What makes a good collaborative R&D proposal & how the KTNs can help you?

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The Knowledge Transfer Network (KTN)
A Good Proposal Has:

- A strong business case
- A credible plan for Research and Development
- The right consortium
- A clear need for support (Risk)
- Innovation
- Alignment to the competition scope

The points on these slides are not in the order of the application questions and do not cover all the questions in the guidance document. They are intended to help in the formulation of good proposal ideas.
A Strong Business Case

- A What is the need or benefit that this project will address?
- What is the current market like (size, dynamics etc.)?
- 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? – Quantify if you can
  - These may be economic, social, environmental
A Credible Plan for R&D

- Outcome focussed research
- 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. M0-12), Description of activity, Milestone
- Demonstrate the necessary skills and resources are available
- Provide a clear/simple management structure & plan
The Right Consortium

– Horizontal or vertical consortia (or both) possible

– Why these partners? – 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”)

KTN
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A clear need for support

— Explain why the project would not go ahead (or would be delayed or reduced in scope) without funding

  • Innovate UK word it this way:
    • 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 research and development
“funders recognise that projects of this type are inherently risky, but seek assurance that projects have adequate arrangements for managing this risk”.

Explain the risks and how these will be mitigated –

- Technical (including regulatory)
- Commercial
- Managerial
- Environmental

Use the format: Risk, Rating (High/Medium/Low), Mitigation

State risk management tools e.g. risk register
All projects must involve significant innovation

Show how your project is commercially/scientifically innovative

Provide evidence to support this, i.e. results of

- Patent searches
- Competitor analyses
- Literature surveys

Detail current IP, & strategy for protecting new IP
General Tips

– Agree key points of the collaboration agreement before you waste too much time on an idea that won’t fly

– Be clear, concise and realistic

– Do not assume assessors are experts in your subject

– Provide evidence wherever possible
  – e.g. of market data, of track record or of patent searches & reference these (e.g. Defra, 2013)
General Tips - 2

– Stress the added value of the funding applied for and the excellent value for money

– Explain the financing – Break down & justify

– Check **ALL** deadlines

– Start discussing, planning and writing ASAP

– **Do not leave it too late to ask questions or submit!**

– Write a proposal that excites and inspires
How the KTN can help

Our role is to Connect and Catalyse Innovation
How can the KTN help with these competitions?

— Advice on project scope and eligibility criteria

— Help with identification of potential partners
  — Industry or academic

— Review of draft proposals

— Information on _connect
KTN Impact on Innovate UK applications

- 2014 Competition “Crop and Livestock disease challenges”
  - KTN assisted 19 of the 27 successful consortia to obtain funding
  - The total value of assisted projects was more than £15.3M

- Quote Jan 2014 from a “happy customer”:
  - “…can I thank you for the guidance and input you provided with our proposal to the TSB. IT WAS INVALUABLE.”
Agri-Food
Keep up to date with all the latest KTN Agri-Food news by joining our linkedin group:
https://www.linkedin.com/grp/home?gid=8254982

Feel free to contact one of the KTN Agri-Food team:
https://connect.innovateuk.org/web/biosciencesktn/meet-our-team
The Horizons tool and how it can help you
How is Horizons used by Innovate UK?

- To develop and test strategies
- To drive strategy in the Catapult centres
- To shape competitions
- To help applicants
How Horizons could help

A better understanding of the context of a market opportunity (i.e. the social, environmental and economic trends driving it) will lead to a better definition of the solution, and help define:

• Route to market/exploitation
• Who you should partner with
• Potential benefits of the project
• Risks in the project
• Technical approach
• Need for financial support
How it works

horizons.innovateuk.org
Land-use must be managed sustainably to meet both human and broader ecosystem needs.

What is Land Use?
The main activity taking place on an area of land such as agriculture, forestry, cities and forestry.

Why is this critical? (Click here to find out)

Implications

**MUST**  Avoid excessive use of land and not further deteriorate land condition.

**SHOULD** Reserve most productive land for agricultural uses and maintain high conservation-value land in current state.

**SHOULD** Radically improve land-use efficiency of human activity.

**SHOULD** Restore land to former or improved condition after it has been damaged or altered.
Example... Introducing Horizons

“What’s the most notorious example of failed innovation?”
Context
• Developed: early 1980s
• For road use
• 15 mph
Still trying – have you seen one?
Thank you for your attention

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