

# A guide to writing applications for R&D Grant Funding

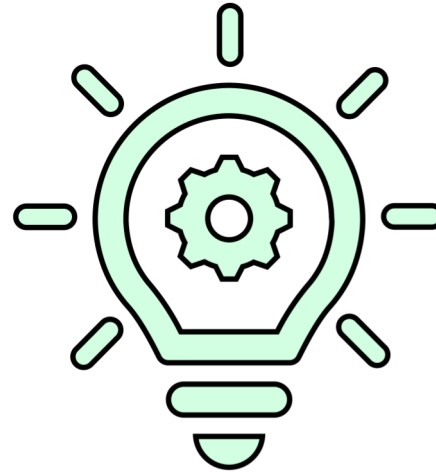
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# Overview

- 1 Telling a good story
- 2 Be the assessor
- 3 Tips and summary





**Answering the assessors' prayer ...**

***“Oh, Lord, send me a good one!”***

# It's an exam and a story ...

- Answer the question
- High scores in all questions
- Tell a story that's clear and convincing
- Consistent and cohesive
- Golden thread...
- Avoid red flags...

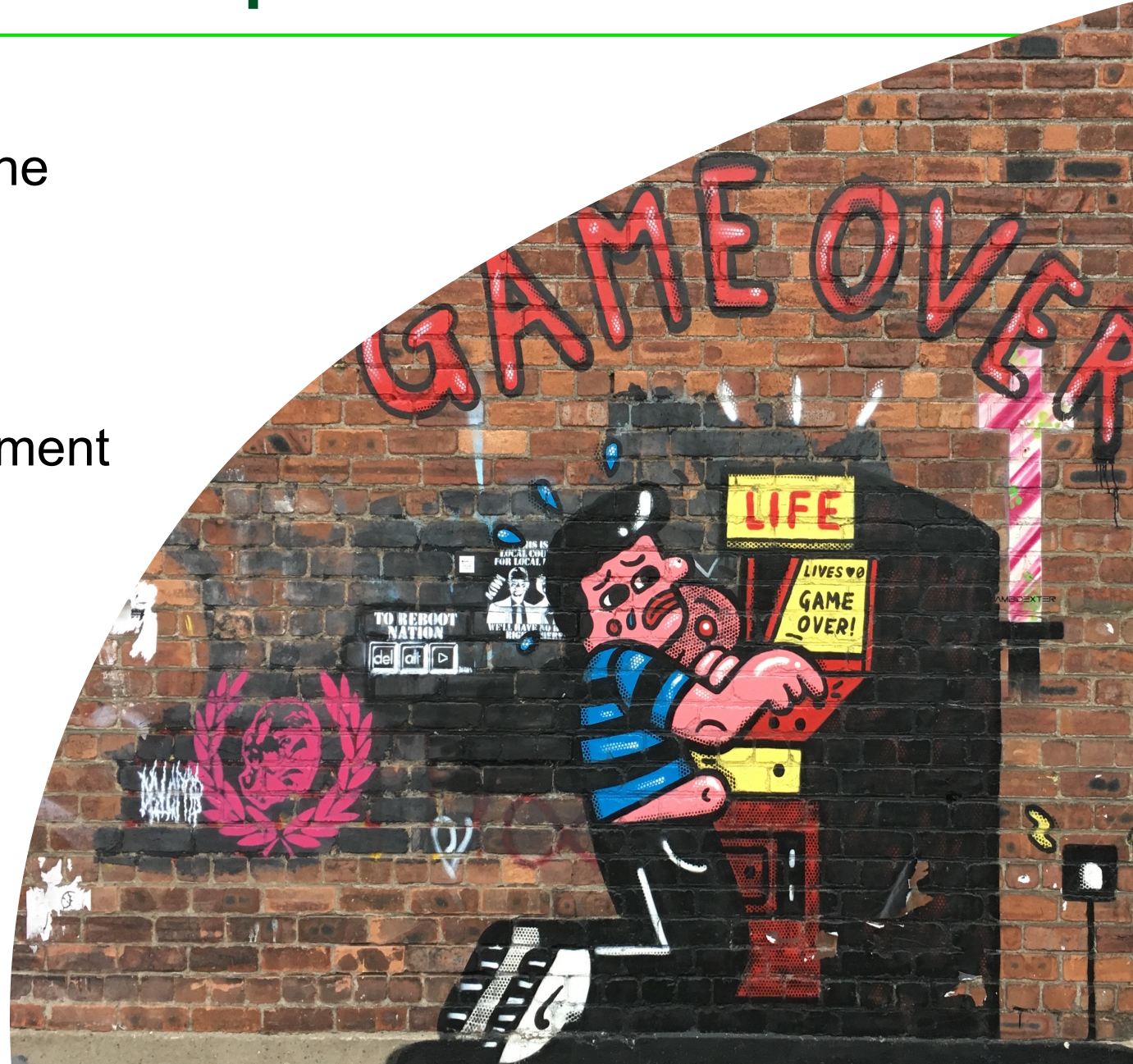




# Alignment to the competition scope

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- Read the scope, understand what the funder wants to support
- Avoid being rejected before assessment
- Don't squeeze into the scope



# ... First impressions

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- **Project Summary**
- *Please provide a short summary of your project.*
  - This is the first thing they read - 'Wow!, I get this and I like it'.
  - Top tip – 'Economist' editorial style. 9-word sentences, active tense.
  - Sell the project – be clear and concise

# A) Need or challenge

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*What is the business need, technological challenge or market opportunity behind your innovation?*

- Articulate/evidence the need/opportunity
- What is driving this?
- Current state of the art
- Unmet need

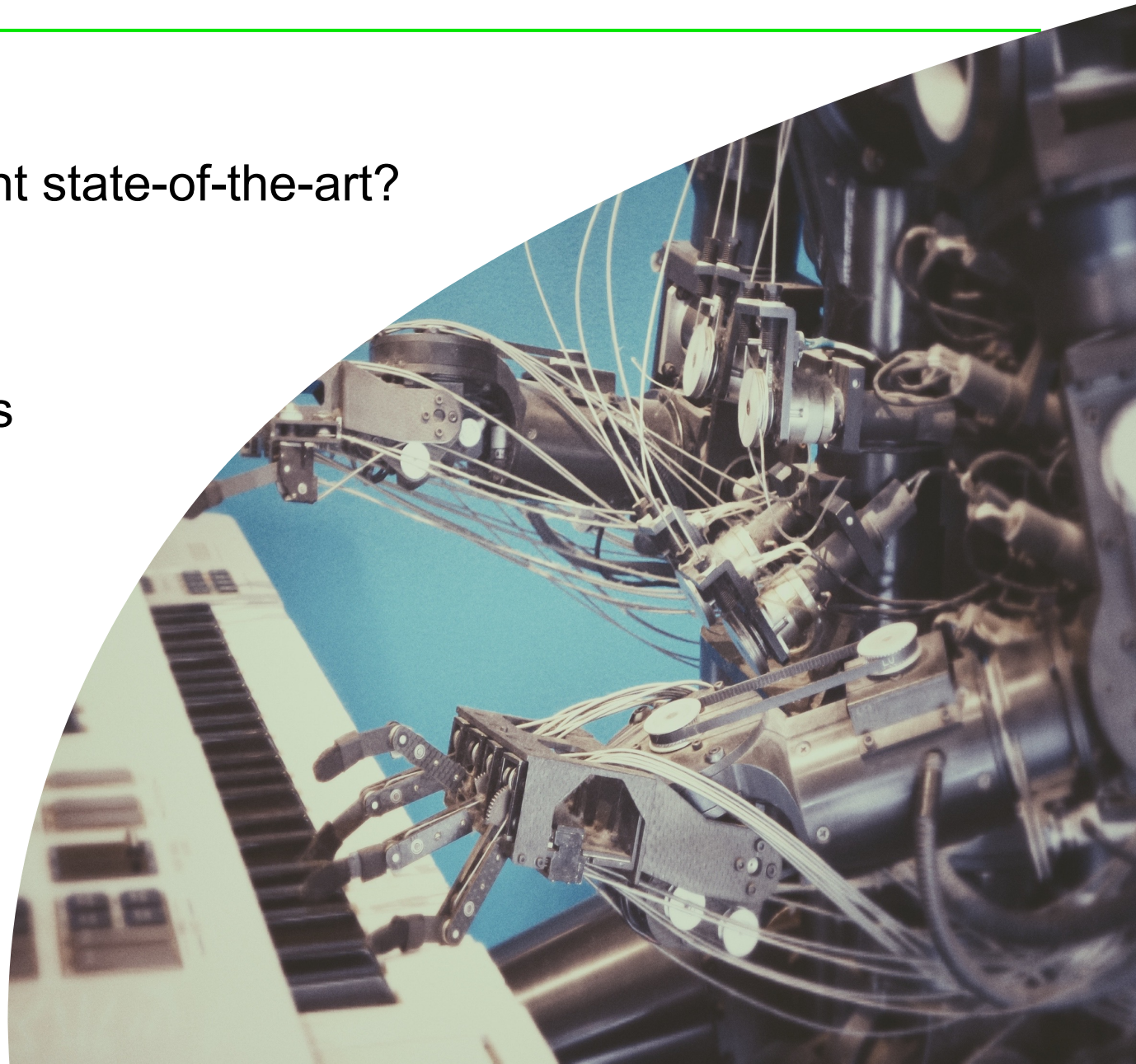




## B) Your idea - approach and innovation

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- How does it improve upon the current state-of-the-art?
- How is it innovative?
- Not about incremental improvements
- Do you have freedom to operate?
- Is the market ready?





# C) Team, resources and delivery

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- Compelling Team
- What are the roles and how are they filled
- Project management, commercial focus, oversight...
- Justify resources, proportionate
- Realistic plan – lines up with answers



## D) Market awareness

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- How will you make money from the idea?
- What is the market opportunity and market size?
- What are the trends in the market?
- Actual market to be addressed...
- Who are your competition?
- Where do you fit?
- Evidence and show you've validated



# E) Outcomes and route to market

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- Who are your customers?
- Evidence that you understand them/have engaged
- How are you going to grow your business?
- Short term, medium term and Long term customers
- Partners, collaborators, distributors





## F) Right kind of risk

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- Evidence that you've thought through all aspects of the project
- Project/technical/commercial/regulatory
- Risk, rating, impact and mitigation





# G) Costs, additionality and value for money

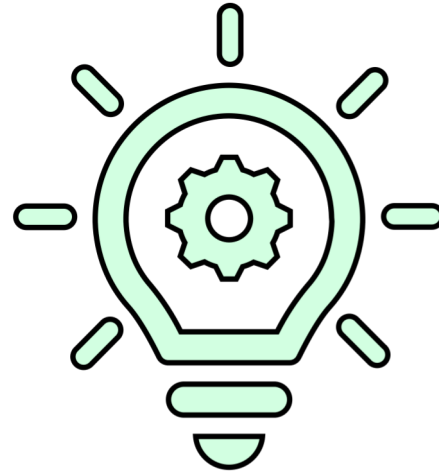
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- Read the rules...
- Each cost justified
- Why are public funds needed?
- Reducing time to market, wouldn't happen...
- Impact outside the project  
e.g. societal, net zero



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# The Good to Great Check

Need	Approach	Project Mgt.	Team	Market	Outcomes	Risk	Impacts /Additional ity	
Compelling Motivation	Significant Innovation	Looks Realistic	Could exploit results	Understands Drivers & Dynamics	Specifies route to market	Carefully considered	Significant/ Compelling	9-10
Good Motivation	Addresses Need	Packages outlined	Make Sense	Good awareness	Some information	Identified	Good Impact Sufficient	7-8
Basic Awareness	Lacking Evidence	Missing Detail	Most of requirement	Unclear addressable market	Unclear proposition	Gaps	Some impact unclear	5-6



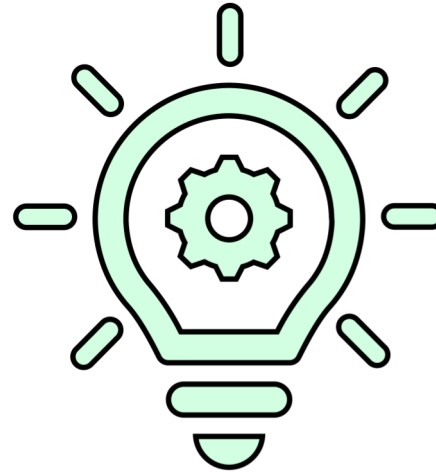
# Red flags...

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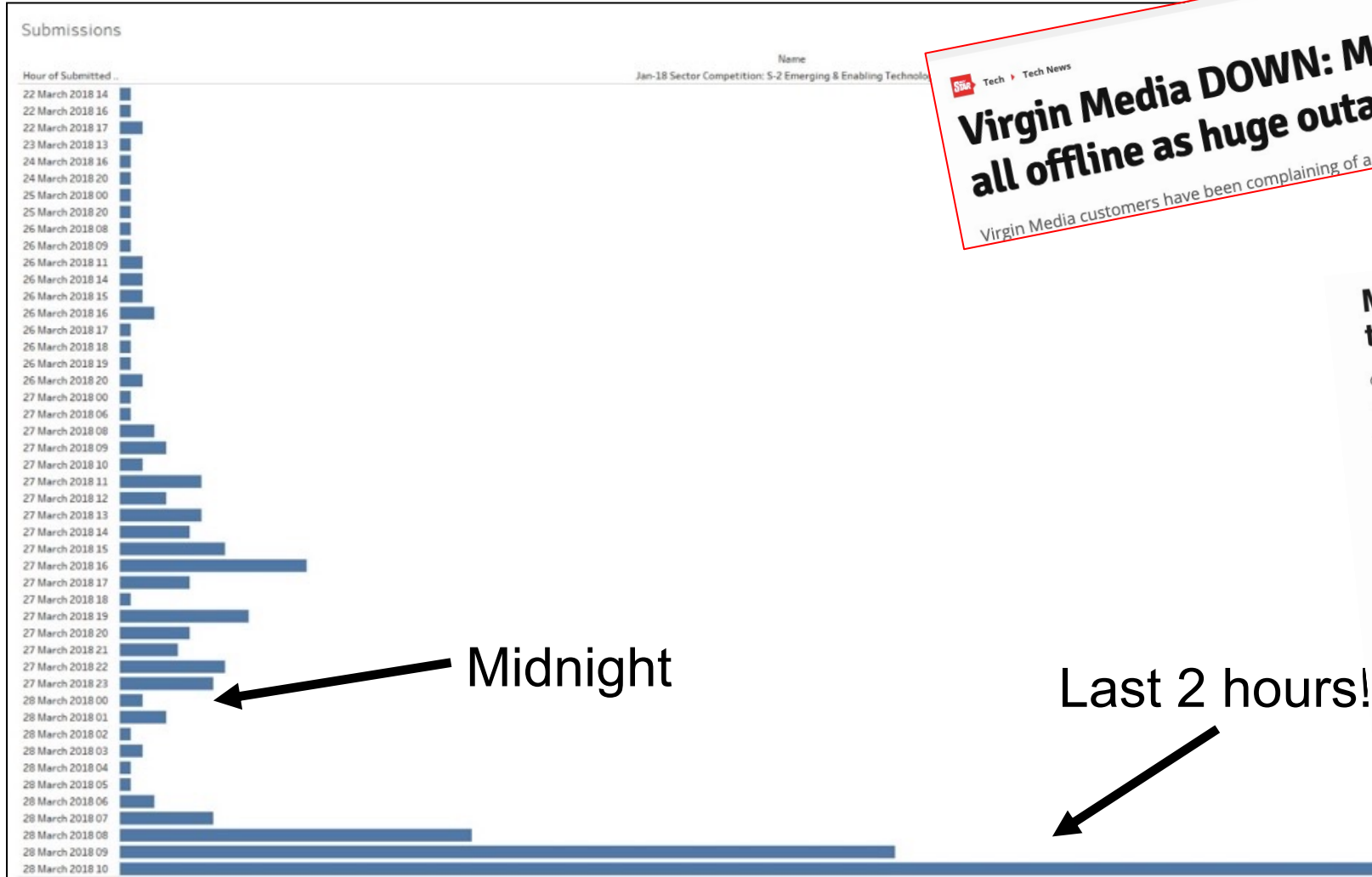
- Out of scope
- Partner eligibility
- Overly technical, difficult language, acronyms...
- Poorly articulated offer
- Unclear innovation, market opportunity, route to market etc
- Plan lacks commercial focus
- Conflicting statements, lack of cohesion

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- 3 **Tips and summary**



# “DO NOT BE LAST”



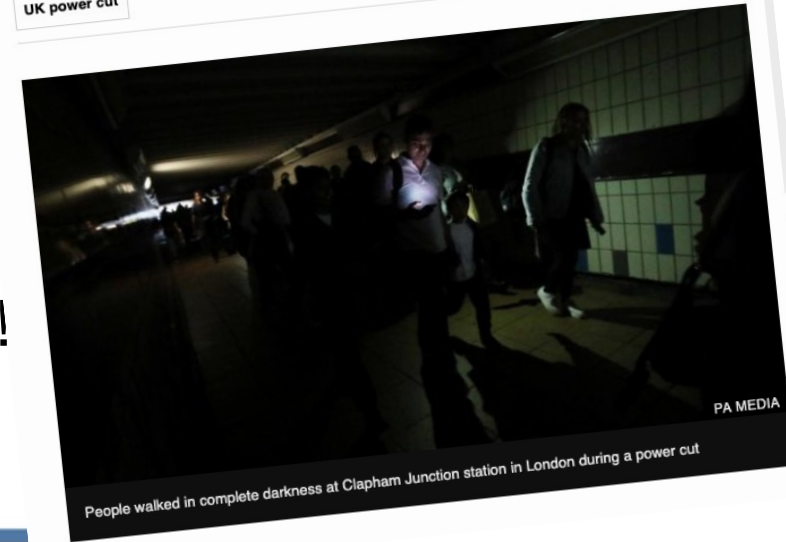
**Virgin Media DOWN: Mobile internet, calls and data all offline as huge outage hits UK**

Virgin Media customers have been complaining of a massive outage in the UK as services have been down since around 11am

**Major power failure affects homes and transport**

10 August 2019

UK power cut



People walked in complete darkness at Clapham Junction station in London during a power cut



**Stand out from the crowd**





# Be the assessor + Top Tips

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- Plan with collaborators before you start to write
- Make sure the project is a good fit with the call
- Step back and read the application like a critical assessor - refine, refine, refine...
- Is it easy to read and get on a first pass?
- Is the project sold clearly early on?
- Are statements evidenced?
- Look for 'Red Flags' – deal with them
- Allow more time than you think you'll need...

# Support for businesses

Electronic copy available

<https://ktn-uk.co.uk/news/how-to-prepare-the-best-application-for-grant-competitions>

Sign up to receive monthly KTN newsletters about funding and other innovation news by sector/tech area  
<https://ktn-uk.co.uk/register>



# Thank You

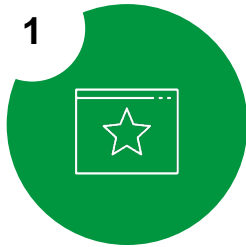
[www.ktp-uk.org](http://www.ktp-uk.org)

The logo for ktn, consisting of the lowercase letters 'ktn' in a bold, sans-serif font, enclosed within a white circle.



# Summary Points

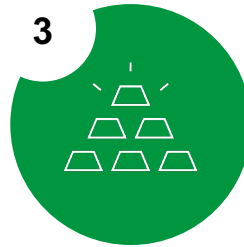
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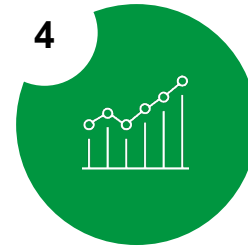
Fit Scope



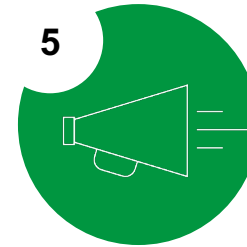
Agree key points  
with partners



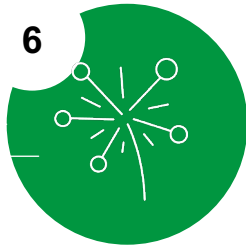
Be clear and  
concise



Be consistent  
'Golden Thread'



Be convincing



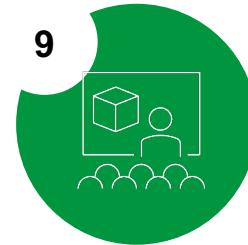
Remember risk  
and innovation



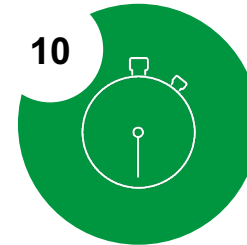
Quantify and  
justify assertions



Review like an  
assessor



Rework until it  
reads well



Allow a lot of time

## NB... Emerging Assessment Mandates

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- New assessment criteria in questions on EDI and net zero
- Equality, Diversity, Inclusion (EDI) – 9 Protected characteristics – Equalities act 2010) - age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation
- Environmental - clean environment and sustainable growth within the UK