EPSRC Impact Acceleration Account

Briefing for Applicants

Claire Higgitt, EPSRC Impact Co-ordinator

23 Oct 2015
EPSRC IAA overview

EPSRC institutional grant

- £5.8M
- 1st October 2012-31st March 2017
- PI Prof Lynn Gladden, PVC Research

What is it for?

- To deliver impact and work on the exploitation of EPSRC portfolio
- Strengthen strategic alignment with EPSRC and the University
- “Fill gaps” of impact activity which is difficult to fund at research grant level
- Lever in financial support from business

What is it not for?

- To displace HEIF funded activity or other funding streams
- Impact activities already funded at research grant level (Pathways to Impact)
- Activity after 31/3/17

What does it replace?

- FoF
- KTS
- KTA
IAA objectives

- More researchers engaged in knowledge transfer activities
- Improve effectiveness of knowledge transfer activities
- Support for implementation of impact agenda and communication with EPSRC, Government and the public
- Partnership funding for closer working partnerships with big business, engaging these companies with the cluster
- Increase success in translating research outcomes to successful handover to business
- Increase the flow of researchers between the University and hi-tech companies around Cambridge
General Eligibility Conditions

- All projects must be linked to EPSRC portfolio
- Scope of work must be in EPSRC remit
- Direct costs ONLY (no overheads)
- Revenue (running costs) only – no equipment >£10k
Funding competitions

**Follow on Fund:** To support early stage commercialisation of EPSRC-funded research. Maximum award £60 000 (direct costs only). 30/11/15

[www.admin.cam.ac.uk/offices/rso/internal/iaa/](http://www.admin.cam.ac.uk/offices/rso/internal/iaa/)

**Knowledge Transfer Fellowships:** Secondments to transfer knowledge and expertise linked to EPSRC research between the University and a partner company. Maximum award £60 000 (direct costs only). 14/12/15

[www.admin.cam.ac.uk/offices/rso/iaa/funding/fellowships/index.html](http://www.admin.cam.ac.uk/offices/rso/iaa/funding/fellowships/index.html)

**Partnership Development Awards:** 3-6 month pump-priming collaborative research projects within EPSRC remit, with a non-academic partner organisation. Maximum award £50 000 (direct costs only). 14/12/15

[www.admin.cam.ac.uk/offices/rso/internal/pda/](http://www.admin.cam.ac.uk/offices/rso/internal/pda/)
Follow on Fund

- Up to £60k for 1 year
  - Staff costs, materials, access to equipment, consultancy
- Early-stage commercialisation – making research results more “investable”
- Can include technical development, early market research and business planning
- Project must be building on results from EPSRC-funded research
  - Grant
  - Studentship
  - Fellowship
FoF Application and Assessment Process

- Expressions of Interest – **9th November**
- Short paragraph overview of the project with PI name
  - NOT judged by the panel – used for scheme administration
- Full proposal deadline – **30th November**
  - Application form
- Assessment by panel of internal/external members
  - 100% technically literate, but NOT specialists in each subject area
- Criteria:
  - Commercial Potential (primarily financial)
  - Quality of Development Plan
  - Value Added
- Applicants notified by end January
- Projects to end by **31st March 2017** latest
Follow on Fund projects

• Do:
  • Overcome a significant obstacle to, or take a significant step towards, commercialisation
  • Add significant value – how much difference will £60k make?
  • Take the right approach for the technology whether spin out or license
  • Look at the whole picture: use funds for market research, business plan development, IP scoping
  • Have a clear route to market and exit strategy

• Don’t
  • Carry out new research
  • Do more work to polish an already “investable” concept
  • Do “back bedroom” projects
Hints and Tips

• The proposal must communicate a visible, credible route to market

• Images must add value and be understandable to the non-specialist

• A Gantt chart can be helpful

• Business issues are not expected to be fully resolved, but should be flagged, eg:
  • “Market size unknown, budget £3k for market research”
  • “Team lacks management expertise, plan to identify candidate CEO is X”
  • “No FTO (freedom to operate) search has been undertaken, will be done by X”
  • “Concerns about fundability of single-product business, will review strategy with mentor”

• Proposal must show awareness of business issues – KTFs to assist in this area
  • Panel will reject applications which have glaring gaps – easy reasons not to fund

• Do NOT include academic papers
Knowledge Transfer Fellowships

• Up to £60k for 3 months – 1 year
• Secondment
  • Outward – University to business
    • Staff costs, T&S
  • Inward – Business to University
    • Consumables, access charges, T&S
KTFe Application and Assessment Process

• Expressions of Interest – 9\textsuperscript{th} Nov
  • Short paragraph overview of the project with PI name
  • NOT judged by the panel – used for scheme administration
• Full proposal deadline – 14\textsuperscript{th} Dec
  • 4 A4 page case for support + budget page + letter of support from company
• Assessment by panel of academics with industry collaboration experience
  • From Physical Sciences/Technology but NOT specialists in every subject area
• Criteria
  • Quality of Plan
  • Knowledge Transfer Benefits – to Fellow, company and University
  • Commitment of Partner company
• Applicants notified by end January
• Projects to finish by 31\textsuperscript{st} March 2017 latest
Hints and Tips

• Do
  • Start with a clear overview of the project aims
  • Have a letter of support from the industry partner confirming the details of the staff exchange
  • Have clear benefits to the Fellow, the University and the company
  • Clear project plan with detailed and comprehensible objectives

• Don’t
  • Fund someone to carry on where they are or work for a “virtual” organisation
  • Do work that is outside EPSRC remit or not based on EPSRC research
  • Use jargon and acronyms
  • Include lengthy background details of the research or images unless they add value
Partnership Development Awards

- Short collaborative research project with industrial partner
- Pump-priming future collaboration
- Linked to previous EPSRC research
- 3-6 months duration
- Up to £50k
  - Staff costs
  - Consumables, materials
  - Travel and subsistence
  - Equipment <£10k
Assessment Process and Criteria

• Expressions of Interest – 9th Nov
  • Short paragraph overview of the project with PI name
  • NOT judged by the panel – used for scheme administration
• Full proposal deadline - 14th Dec
  • 4 A4 page case for support + budget page + letter of support from company
• Assessment by panel of academics with industry collaboration experience
  • From Physical Sciences/Technology but NOT specialists in every subject area
• Criteria
  • Quality of Plan – Challenging but viable? Track record?
  • Future potential – Addressing a need? Company resources committed? Exit plan?
  • Value added – New partner? Taking a real step forward? Would company fund anyway?
• Applicants notified by end January
• Projects to end by 31st March 2017 latest
Hints and tips

• Do
  • Start with a clear statement of the aim of the project
  • Provide a brief overview of the company’s business and explain their business reason for collaboration
  • Have a clear project plan with comprehensible objectives
  • Include a letter of support giving quantified details of the company’s contribution, e.g., time, access to kit, materials, or cash
  • Have a clear exit strategy – for the company to fund future work or partner on a grant application

• Don’t
  • Partner with an organisation that do not have the capacity for future collaboration
  • Fill the space with background information on previous research
  • Include diagrams or pictures unless they add value – remember non-expert readership
### Further help:
**Knowledge Transfer & Partnerships Facilitators**

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<thead>
<tr>
<th>School/Department</th>
<th>Contact</th>
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<tbody>
<tr>
<td>Biological Science</td>
<td>Dr Tamsin Sayer, Translational Research Facilitator</td>
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<tr>
<td>Clinical School</td>
<td>Dr Jana Voigt, Translational Medicine Programme Manager</td>
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<td>Chemistry</td>
<td>Dr Yolande Cordeaux, Knowledge Transfer Facilitator</td>
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<td>Physics</td>
<td>Dr Agnieszka Iwasiewicz-Wabnig, Knowledge Transfer Facilitator</td>
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<td>Michael Simmons, Collaborative Research Facilitator</td>
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<td>Materials Science &amp; Metallurgy</td>
<td>Paul Mantle, Knowledge Transfer Facilitator</td>
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<td>Dr Rachel Hobson, Business Development Manager</td>
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<td>Mathematics</td>
<td>Dr Stephanie North, Knowledge Transfer Facilitator</td>
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<td>Engineering</td>
<td>Alexandra Bolton, Research Manager and Knowledge Transfer Facilitator</td>
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<td>Helen Francis, Research Manager and Knowledge Transfer Facilitator</td>
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<td>Dr Chris Pearson, Research Manager and Knowledge Transfer Facilitator</td>
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<td>Chemical Engineering and Biotechnology</td>
<td>Dr Graham Dransfield, Knowledge Transfer Facilitator</td>
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<tr>
<td>Computer Laboratory</td>
<td>Dr Andrea Kells, Research and Partnerships Facilitator</td>
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Thank You

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