Assessing your application:
From an assessors perspective

Innovate UK

Take home facts

- Assessors are usually NOT academics. You need to talk in business jargon and not science speak

- The majority of assessors will know very little about your subject area

Make sure you meet the scope…

- The aim is often very clear. For example, the open call:

  *The aim of the competition is to provide crucial support for **businesses with significant ambition and potential for growth**, to develop highly innovative products, processes or services **aiming for**, and demonstrating **considerable potential for commercialisation, economic impact and scale up, preferably with access to global markets***

- Notice, this isn't about YOU, it is about supporting **business**. You can't do this on your own…

  - Mature engagement with the business is therefore essential

Support for Innovative Business

The role of Innovate UK is to:

- help businesses overcome barriers to innovation which they experience

- reduce the risk financially and technically in developing an innovative idea or concept for commercialisation and scale up and enable businesses to address high-growth opportunities

- accelerate the journey from an idea to commercialisation where timing can make all the difference to prospects

- position businesses to be more able to access private investment to support their innovative ideas

Scope (in detail)

It depends on the competition, but to be in scope, a proposal must:

- demonstrate **cutting-edge, game-changing or disruptive innovation** leading to novel, new products, processes or services

- articulate a **clear, anticipated growth and commercialisation impact** for the business(s) with considerable, demonstrable (as you would set out in a pitch to any serious investor) potential to lead to **a significant return on investment (ROI)**

- applicants need to convey clearly that they have **what it takes not only to carry out the R&D successfully,** but **also the entrepreneurial savvy and strength to achieve successful commercialisation**, in return for what are significant funds and resources. This means they have to **demonstrate they are the best candidate for** this highly sought after and **considerable investment**

Priority will be given to proposals that are likely to lead to sustainable gains in productivity and/or access to new overseas markets through export led business growth.

and not in scope…

Innovate UK will not fund proposals that:

- do not directly address the particular competition scope

- do not identify the size and potential market the innovation might address (with the exception of proof of market research projects)

- cannot present evidence that their idea or concept has the potential to lead to significant ROI, growth and scale-up of the business

The Application

- The form and questions are a moving feast…

- Investment decision criteria don't really change and are designed to make sure you meet the scope. For example:
  - What are the global opportunities?
  - What are the unique strengths that the UK brings to those opportunities?
  - Is the timing right?
  - Why is public sector investment required?

- This may feel like you are out of your depth but don't forget the business lead will be developing most of this…

Application form	
Application details	
Summary of proposed project (not assessed)	
Public description of the project (not assessed)	
Gateway Question	Scope (not assessed)
Question 1	Need or challenge
Question 2	Approach and innovation
Question 3	Team and resources
Question 4	Market awareness
Question 5	Outcomes and route to market
Question 6	Wider impacts
Question 7	Project management
Question 8	Risks
Question 9	Additionality
Question 10	Costs and value for money
Other funding from public sector bodies	
Finance summary table	

The Application

- Don't be fooled by the 'not assessed' questions

- It will still be the first thing the reviewer reads and first impressions count
  - Public description is useful to the layman (i.e. your reviewer!)

- The remainder of the questions are each scored **equally**
  - Ten marks each (encouraged to use the full scale)
  - More detail later**…**

The Application

- Very limited character length on questions
  - Normally just 400 words
  - Can be expanded with appendices. DO take the opportunity, others will
  - Each assessor will be sent up to 12 proposals. Appendices are an opportunity to stand out but…
  - The appendices should only contain supporting information and should not act as a continuation of the application form criteria answers

Question 1 : Need or challenge	What is the business need, technological challenge or market opportunity driving your innovation?

• What is the main motivation for the project?

• What is the nearest current state-of-the-art? Have you considered those near market and/or in development?

• Describe any work you have already done to address this need.

• Identify the wider economic, social, environmental, cultural and/or political challenges which are influential in creating the opportunity. Our Horizons tool can help here: http://horizons.innovateuk.org/

Question 2 : Approach and innovation	What approach will you take and where will the focus of the innovation be?

- How will you address the need, challenge or opportunity identified?

- Explain how it will improve on the nearest current state-of-the-art identified

- Where will the focus of the innovation be in the project and do you have freedom to operate?

- Explain how this project fits with your current product/service lines/offerings

- Describe the nature of the outputs you expect from the project and how these will take you closer to addressing the need, challenge or opportunity identified

"Appendix: Question 2" may be used to provide images/illustrations/diagrams to provide context to the technology/innovation.

2. What approach will you take and where will the focus of the innovation be?	
9-10	The applicant has clearly outlined a relevant/appropriate approach to addressing the need, challenge or opportunity identified in Q1. The main innovation(s) and risk(s) are identified. The applicants show how the innovation(s) and project outputs will differentiate their proposed offering (referencing the fit with their current offerings if appropriate) from those of competitors. The proposed development is significantly innovative either commercially or technically and will make a substantial contribution to the field. Solid evidence is presented to substantiate the level of innovation and freedom to operate.
7-8	The approach outlined addresses the need or challenge and the main innovation(s) and risk(s) are highlighted. Evidence provided indicates that the proposed development is innovative and that the applicant has the freedom to operate. The applicant indicates how the project outputs will differentiate their proposed offering from those of competitors.
5-6	The approach outlined may address the need or challenge identified in Q1 and the innovation(s) are highlighted. The level of innovation or freedom to operate is not strongly backed up with evidence. The main risks are not identified or identified in brief or are defined or stated at a level not really relevant for the project. Innovation focus is plausible and shows a link to improvements in competitiveness and/or productivity.
3-4	The approach is poorly defined with a tenuous or unconvincing link to the need or challenge identified in Q1. Link to improvement in competiveness and/or productivity is mentioned but this is not very convincing.
1-2	The approach is not well defined or inconsistent with need or challenge identified in Q1. There is no identification of how this will improve competitiveness.

Question 3 : Team and resources	Who is in the project team and what are their roles?

• Describe the roles, skills and relevant experience of all members of the project team

• State the resources, equipment and facilities required for the project and how you will access them

• Provide details of any key external parties, including sub-contractors

• (if collaborative) describe the current relationships between the project partners and how these will change as a result of the project

• Are there any gaps in the team that will need to be filled?

"Appendix: Question 3" may be used to describe the skills and experience of the main people who will be working on the project

Question 4 : Market awareness	What does the market you are targeting look like?

What does the market you are targeting look like? If your research category is defined as 'market research' please enter "not applicable – purely market research project".

- Specify the market(s) (domestic and/or international) you will be targeting in the project and any other potential markets

- For the target market(s), describe:
    - the size of the addressable market(s) for the project outcome(s), backed up by appropriate references where available
    - the structure and dynamics of the market (e.g. customer segmentation), together with predicted growth rates within clear time frames
    - the main supply/value chains and business models in operation (and any barriers to entry)
    - the current UK position in addressing this market

- For highly innovative projects, where the market may be unexplored, explain:
    - what the route to market could or might be
    - what its size might be
    - how the project will seek to explore the market potential

- For other markets, briefly describe the size and key features of those

Question 5 : Outcomes and route to market	How do you propose to grow your business and increase your productivity into the long term as a result of the project?

• What is your current position in the market(s) and your route to market?

• Who are your target customers and/or end users, and what is the value proposition to them?

• Tell us how you will profit from the innovation and how it will impact your productivity and growth

• Describe how you will protect and exploit the outputs of the project

• Outline your strategy for addressing the other markets identified during or after the project

• For any research organisation activity in the project, outline your plans to disseminate project research outputs over a reasonable timescale

Question 6 : Wider impacts	What impact might this project have outside the project team?

- What are the economic benefits from the project, to those outside the project?

- Highlight the expected social and/or environmental impacts, either positive or negative

- Explain any expected regional impacts of the project

Question 7 : Project management	How will you manage the project effectively?

- Outline the main work packages of the project, indicating for each:
  - The relevant research category
  - The lead partner assigned
  - The total cost of each package

- Describe your approach to project management and the management reporting lines

- Outline your project plan in sufficient detail to identify any links or dependencies between work packages or milestones

'Appendix: Question 7' may be used to submit a project plan/Gantt chart

7. How will you manage the project effectively?	
9-10	The project work packages are outlined with the research category, lead partner and total cost provided for each one. The approach to project management is stated. The plan is looks realistic and is designed to meet the objectives of the project in the most efficient way possible. Any links or dependencies between work packages or milestones are identified.
7-8	The project work packages are outlined with the research category, lead partner and total cost provided for each one. The approach to project management is stated. The plan seems appropriate to the project objectives. Any links or dependencies between work packages or milestones are identified.
5-6	The project work packages are outlined but there are some detail missing e.g. links and dependencies. The plan seems reasonable but not tailored to the objectives of the project.
3-4	The plan has serious deficiencies or major missing aspects. The plan has little chance of meeting the objectives of the project.
1-2	The plan is totally unrealistic or fails to meet the objectives of the project.

Question 8 : Risks	What are the main risks for this project?

• Identify the key risks and uncertainties of the project, including the technical, commercial, managerial and environmental risks

• Explain how these risks will be mitigated

• List any project inputs on the critical path to completion (such as resources, expertise, data sets)

• Are the outputs likely to be subject to regulatory requirements, certification, ethical issues, etc.? If so how will you manage these?

'Appendix: Question 8' may be used to submit a risk register to support this question

8. What are the main risks for this project?	
9-10	The applicant has carefully considered the key risks and uncertainties of the project and has indicated how these will be mitigated. Critical inputs to the project are identified. Relevant constraints or conditions on the project outputs (regulatory requirements, certification or ethical issues) are identified. The risk analysis appropriate and professional.
7-8	The applicant has identified the key risks and uncertainties of the project and the analysis is reasonable. Mitigations seem appropriate. Relevant constraints or conditions on the project outputs (regulatory requirements, certification or ethical issues) are identified.
5-6	Most major risks have been identified but there are some gaps or the mitigation and management is insufficient to properly control the risks.
3-4	The risk analysis is poor or misses major areas of risk. The mitigation and management is poor.
1-2	The risk analysis is superficial with minimal mitigation or management suggested.

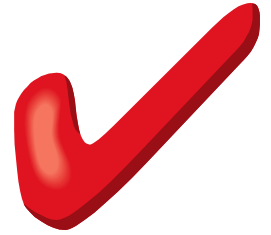| Question 9 : Additionality	Describe the impact that an injection of public funding would have on this project.

• Tell us if this project could go ahead without public funding. If so, what difference would the public funding make (such as faster to market, more partners, reduced risk)?

• Describe the likely impact of the project on the businesses of the partners involved

• Why are you unable to wholly fund the project from your own resources or other forms of private-sector funding?

• Explain how this project would change the nature of the partners' R&D activity (and related spend)

Question 10 : Costs and value for money	How much will the project cost and how does it represent value for money for the team and the taxpayer?

- Justify the total project cost and the grant being requested, in line with the project goals

- How will the partners finance their contributions to the project?

- Explain how this project represents value for money for you and the taxpayer.

- Justify the balance of costs and grant across the project partners

- Describe any sub-contractor costs and why they are critical to the project

Final Question for Assessors

Recommendation	
Recommended	Would you recommend this project for funding and if not why not?

- This is a 'yes' or 'no'
- Can still be marked no if after reading and scoring the whole proposal highly there is a strong reason why the proposed project should not receive public funding!

Score sheet

Spell check

...er of Questions (including Gateway) marked (exactly 13 when complete) | 0

Number of Feedback Comments Made (exactly 11 when complete) | 0

Current Score sheet Status: Incomplete
The following cells require input I17 E19 I21 I26 E28 I30 E32 I34 E36 I38 E40 I43 E45 I47 E49 I51 E53 I55 E57 I60 E62 I64
to complete the scoresheet: E66 I68

Innovate UK - The management and use of Biofilms - Score Sheet

Applicant Number	
Project Title	
Lead Organisation Name	

Please select from the drop downs your response to whether the application is in scope and the Research Category to which this application applies to.

Then enter your score for each criteria question -- please refer to the scoring matrix on the secure site for further details. A score of 1 is the lowest with 10 being the highest.

Then enter some constructive comments that will be suitable to return to the applicants. Please note that we ask that you **do not** use 1st person terms such as I, Me etc. as this feedback will be supplied to the applicants.

At the very bottom of the form please Indicate whether or not you believe the application is suitable to progress to the next phase.

If you feel that the application should not progress to the next stage a text box will appear asking you for justification. Please can we ask that you provide feedback.

IMPORTANT: The background of this form turns from vivid red to pale green when the form is complete

Gateway Question - Scope and Research Category

Gateway Question: SCOPE - Does this application align with the specific competition scope as outlined in the competition brief?	**Select**	▼
Please justify your statement by writing two or three sentences which will be returned to this applicant as feedback.		

Gateway Question: RESEARCH CATEGORY - Please identify in which category of research the proposed project _predominantly_ sits?	**Select**

Section 1 - The Business Proposition

1. What is the business opportunity that this project addresses?	**Section score: (out of 10)**	**0**
Please justify your score by writing two or three sentences which will be returned to this applicant as feedback.		

Take home facts

- Assessors are usually NOT academics. You need to talk in business jargon and not science speak

- There isn't much opportunity to talk science anyway – Q2, 7 & 8

  - Q2 probably most important as it is early on and the assessor is still there to be convinced

- The majority of assessors will know very little about your subject area but will understand innovation

  - Make sure you take care with the 'unassessed' questions

- Use the appendices, use the words available and do a spell check!

Questions?

Innovate UK