

# Grant Funding Masterclass Series

January & February  
2025

**Welcome!**

**Rod Howells | Justin Davis**



# Empower businesses to build greener futures

# Southwest Wales Launchpad



UK Research  
and Innovation



Sero Net  
Diwydiant Cymru



Net Zero  
Industry Wales



**SWITCH**  
Wales' Net Zero Accelerator

**CATAPULT**  
Offshore Renewable Energy



Innovate  
UK

Business  
Growth

# The Southwest Wales Net Zero Launchpad

## Three Pillars

- Business Support
- Industry Outreach
- Academic Outreach

# Grant Funding Masterclass Series: January & February 2025

**Weekly 1-hour webinars | Wednesdays | 10:00 AM - 11:00 AM**

This interactive and engaging series is designed to equip attendees with practical knowledge and strategies for assessing, securing, and managing Innovate UK-funded projects.

Each session includes 30 minutes of expert talks and a 30-minute Q&A session.

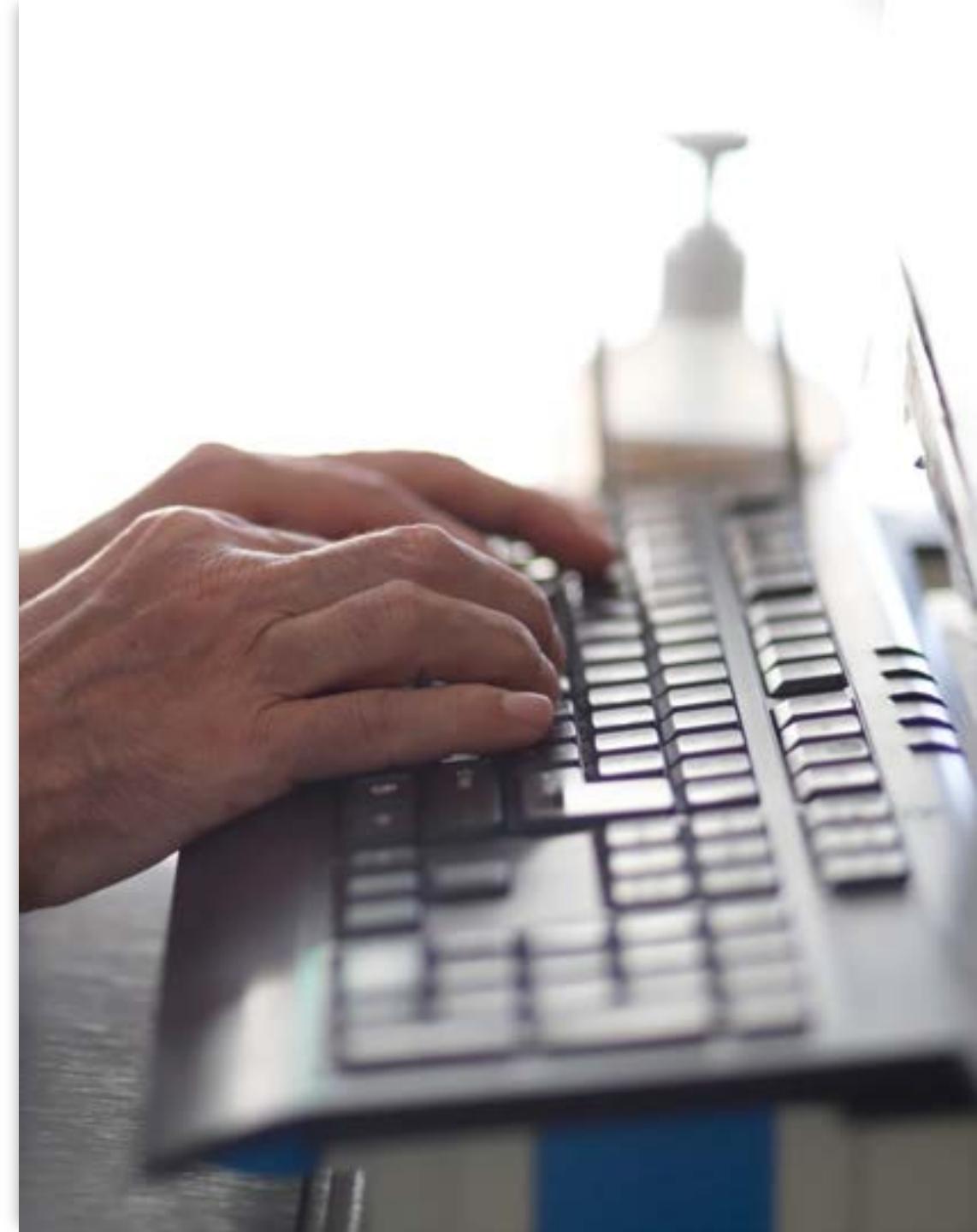


Session Title	Date	Time	Content Summary
Preparing a Grant Application	January 15, 2025	10:00 AM - 11:00 AM	Learn how to select the right grant, understand its requirements, and manage a collaborative application effectively. Topics include fund selection, financial planning, IP, and sustainability.
The Grant Writing Process – Hints and Tips	January 22, 2025	10:00 AM - 11:00 AM	Practical strategies for crafting clear, compelling grant applications, with tips on structuring answers, financial justification, and addressing key criteria.
Key Steps in Managing a Successful Project	January 29, 2025	10:00 AM - 11:00 AM	Insights into managing risks, partners, and finances effectively. Covers risk mitigation, financial tracking, compliance, and reporting to funding bodies.
Continued Funding and Commercialisation	February 5, 2025	10:00 AM - 11:00 AM	Guidance on planning for continued funding, marketing innovations, and accessing local and Welsh Government support for scaling and commercialisation.

## Session 2: **The Grant Writing Process** **Hints and Tips**

Practical strategies for crafting clear, compelling grant applications that stand out.

- **Topics Covered:**
- What makes a great application: structuring answers and addressing key criteria
- Practical tips for writing: clarity, language, and evidence
- Financial management: creating robust budgets and justifications
- Q&A



# Support from Business Connect



## Electronic copy available

<https://iuk.ktn-uk.org/investment/good-application-guide/>

- 1 Alignment to the competition scope
- 2 A clear demonstration of 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 The right kind of risk





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

Like all exams, the keywords and answers are contained in the questions.

A lot of technique for individual Qs but also requires a compelling narrative.

### **Essentially:**

- 10 scored questions (+ 3 appendices)
- Answers of no more than 400 words each
- Giving you 4400 words to convince the assessors...

# Who are the assessors?

- Independent from Innovate UK
- Verified for expertise and skills
- Looking for novel solutions that address the challenges outlined in the competition brief
- Assess using a scoring matrix
- Score each section and provide written feedback (anonymous)
- Application reviewed by a maximum of 5 assessor



# How do assessors score?

[Summary](#)

[Eligibility](#)

[Scope](#)

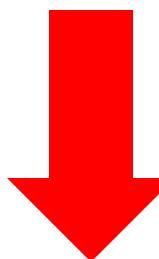
[Dates](#)

[How to apply](#)

[Supporting information](#)

## Assessment

Scroll to the bottom of the page



Your application will be reviewed by three independent assessors based on the content of your application and their skills or expertise relevant to your project. All of the scores awarded will count towards the total score used to make the funding decision unless you are notified otherwise.

You can find out more about our assessment process in the [General Guidance](#).

Your submitted application will be assessed against these criteria:

[AI solutions to develop AI competencies in key sectors - Assessor guidance for applicants.pdf \(opens in a new window\)](#)

## Example assessors crib sheet: Need or Challenge

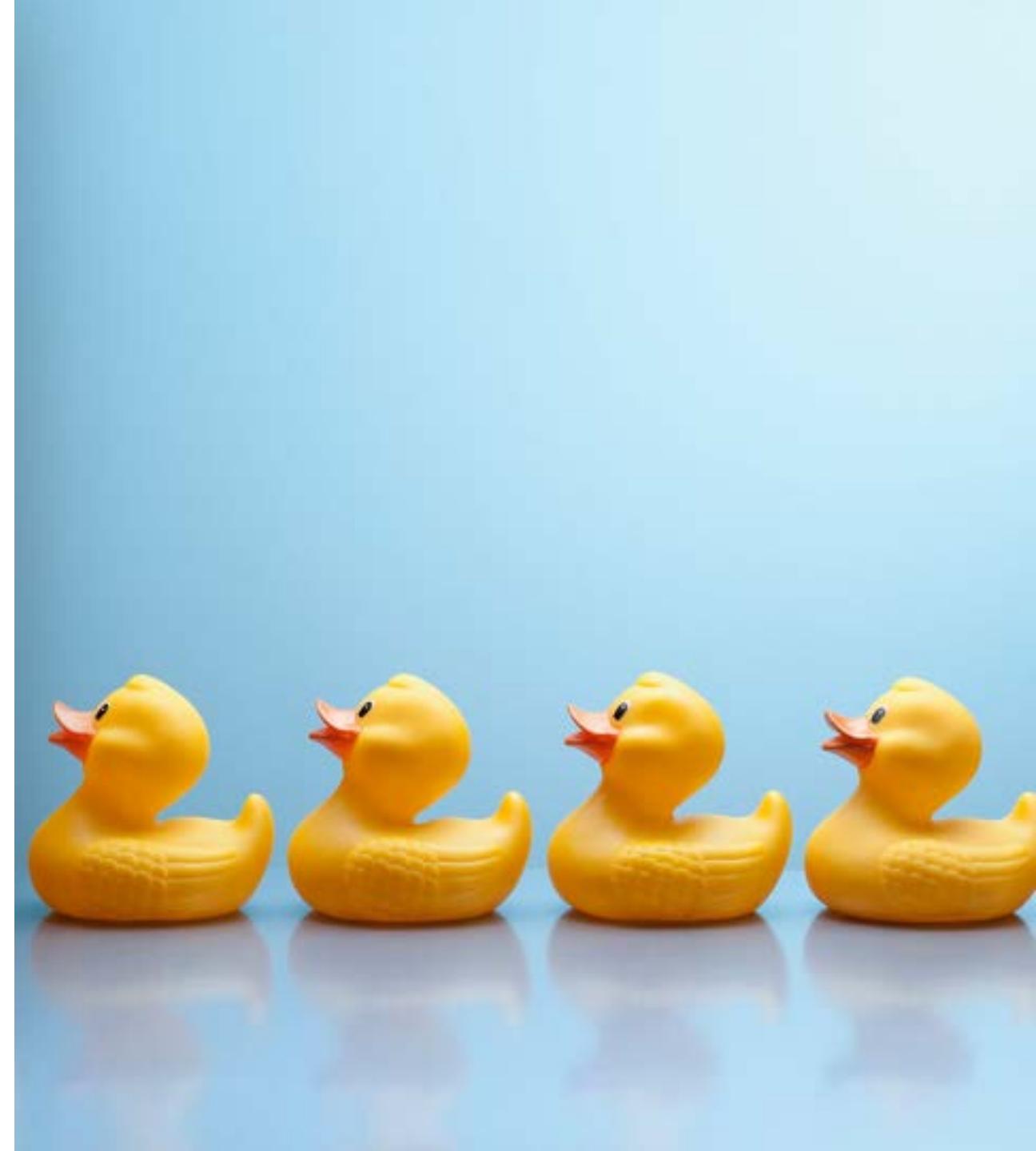
What the business need, technological challenge or market opportunity driving your innovation?	
9-10	The applicant has clearly described a <b>compelling motivation</b> of the project from the <b>perspective</b> of the businesses involved and has a <b>clear understanding of the nearest state-of-the-art</b> available. The applicant has shown how the project will build upon previous work of relevance (if this applies). Any <b>relevant wider factors</b> influencing this opportunity are identified
7-8	The applicants present a <b>good motivation</b> for the project and are aware of the <b>nearest state-of-the-art</b> and <b>wider factors</b> influencing the opportunity.
5-6	The motivation is given but the applicant displays only basic awareness of the nearest state-of-the-art or wider factors influencing this opportunity.
3-4	The motivation is poorly defined or not relevant to the applicant or team. References to the current state-of-the-art are not offered or are not relevant.
1-2	There is little or no business drive to the project. References to the current state-of-the-art are not offered or are not relevant.

# Before you start

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Get all your ducks in a row:

- Delivery Team
- Really understand the questions
- Agree narrative
- What is the innovation
- Finances
- Sub-contractors



# Checklist

- Team
- Market Research
  - Competitor Analysis
- Project Plan
  - Milestones, Roles and Responsibilities
- Realistic commercialisation strategy
- Risk Analysis
  - Identify key risks and mitigating strategies
- Costings linked to project plan
  - Internal and external



# Help during an Innovate UK Grant Application

- 1<sup>st</sup> port of call: The Innovate UK Support Team

<https://apply-for-innovation-funding.service.gov.uk/info/contact>

0300 321 4357

[support@iuk.ukri.org](mailto:support@iuk.ukri.org)

- Watch the Competition Briefing (again)
- Reach out to the Challenge or competition Lead. They would have been referenced in the Competition Briefing.
- Reach out to Innovate UK Business Connect and/or Innovate UK Business Growth



# Project Details

## Project summary

Describe your project briefly and be clear about what makes it innovative. We use this section to assign the right experts to assess your application.

Your answer can be up to 400 words long.

## Public description

Describe your project in detail and in a way that you are happy to see published. Do not include any commercially sensitive information. If we award your project funding, we will publish this description. This can happen before you start your project.

Your answer can be up to 300 words long.

## Scope

Describe how your project fits the scope of the competition. If your project is not in scope, it will not be sent for assessment. We will tell you the reason why.

Your answer can be up to 400 words long.

## Project Summary

- Grab attention from the start
- Straightforward language - spell out acronyms
- Consider active tense and short sentences



## Public Description

- This is only published if successful
- Mandatory, but the text will not be assessed
- Short & sweet
- No confidential info
- Not a research publication
- Consider including stats to back up need/ challenge

## Scope

- Include **eligibility** & scope bullet points
- Keep it simple
- State project costs & duration (avoid the common error of not hitting scope!)

# Diversity and Inclusivity and Social Development Goals

Funders increasingly are looking for diversity and inclusivity in applications, either described as a standalone strategy or built into the narrative across relevant questions...

## D&I

- <https://www.gov.uk/government/publications/socio-economic-diversity-and-inclusion-toolkit-creative-industries>
- <https://arc-nenc.nihr.ac.uk/resources/equality-diversity-and-inclusion-toolkit/>
- <https://www.local.gov.uk/our-support/equality-diversity-and-inclusion-hub>
- [https://www.london.gov.uk/sites/default/files/inclusive\\_employers\\_toolkit\\_fa.pdf](https://www.london.gov.uk/sites/default/files/inclusive_employers_toolkit_fa.pdf)

## Social Development Goals

<https://www.sdfund.org/>

#### Question 6. The potential market

What is your target market and what is your strategy for securing the market opportunity you have identified, including your route to market and commercialisation of project outputs?

Explain in your answer:

- the size and current structure of the specific markets you are targeting, including international, domestic, or both, supported by current market data
- the structure and dynamics of the target markets and how your innovation is distinct and strong enough to change and impact these, including customer segmentation, competitors, trends affecting market growth, and predicted growth rates within clear timeframes
- who is ready to commit to buying your innovation, and how you will ensure significant return on investment (ROI), including evidence from any end user or market research that you have already carried out
- your agreed plan for exploitation, your proposed route to market and commercialisation, including your business models and any partnerships you have formed or will be looking to form to secure market share
- the export potential for your project outputs
- any barriers to entry and how you will overcome these
- your freedom to operate and your project outcome's potential for significant but realistic returns

Your answer can be up to 400 words long.

Assessors will be looking for proposals where the target market and customer base have clearly been researched and defined, and a strong understanding of the potential markets, including how the proposed innovation will disrupt these in an ambitious way, has been presented and evidenced.

Route to market and commercialisation plans must demonstrate business skills and planning, the potential for early revenue generation, de-risking the path to significant ROI, and how commercial viability will be achieved. All plans must be realistic, appropriate, and practical for the identified market, including any barriers that exist and provide achievable solutions to show how these will be overcome.

## Address all aspects of the question

- ✓ Link back to idea & innovation question
- ✓ Addressable market – now segment & roadmap
- ✓ Who is experiencing the problem – evidence focused addressable market – with segmentation & robust sizing – size the opportunity – how many customers will buy? Not all, not 1%
- ✓ Use stats to evidence the need with sources
  - ✓ PESTLE/ market trends
  - ✓ Sources (where, date)
  - ✓ No hyperlinks
- ✓ USP vs Competitors
- ✓ IP
- ✓ Freedom to operate
- ✓ How you will commercialise
- ✓ Include why now? And what the growth in the market looks like?
- ✓ Route to market – how will customers buy it? Why that route vs others?
- ✓ Ensure affordability for the customer and that the idea can be commercially scaled
- ✓ Why is this a good commercial investment?
- ✓ Include 1-2 barriers to adoption, detail and evidence how you can overcome them



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# Ensure every bullet point is covered

- The questions specify exactly what is being asked in each area. Usually in bullet points
- Respond in the order they are asked.
- Tick them off once you've covered each point.
- But respond in an editorial narrative style.
- If it's not been asked for, leave it out. Irrelevant information distracts the assessor from what they are looking for.



# Tone

- Direct answers
- Clear language
- Explain jargon and abbreviations
- Short sentences
- Statements of intent “we will”
- Evidence of achievements
- Evidence of understanding (references)



## Check answer against assessor scoring: Need or Challenge

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# Financial Planning

- Read the guidelines of any grant
- What is eligible?

## Things to watch out for:

- Limit on subcontractor costs (20%)
- Capital costs
- Employee costs (remember admin)
- Everything takes longer than you think
- Lead-times on purchases, planning etc
- Timings of outgoings and claims
  - Bridging loans



# Summary

- Read the question & all the bullet points
- Use the assessors notes to help
- Simple, clear, strong language
- Start with a bang!
- Back up statements with evidence
- Acknowledge competition
- Acknowledge IP position
- Acknowledge route to market steps & be realistic
- Acknowledge risk and put in place strategies to reduce
- Be realistic with timings, resources and costs
- **Give it time!**



# Discussion



# Session 3: Key Steps in Managing a Successful Project

Understand how to effectively manage risks, partners, and finances to ensure your project's success.

## **Topics Covered:**

- Effective partner and stakeholder management
- Risk management: identifying, assessing, and mitigating risks
- Financial tracking and compliance
- Reporting to funding bodies

