**Funding Application**

**Global Alliance Africa Lead Customer Programme**

This template is for applications in respect of the Global Alliance Africa Lead Customer Programme by Innovate UK to accelerate innovations through UK-African partnerships.

**Please note the following:**

1. This application template, along with the Project Plan and Finances should be uploaded onto the submission portal by **GMT 17:00 Monday** **5th August 2024.**
2. Specific inputs to be provided by Applicants in each section below should not exceed 400 words.
3. Your proposal must focus on one of the thematic areas outlined on the application webpage.
4. The application must be a collaboration with at least one UK partner and one African partner – for assistance on brokering partnerships please email Cameron Davies – cameron.davies@iuk.ktn-uk.org or the relevant sector lead from Innovate UK Global Alliance Africa.
5. A demonstrable deployment route(s) must be presented and a letter of support/commitment from an African and/or UK top tier end-user or supplier is required.
6. **AfricaN LEAD APPLICANT DETAILS**

### Name of organisation

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### Full registration details of organisation

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### Organisation location details

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### Lead contact details (name, surname, email address and contact number)

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1. **United kingdom LEAD APPLICANT DETAILS**

### Name of organisation

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### Full registration details of organisation

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### Organisation location details

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### Lead contact details (name, surname, email address and contact number)

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1. **OTHER PROJECT PARTNER(S) AND/OR SUBCONTRATOR(S) [EXPAND FIELD ACCORDINGLY]**

### Name of organisation

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### Full registration details of organisation

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### Organisation location details

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### Lead contact details (name, surname, email address and contact number)

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### Role in project

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1. **DETAILS of future customer**

### Please provide details of the UK and/or Africa end-user or top tier supplier providing the Letter(s) of Endorsement?

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1. **Project details**

### What is the business need, technological challenge, or market opportunity behind your innovation?

Explain:

* The main motivation for the project
* The business need, technological challenge, or market opportunity
* The wider economic, social, environmental, cultural, or political challenges

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### Which stream of funding are you applying for?

Explain:

* Your technology readiness levels and how they fit into levels 4-6 or levels 6-8
* Confirm the duration of your project related to your project plan

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### What approach will you take and where will the focus of the innovation be?

Explain:

* How you will respond to the need, challenge or opportunity identified using your innovation
* Describe the stage of technology development of the product/process/service?
* Describe the technical development risks associated with scaling this technology?
* Indicate the relevant government regulations and how you intend to comply with them to progress your technology development and adoption?

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### What does the market(s) you are targeting look like?

Describe:

* The target markets for the project outcomes and any other potential markets (domestic, international or both)
* The size of the target markets for the project outcomes, backed up by references where available.
* The structure and dynamics of the target markets, including customer segmentation, together with predicted growth rates within clear timeframes.
* The target markets’ main supply or value chains and business models, and any barriers to entry that exist.

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### How are you going to grow your business and increase long term productivity because of the project?

Explain:

* Your target customers or end users, and the value to them, for example, why they would use or buy your product.
* Your route to market
* How you are going to profit from the innovation, including increased revenues or cost reduction
* How you will protect and exploit the outputs of the project, for example through know-how, patenting, designs, or changes to your business model

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### What novelty underpins this technology?

Describe:

* Any existing intellectual property that underpins the technology development and ownership thereof.
* Any new intellectual property that will be developed during the project (foreground intellectual property).
* Your IP management strategy in terms of protection and exploitation, including freedom to operate.

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### Who are your competitors?

Explain:

* Provide detailed competitor analysis, in terms of strength and weakness of the current and potential competitors.
* Clearly define what the drivers of competitiveness are and your advantages.

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### Who is in the project team and what are their roles?

Explain:

* The roles, skills and experience of all members of the project team that are relevant to the approach you will be taking.
* The details of any vital external parties, including subcontractors, who you will need to work with to successfully carry out the project.
* Any roles you will need to recruit for.

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### What are the main risks for this project? Complete table below, rows to be added as needed.

Explain:

* The main risks and uncertainties of the project, including the technical, commercial, managerial, and environmental risks.
* How you will mitigate these risks
* Rate Probability of risk occurring, and severity should the risk occur as high, medium, or low respectively.

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| **Identified Risk**  | **Mitigation Strategy**  | **Probability of occurrence (H,M,L)**  | **Severity** **(H,M,L)**  |
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1. **Project Plan and Finances**

Download, populate and upload the project execution plan and budget.

Explain:

* The project execution plan details work to be conducted, timelines, deliverable, and the budget.
* The main work packages of your project, indicating the lead partner assigned to each activity and the total cost of each one.
* Your project plan in enough detail to identify any links or dependencies between work packages or milestones.