

Innovate UK



Innovate UK Grant Application Tips



Rasuta Energy Ltd



Introduction to Air-PoT

- **Disclaimer**
 - We are not IUK Grant application experts
 - We are here to share key points of our successful application
- **Air-PoT**
 - Innovate UK funded project
 - 6 Partners
 - 9 month duration
 - Technical Solution For Sufferers Of Air Pollution

Note We will share more at the end so you can analyze the project against application criteria

- **Grant Focus**
 1. Research-**Focused on particular area of perceived need** (future to build on this research)
 2. **Innovative Product** either as MVP or ready to launch into market
- **Fundamental Questions to Consider**
 1. Is it a **big enough market**?
 2. Does it represent **value for money** compared to the investment requested?
 3. Can the innovation be **world leading**? Is the idea sufficiently distinctive and strong to be successfully exploited in the UK and globally?
 4. Is it at the right stage of development? It must be **market driven**, rather than predominantly a research project
 5. Why **should public money be used**? Why not use company funds or raise additional finance via VC investment or a bank loan?
- **In essence, these are the four fundamental questions** considered by Innovate UK before making their investment decision

- **Key Features of Application**
 1. Alignment to the competition scope
 2. Innovation
 3. A strong business case
 4. A convincing value proposition
 5. A credible plan for Research and Development
 6. The right consortium
 7. A clear need for support
 8. The right kind of risk

- **Write an application that inspires, excites and clearly defines need.**

- **Extremely Important**

1. Leading Experts in field will assess your application (at 4 Assessors), so **aim at the assessors!**
2. **Pray** you have the right team of assessors
3. Make sure what **you write can be clearly understood** or imagined as you have done by the assessors
4. The background of the assessors may vary from each other but they will be experts in the field and will be aware of the innovation terrain in the area (Net Zero Carbon, Environment, clean air etc.,)
5. **Marking will depend upon the ease of comprehension** and a bit of how the assessors understanding of the alignment to the IUK criteria and objectives, value proposition in terms of business case and innovation

- **Innovation**

1. **Make it clear to the assessor** how your project improves on the nearest current state-of-the-art and use language to make the innovation easy to identify
2. Beyond the market as a whole, **how will the project enhance your offering** and make you more competitive?
3. What are the outputs of the project and **does the innovation does have the potential to drive improvements** in multiple applications across a wide scope?

- **Business Case**

The assessor is looking to see whether you understand the potential market for your project. The best responses use **current market data references** (no wild cards!)

Include the dynamics of the market are also important.

1. Is it **growing**?
2. How **fast**?
3. What **trends** affect it?
4. What is the **competition**?
5. What are the **barriers** to entry?

Essentially, the detail you provide should support your claims of market capture and the assessor will try to establish whether it is likely to succeed.

- **Convincing Value Proposition**

Using high-quality design at the start of a project can help businesses to:

1. Better **understand their customers and end-users** and, in so doing, create more desirable and fit-for-purpose products, services and processes
2. Develop more **sustainable solutions** and increase business resilience **reduce innovation risk**, timescales and cost
differentiate their offerings in competitive markets
identify and open up **new markets**
3. **Communicate** ideas and collaborate more effectively
become more **investor-ready!**
4. **Strengthen their brand** increasing awareness, loyalty and advocacy among customers

It can help you refine your business case, exploitation plans and even inform who you should collaborate with.

- **Convincing Value Proposition**

The key categories are:

1. **Economic Benefits**
2. **Social Benefits**
3. **Environmental Benefits**
4. **Regional Benefits**
5. **Health Benefits**

- **Credible R & D Plan**
 1. Work Package No. & Name
 2. Clear Partner Owners For Each Work Package (contributors also)
 3. Realistic And Clear Timeline
 4. Dependencies
 5. Milestones (different to tasks)
 6. Budget Allocation!

- **Note** A Detailed Gantt needed for the application (detailed milestone register in first Q report), so make sure you can easily expand.

- **Right Consortium**
 1. Remember that **route to market and exploitation are as important** as the product/service development aspects.
 2. What does the **perfect consortium look like?**
 3. Sub-contractor or partner has been included – what value are they bringing, and is it core to the delivery of the project?
 4. Demonstrate **how each partner will benefit** from the project
 5. **Gaps** in partners/expertise
 6. Use appendix to provide more details of the partners!

- **Note** Your proposal is as much about convincing the assessor that you are the **right team for the job** as it is about presenting a groundbreaking innovation project.

- **Make It Clear Why You Need Support**

1. Clearly explain **why public money should be used** on your project.
2. Explain why you can't afford it (perhaps your R&D budget is already committed), and then show why commercial finance isn't available.
3. **Assessors are usually looking aspect which relate to risk:** i.e. it is too risky for commercial investors; hence Innovate UK funds could help to get through this stage of development.
4. Other important factors include: **reducing the time to market in order to get there ahead of competitors; to increase the amount of R&D taking place in the UK, or to facilitate a new R&D collaboration.**

- **Risk And Mitigation**

1. **VITAL:** conduct a complete Risk assessment
2. It is important to **know** the risk and state them as well as define how you will **mitigate** that risk
3. For a radically innovative project, risk is likely to be high
4. Might be **technical risk** i.e. you are not sure if the technology will work. E.g. You mitigate this risk by having a great team and the right resources.
5. **Management risks** could include poor management, a weak consortium, a poorly defined route to market etc.

- **Risk And Mitigation**

Risk	Probability	Impact	Rating	Mitigation	Rating After Mitigation	Owner
E.g. Project partner pulling out	1 - low 2 - med 3 - high	1 - low 2 - med 3 - high	Probability x Impact 1 - low 2,4 - med 3,6,9 - high	Consortium agreement already in place, regular project meetings planned, good network of contacts, interest from other parties,.	1 - low 2,4 - med 3,6,9 - high	E.g. Project Manager

1. **18 columns in reality!**
2. The risk register **should drive the project**, not be a reporting mechanism!

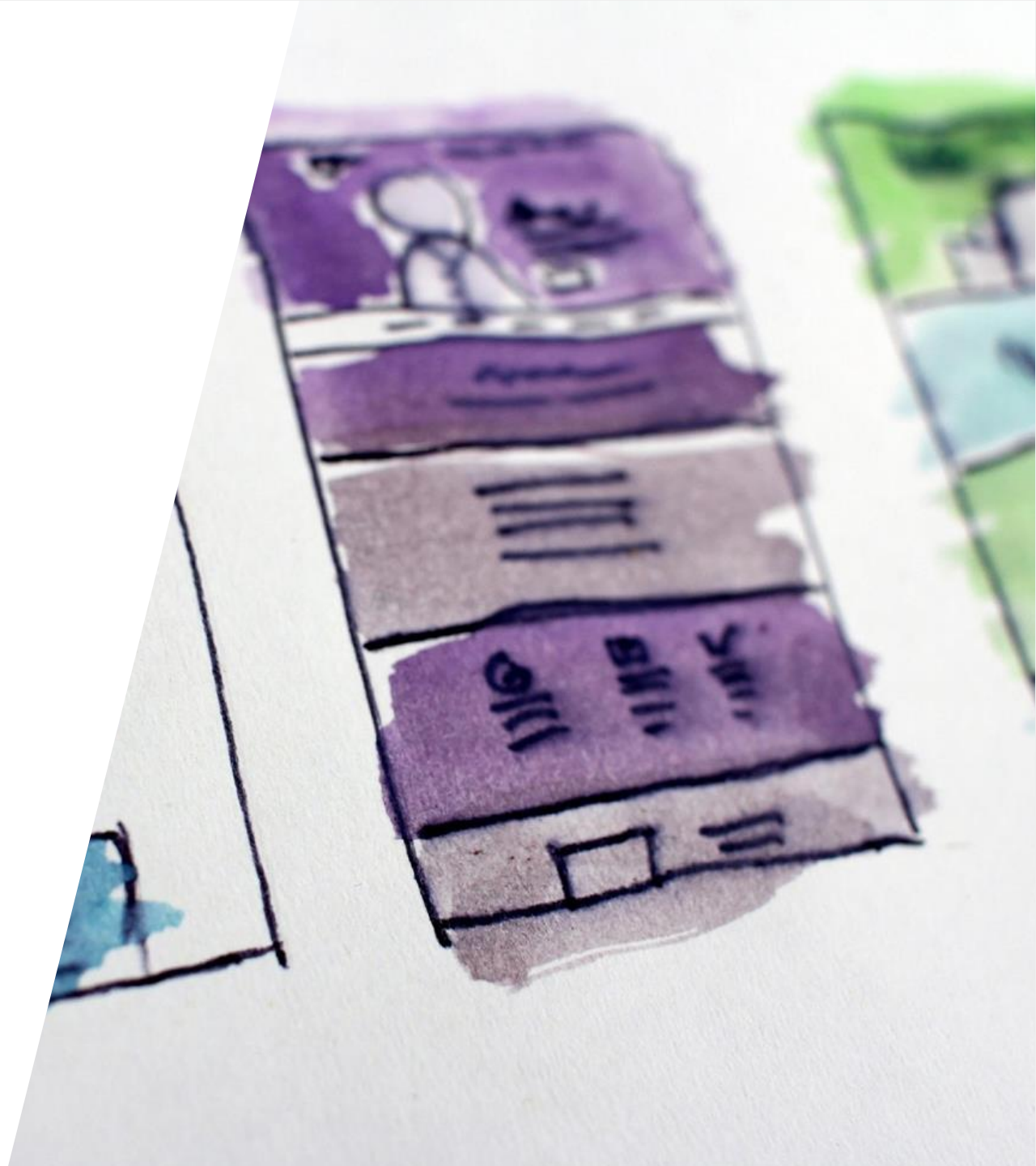
- **Considerations – Once You Start**

1. How will you execute, understand the reporting (internally and externally) requirements from the start
2. How will you collaborate (very different from private enterprise)
3. How will you resolve/escalate problems
4. How will you measure success (more like PMO than PM)
5. What processes will you put in place to ensure you are not working a 100 hour week

- **Top Tips**

1. Fit within scope
2. Agree key points with partners
3. Be clear & concise
4. Make a realistic plan
5. Be convincing
6. Remember risk & innovation
7. Quantify & justify assertions
8. Excite & inspire
9. Get advice & feedback
10. Don't leave it too late to ask questions or submit!

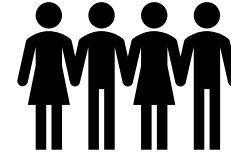
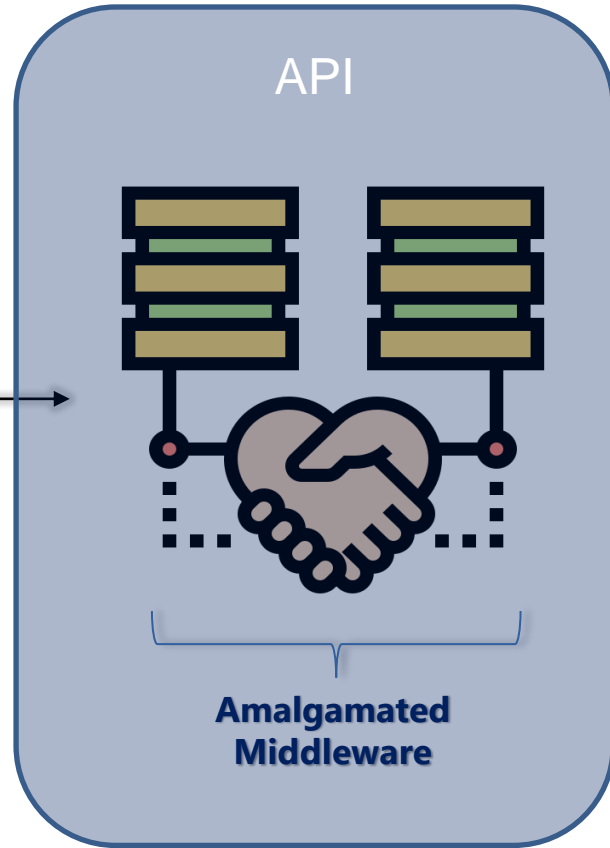
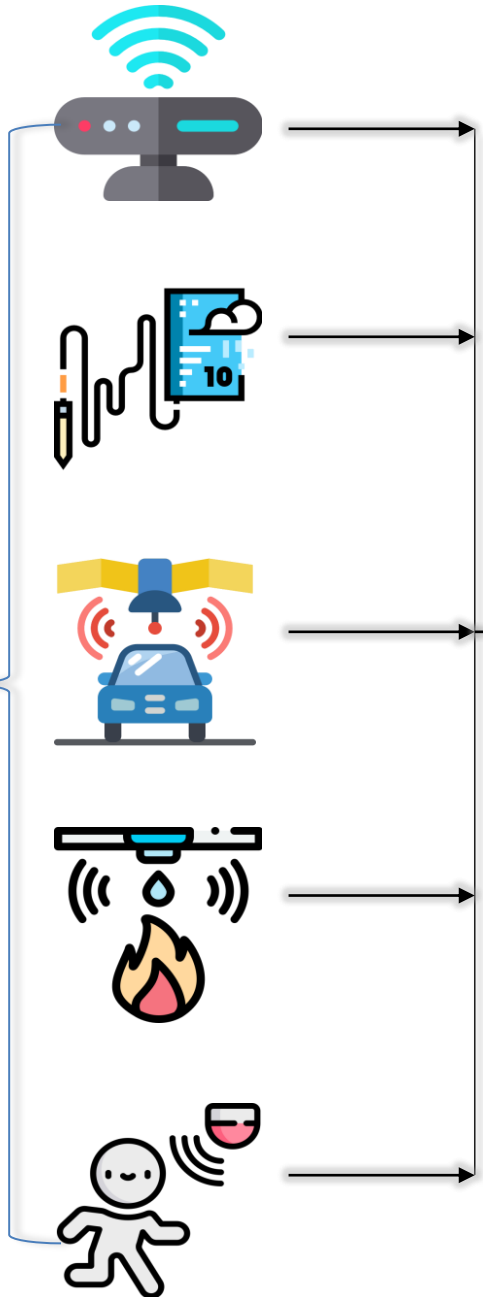
Project Overview



- **Business Drivers**

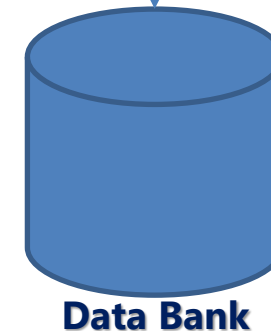
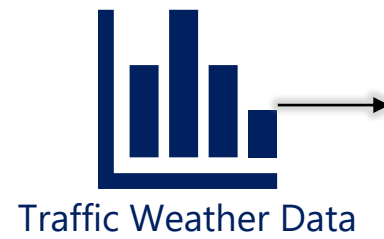
- Multiple sensor providers currently positioned on disparate platforms with no uniform or consistent ways of being accessed
 - Public (COPD sufferers) don't have easy access to national data to help with avoidance strategies
- **Aim** Facilitating a single harmonised repository for all sensor data; will mean several benefits;
 - Being able to **proactively identify high polluted areas; will reduce pollution associated/triggered Covid-19*** (and other lung diseases) deaths/complications/transmission by;
 - Encouraging **Avoidance behaviour**, and thereby exacerbation
 - Support informed **decision to lock down**
 - Supplementing with **predicted Forecasts**
 - Which in turn will also reduce:
 - Potential* **Covid-19 deaths (>120K)**
 - **NHS/hospitals pressure**
- Air pollution in the UK harms our health and causes tens of thousands of premature deaths every year!

Different Types of Sensors

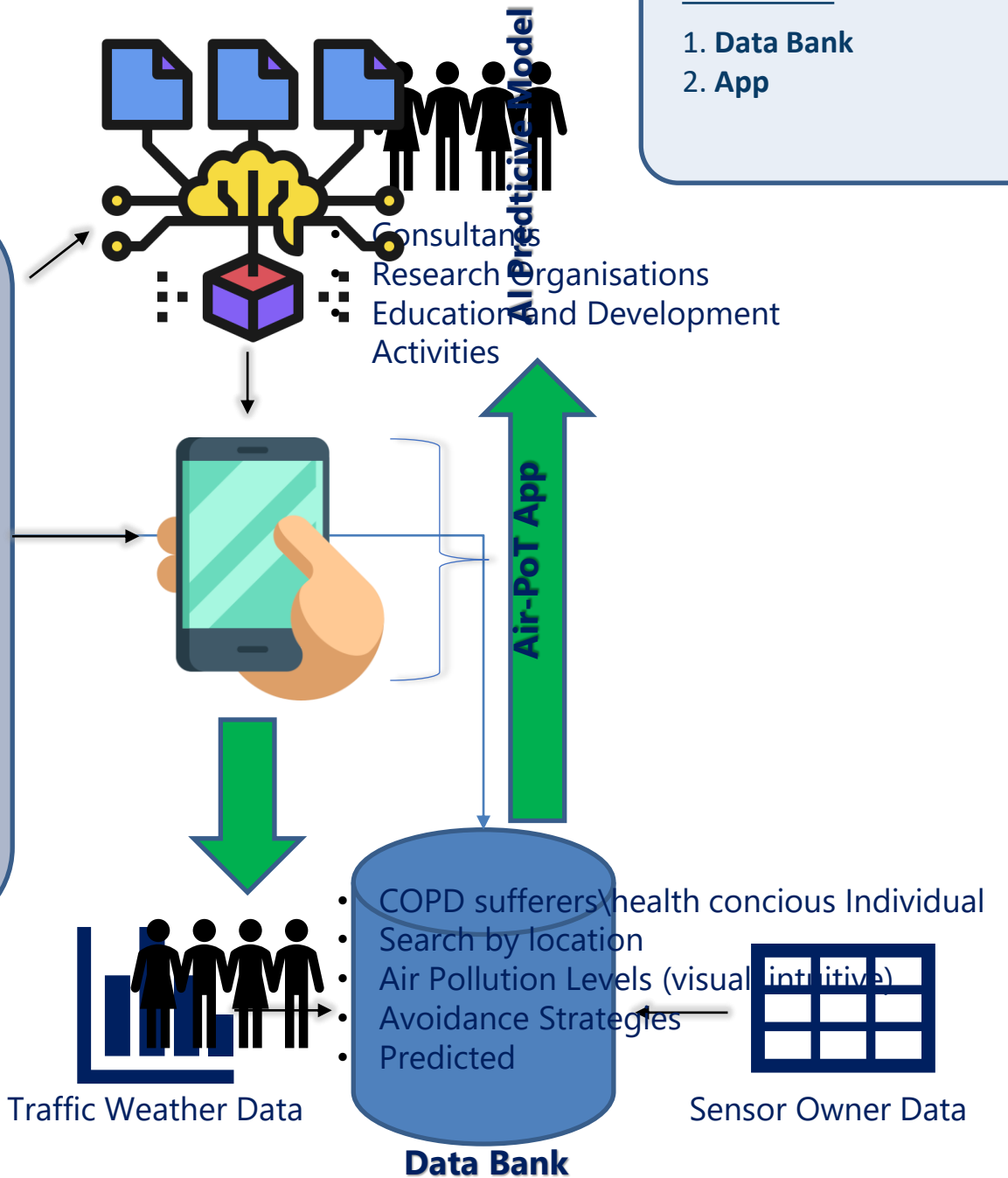
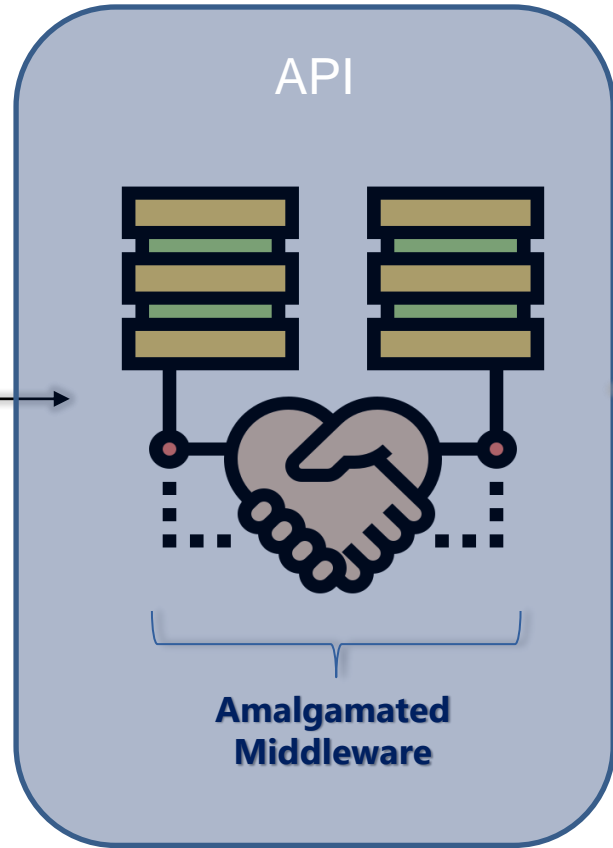
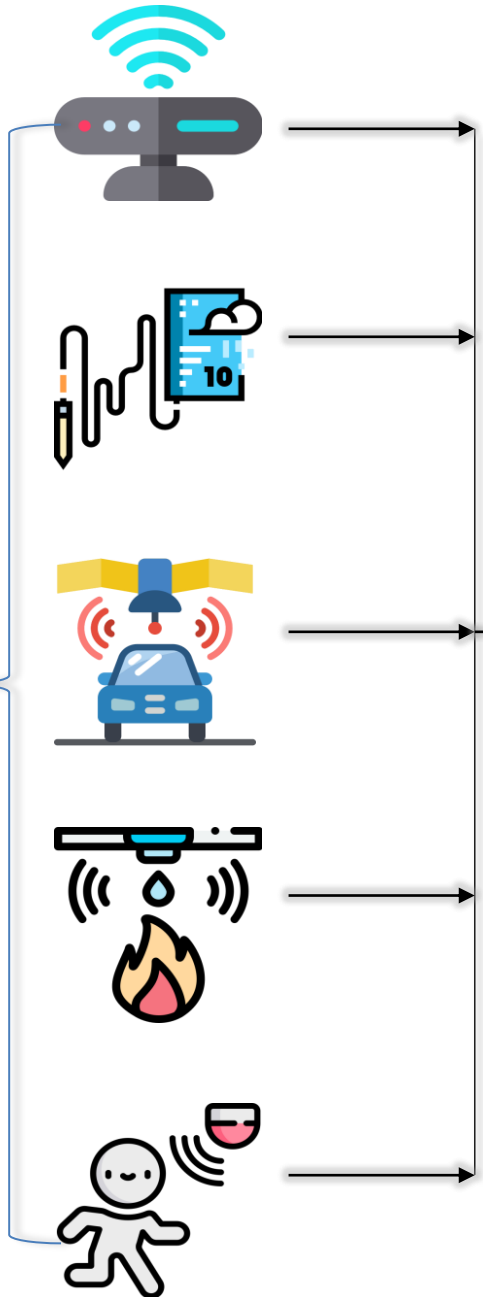


- Consultants
- Research Organisations
- Education and Development Activities

What is it?
1. Data Bank

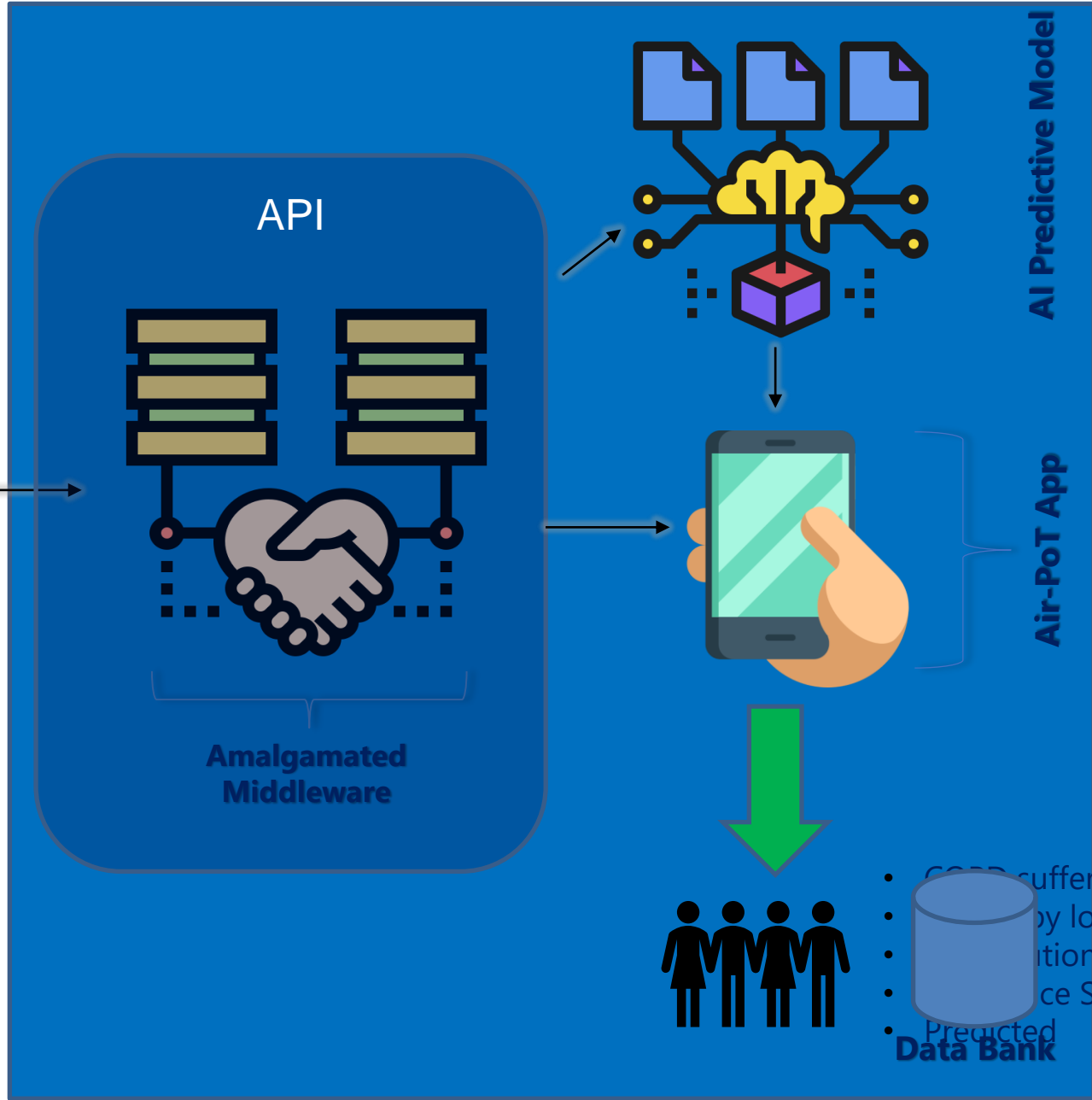
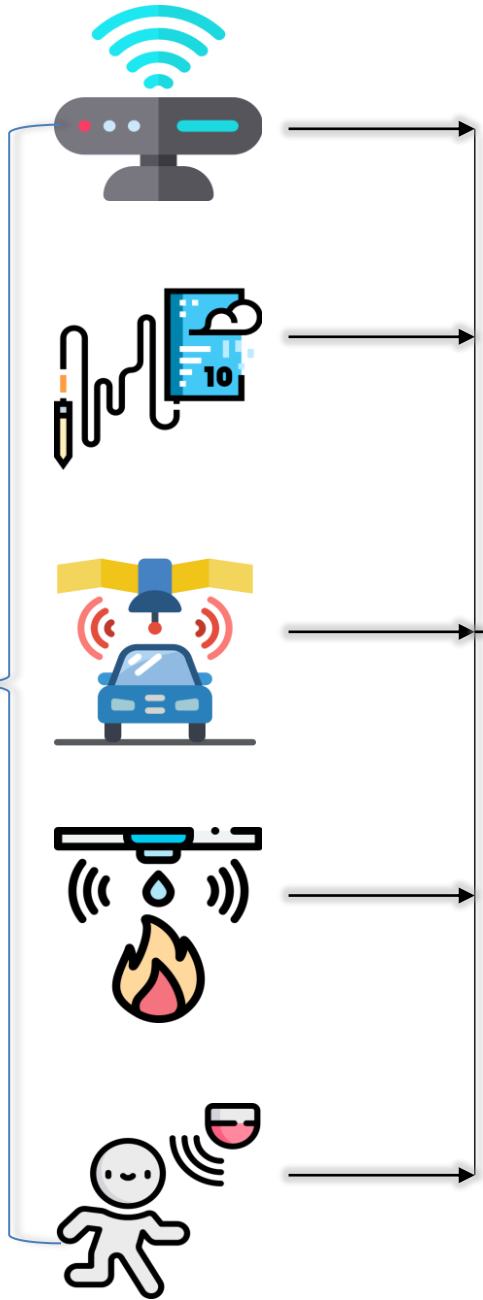


Different Types of Sensors



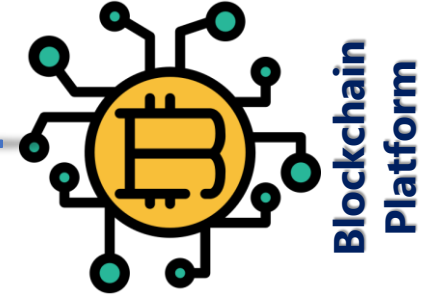
What is it?
1. Data Bank
2. App

Different Types of Sensors



What is it?

1. Data Bank
2. App
3. Payment Platform



- COVID sufferers\health concious Individual
- by location
- Prediction Levels (visual, intuitive)
- Evacuation Strategies
- Predicted Data Bank

- 2nd Workshop
 - <https://www.eventbrite.co.uk/e/is-current-air-quality-data-helping-the-public-to-make-informed-decisions-tickets-144591947407>



Innovate UK
AirPoT

Is Current Air Quality Data Helping The Public To Make Informed Decisions?

23rd March 9:30 am – 11:20 am

Join our panel of experts to discuss how air quality data can be leveraged to provide maximum value to sufferers and organisations alike.

Met Office

sustainability west midlands

University of Hertfordshire UH

Smartella

Noel Nelson
Senior Manager within the Atmospheric Dispersion and Air Quality Group at the Met Office

Alan Carr
Senior Sustainability Adviser, Sustainability West Midlands

Dr Hafiz Alaka – Air-PoT
Air-PoT Head of Digital Innovation and Director of Digital Technology and Innovation Lab, University of Hertfordshire

Dr Mohammad Nazir OBE – Air-PoT
Air-PoT Head-Strategy and Innovation Exploitation, and Chairman of Smartella Ltd