

10 Top Tips for Funding Applications

Fit within
scope

Agree key
points with
partners

Be clear
& concise

Make a
realistic
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Be
convincing

Remember
risk &
innovation

Quantify &
justify

Check ALL
deadlines

Get advice
& feedback
from the
KTN

Don't leave
it too late!

- 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