

Application Form for a Mini 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:
Company (the “Company”):	Address:
Telephone Number:	E-mail:
Mobile Number:	

1.3 Application Authorisation

Signed: Principal Applicant	I confirm that I am from the Company’s senior management and that the relevant line manager (or equivalent) for this project is aware of this project and supports this application. Name: of Senior Manager Signed:
Date:	Date:

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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 max.)</p>
<p>2.2 Fundamental Capability: Which area/s of innovation, expertise or technology lie at the heart of the project for which the Invest Growth Proof of Concept Fund grant is sought? (100 words max.)</p>
<p>2.3 Background to Fundamental Concept: What research and development has been undertaken to get to this stage, and with what results? (100 words max.)</p>
<p>2.4 Commercial Proposition: What basic need will (could) this concept address? How will (might) this concept be positioned as a commercial offering? (100 words max.)</p>
<p>2.5 Commercial Objectives: How will (might) this concept 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 max.)</p> <ul 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) Other....
<p>2.6 Corporate Support: To date, how have you / has your Company supported this specific project for which the grant is sought? (50 words max.)</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 max.)</p>
<p>2.8 Project Funding: Please indicate the level of funding is required – <u>up to</u> £10k £</p>
<p>2.9 Overall Timeframe: Please indicate the planned start date, and the timeframe over which the project will be undertaken</p> <p>Start Date</p> <p>Timeframe in Months / Weeks</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 max.)</p>

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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 Concept / Prototype Development: If concept / prototype development activities need to be undertaken, please provide further details. (100-200 words max.) If not, please delete this box

3.3 Business Case Development and Partnering: If business case development or partnering activities need to be undertaken, please provide further details. (100-200 words max.) If not, please delete this box

3.4 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

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Section 4 – Market Assessment

<p>4.1 Status of Market Analysis: Has initial market analysis been undertaken? If yes, please describe the results obtained in the relevant sections below</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. (100 words) This question MUST be addressed even if no previous market analysis has been undertaken</p>
<p>4.3 Competitive Position: What is the competitive advantage i.e. why is the fundamental concept described in Section 2 better than that which already exists? Furthermore, please describe potential competitors (or competitive offerings). (100 words) This question MUST be addressed even if no previous market analysis has been undertaken</p>
<p>4.4 Market Information Requirements: If market analysis is a key activity for this project, then what information will you need in order to move towards the commercial objectives outlined in Section 2? (100 words)</p>

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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 no protectable IP, indicate how you will protect your ideas and business

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 Type....			

5.3 Funding Requirements: Will funding be required to secure IP protection (e.g. for patents and design rights)? If yes, then what will the funding be used for?
 Funding **IS / IS NOT** required to secure IP protection (Delete as appropriate)
 If funding is required, indicate how it will be used

5.4 Searches: Where funding is sought to secure IP protection for a Mini Grant, an initial search needs to have been undertaken. Please indicate the results of the initial searches (100 words)

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Section 6 – Project Budgeting

The table below is to be completed below outlining activities and costs. Larger activities should 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 Invest Growth PoC Fund								
Financial Contribution from Company								
Totals								

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