Background and principles
The Follow-On Funding (FOF) scheme supports the development of outputs from existing or previous research at the University of Birmingham. The aim of the scheme is to ensure the translation and/or commercialisation of the University’s research outcomes in the engineering and physical sciences.

The scheme will operate from 1 April 2020 until 31 March 2021. Projects can therefore be up to 1 year in duration.

These notes provide some general guidance. Further information can be found on the Internal Funding intranet page or by emailing epsrciaa@contacts.bham.ac.uk

How does Follow on Funding work?
The Follow-on Funding scheme provides support for proof of translational or commercial concept activity. The aim of the scheme is to de-risk new products, processes or therapies so that their further commercial or clinical development will be suitable for support from, for example, the Enterprising Birmingham Fund (EBF) or external funders e.g. MRC DPFS/DCS, Biomedical Catalyst, Innovate UK, venture capital.

Rather than replicating other funding sources, the FOF is intended to support projects at a unique point in the development pathway that leads to the commercial or clinical application of research outputs. In considering the suitability of their project, potential applicants must keep in mind that the fund is designed to support scientific proof of concept work and that on completion of a full FOF project applicants will be expected to be in a position to apply for EBF/external funding.

Funding is not intended to support:
- Estates and indirect costs
- Directly Allocated staff costs
- Single items of equipment costing greater than £10,000
- Entire translational projects
- Staff between posts/funding (i.e. ‘bridging’)
- PhDs
- Continuation of research grants
- Costs relating to the protection of intellectual property

Dates and Deadlines
Applications are reviewed by a panel at a panel meeting held during the academic year:

Spring 2020 Round:       Opens Monday 13\textsuperscript{th} January 2020  
Closes Friday 21\textsuperscript{st} February 2020

Funding calls with details of the application process will be published on the intranet at https://intranet.birmingham.ac.uk/finance/RSS/research-development/internal-funding.aspx

Recommendations for EPSRC IAA funding will be made by the Management Group chaired by Professor Costas Constantinou.

Applications will be reviewed by the panel according to the following criteria:
- Quality of the proposed project and suitability for Follow-On Funding
- Value for money/proportionality (i.e what are the benefits of the project and is what is proposed justifiable against cost)
• Clarity and ambition of the project objectives
• Clarity of the funding pathway that the award fits into
• Potential to resolve translational/commercial proof of concept, and de-risk for further funding
• The decisions of the panel will be final

**Improving the quality of your application**

To improve the quality of your application, please ensure that:

a) Your project is eligible for EPSRC funding and that you have shown a clear link to previous EPSRC investment
b) You have clearly identified a viable market and have given the Panel a sense of its size and the potential for impact within it
c) Where you are working with business, that the business need is clear
d) You have discussed your application with your Research Support Office

**Application Process**

All applications must be submitted via the online application form available on the intranet: https://intranet.birmingham.ac.uk/finance/ris/research-funding/Internal-Funding.aspx

The following attachments must be uploaded at the end of your application form

1. Supporting graphs, charts and illustrations (where relevant)
2. Head of School approval (e.g. email or letter)

To assist in the completion of your application please see below for the main questions included within the application form:

<table>
<thead>
<tr>
<th>Heading</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>The problem and its market potential</td>
<td>This section should outline the problem, your solution and the market potential for it. [Max. 3500 characters]</td>
</tr>
<tr>
<td>Your solution in the market</td>
<td>This section should help the panel understand its significance and effectiveness as a solution to the problem that it has been designed to address and how it is better than its competition. You should include evidence from market analysis activity. You should also detail the shortfalls your solution has and what steps you propose to take within and beyond the project to address them. [Max. 2500 characters]</td>
</tr>
<tr>
<td>Data/Research evidencing technical significance and effectiveness of your proposed solution</td>
<td>This section should help the Panel to gain a further technical understanding of your solution with data being included alongside graphs/charts or illustrations etc.</td>
</tr>
<tr>
<td>Your commercial or translational partners</td>
<td>This section should give the Panel a clear sense of who your commercial or translational partners are, their stake in the project and why they won’t pay for what you are proposing to do at this stage. [Max. 2000 characters]</td>
</tr>
<tr>
<td>The need for funding now and the likely return on investment</td>
<td>This section should help the Panel understand why your project should be funded now and what the likelihood of a return of investment is and when this might happen. The FOF is intended to enable projects to prove translational/commercial concepts in order to de-risk them for either consideration by the Enterprising Birmingham Fund or for further external funding. You should give details of how this will be achieved within the scope and timeframe of this project if it is funded. Repeat applications to the Follow-On Fund will be considered. [Max. 2000 characters]</td>
</tr>
<tr>
<td>Project Details</td>
<td>This section should provide details of what you propose to do in the delivery of your project. [Max. 4000 characters]</td>
</tr>
<tr>
<td>Project Plan</td>
<td>This will typically involve defining: the technical concept and target challenge/opportunity or the therapeutic concept and disease target; where...</td>
</tr>
<tr>
<td>Previous investment</td>
<td>All projects must demonstrate they build upon previous EPSRC investment. Please use this section to explain what previous EPSRC investments you have had and how they link to the proposed project. [Max. 1500 characters] Please also provide details of any previous IAA awards you have held. How did the funding support your project and what were the successes or lessons learnt? [Max 2000 characters]</td>
</tr>
<tr>
<td>Equality, Diversity &amp; Inclusion and Responsible Innovation</td>
<td>How will your project support the EPSRC’s aims of supporting a diverse and inclusive research environment where there is equal access to opportunities? [Max 2000 characters] How will your project support the EPSRC’s aims of promoting Responsible Innovation? [Max 2000 characters]</td>
</tr>
</tbody>
</table>
| Project Costs | Please provide details on the required funding, including a justification for why costs are needed. This question is broken down into costs which fall under the following headings:  
- Salary costs (Directly Incurred costs only)  
- Consumables  
- Equipment (no single item above £10k)  
- Travel and Subsistence  
- Other Costs  
- Total  
When costing projects on WorkTribe, please enter amounts from the “Cost to Funder” column. |

Queries and questions
Project specific questions should be directed to your College Research Support Office:

| Arts & Law | https://intranet.birmingham.ac.uk/arts-law/I/rkt/index.aspx |
| Engineering & Physical Sciences | https://intranet.birmingham.ac.uk/eps/research-support/Research-Support-team/research-support.aspx |
| Life & Environmental Sciences | https://intranet.birmingham.ac.uk/les/college-services/crso/index.aspx |
| Medical & Dental Sciences | https://intranet.birmingham.ac.uk/mds/college-services/rkto/contact.aspx |
| Social Sciences | https://intranet.birmingham.ac.uk/social-sciences/college-services/crso/Index.aspx |

If you have any questions or queries about the technicalities of applying for the EPSRC Impact Acceleration Account please contact: epsrciaa@contacts.bham.ac.uk