

EPSRC Impact Acceleration Account

Briefing for Applicants

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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/

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

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).

www.admin.cam.ac.uk/offices/rso/internal/pda/

14/12/15

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 – 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
 - Knowledge Transfer Benefits – to Fellow, company and University
 - Commitment of Partner company
- Applicants notified by end January
- Projects to finish by 31st 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, eg 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

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

Thank You

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