

TRL

THE FUTURE
OF TRANSPORT

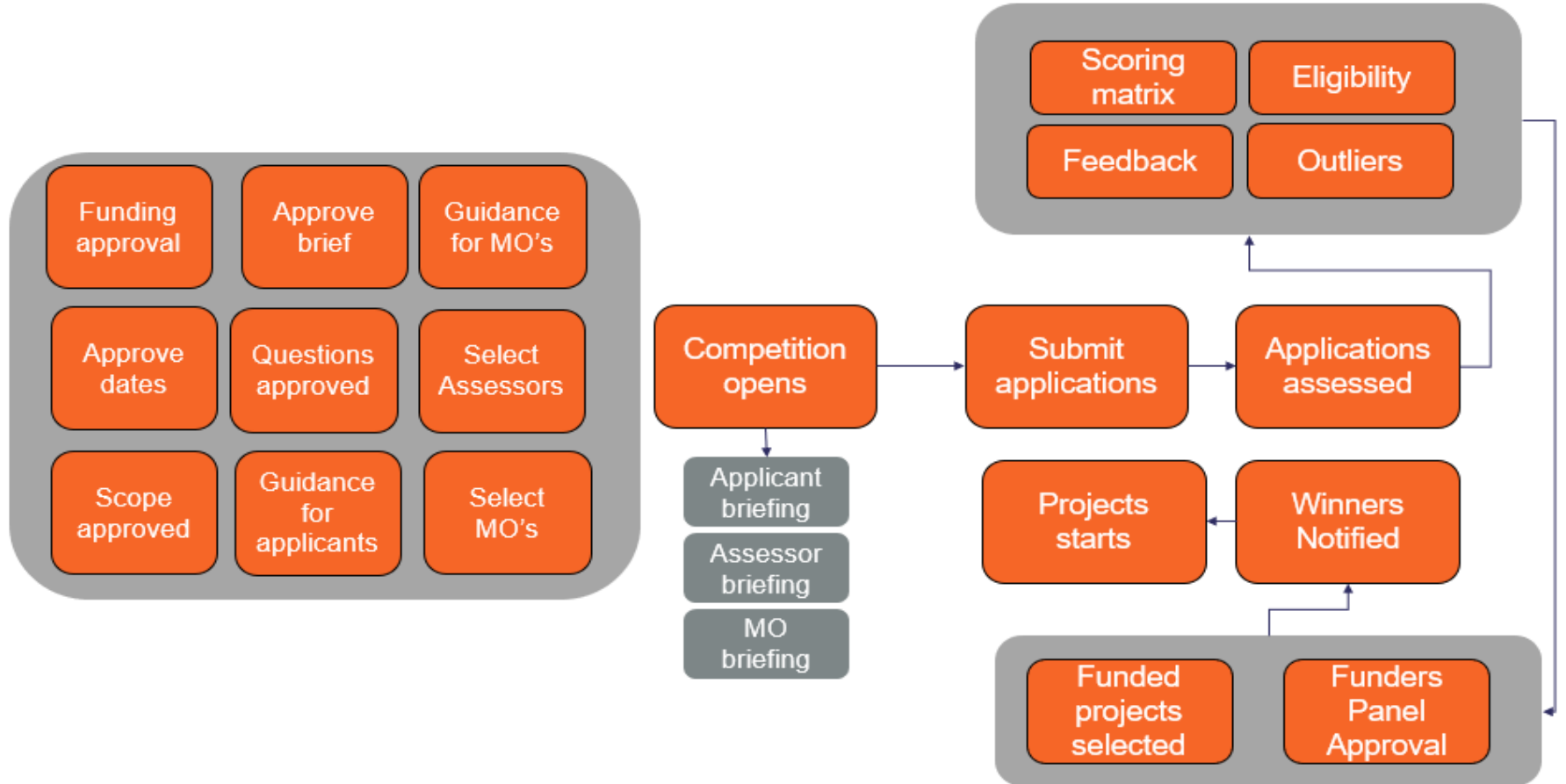
Funding and Investment
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The Basic Process



The REAL Process



Four Fundamental Questions

1. ***Is it a big enough market?*** Does it represent value for money compared to the investment requested?
2. ***Can the innovation be world leading?*** Is the idea sufficiently distinctive and strong to be successfully exploited in the UK and globally?
3. ***Is it at the right stage of development?*** It must be market driven, rather than predominantly a research project
4. ***Why should public money be used?*** Why not use company funds or raise additional finance via VC investment or a bank loan?

Common Pitfalls

These annoy assessors and can't cost you marks

1. Each competition is different
2. Don't repeat yourself
3. The Guidance for Applicants changes – read it!
4. Don't repeat yourself
5. Don't assume in scope
6. Don't answer the question
7. Don't repeat yourself
8. Don't push boundaries or will become ineligible
9. Don't repeat yourself
10. Always consider IP
11. Always consider collaborators
12. Always explain the internal team
13. Don't get the deadline wrong
14. Don't leave it too late
15. Don't annoy the assessors
16. Remember to consult the KTN



Questions?

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