What makes a good collaborative R&D project, and how can the KTN help you?

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What makes a good proposal

A good proposal has:
- Innovation
- A strong business case
- A credible plan for Research and Development
- The right consortium
- A clear need for support (Risk)
- Alignment to the competition scope
What makes a good proposal

Innovation

- 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 background IP, strategy for protecting any IP generated and distribution of IPR
What makes a good proposal
A strong business case

- What is the need/benefit that this project will address?
- What is the current market like (size, dynamics etc.)?
- How will the partners profit from success; when and how much?
  - Quantify the Return on Investment
- Describe the route to market
- What will the wider benefits be? Quantify if you can
  - Economic, Social, Environmental...
What makes a good proposal
A credible plan for R&D

- Outcome focused research
- **R&D**: Ensure there is enough time for D in the project
- Provide sufficient detail to be able to judge the quality & feasibility of the technical plan and the value for money
  - WP no. & name; partners involved; timeline; description of activity; milestones
- Demonstrate the necessary skills & resources are available
- Provide a clear/simple management structure and plan
What makes a good proposal
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”)
What makes a good proposal
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:
    - “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 R&D
What makes a good proposal
A clear need for support: **RISK**

“funders recognise that projects of this type are inherently risky, but seek assurance that projects have adequate arrangements for managing this risk”
What makes a good proposal
A clear need for support: **RISK**

- Explain the risks and how these will be mitigated
  - Technical (incl. regulatory)
  - Commercial
  - Managerial
  - Environmental

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

- State risk management tools e.g. risk register
What makes a good proposal
General tips

- Agree key points of the Collaboration Agreement (CA) 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; track record; patent searches and reference these
What makes a good proposal

General tips

- Stress the added value of the funding applied for and the excellent value for money
- Explain the financing
  - Break down and justify
- Check **ALL** deadlines
- Start discussing, planning and writing ASAP
- Don’t leave it too late to ask questions or submit!
- Write a proposal that excites and inspires
What makes a good proposal
General tips

KTN guide to writing a successful funding application

Copies available on request:

funding@ktn-uk.org
Our role is to Connect and Catalyse Innovation
How KTN can help

- Advice on project scope and eligibility criteria
- Help with identification of potential partners
  - Industry or academic
- Review of draft proposals
- Information on _connect
How KTN can help
KTN impact on Innovate UK applications

- 2014 competition “Crop & livestock disease challenges”
  - KTN assisted 19 of 27 successful consortia
  - Total value of assisted projects >£15.3m

- Quote from a “happy customer”
  “... I thank you for the guidance and input you provided with our proposal to the TSB. It was invaluable.”
How KTN can help
Further information

- For more information about Agri-Tech Catalyst funding: https://connect.innovateuk.org/web/biosciencesktn/agri-tech-catalyst
- Find potential partners via our Capability Database
- Access relevant information e.g. links to competition pages
- Contact a member of the KTN Agri-Food team: https://connect.innovateuk.org/web/biosciencesktn/meet-our-team
- 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
How KTN can help
Our newsletters

Provide targeted information on:

• Funding
• Events
• Sectors and general

If you’d like to sign up, email us to let us know
Horizons tool
How it’s used by Innovate UK

- To develop and test strategies
- To drive strategy in the Catapult centres
- To shape competitions
- To help applicants
Horizons tool
How it’s used by Innovate UK

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
Horizons tool
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.
Thank you

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