10 Top Tips for Funding Applications

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?

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 the 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