Connecting people to drive innovation

- Find expertise
- Find markets
- Find finance



How it works

- Attend events
- Receive expert advice & insights
- Get help with crossing sectors
- Introductions to new collaborations



The UK landscape

Space & Satellite Applications UK Landscape

Overview



Funding Landscape



European Space Agency



www.spacebusinessportal.co.uk/funding/recent-funding-calls/

Grants

Pros

Will accept high risk

Seen as zero cost

Can add to credibility

Can act as leverage

Cons

Difficult to locate

Rarely 100% (typically
25%-75%)

Can be distracting

Can be paperwork
heavy

How can KTN help find grants...

... the ones **you** should apply for ?



Finding Funding

Innovate UK Grant Search: www.innovateuk.gov.uk

GRANTfinder tool

KTN can also carry out a broader and more detailed search of grants across a huge range of programmes:

- >8,000 funding opportunities detailed
- You can refine your search based on your company size, sector, geography and project area
- Filter results by funding amount, type, geography

Key features

- Business led
- Single company or collaborative
- Funding rules, e.g. 70:30 rule
- Check deadlines
- Register to apply
- Independent assessment
- Portfolio approach

Emerging & Enabling Round 4

OPEN NOW!

Are satellite data or signals an integral part of your innovative service?

Satellite Communications / GNSS / Earth Observation

If so, you may be within scope for this competition

Competition closes: 28th March

For competition details go to www.innovateuk.gov.uk

For briefing events go to www.ktn-uk.co.uk/news



Key features of a good proposal

1. Alignment to the competition scope
2. Innovation
3. A strong business case
4. A convincing value proposition
5. A credible plan for Research and Development
6. The right consortium
7. A clear need for support
8. Sufficient risk

Investment decision criteria

- What are the global opportunities?
- What are the unique strengths that the UK brings to those opportunities?
- Is the timing right?
- Why is public sector investment required?

1. Alignment to scope

- Read the briefing document carefully
- Be very clear and specific about how your project fits the scope
- Don't assume assessors are experts in your field
- *If InnovateUK don't think the project is in scope, the rest of your work will be wasted!*

2. Innovation

- All projects must involve significant innovation
- Think disruption not incremental improvement
- Freedom to operate, competition
- **Why is your proposal timely?**
- Provide evidence to support this i.e. results of:
 - Patent searches
 - Competitor analyses
 - Literature surveys
- Detail current IP & strategy for protecting new IP

3. Strong Business Case

- What is the need or benefit that this project will address?
- What is the market like (size, dynamics, trends)?
- How will the industry partners profit from success; when and how much?
- **Quantify the Return on Investment**
- Describe the route to market
- What will be the wider benefits?
 - These may be economic, social, environmental
 - Quantify if you can

4. Convincing value proposition

- Who are you target customers/end users?
- What are their needs and how will you meet them?
- Is a change of culture required? How will you achieve this?
- Inertia barrier!
- *Consider using value proposition thinking when preparing your application.*

5. Credible R&D plan

- **Outcome focussed approach**
- R & D: Make sure there is enough time for D within the project
- Provide sufficient detail to be able to judge the quality and feasibility of the technical plan and the value for money
 - **WP No. & Name, Partners involved, timeline (e.g. M1-12), Description of activity, Milestone**
- Demonstrate the necessary skills and resources are available
- Provide a clear/simple management structure & plan (Gantt chart)

6. Right consortium

- Horizontal or vertical consortia (or both) possible
- Why these partners/individuals? – what makes this a particularly strong consortium?
- If there are global markets in mind, explain how these will be accessed
- Show how all the partners have an active role to play and how each benefits in some way (No “passengers”)
- Are there gaps?
- *Utilise the appendix!*

7. Clear need for support

- Explain why the project would not go ahead (or would be delayed or reduced in scope) without Innovate UK funding
 - Have you explained and justified why you are not funding the project yourselves?
 - Have you explained how the project would be undertaken differently with Innovate UK investment?
- A realistic prospect of success but sufficient uncertainty that there is still need for R&D

8. Sufficient risk

- You **need** risk but it should be qualified
- Identify, explain and provide mitigation strategies for your key risks:
 - Technical (including regulatory)
 - Commercial, IP
 - Managerial, communication
 - Health, safety & environmental
- Use the format:
 - Risk, Rating (**High,Medium,Low**), Mitigation
- Utilise **Risk register** appendix

Top Tips

1. Fit within scope

- ✓ Make sure your project is within the remit for the competition – details can be found in the Briefing Document

2. Agree key points with partners

- ✓ Get started on your outline project plan and Consortium Agreement as soon as possible – who will do what and who will own what when it comes to IP?

3. Be clear & concise

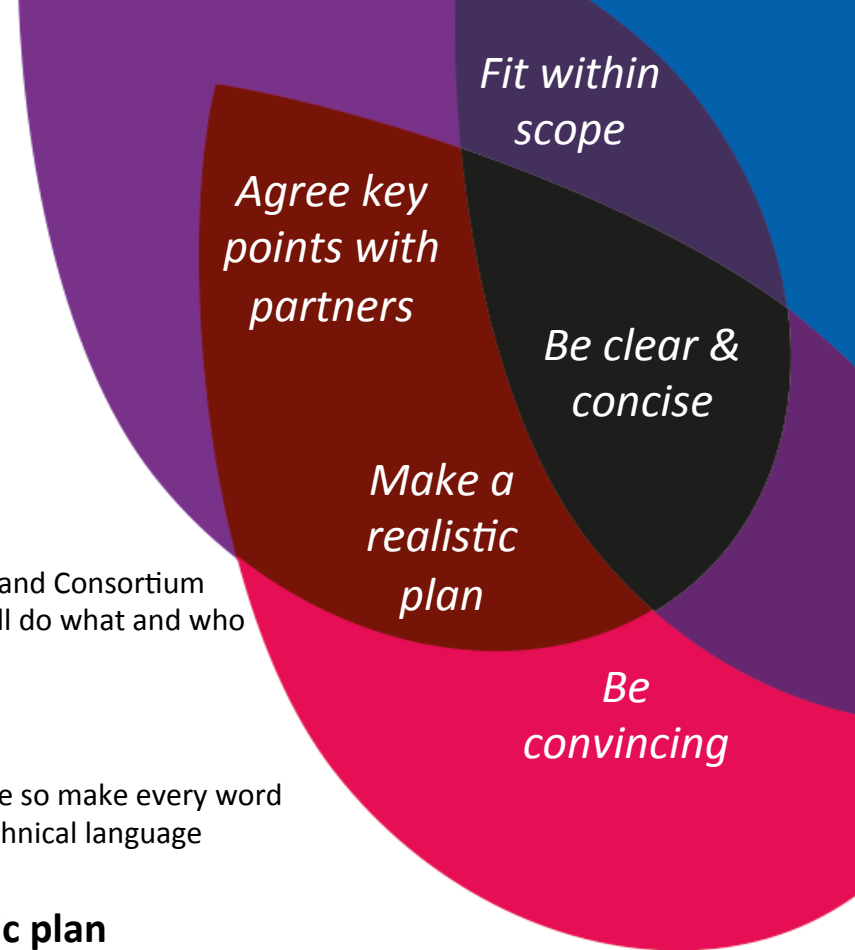
- ✓ You don't have much space so make every word count and avoid overly technical language

4. Make a realistic plan

- ✓ Remember if you get the funding you will have to do the work so don't write yourself into a corner

5. Be convincing

- ✓ Why do you need the money? Ask yourself – would you invest?



Top Tips

6. Remember risk & innovation

- ✓ Projects need sufficient quantities of both to be eligible for Innovate UK funding

7. Quantify & justify assertions

- ✓ Provide numbers and evidence where possible to back up your claims

8. Check ALL deadlines

- ✓ All Innovate UK deadlines are noon and you also need to register by the week before to be able to submit a proposal

9. Get advice & feedback from KTN

- ✓ We are here to help and our service is free – we can review your application and provide independent, objective feedback

10. Don't leave it too late to ask questions or submit

- ✓ Contact us early to get the most value from the support available

*Remember
risk &
innovation*

*Quantify &
justify*

*Check ALL
deadlines*

*Speak to
KTN!*

*Don't
leave it
too late*

*Agree key
points with
partners*

*Fit within
scope*

*Be clear &
concise*

*Make a
realistic
plan*

*Be
convincing*

Good Application Guide



Key Features of a Good Application

This guidance is not structured to reflect the order of the questions in the Innovate UK application form. It is more a summary of what makes a good proposal than a list of the questions in the application form. Always refer to the GfA for details of the questions you need to answer in the application form.

Remember should be the applic:

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The key fe

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It is a truism that people don't buy technology; they buy what technology does for them. The success of any innovation, therefore, depends ultimately on human motivations and behaviour.

This reality can represent a risk for organisations seeking to exploit innovative technologies, as even the most cutting-edge technology will fail if potential customers see no benefit or are unable to use it *effectively*. *Ru taking its inspiration from human behaviour, design not only mitigates outstanding c*

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 - o strengthen

4. Convincing value proposition

5. Credible R&D plan

It is important to explain what you will do in the project – i.e. how you will address the critical success factors described in your business opportunity. The assessor wants to understand the technical approach and although they tend to be knowledgeable in your sector, you should not assume familiarity with all the technical aspects. Avoid jargon and acronyms and break down the project into key work packages and milestones.

This suggested format is useful to ensure you include all the relevant information clearly and concisely:

Work Package No. & Name,
Partners Involved, Timeline (e.g. M0-12),
Description of Activity, Milestone

The project is best summarised in a Gantt chart (included as an appendix) with each task explained. Provide an appropriate level of detail – a handful of tasks is too little, but breaking down every week is too much. The tasks should be clear on resource allocation, cost and interdependency with other tasks.

This response shouldn't be treated any differently to most internal project plans. The assessor is looking to see if the plan is realistic, whether there is sufficient resource (and where it is coming from) and if management will be an issue. Make clear the reporting lines, especially with multiple sub-contracts or partners.



*Write a proposal
that excites and
inspires*

Thank you

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A nighttime photograph of a cityscape. In the foreground, there are modern, curved buildings with illuminated facades. In the background, a prominent cathedral with a tall spire is lit up against the dark sky. The overall scene is illuminated by city lights, creating a vibrant and futuristic atmosphere.

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