



Innovate  
UK

# What makes a good application

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# From start to finish be prepared

## Key Dates:

- Competition opens: 22nd January 2024
- Competition closes: 6th March 2024 - 11:00am
- Applicants notified: 22nd April 2024
- Projects to start by: 1st August 2024
- Projects to end by: 31st August 2026

**Start preparing now**

**Your written application needs all the usual hallmarks of great bid**

<https://iuk.ktn-uk.org/investment/good-application-guide/>



# Eight Hallmarks of a Good Application

1. Alignment to the competition scope
2. Innovation
3. Strong business case
4. Convincing value proposition
5. Credible R&D plan
6. Right consortium
7. Clear need for support
8. The right kind of risk

# Tops tips – part one



**Agree key points of  
the collaboration  
EARLY**



**Explicitly answer  
all sub-questions**



**Use appendices  
where available**



**Don't assume  
assessors are experts  
in your area**

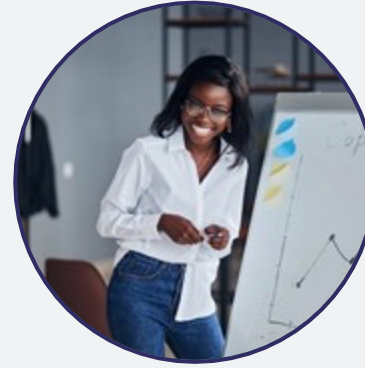
# Top tips – part two



**Quantify and  
justify  
assertions**



**Check all  
deadlines and  
event dates**



**Start discussing,  
planning and writing  
ASAP**



**Remember risk  
and innovation –  
you need both**



# Write an exciting and compelling bid

Get in touch if you want our help

**Cameron Davies**

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# Random breakout room session (2x 10 min)



1) Introduce yourself: Name and organisation

2) Give a brief description of what you are looking for

