

Application Form for a Standard Grant



Section 1 – General Information

1.1 Application Details

Name of Project:	
Date Submitted:	Application Reference Number: To be completed by E-Synergy

1.2 Applicant Details

Principal Applicant:	Position:
Institution:	Address:
Telephone Number: Mobile Number:	E-mail:

1.3 Team and Departmental Details

Team Members: Names, positions and departments (if different from above) for each team member are to be given	
Department: In which the work will take place	Name of Head of Department:
Has the Head of Department been informed of this application: YES / NO (Please Delete Accordingly)	

1.4 Details of Business Development Officer

Business Development Officer:	Position:
Address:	
Telephone Number: Mobile Number:	E-mail:

1.5 Application Authorisation

Signed: Principal Applicant	I confirm that I am from the University's TTO and that the relevant Head of Department (or equivalent) for this project is aware of this project and supports this application. Signed: <Insert Name of TT Officer/BDO>
Date:	Date:

Section 2 – Project Background and Objectives

<p>2.1 Project Summary: Briefly describe the purpose of the project and what work is intended to be carried out? (30 words)</p>
<p>2.2 Fundamental Capability: Which area/s of research, expertise or technology lie at the heart of the project for which the Emerald Fund grant is sought? (100 words)</p>
<p>2.3 Background to Fundamental Capability: What research and development has been undertaken to get to this stage, and with what results? (100 words)</p>
<p>2.4 Commercial Proposition: What basic need will (could) this capability address? How will (might) this capability be positioned as a commercial offering? (100 words)</p>
<p>2.5 Commercial Objectives: How will (might) this capability be commercialised i.e. what will be the route to market? Please select from the following, by deleting or adding as appropriate. If not known at this stage, please describe any other commercial objectives. Furthermore, please indicate whether a company has been formed, or whether a commercial service has been delivered (50 words)</p> <ol style="list-style-type: none">(1) To create a profitable company which provides products or fee-based services(2) To license or sell intellectual property(3) <Insert further details regarding other commercial objectives>
<p>2.6 Institutional Support: To date, how has the institution supported this specific project for which the grant is sought? (50 words)</p>
<p>2.7 Project Objectives: What is this project going to do to enable the commercial proposition to be established or the commercial objectives to be achieved? How will it build on the work undertaken to date? (100 words)</p>
<p>2.8 Project Funding: Please indicate the level of funding is required – £10k min, £40k max</p>
<p>2.9 Overall Timeframe: Please indicate the planned start date, and the timeframe over which the project will be undertaken</p>
<p>2.10 Project Continuation: Further to completion of this project, how and by whom will it be continued? And more specifically, how will the Principal Applicant be involved? (50 words)</p>

Section 3 – Project Activities, Deliverables, Resourcing, and Risks

3.1 Project Activities: Which activities will be undertaken? Please select from the boxes in the table below, by deleting or adding as appropriate. What will be the deliverable/s for each activity? Describe deliverables in one sentence, emphasising which commercial or technical concepts will have been proved. For each activity, please indicate how it will be resourced (i.e. who will be doing the work), and the estimated start and finish dates.

Activity	Deliverable	Resourcing	Start & Finish Dates
Market Analysis			Start Date: Finish Date:
IP Protection			Start Date: Finish Date:
Concept / Prototype Development			Start Date: Finish Date:
Partner Establishment			Start Date: Finish Date:
Business Case Development			Start Date: Finish Date:
Project Mentoring and Management			Start Date: Finish Date:
Other			Start Date: Finish Date:

3.2 Project Risks: Please identify the main risks that may impact upon the successful completion of the project. For each risk identified, please indicate the likelihood of occurrence and the outline of a strategy for mitigating the risk (max 50 words each) Please delete unused rows

Risks	Likelihood	Risk Mitigation Strategy

Section 4 – Market Assessment

<p>4.1 Status of Market Analysis: Has initial market analysis been undertaken? As a prerequisite for a Standard Grant, initial market analysis needs to have been undertaken</p> <p>Initial Market Analysis HAS / HAS NOT been undertaken (Delete as appropriate)</p>
<p>4.2 Target Market: Describe the target market in terms of customers and market dynamics. (200 words)</p>
<p>4.3 Competitive Position: What is the competitive advantage i.e. why is the fundamental capability described in Section 2 better than that which already exists? Furthermore, please describe potential competitors (or competitive offerings). (200 words) This question MUST be addressed even if no previous market analysis has been undertaken</p>
<p>4.4 Market Potential: What evidence gives the strongest indication that the overall concept has strong commercial potential? How has this evidence base been established? (200 words)</p>
<p>4.5 Market Information Requirements: If market analysis is a part of this project, then what information will you need in order to move towards the commercial objectives outlined in Section 2? (100 words)</p>

Section 5 – Intellectual Property Rights (IPR)

5.1 Existence of IP: Is there any protectable IP associated with this project? If no, how will you protect your ideas and business?

There **IS / IS NOT** protectable IP associated with this project (Delete as appropriate)
 <If none, indicate how you will protect your ideas and business> (Delete if there is IP)

5.2 IP Status: If there is associated IP, then what are the relevant forms of IP (see below)? Please select from the boxes in the table below, by deleting or adding as appropriate. For each relevant IP form, what is the nature and status of the IP? Describe the IP in one sentence, emphasising the aspects of novelty where relevant. Describe the status in terms of whether the IP is protected or unprotected, and the measures currently underway to secure protection

IP Form	Description of IP	Protected / Unprotected	Details of Protection Measures
Patents			
Design Rights			
Copyright			
Trademarks			
Other			

5.3 Funding Requirements: Will funding be required to undertake **further protection measures** for any associated IP (e.g. for patents and design rights)? If yes, then what will the funding be used for? Applicants are reminded that for Standard Grants, the initiation of protection measures (e.g. patent filing) is a prerequisite. In addition to the information given above, please include documentation showing that this is in process / completed.

Funding **IS / IS NOT** required to **secure further IP protection** (Delete as appropriate)
 <If funding is required, indicate how it will be used> (Delete if no funding is required)

Section 6 – Development and Mentoring Requirements

6.1 Concept and Prototype Development – (Delete appropriate box if NOT Required)

6.1.1 Development Status: Which concept / prototype development activities have already been undertaken, and what were the results of any tests? (200 words)

6.1.2 Concept / Prototype Development Requirements: Please describe any concept / prototype development activities that need to be undertaken, especially if they involve potential lead customers. Please indicate also if any equipment needs to be purchased and why the purchase is necessary (200 words)

6.1.3 De-risking: Please describe how this development work will contribute towards de-risking the overall concept or commercial proposition (100 words)

6.2 Business Case Development and Partnering – (Delete appropriate box if NOT Required)

6.2.1 Development Status: Which business (case) development and partnering activities have already been undertaken, and what has been achieved (e.g. securing an agreement for product distribution)? (100 words)

6.2.2 Business Model: Please describe the business model, and how strategic partners will be involved (100 words)

6.2.3 Business Case Development and Partnering Requirements: Please describe any business case development or partnering activities that need to be undertaken. This may cover financial planning, or securing potential partners (200 words)

6.2.4 De-risking: Please describe how this development work will contribute towards de-risking the overall concept or commercial proposition (100 words)

6.3 Project Mentoring and Management – See ‘Guidelines for Project Mentoring’

6.3.1 Mentoring: Will a project mentor be engaged for the project? If not, then please indicate the reasons?

A mentor **WILL / WILL NOT** be engaged for this project (Delete as appropriate)

<If not, then please indicate the reasons> (Delete if a mentor is to be engaged)

6.3.2 Mentoring Focus: Please describe the main areas of focus for the mentoring (100 words)

6.3.3 Mentoring Qualifications: How is the person providing the project mentoring qualified to provide the support required (100 words)

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Section 7 – Project Budgeting

The table below is to be completed below outlining activities and costs. Guidance is provided in the document ‘Draft Guidelines for Project Budgeting’.

Larger activities may be broken down into smaller, sub-activities. The start and end-dates provide the basic information needed to put together a project activity plan in the form of a Gant chart. Details of costs are to be entered into the table into the appropriate place along with the numerical values.

Please add further notes below the table as necessary, and add more rows (or delete them) as necessary.

Activity Type	Start / End Dates	Brief Description	Cost Types and Description					Totals
			Staff Salary	Over-heads	Sub-contractor	Non-Staff Direct	Other	
Market Analysis	Start - End -							
IP Protection	Start - End -							
Concept / Prototype Development	Start - End -							
Partner Establishment	Start - End -							
Business Case Development	Start - End -							
Project Mentoring and Management	Start - End -							
Total Cash Funding sought from Emerald								
Financial Contribution from University			(..... detail attached)	(fEC as above/detail attached)				
Totals								

Notes: Please add further notes on the costing of activities in this section

Section 8 – Additional Information (Diversity)

Please complete the following 3 questions, which will be stored by the Lead Institution in accordance with the Data Protection Act. Only a summary of data gathered will be sent to the London Development Agency.

Your Name: _____ **Your Institution:** _____

1. What is your ethnic group?

A. I am White

- a. British
- b. Irish
- c. Any other White background

Please state: _____

B. I am Mixed

- a. White and Black Caribbean
- b. White and Black African
- c. White and Asian
- d. Any other Mixed background

Please state: _____

C. I am Asian or Asian British

- a. Indian
- b. Pakistani
- c. Bangladeshi
- d. Any other Asian or Asian British background

Please state: _____

D. I am Black or Black British

- a. Caribbean
- b. African
- c. Any other Black or Black British background

Please state: _____

E. I am Chinese or Other Ethnic Group

- a. Chinese
- b. Any other Ethnic Group

Please state: _____

2. Gender

Female

Male

3. Disability

Under the definition in the 1995 Disability Discrimination Act, do you consider yourself to be disabled? (A physical or mental impairment which has a substantial and long-term adverse effect on the ability to carry out day to day activities).

Yes

No
