

## Launchpads CR&D, MFA and Investor Partnership

### **Applicant Briefing – Process**

- This briefing will be recorded. A copy of the slides and the recording link will be made available on IFS.
- For more information on the competition process, please click <u>here</u> to access our YouTube channel.



# Welcome and Introductions

**Laura McCartney** 

Competition Manager, Competitions Team





## **Agenda**

- Key Dates
- Competition Summary
- Eligibility Criteria
- Innovation Funding Service (IFS)
- Funding Rules
- Assessment
- Use of AI
- Additional Support
- Q&A





## **Key Dates**

Timeline	Dates
Competition Opens	4 <sup>th</sup> November 2024
Submission Deadline	11 <sup>th</sup> December 2024, 11am
Applicants informed	7 <sup>th</sup> February 2025 by 5pm
Project start	MFA: 1 April 2025 CR&D: 1 May 2025 Investor Partnerships: 1 May 2025







## **CR&D Eligibility Criteria – Your Project**

### Your project must:

- •have a grant funding request of between £150,000 and £1 million
- •last between 6 and 18 months
- carry out all of its project work in the UK
- •intend to exploit the results from or in the UK
- •not start before 1 May 2025
- •end by 31 December 2026



### **CR&D Eligibility Criteria – Lead Organisation**

### **Lead organisation:**

To lead a project your business must:

- •be a UK registered business of any size
- •be or involve at least one grant claiming micro, small or medium-sized enterprise (SME)
- collaborate with other UK registered organisations
- •be growing your innovation activities in the [Launchpad] cluster
- have a demonstrable ambition for business growth

More information on the different types of organisation can be found in our <u>Funding</u> <u>rules</u>.



### CR&D Eligibility Criteria – Project Team

#### **Project team**

To collaborate with the lead, your organisation must be one of the following UK registered:

- business of any size
- academic institution
- charity
- not for profit
- public sector organisation
- research and technology organisation (RTO)

To be an eligible collaboration, the lead and at least one other organisation must apply for funding when entering their costs into the application.



## CR&D Eligibility Criteria – Partners/Subcontractors

#### Non-funded partners

Your project can include partners that do not receive any of this competition's funding, for example, non-UK businesses. Their costs will count towards the total project costs.

#### **Subcontractors**

Subcontractors are allowed in this competition.

Subcontractors can be from anywhere in the UK and you must select them through your usual procurement process.

All subcontractor costs must be justified and appropriate to the total project costs.



## CR&D Eligibility Criteria – Number of applications

### **Number of applications**

A business can lead on only one CR&D strand application and can be included as a collaborator in any number of applications. Any subsequent applications submitted with the same project lead will be ineligible and will not be forwarded for assessment. If you are not leading any application, you can collaborate in any number of applications.

If you apply to the Minimal Financial Assistance strand of this competition, as well as this CR&D strand, each project must be clearly distinctive and separate. We will monitor closely for this separation if you are awarded funding in both strands.



### **CR&D Eligibility Criteria: Funding Opportunities**

Funding for R&D projects split into **3** categories: feasibility studies, industrial research and experimental development.

For feasibility studies and industrial research projects, you could get funding for your eligible project costs of:

- up to 70% if you are a micro or small organisation
- up to 60% if you are a medium-sized organisation
- up to 50% if you are a large organisation

For experimental development projects which are nearer to market, you could get funding for your eligible project costs of:

- up to 45% if you are a micro or small organisation
- up to 35% if you are a medium-sized organisation
- up to 25% if you are a large organisation

For research organisations conducting fundamental research you could get funding for your eligible project costs of up to 100%.

For general guidance on what our research categories are please visit:

https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/general-guidance/categories-of-research-and-development/#contents-list



# Eligibility criteria – MFA





### MFA Eligibility Criteria – Your Project

### Your project must:

- •have a total grant funding request between £25,000 and £100,000
- •last between 6 and 12 months
- carry out all of its project work in the UK
- •intend to exploit the results from or in the UK
- •not start before 1 April 2025
- •end by 30 June 2026



### MFA Eligibility Criteria – Lead Organisation

### **Lead organisation:**

Your business must:

- •be a UK registered micro, small or medium-sized enterprise (SME)
- •not have previously been awarded funding from the Round 1 MFA competition strand for this Launchpad
- •be growing your innovation activities in the [Launchpad] cluster
- •have a demonstrable ambition for business growth

More information on the different types of organisation can be found in our <u>Funding</u> <u>rules</u>.



## MFA Eligibility Criteria – Partners/Subcontractors

#### **Subcontractors**

Subcontractors **are** allowed in this competition.

Subcontractors can be from anywhere in the UK and you must select them through your usual procurement process.

All subcontractor costs must be justified and appropriate to the total project costs.



## MFA Eligibility Criteria – Number of applications

#### **Number of applications**

A <u>business</u> can lead on only one MFA strand application for this competition. Any subsequent applications submitted by the same business will be ineligible and will not be forwarded for assessment.

You are not eligible to apply to this Round 2 MFA competition if you led a successful application to the Round 1 MFA competition for this Launchpad.

If you apply to the CR&D strand of this competition, as well as this MFA strand, each project must be clearly distinctive and separate. We will monitor closely for this separation if you are awarded funding in both competition strands.



# Eligibility criteria – Investor Partnership





## Investor Partnership Eligibility Criteria – Your Project

You must have confirmation from your investor partner that you can apply for this competition.

The eligibility criteria for your project depends on your <u>research category</u>.

For feasibility studies projects:

- •your total project costs must be between £50,000 and £300,000
- •the project duration must be between 6 and 12 months

For industrial research projects:

- •your total project costs must be between £100,000 and £1 million
- •the project duration must be between 6 and 18 months

For experimental development projects:

- •your total project costs must be between £250,000 and £2 million
- •the project duration must be between 12 and 18 months



## Investor Partnership Eligibility Criteria – Your Project

For all projects, your project must:

- •not start before 1 May 2025
- •end by 31 December 2026

Total project costs, detailed within your application, must not exceed the maximum project costs for your research category. If your total project costs do exceed the maximum, then your application will be made ineligible.

Your project will only be allowed to start once the aligned investment has been confirmed.

Projects must always start on the first of the month, even if this is a non-working day. You must not start your project until your Grant Offer Letter has been approved by Innovate UK. Any delays within Project Setup may mean we need to delay your project start date.

You must only include eligible project costs in your application. See our overview of <u>eligible project costs</u>. For specific guidance, see the eligibility section in this competition.



## Investor Partnership Eligibility Criteria – Lead Organisation

This competition is open to single applicants only.

To apply your business must:

- •be a UK registered micro, small or medium sized business (SME)
- carry out all of its project work in the UK
- •intend to exploit the results from or in the UK
- •be invited to apply by your investor partner
- •have agreed your proposal with your investor partner before submitting
- •be able to complete the aligned investment before the start of your project, through the issue of new shares or convertible debt
- •have sufficient capital resources to enable you to meet all your project's eligible costs, including through the grant funding and the aligned investment

More information on the different types of organisation can be found in our **Funding rules**.



## Investor Partnership Eligibility Criteria – Lead Organisation

Innovation and ideas can come from anyone and anywhere. We want to see investments unlocked for the diverse and extraordinary talent in the UK.

We encourage innovation involving communities that are typically under-represented, including:

- ethnic minority groups
- women and other marginalised genders
- disabled people
- people with non-traditional education backgrounds



## Investor Partnership Eligibility Criteria – Partners/Subcontractors

#### **Subcontractors**

Subcontractors **are** allowed in this competition.

Subcontractors can be from anywhere in the UK and you must select them through your usual procurement process.

All subcontractor costs must be justified and appropriate to the total project costs.



## Investor Partnership Eligibility Criteria – Number of applications

### **Number of applications**

An SME can only submit one application into this round of the competition. Any subsequent applications will be ineligible and will not be forwarded for assessment..



## CR&D, MFA, and Investor Partnership Previously submitted applications

This competition **does** allow you to submit a previously submitted application.

Previously submitted application	Not a Previously submitted application
A previously submitted application is an application Innovate UK judges as <u>not</u> materially different from one you have submitted before (but it can be updated based on the assessors' feedback).	A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition.
If you have previously submitted an application that reached our assessment stage, you can reapply once more with the same proposal.	<ul> <li>A previously submitted or ineligible application which:</li> <li>has been updated based on assessor feedback</li> <li>and is materially different from the application submitted before</li> <li>and fits with the scope of this competition</li> </ul>





# Innovation Funding Service (IFS)

### How to apply

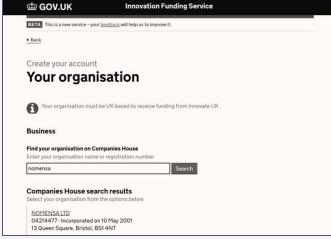
The lead applicant must create an account:

#### **UK registered businesses**

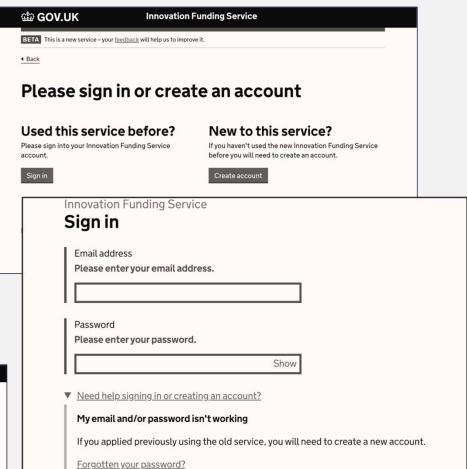
Use Companies House lookup as it speeds up our checks by providing your company number. You are unable to enter this at a later date.

#### Research organisations, academics and universities

To avoid being listed as a business and to ensure you receive the correct funding, enter your information manually on IFS







## **Application Questions – CR&D**

Detailed guidance available on IFS

Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)	150	No
Question 2	Animal testing (not scored)	Multiple choice	No
Question 3	Permits and licences (not scored)	Multiple choice	No
Question 4	Need, challenge and market awareness	600	No
Question 5	Approach and innovation	400	Yes - optional
Question 6	Team and resources	600	Yes - mandatory
Question 7	Outcomes and route to market	400	No
Question 8	Risks	400	Yes - mandatory
Question 9	Costs, value for money and added value	600	No



## **Application Questions – MFA**

Detailed guidance available on IFS

Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)	150	No
Question 2	Minimal financial assistance declaration	100	Yes - Mandatory
Question 3	Animal testing (not scored)	Multiple choice	No
Question 4	Permits and licences (not scored)	Multiple choice	No
Question 5	Need, challenge and market awareness	600	No
Question 6	Approach and innovation	400	Yes - optional
Question 7	Team and resources	600	Yes - mandatory
Question 8	Outcomes and route to market	400	No
Question 9	Risks	400	Yes - mandatory
Question 10	Costs, value for money and added value	600	No



## **Application Questions – Investor Partnership**

Detailed guidance available on IFS

Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)	150	No
Question 2	Animal testing (not scored)	Multiple choice	No
Question 3	Permits and licences (not scored)	Multiple choice	No
Question 5	Investor partner (not scored)	50	No
Question 6	Need, challenge and market awareness	600	No
Question 7	Approach and innovation	400	Yes - optional
Question 8	Team and resources	600	Yes - mandatory
Question 9	Outcomes and route to market	400	No
Question 10	Risks	400	Yes - mandatory
Question 11	Costs, value for money and added value	600	No



### **Project Impact questions**

- Each organisation in your application will complete the Project Impact questions within the 'Supporting information' section
- The Project Impact questions ask for data about your business and innovation and its contribution to the UK economy, society, and the environment
- Visit the <u>Project Impact guidance</u> page for more information, the types of questions you will be asked and how to get further support
- By providing this data, you are enabling us to better understand the impact of our support. It will help us identify success stories and provide evidence to government and the public of the value of supporting innovative businesses



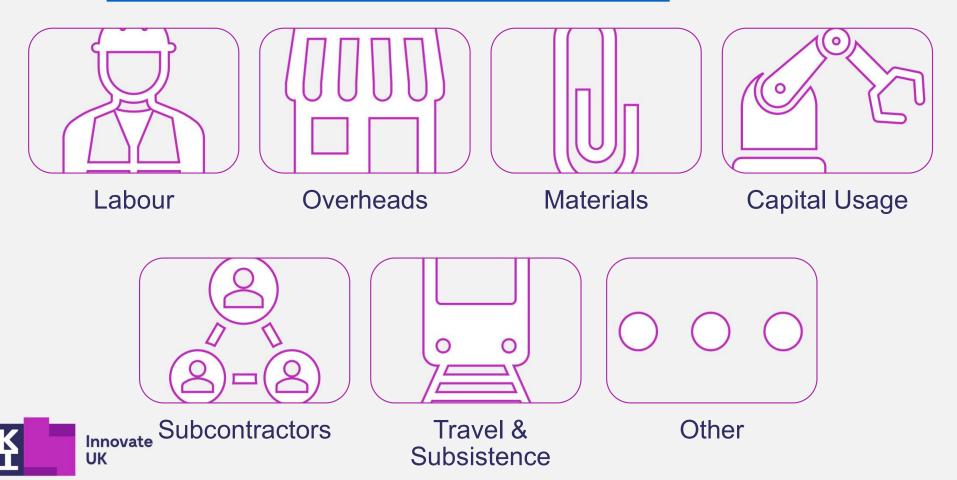


### For more information:

- Watch Our Impact Management Framework video
- How is the Project Impact data collected? video

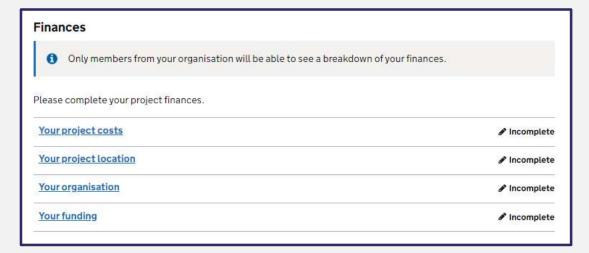
### **Your Project Cost Categories**

**View our Application Finances Instructional Video** 



## Your project finances







### Your project costs

Add your project costs by category – refer to previous slide for link to instructional video

### Your project location

Enter postcode for where most of the project work will take place.

### Your organisation

Add details of your organisation including size, turnover and number of employees

### Your funding

Include your funding level percentage according to the competition's funding rules. Only declare Other Public Sector Funding here if you have previously received public money for exactly the same project activities

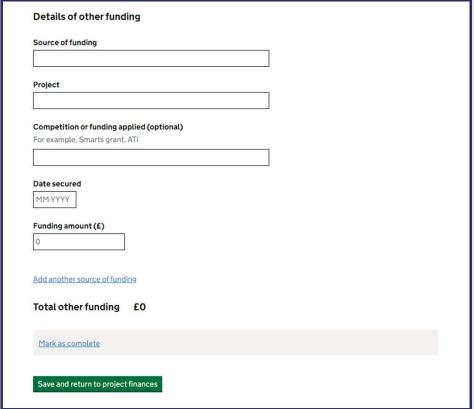
## Your funding

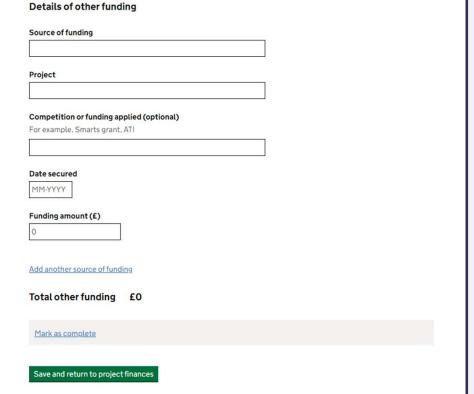
Untitled application	
Your funding	
Are you requesting funding?	
Yes	
○ No	
Other funding	
Have you received an award from any source for the same project, costs or activities in the last three financial years? (The current financial year and the two financial years immediately preceding it.)  You will be asked to provide details of other funding on the following page.	al
Yes No	
Save and return to project finances	

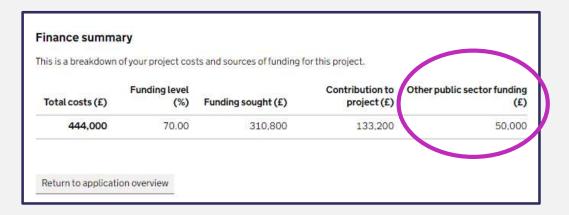
- Other funding answer Yes if you have received funding FOR THE SAME project activities. We cannot fund the same project activities twice.
- Anything that you declare in the Other funding field will be deducted from your Funding sought total.
- This will NOT be visible to you in the Finance Summary in IFS.
- For Minimal Financial Assistance competitions, you do NOT declare your previous MFA funding here. You must use the Declaration Form instead.



## Your funding







#### **IMPORTANT:**

Above is an example of the Finance summary. If you declare Other public sector funding, as circled in purple, it does not deduct from your Funding sought total in IFS.

However, this amount will be deducted from your funding request by Innovate UK and may make you ineligible.



### Checking your finances are complete – CR&D

#### **Finances summary**

These organisations have not marked their finances as complete:

Ludlow

A

EGGS

This application cannot be submitted until all items in the finances section have been marked as complete by all partners.

		Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
Empire Ltd Lead organisation	~	200,903	30.00	57,803	140,632	2,468
<b>Ludlow</b> Partner	A	200,903	30.00	57,803	140,632	2,468
<b>EGGS</b> Partner	A	990	100.00	990	0	0
Total	A	£402,796		116,596	281,264	4,936

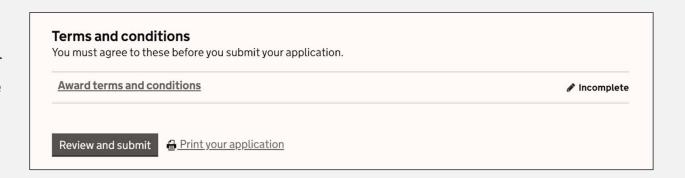
The lead must ensure that all partners have marked their finances as complete.

Research organisation participation is no greater than **30** % of the total project costs.



### **Terms and Conditions**

Before you can submit your application, all organisations in an application must agree to the draft terms and conditions for this competition. Please ensure you share the T&Cs with your legal team at the earliest possible opportunity.



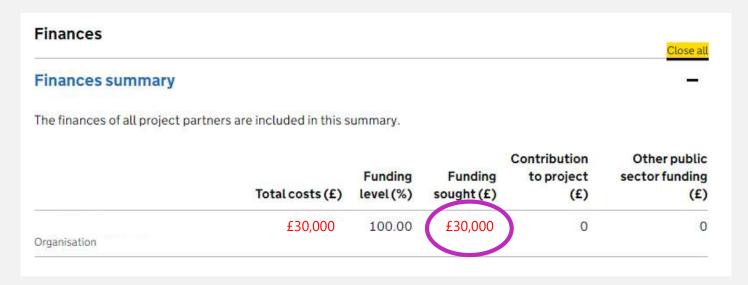
**~** 

I agree to the <u>full terms and conditions</u> set out by the funding authority. I understand I need to agree to the final contract if my application is successful.

Agree and continue



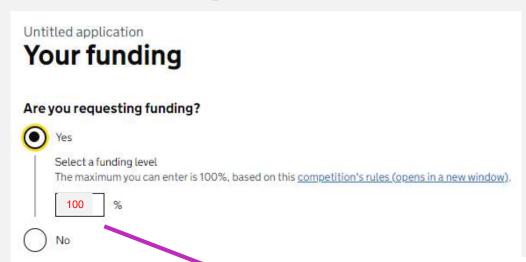
# MFA - Grant requested



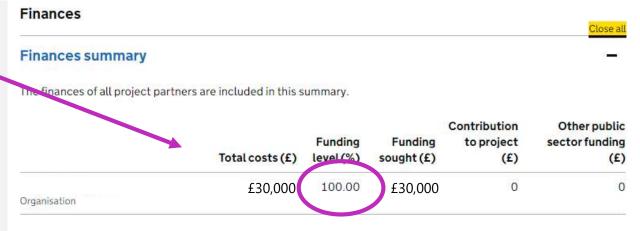
- Your Funding Sought figure must be between £25,000 and £100,000
- Your total project costs will be up to 100% funded up to the maximum grant of £100,000. If your total grant funding request exceeds the £100,000 maximum, then your application will be made ineligible. Your project costs can be higher than your grant funding request.



# **Grant requested**



- This is where you place your funding level percentage figure
- MFA projects can be funded at up to 100% of costs





# Minimal Financial Assistance (MFA) Declaration Form

Declaration statement	
I confirm that I have not received any funding in the applicable period as defined above. (Please check the box if applicable and move to Recipient Acknowledgments.)	
or  I confirm that I have received the following funding in the applicable period as defined above. (Please check the box if applicable and complete the table below.)	

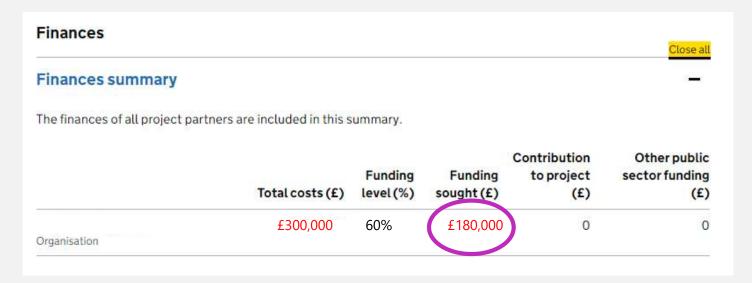
DECLARATION:		
and inaccurate declarations ma	ay be brought against anyo	. I understand that legal proceedings for false one who makes, or causes to be made, a false h without an honest belief in its truth.
Company		
Company Applicant Name		

you based on false information, the Authority has the right to recover funding in full.

Α	В	С	D
Body who provided the funding (Who awarded you the funding?)	Funding Amount received in GBP	Funding Amount received in Euros (only use this column to declare your conversion of the De minimis funding you previously received in euros)	Date awarded



# **CR&D** - Grant requested



Your Total Funding sought figures must be between £150,000 and £1,000,000



# Investor Partnership - Project cost limits



For Investor Partnership applications, the limit is on total project costs and depends on your research category.

#### For feasibility study projects:

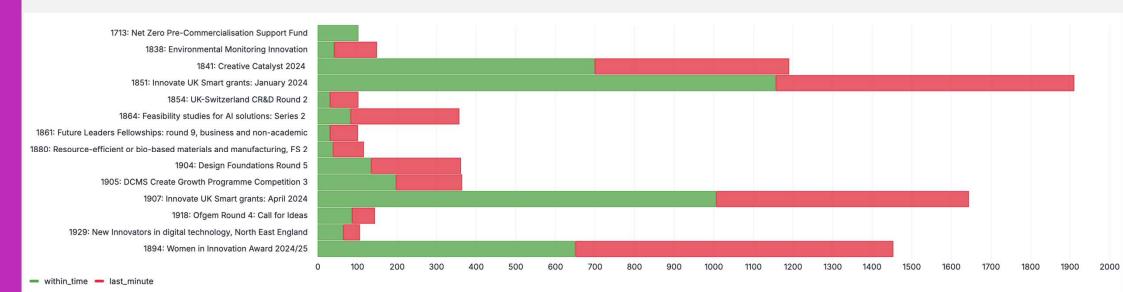
- your total project costs must be between £50,000 and £300,000 For industrial research projects:
- your total project costs must be between £100,000 and £1 million For experimental development projects:
- your total project costs must be between £250,000 and £2 million



## Submitting your application

Customer Support can help resolve any issues you might have when submitting but only if they are contacted before the deadline.

Once the deadline has passed, your application cannot be submitted.





## Pros & Cons of using AI to support you

With the advances in AI technology, it is only natural to use technology to support you in applying to our competitions. Whilst we don't recommend or advise against it, we would like to make you aware of the following which could potentially impact your project.

#### **Pros**

- Removes barriers for people with disabilities and non-English speakers
- Allows you to rephrase your content to meet the word count in a question
- Ensures all aspects of a question are answered
- Can aid a better understanding of:
  - intended/wider market
  - best practice in project management
  - complementary technologies and advances in the industry
  - expected project impacts



#### Cons

- It is not always accurate in its assumptions and can get things wrong
- Al learns from the information you give it as well as what it has already learnt
- May provide a generic response meaning your application could use similar phrasing to others
- Al can be detected as non-human as it lacks expression and insight because it relies on logic to summarise information based on the question asked

Whilst Al offers many benefits, it is important you are aware that you are potentially sharing your idea with the world, so be careful what you share as you have no control over how it is shared on once you do.

# **Funding Rules**





## Other Innovate UK projects

If you have an outstanding final claim or Independent Accountant Report (IAR) on a live Innovate UK project, you will not be eligible to apply to this competition, as a lead or a partner organisation.

We will not award you any further funding if you:

- applied to a previous competition as the lead or sole company and were awarded funding by Innovate UK, but did not make a substantial effort to exploit that award
- applied to a previous competition as the lead or sole company and failed to comply with grant terms and conditions.



## Compliance with the UK Subsidy Control Regime

On 4th January 2023, the Subsidy Control Act 2022 came into effect.

This provides a framework for public authorities to design and award subsidies in a compliant way, whilst minimising any negative effects of subsidies both within the UK and Internationally.

Innovate UK offers funding in line with the UK's obligations and commitments to Subsidy Control. To ensure that Innovate UK remains compliant with the UK's international Subsidy Control duties in respect of:

- the EU-UK Trade and Cooperation Agreement;
- the subsidy control act 2022
- Article 10 of the Windsor Framework (successful applicants which are affected by the Windsor Framework will be funded in line with EU State aid regulations)
- Article 138 of the Withdrawal Agreement (some Union law applicable after 31 December 2020 in relation to the UK's participation in Union programmes and activities)
- the Subsidies and Countervailing measures within the WTO (ASCM)
- any other Free Trade Agreements active at the time of award

All awards will be conditional on compliance at all times with the UK's international obligations on Subsidy Control - this will be reflected in the terms and conditions of any award.



## **Subsidy Control (and State aid where relevant)**

The Subsidy Control Act 2022 definition of a 'subsidy' means financial assistance which:

- 1. is given by a public authority. This can be at any level: central, devolved, regional or local government or a public body.
- makes a contribution (this could be a financial or an in-kind contribution) to an enterprise, conferring an economic advantage that is not available on market terms.
- 3. affects international trade.

For awards made from 4 January 2023, the majority are subject to Subsidy Control Act 2022. EU State aid rules now only apply in certain limited circumstances.

#### Financial viability and eligibility

Innovate UK is unable to award funding to organisations that are considered to be in financial difficulty. All applicant organisations are subjected to financial viability and eligibility checks to ensure they are suitable for public funding.

General guidance on Subsidy control (and State aid where relevant).



## **Article 10 of the Windsor Framework**

The EU and the UK formally adopted the Windsor Framework on 24 March 2023.

The Windsor Framework replaces the Northern Ireland Protocol, providing a new legal and UK constitutional framework.

Article 10 provides that European Union State aid rules will continue to apply to the UK in respect of measures which affect trade in goods or the electricity market between Northern Ireland and the EU.

Article 10 does not directly apply to subsidies for services and such subsidies will need to comply with the UK's subsidy control regime.

### **Undertakings in difficulty**

In the unusual circumstance of an award having to be made under the EU GBER regulation (State aid), the applicant must pass 'undertaking in difficulty' checks as defined by GBER (2014).

Guidance on Article 10 of the Windsor Framework.



# Minimal Financial Assistance (previously Special Drawing Rights) or De Minimis

Grant funding in this competition is awarded as minimal financial assistance (MFA). This allows public bodies to award up to £315,000 to an enterprise in a 3-year rolling financial period.

To establish your eligibility, we need to check that our support added to the amount you have previously received does not exceed the limit of £315,000 in the 'applicable period'.

The applicable period is made up of:

- (a) the elapsed part of the current financial year
- (b) the two financial years immediately preceding the current financial year

In your application, you will be asked to declare previous funding received by you. This will form part of the financial checks ahead of Innovate UK making a formal grant offer.

EU Commission rules now only apply in limited circumstances. Find out more about the <u>De Minimis regulation</u>.



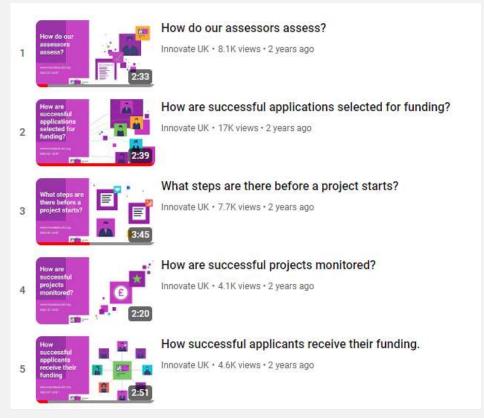
# **Assessment**





## **Assessment**

### YouTube Playlist







## **Project setup**

If you pass the technical assessment, you will have a further eight steps to complete in Project Setup.

#### These are:

- Project details
- Project team
- Documents
- You will be allocated a Monitoring Service Provider (MSP)
- Bank details
- Finance checks
- Spend profile
- Grant Offer Letter

Please ensure that you share the T&Cs with your legal team at the earliest possible opportunity.

You will be expected to complete your project set-up within 90 calendar days. Failure to complete your project set-up within these timescales may result in funding being withdrawn.

Work can only commence on the project once you have received your Go Live email.



# **Additional Support**





## **Innovate UK Business Growth**

https://iuk.ktn-uk.org/business-growth/

Innovate UK Business Growth (previously Innovate UK EDGE) is a key part of the UK innovation agency's deep investment in the pioneering businesses that drive economic growth. It is a publicly-funded service available to all high potential small to medium sized innovation-driven companies, including <u>Innovate UK</u> grant winners.

#### **Exploit Innovation:**

Grow your business by protecting your IP, improving innovation management and accessing the innovation ecosystem globally through us.

### **Source funding:**

Grow and scale your business by accessing the right finance and funding for you and becoming investment ready.

#### **Enter new markets:**

Helping you to make connections to partners and leverage insights to expand into vertical and international markets and achieve scaling ambitions.

#### Ready to scale?

The Innovate UK Scaleup Programme helps the highest potential businesses realise their ambitions.



## **Useful Information**

- UKRI's General Guidance
- Innovate UK Business Connect's Good Application Guide
- Who we fund
- Collaboration Agreement Guidance: <u>Lambert Toolkit</u>
- Innovate UK: Shaping the Future

### **Funding opportunities**

To find out more about the competitions currently available you can visit either the <u>Innovation Funding Service (IFS)</u> or the <u>funding finder</u> on the UKRI website. Through these links, you can review the competitions available and decide which ones may be right for you.

You can <u>sign up to our newsletter</u> to receive all the latest information on our competitions straight to your inbox or <u>register for email alerts</u> to get page updates from Innovate UK.

The government also offers other opportunities for businesses to get finance and support.

Innovate UK reserves the rights to host competitions on a needs basis and will adjust each competition criteria and scope accordingly. We may occasionally run closed competitions that are for invited applicants only. These are run based on the challenge requirement or need.



A&Q





## **Contact**

## **Customer Support Services**

0300 321 4357 (Monday - Friday 9am-12pm and 2pm-5pm) support@iuk.ukri.org



Innovate UK

ukri.org/councils/innovate-uk



Innovate UK
Business
Connect

iuk.ktn-uk.org



Innovate UK Business Growth

www.iukbg.ukri.org





# Thank You







