

Assessment



How our assessors assess?

All eligible applications are assessed by an independent **pool** of assessors drawn from industry and academia.

We require our assessors to maintain confidentiality and declare any conflicts of interest, ensuring a fair and transparent process.

Assessors are unable to contact you regarding your application content. Therefore, your application should contain:

- a justification for a viable opportunity for growth and a level of innovation that necessitates public investment
- clear and concise answers
- the right amount of information
- no assumptions

We recommend you review the competition brief and guidance for help.

How are successful applicants selected for funding?

Assessors will score each section of your application.

After the assessor process, Innovate UK will independently moderate assessor scores. Any outliers in scores may be removed and your total score will be updated.

You will then receive email notification to offer grant funding or to inform you that your application has been unsuccessful on this occasion.

Whether successful or unsuccessful in receiving grant funding, you will receive feedback on your application. It is intended to be constructive in nature and to highlight both the strong as well as the weak areas of your application.

For more information on the competition process, please go to: [Competition briefing: applicant information - YouTube](#)