**EPSRC Impact Acceleration Account Follow-on Fund**

**University of Cambridge**

**Application Form**

This form is to be used in the application for funding of up to £100,000 to help bridge the funding gap between research grants and commercial funding

The form should be completed by the Principal Investigator. Enquiries about applications and completed forms should be addressed to [researchstrategy@admin.cam.ac.uk](mailto:researchstrategy@admin.cam.ac.uk). Completed forms should be saved in machine-readable PDF format.

In assessing proposals, the following primary issues will be considered:

* Commercial potential
* Quality and deliverability of the plan
* Added value and progression strategy

The project proposal will be assessed by people with a scientific and business background, but who do not have specialist knowledge of your field.

**1. INTRODUCTION**

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| **1.1 TITLE OF PROPOSAL:** |
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| **1.2 DATE OF SUBMISSION:** |
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| **1.3 CONTACT DETAILS:** | | |
|  | Principal Investigator | Alternative contact |
| Name |  |  |
| Department |  |  |
| Telephone |  |  |
| E-mail Address |  |  |

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| **1.4 BRIEF OVERVIEW OF THE PROJECT**  A summary of the aim of the project, the activities it will support and what a successful outcome will be. The outcome should enhance the prospect of commercialisation. (max 200 words) |
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| **1.5 PREVIOUS EPSRC FUNDING**  (a) What EPSRC research grant or studentship is this application following on from? Provide RG number (for grants), PI or student name, title and start and end dates.  (b) Have you previously received EPSRC IAA Follow-on Funding? If so, what was the commercial outcome? |
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**2. COMMERCIAL POTENTIAL**

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| 2.1 BUSINESS IDEA Explain the product or service on which a business leading from the Follow-on Fund project will be based. If the research will lead to the improvement of products and services in established businesses then explain why and how. The business model must be clearly explained. (max 150 words) |
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| 2.2 POTENTIAL BENEFITS TO CUSTOMERS Who are the potential customers for the product or service? Describe the benefits that your solution will offer to a user, not just the features of your technology. Input from potential customers, licensees or investors explaining their requirements and letters of support will significantly enhance your application. It is important to make clear who the end users will be, and how other parts of the supply chain will also benefit. (max 150 words) |
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| **2.3 MARKET SIZE AND CHARACTERISTICS**  Describe which market opportunities will be addressed by your product or service, the size and characteristics of those market segments, and why it will be possible to obtain a significant market share in those segments. It is important that this section has some substance, avoiding generic statements about the value of markets. Focus on which parts of the market you would be able to access, why and how. (max 200 words) |
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**3. PROJECT PROGRESSION**

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| **3.1 CURRENT STATUS AND BACKGROUND INFORMATION:**  Describe the current stage of the project. Scientific background; what work has already been completed and its relationship to previous EPSRC funding; the capabilities of the people expected to do the work and why they have been chosen. Full CVs are not required but please highlight relevant experience. (max 500 words) |
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| **3.2 PRIMARY OBJECTIVES AND ADDED VALUE:**  What are the main objectives of the proposed work? What are the key hurdles to progress and how will this proposal help to overcome them? How will this project add value to the commercial proposition and make commercialisation more likely? These objectives will be considered more realistic if they are clearly shown to have been driven by the market assessment or statements from potential licensees or investors. (max 150 words) |
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| * 1. **PROJECT WORKPLAN:**   Describe the work that the funding will support, refer to guidance as necessary. Include a list of tasks with expected durations. A Gantt chart may optionally be included or appended. How will the project be managed and monitored to ensure that it remains focused on the commercial objectives? (max 750 words) |
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| **3.4 ROUTE TO MARKET:**  Assuming a successful outcome to the FoF funded work how will the technology be taken to market? What would be the next steps and how is it anticipated that these would be funded and supported?  Any realistic commercialisation route may be used, either through technology transfer to, or collaboration with, an existing company or formation of a spin-out company.  You are strongly advised to obtain letters of support from partner organisations to confirm their support  (NB If there is a particular company which is expected to take the technology forward then that should be made clear, with an explanation in the letter of support of why this stage of the work will not be funded by the company and why successful completion of the project will make development by the company more probable). (max 150 words) |
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| **3.5 RISKS:**  What are the main risks to the project having a successful outcome, and also the risks to commercialisation assuming the project has a successful outcome? What plans do you have to mitigate those risks? (max 150 words) |
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**4. COMPETITIVE POSITION**

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| **4.1 COMPETITIVE CONTEXT:**  Identify the competition which will be faced during commercialisation of your ideas, and the developmental status of the competitive solutions. End-users are seeking a solution to their problem and will not be limited to a particular technology. It is therefore important to take a broad view of what may competewith your solution. Explain the strengths of your solution relative to the competition that you’ve identified. Also identify any weaknesses and how you propose that they are overcome.  If your solution works within the context of an established business’ products and / or services please explain how your solution makes the overall offering more attractive to customers, relative to current and future competitors. (max 500 words) |
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| **4.2 INTELLECTUAL PROPERTY:**  Describe the intellectual property you have, which should in general include either patent application(s) or a considerable body of software, and what you think might arise during the project, and what rights the applicants have to any intellectual property. This may include patents, copyright and know-how. Any weaknesses in the intellectual property position should be identified, and in particular freedom to operate issues and how you propose to address them (i.e. does a third party own patents to which you’ll need to have access to bring a product to market?) If you have discussed the project with Cambridge Enterprise, please give the contact name. (max 200 words) |
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| **4.3 EXTERNAL COLLABORATION:**  Outline any collaborations which are relevant to the project. This includes collaborations which will take place during the Follow-on Fund project and also those which will be necessary for the further commercialisation of the ideas. Explicitly identify any collaboration contributions that are essential for success and explain how you will ensure these contributions will be delivered to the project. (max 150 words) |
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**5. MILESTONES**

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| **5.1 MILESTONES**  Indicate timeframes and expenditure required for each stage of the project. The milestones should be clearly identifiable and measurable so that the progress of the project can be monitored. | | | |
| Step | Description of Milestone | Time (months) | Expenditure |
| 1 |  |  | £ |
| 2 |  |  | £ |
| 3 |  |  | £ |
| Total | |  | £ |

**6. FINANCES**

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| **6.1 FINANCES**  Please provide an explanation of the items in the Budget overleaf. |
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**7. OTHER INFORMATION**

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| **7.1 OTHER INFORMATION**  Please include any other relevant information (max 200 words) |
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**University of Cambridge**

**Budget and Signature Form**

**Details of support requested:**

* *This grant application requires a Full Economic Costing (FEC). Please contact your DA/Research Finance Officer for help to complete an X5 costing.*
* ***The award will cover Directly Incurred costs only*** *(not overheads/indirect costs) and the costs should include indexation.*
* *Note that PI costs, student fees, patenting costs and estate costs are ineligible.*

**Proposed start date: Duration (months):**

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| **BUDGET:** | | | |
| **Type** | **Description** | **FEC (£)** | **Funder**  **Contribution(£)** |
| Directly Incurred Costs | | |  |
| Staff Costs |  | £ | £ |
| Equipment |  | £ | £ |
| Consumables |  | £ | £ |
| Other (please specify) |  | £ | £ |
| Directly Allocated Costs | | | |
| Staff Costs | | £ |  |
| Estates | | £ |  |
| Indirects | | £ |  |
| **TOTAL** | | **£** | **£** |

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| **SIGNATURES:** | |  |
| **PRINCIPAL INVESTIGATOR**  I declare that the information given on this form is complete and correct. | | |
| Name (print) | Signature | Date |
| **HEAD OF DEPARTMENT**  I confirm that I have read and support the application. I agree to the research being carried out in my department, and will provide the necessary accommodation and facilities. | | |
| Name (print) | Signature | Date |