



# WHAT TO DO BEFORE YOU START YOUR APPLICATION

Whether you've invented a brand-new piece of technology, or a new type of service that's going to take the UK by storm, innovators know that building a strong business case, and an organised roadmap to achieving it, is what makes a project succeed.

The same is true in your application. It's your chance to show the assessors you've done all the careful preparation and planning needed to bring your big idea to life. But before you begin, start by asking yourself these four big questions. They will help you start to gather the evidence and proof you'll need when it comes to writing your application - and are relevant whichever competition you enter.

## FOUR QUESTIONS TO ASK YOURSELF

1

### IS THERE A BIG ENOUGH MARKET FOR YOUR INNOVATION?

It's that old adage 'there's a gap in the market, but is there a market in the gap?' Be brutal. Ask yourself - are there enough people in the UK who will benefit from your innovation? And can you prove it with market data? With big chunks of funding, and time, on offer, it's crucial you show your project's potential for healthy (but realistic) returns.

2

## IS IT WORLD LEADING?

Winning ideas need to be sufficiently distinct, and strong enough to be successfully exploited in the UK. So, ask yourself - is your idea making an innovative leap forward, or just a small incremental change? If your product's going to be the biggest, fastest, or lightest in the world, make sure you know how this compares to what's already out there.



3

## IS IT AT THE RIGHT STAGE OF DEVELOPMENT?

No matter how innovative your idea is on paper, you'll need thorough research, market exploration, project planning, and a viable route to market to make it a real-world success. Just think...if you were given the green light tomorrow, would you be ready to hit the ground running? Or are you still at an early research stage?



## WHY SHOULD PUBLIC MONEY BE USED?

Because public money would be being used to fund your project, it's important to ask yourself how it represents good value for money; and how it benefits more than just you and your business partners. Potential benefits can - and should - include your project's economic, social and environmental impacts. The bigger the better.



## WE CAN ALSO GIVE YOU A HAND

There are lots of ways Innovate UK can help you before you start your application.

- Choosing the right competition for your innovation is key. For an overview of the types of competitions, [click here](#).
- To find out what competitions are currently running, [click here](#).
- For many competitions, Innovate UK will hold a briefing event to present the scope of the competition, the application process and eligibility criteria. Attendees can meet the Innovate UK team and have the opportunity to ask questions. Attendance is free, but you are advised to register in advance, as spaces are limited. Registration links are available on the competition website page for each competition.
- Talk with one of our partners, [KTN](#), [EEN](#) & [Catapults](#), in your area of interest to discuss partnering and wider funding opportunities.
- Make sure you have signed up for our email alerts, which announce when new funding competitions relevant to your sector are open.

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