**University of Cambridge EPSRC Impact Acceleration Account**

**Early-stage Commercialisation Fund 2022**

**Application Form**

This form is to be used in the application for funding of up to £100,000 for early stage commercialisation to help bridge the funding gap between research grants and commercial funding. Please check the call [guidance and assessment criteria](https://www.research-strategy.admin.cam.ac.uk/epsrc-impact-acceleration-account-iaa) before completing it.

The form should be completed by the Principal Investigator. Enquiries about applications and completed forms should be addressed to [iaa@admin.cam.ac.uk](mailto:iaa@admin.cam.ac.uk).

Application checklist:

* Outline details of the project in the [IAA Application System](https://forms.office.com/pages/responsepage.aspx?id=RQSlSfq9eUut41R7TzmG6RO90bOjjQpMj0lLqsyC-d9UMFFJWFVDN1NGMEFFRDFSMVA4UlNJVkw3TiQlQCN0PWcu)
* A completed **EPSRC IAA** **application form**, including HoD signature (this form)
* A copy of the **draft project costing from X5**
* A **letter of support** from external partner (if applicable)
* Any additional documents, such as a Gantt chart showing the intended project timeline, as appropriate

**Please submit your application and supporting documents as PDFs via the IAA Application Submission System.**

**1. INTRODUCTION**

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| **1.1 PROJECT TITLE:** |
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| **1.2 CONTACT DETAILS:** | | |
|  | Name | Department |
| Applicant |  |  |
| Principal Investigator (if different from applicant) |  |  |
| Grant administrator |  |  |

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| **1.3 BRIEF OVERVIEW OF THE IMPACT 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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| **1.4 REASONS FOR APPLYING TO THIS FUND**  A summary of the reasons why IAA is the source of fund needed for this project, including how the project fits with the overall aims of the IAA and this call? (max 200 words) |
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| **1.5 CAMBRIDGE ENTERPRISE/KNOWLEDGE TRANSFER FACILITATOR ADVICE**  Name and email address of departmental Knowledge Transfer Facilitator or Cambridge Enterprise staff contacted for advice before submitting this application. |
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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; 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. PROJECT PLANNING**

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| 5.1. PROJECTED COSTS Please provide details of how your projected costs will be used. Give brief justification of cost by category (staff/equipment/consumables/travel/other costs) and how these costs are linked to achieving the impact objectives. Consider giving details of when in the project these costs will be utilised. (max. 300 words) |
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| **5.2 MILESTONES**  Indicate timeframes 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. |
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**6. OTHER INFORMATION**

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| **6.1 OTHER INFORMATION**  Please include any other relevant information (max 200 words) |
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| **HOW DID YOU HEAR ABOUT THIS CALL?**  Please include all relevant channels (Department KTF, direct email, University website, word of mouth etc…) |
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**Budget and Head of Department Approval**

* This grant application must be fully costed in a draft X5 under the Funding Scheme 'UKRI (Research and Innovation); IAA - internal call. Please liaise with your departmental finance team to obtain a draft X5.
* **IAA proposals should not be submitted in X5 and should remain in draft form only.**
* Please submit a PDF copy of the draft X5 costing with your application.
* **This application does not require approval by the Research Operations Office.**
* Please note, this funding is for **directly incurred costs only.**

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| **Proposed start date** |  | |
| **Duration of the project**  **(max 9 months)** |  | |
| **X5 number** |  | |
| Directly Incurred Costs Outline | | |
| **Type** | **Description** | **Amount (£)** |
| Staff Costs |  |  |
| Equipment (< £10,000) |  |  |
| Consumables |  |  |
| Travel |  |  |
| Subsistence (if applicable) |  |  |
| Other (please specify) |  |  |
| **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 |