



Department
for Business
Innovation & Skills



Department
for Environment
Food & Rural Affairs



Department
for International
Development

COMPETITION GUIDANCE FOR APPLICANTS

Competition Details

Agri-Tech Catalyst

Late-Stage Awards

Round 2

January 2014



Technology Strategy Board
Driving Innovation

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Executive summary

Agricultural science and technology is rapidly becoming one of the world's fastest growing and exciting markets. It is driven by global changes: a rising population, climate change, rapid development of emerging economies with western lifestyle aspirations and growing geopolitical instability around shortages of land, water and energy. A technology revolution is also taking place. Breakthroughs in nutrition, genetics, informatics, satellite imaging, remote sensing, meteorology, precision farming and low impact agriculture are driving major global investment in Agri-Tech.

In order to meet these challenges, both companies and academics must recognise the drivers behind them and work together towards developing innovative technologies and processes which provide solutions that are economically, environmentally and socially sustainable.

Scope

The Agri-Tech Catalyst offers funding for **collaborative projects** addressing such challenges. The Catalyst will take innovative ideas from any sector or discipline that demonstrate the potential to advance sustainable intensification of agriculture and deliver economic impact for the UK Agri-Tech industry by tackling domestic or international challenges. The scope of the Catalyst includes:

- **Primary crop and livestock production, including aquaculture**
- **Non-food uses of crops**
- **Food security and nutrition challenges in international development**
- **Addressing challenges in downstream food processing, provided the solution lies in primary production**

The following are **out of scope**: forestry; wild capture fisheries and equine-related proposals.

Examples (illustrative, not exhaustive) of the types of topics that could be supported include: all aspects of arable and horticultural food production including plant genetics and breeding, crop establishment; agronomy, precision farming, soil and land management practices; tackling weeds, pests and diseases; crop harvesting and storage; sustainability of production methods; non-food uses of crops (for example, for biomass or high-value products); developing sustainable solutions to increase the productivity of the UK and global livestock sector (including aquaculture) while reducing the industry's adverse impacts on the environment, reducing waste and limiting human health issues; livestock genetics and breeding, health and disease, nutrition, welfare and husbandry (such as housing and management practices).

In all projects, multi-disciplinary collaborations involving **engineering, IT or any other relevant disciplines** and approaches are encouraged.

The government (BIS, Defra and DFID) along with the Biotechnology and Biological Sciences Research Council (BBSRC) and the Technology Strategy Board (TSB) are working in partnership with industry to secure appropriate match funding to deliver the Agri-Tech Catalyst. The scheme aims to provide responsive and effective support for the best opportunities arising in the UK that address the challenge of the sustainable intensification of agriculture. This will include innovative Agri-Tech solutions to both domestic and global agriculture productivity and include an element specifically targeted at contributing to international development.

Grant funding through the Agri-Tech Catalyst is available to UK commercial businesses (SMEs and large companies up to multinationals) and researchers looking to develop innovative collaborative solutions to agricultural challenges in the UK and developing countries. Funding will be available to partners in developing countries for applications targeting international development challenges.

Support is available for projects arising from any sector or discipline that are aimed at addressing relevant challenges, realising the vision of the government's [UK Strategy for Agricultural Technologies](#), and enabling the sustainable intensification of agricultural production.

The Agri-Tech Catalyst programme supports collaborative applications only, either business : business or business : academia. Multi-disciplinary collaborations are encouraged.

Three categories of award are available under this scheme, which are designed to support the maturation of an idea from concept to commercialisation, and applicants must decide which award category is most appropriate for their work. These are: -

- Early stage Awards: Pre-industrial Research Feasibility Studies
- Industrial Research Awards
- Late stage Awards: Pre-experimental Feasibility Studies or Experimental Development

Early-stage Awards

Pre-industrial research feasibility studies

The objective of pre-industrial feasibility study research is to assist business to work, either individually or collaboratively, with other industrial or research organisations on research & development that requires an initial study prior to embarking on a subsequent and larger R&D project. They will enable applicants to explore and evaluate the commercial potential of an early stage scientific idea. The work included in these projects will be dependent on the proposed application of the technology and the nature of the technological solution. All projects must be based on prior underpinning research evidence. Examples of project work in this early-stage award category may include but not limited to:

- development projects that encompass; validation of disease targets (but not discovery of novel targets involving fundamental research), identification of agchem candidates, characterisation and optimisation, initial manufacturing process development and formulation, demonstration of safety and efficacy, plant and animal breeding trait assessment and marker identification, material testing for engineering solutions etc.
- diagnostic devices or other analytical technology projects may include exploration of user requirements, initial design and engineering, systems integration and prototyping, laboratory based evaluation and characterisation.

Applicants wishing to evaluate their technologies in a field testing environment should apply for a late-stage award.

Key features of early-stage feasibility study awards:

- Academic or business-led collaborative projects that enable the exploration/evaluation of the commercial potential of an early-stage scientific idea, through:
- Review of research evidence and application potential in agri-food production
- Assessment of business opportunity
- Scoping for further development
- Duration – up to 18 months
- Typical project size – £150k - £500k
- Applications can be academic or business-led
- Funding proportion for business – up to 75% of total eligible project costs for SME's; 65% for large companies
- Total academic partner costs must not exceed 50% of total project costs

- Academics funded at 100% via Je-S (80% of Full Economic Cost)

Industrial research Awards

Industrial research awards will enable applicants to evaluate the technical feasibility of an idea and establish proof of concept and potential routes to exploitation. Such proposals will embrace longer term studies in all relevant disciplines that demonstrate the potential to advance sustainable intensification of agriculture and deliver economic impact. As with feasibility studies the work included in these projects will be dependent on the proposed application of the technology and the nature of the technological solution.

Further examples of project work in this category may include but are not limited to:

- development of work undertaken in early stage feasibility studies
- all aspects of plant agronomy, animal (incl. aquaculture) husbandry
- related engineering, IT, electronics and other non-biological solutions.

Key features of industrial research awards:

Business-led collaborative projects that develop any relevant innovative solutions from across all sectors of the Agri-Tech sector and/or other industrial sectors, that advance the sustainable intensification of global agriculture (including aquaculture) by developing and adopting novel, innovative solutions. This could include:

- Extending proof-of-concept using plot/ field trials
- Exploration of production mechanisms
- Prototyping (lab based)
- Product development planning and market testing
- Duration – typically 3-5 years
- Project size – up to £3 million*
- Application must be business-led
- Funding proportion for business – up to 60% of total eligible project costs for SMEs; 50% for large companies
- Total academic partner costs must not exceed 50% of total project costs
- Academics funded at 100% via Je-S (80% of Full Economic Cost)

*The £3 million limit relates to the over-all costs for any one project. For projects where the total project costs are in excess of £3 million please contact the helpdesk before applying.

Late-stage Awards

There are two types of project that may be eligible for a late stage award: pre-experimental feasibility study awards and experimental development awards.

For each type, we expect that all projects will be based on significant prior research where the feasibility has already been demonstrated. Examples of project work in this late-stage award category may include projects looking to achieve the first tests in a field trial setting (crop or livestock as appropriate). In addition, testing in the operational environment, investigating product safety and effectiveness through to the validation of the final product design and production of final prototype. In some cases we may support early adoption studies, however it must be noted that such studies would be considered experimental development and attract the lower rate of funding proportion.

1. Pre-experimental feasibility studies

These will enable applicants to take a well developed concept and demonstrate its effectiveness in a relevant environment. The award is designed to support applicants seeking to evaluate the practical application of their new product, process or service.

The objective of these late stage feasibility studies is to assist business to work collaboratively, with other industrial or research organisations on research & development that requires a short period of further study AFTER embarking on a larger R&D project which may have been publicly funded or have been undertaken privately.

Key features of a pre-experimental feasibility study awards:

Business-led collaborative projects with other business partners that enable evaluation of the commercial potential of a scientific application, through:

- Duration – up to 12 months
- Review of commercial value of application in agri-food production
- Proof of business opportunity
- Demonstration studies to validate application
- Typical project size – up to £150-£500K
- Funding proportion for business - up to 50% of total eligible project costs for SMEs; 40% for large companies
- Academics may participate as subcontractors to a business partner.

2. Experimental development

These projects support the acquiring, combining, shaping and using of existing scientific, technological, business and other relevant knowledge and skills for the purpose of producing plans and arrangements or designs for new, altered or improved products, processes or services.

Key features of experimental development awards:

Business-led collaborative projects that enable evaluation of the commercial potential of a scientific application, through:

- the conceptual definition, planning and documentation of new products, processes or services
- producing drafts, drawings, plans and other documentation, provided that they are not intended for commercial use.
- the development of commercially-usable prototypes

Please note: experimental development shall not include routine or periodic changes made to products, production lines, manufacturing processes, existing services and other operations in progress, even if such changes may represent improvements.

- Duration – up to 12 months
- Typical project size – up to £1 million
- Funding proportion for business - up to 35% of total eligible project costs for SMEs; 25% for large companies
- Academics may participate as subcontractors to a business partner.

For definitions of the research categories and intervention rates for business partners please click here: <http://www.innovateuk.org/competitions/guidance-for-applicants/funding-rules.ashx>

Application process

The Agri-Tech Catalyst awards funding through a competitive process. Applicants will follow a 1 or 2-stage process as appropriate. The process for each type of award is defined in the relevant individual guidance documents. We may apply a portfolio approach across the different award types, subject to applications reaching the required quality threshold.

This guidance is for the **Late-stage Awards only**. Please see separate guidance documents for the other types of awards.

Competition briefings for applicants to explain the process will be held during the course of the programme both physically and using alternative media (such as webinar) and we strongly recommend that you attend or access this resource before submitting your application. Further information on these briefing events can be found on the competition <https://www.innovateuk.org/agritechcatalystlsa>

Important Note:

To enter into this competition you will be required to register via the competition website at www.innovateuk.org. This will trigger an email containing a username and password for the secure upload facility, along with a unique application form and number. Please note the typical turnaround time is 2 working days and so there may be a short delay in receiving your login details once you have registered.

Please note: The last date to register for an application form is 1 week prior to the close date.

If unsuccessful in a particular round, you may choose to reapply for funding in this category of grant **once only** for the **same project**.

How to use this document

This document contains the eligibility criteria, key dates, competition process and application form details specific to the **Late-stage Awards category of the Agri-Tech Catalyst competition**. For other award categories in this competition, please see the relevant guidance for that category as the process and application requirements will be different. It is essential for you to read this guidance before applying.

Competition webpage – this resource will provide the technical summary, background, challenge, scope, research area, funding available, entry requirements, key events and dates; as well as the point of reference for all competition enquires, the helpline details. To access the competition website click here: <https://www.innovateuk.org/agritechcatalystlsa>

In addition, the numbered items below offer further general guidance and are available in full on our website to help you complete your application. Links to these sections are below, and referenced throughout this document.

1. The project costs we fund and how to fill in the finance forms

This guidance contains detailed information on which project costs are eligible for funding, how to complete the finance forms as well as submitting any academic costs into the Je-S system (a requirement for all academic partners). <http://www.innovateuk.org/competitions/guidance-for-applicants/project-costs.ashx> or download for print.

2. Submitting your application

This guidance explains how to submit your application, any accompanying finance forms and appendices. <http://www.innovateuk.org/competitions/guidance-for-applicants/submitting-your-application.ashx>

3. What happens after you have submitted your application

This guidance provides information on the Agri-Tech Catalyst assessment process, notification of decisions and how to access your assessor feedback. <https://www.innovateuk.org/agritechapplication>

4. What happens if you are successful

This guidance tells you what happens if your project is granted funding. This includes information on the conditional offer letter, timescales, further information we require from your project team, the Grant

Confirmation Letter and the project monitoring process once you start your project.

<http://www.innovateuk.org/competitions/guidance-for-applicants/what-happens-if-you-are-successful.ashx>

These guidance notes are based on current TSB competition processes but are presented as a guide pending future refinement should that prove necessary.

5. How to find out more

This guidance provides links to other areas which may be useful for completing your project.

<http://www.innovateuk.org/competitions/guidance-for-applicants/finding-out-more.ashx>

These guidance notes are based on current TSB competition processes but are presented as a guide pending future refinement should that prove necessary.

1. Competition information

Competition

Agri-Tech Catalyst Late-stage Awards

For explanation of the scope of this Competition please refer to the Competition Overview and flyer documents which can be downloaded from the Competition website available here:

<https://www.innovateuk.org/agritechcatalystlsa>

Funding

Overall project funding is dependent on the research category(s) undertaken and the types of organisation participating in the project

- We anticipate that projects submitting into this Award will be primarily focused on either pre-experimental development or experimental development and not undertaking research more appropriate to the other types of Award within the Agri-Tech Catalyst competition.
- We expect collaborative projects to be between £150k to £500k for pre-experimental development awards and up to £1m for experimental development awards in project cost. The amount of funding available to each partner will vary according to the type of organisation, size and type of research being conducted in the project. If funding sought is above the upper limit, please contact the competition helpdesk on 0300 321 4357
- Academics may participate in Late-Stage Award projects as subcontractors to the lead business partner. They are not eligible to apply as academic partners.

Organisation type	Research Category	Funding level as a % of eligible project costs
Business SME	Pre-industrial research feasibility study	75%
	Industrial research	60%
	Pre-experimental development	50%
	Experimental development	35%
Large	Pre-industrial research feasibility study	65%
	Industrial research	50%
	Pre-experimental development	40%
	Experimental development	25%
Research Organisation*	Pre-industrial research feasibility study	All Categories 100%
	Industrial research	
	Pre-experimental development	
	Experimental development	

Public Sector Organisation**	Pre-industrial research feasibility study	All Categories 100%
	Industrial research	
	Pre-experimental development	
	Experimental development	

*Where collaborations involve one or more research organisation partners, the total eligible costs of the research partners may not exceed 50% of the total project costs.

** PSO – Where organisations are not undertaking economic activity or obtaining economic benefit from a project, and where they are not giving economic benefit to other project participants.

Important Funding Criteria:

The Agri-Tech Catalyst is open to businesses (of all sizes) applying individually or in collaboration with other businesses, or research organisations.

This Competition applies to collaborative research projects.

Consortiums in the late-stage awards category cannot involve academics as partners but may involve other types of research organisations. Consortiums must be business led.

The table below provides a worked example of the cost sharing aspect of collaboration from a consortium perspective:

Example: Experimental Development; Total Cost of Project £700,000; 3 Partners (1 Large business, 1 SME and 1 PSO)

	Total eligible project cost	Maximum % of eligible costs which may be claimed as grant	Agri-Tech Catalyst Grant	Applicant contribution
Large business	400,000	25%	100,000	140,000
SME	100,000	35%	35,000	25,000
PSO	200,000	100%	200,000	N/A
Total Catalyst Grant			335,000	

Applications submitted for DFID funding must include a developing country partner. The table below indicates, in green, which options for partnership are eligible. Other organisations, including non-governmental organisations (NGOs) and Civil Society Organisations (CSOs), are also eligible in addition to the core academic/business partnership.

	UK	Developing Country	
	Business	Academic	Business
Eligible options:			
Option 1	X	X	X
Option 2	X	X	
Option 3	X		X
The following options are not eligible:			
Option 4		X	X

For this competition projects targeting the following countries will be eligible.

Afghanistan	Guinea	Rwanda
Bangladesh	Guinea-Bissau	Sierra Leone

Benin	Haiti	Somalia
Burkina Faso	India	South Africa
Burma	Kenya	South Sudan
Burundi	Kyrgyz Republic	Sudan
Cambodia	Liberia	Tajikistan
Central African Republic	Madagascar	Tanzania
Chad	Malawi	Togo
Comoros	Mali	Uganda
Congo, Democratic Republic of	Mozambique	Yemen, Republic of
Eritrea	Nepal	Zambia
Ethiopia	Niger	Zimbabwe
Gambia, The	Nigeria	
Ghana	Pakistan	

Requirements and eligibility

To be eligible for funding, the project must:

- address the specific requirements of the competition as outlined in the competition overview, available in PDF format at: <https://www.innovateuk.org/agritechcatalystlsa>
- address the submission requirements as described in Part 3 of this document
- be based on research conducted in the UK; or outside the UK where an application is specifically seeking funding from DFID for proposals related to International Development. In the latter case, collaboration with relevant and approved overseas partners will be permitted. All funding will however, be routed via UK based organisations and institutions.
- be collaborative and led by a UK based business
- be industry focused and present a clear case for business benefit and/or international development benefits.

Please note: Applicants must ensure that all of the proposed research, both that in the UK and internationally, will comply with the principles of BBSRC’s and other UK funders’ common guidance on “Responsibility in the use of animals in bioscience research”

<http://www.bbsrc.ac.uk/organisation/policies/position/policy/animals-in-bioscience-research.aspx>.

In particular, UK Institutions should be aware of the following aspect of the guidance relating to research or collaboration outside the UK:

“When collaborating with other laboratories, or where animal facilities are provided by third parties, researchers and the local ethics committee in the UK should satisfy themselves that welfare standards consistent with the principles of UK legislation (e.g. the Animals (Scientific Procedures) Act 1986), and set out in this guidance, are applied and maintained. Where there are significant deviations, prior approval from the funding body should be sought and agreed.

International Development Impact

The UK Agricultural Technologies (Agri-Tech) sector, including academic institutions and businesses, has an internationally recognised comparative advantage with respect to post-harvest and value chain knowledge and technology. In developing countries, the intended users of new technology are poor. This is important for two reasons. First, the poor have limited purchasing power, leaving firms with little incentive to develop technologies for them. There is an argument in favour of incentivising the development of technologies that address the needs of the poor. Moreover, the fact that the poor are a user group that firms are less familiar with means it is difficult to assess the potential demand for new technologies (uncertain/unknown demands and returns), exacerbating the risk involved in developing new products for them. Incentivising and introducing new players into this thin market will reveal more information about poor consumers, reducing risks and potentially encouraging others.

Applicants to the Agri-Tech Catalyst intending to access DFID funding must demonstrate how their application will contribute to international development outcomes, specifically enhanced food security, nutrition and welfare of the poor. The Catalyst mechanism provides an excellent opportunity to use UK agri-tech sector skills to support international development and identify new markets for UK technology and skills. It will also enable the Agri-Tech sector in developing countries to source new technology and learn from the world leading UK sector.

The impact of funded projects should target one of the following through increased pace and scale of uptake of sustainable intensification and post-harvest innovation by farmers in developing countries:

- Sustained reduction of poverty and hunger of small-holder farmers;
- Sustainable intensification in developing country agriculture;
- Improvements in human health and diversity in diets and nutrition;
- Positive impact on rural income and food security; or,
- Facilitating trade in agricultural products.

Gender analysis and data disaggregation

When discussing poor people, you should recognise that men and women may experience poverty differently and face different obstacles in moving out of poverty. It should not be assumed that the household is a unit in which everything is pooled and shared, and in which the household head makes optimum decisions on behalf of all household members. Proposals should recognise that to promote gender equality and empower girls and women is not only a goal in its own right, but is also often a means to achieving other goals.

For this reason you should ensure that gender analysis is integrated. You are advised not to refer to any category of persons without making it clear whether you are referring to both women and men, and whether/how you have taken into account possible gender difference in experience and circumstances. For example, do not refer to 'farmers' without indicating whether the reference is to male farmers, female farmers, or both. Data should also be disaggregated, where relevant, across a range of variables in addition to gender including ethnicity, age, disability and spatial geography. You should consider the need for expertise on gender and social analysis.

Competition key dates for your calendar

If you are intending to submit an application to this competition, please make a note of the key dates below for Round 2.

The deadlines below are absolute and final. Please note that our submission deadlines are always at 12.00 noon (UK time) and we are unable to accept any applications after this time.

The Agri-Tech Catalyst will operate in response mode and will in essence be "always open". However to assist the processing of applications there are key submission and assessment dates referred to as "Rounds". Dates beyond Round 2 will be published on the competition website shortly.

The deadlines below are absolute. You must submit your application in the Round in which you have registered. Registration closes for each Round one week before the Submission deadline. Registration for the next Round opens immediately after the previous each submission deadline for applications.

Applicants who register for a particular round and who do not submit in that Round will need to re-register for a later Round in order to obtain valid documentation and login and password for their application submission.

Timeline Summary	Round 1
Competition opens	20 th January 2014
Final date for Registration	Noon 4th June 2014
Submission of the Application – including Je-S submission, finance forms & appendices	Noon 11th June 2014
Decision to applicants	18 th July 2014
Feedback to full stage applicants	15 th August 2014
Conditional Offer Letter issued	15 th August 2014
New Projects Workshop	Date to be confirmed

Important Note:

Please do not leave your submission to the last minute.

If any technical difficulties arise or if you identify any errors in your submission, we will not be able to grant an extension to the above deadlines.

It is your responsibility to ensure you follow the competition guidance rules and in doing so allow sufficient time to complete all of the competition requirements described in this document.

Competition process

The Late-Stage Awards category will follow a single stage process:

Single Stage Application Process

Submission of your application

Submission of full application and completed documentation



Assessment & Panel

Applications are assessed by written review and moderation panel involving independent experts.

2. How to apply for this competition



REGISTER

To enter this competition, the lead partner for your project must register via the competition website at www.innovateuk.org.

You will receive an email acknowledgement of your registration immediately and then an additional email containing a username and password for our secure upload facility, along with a unique application form and number. Following your registration acknowledgement, please allow up to 48 hours for receipt of your email application form

Please note: As stated in the above Key Dates section, the last date to register for a competition is noon 7 days prior to the close date.



DOWNLOAD documents

Once you have received your unique username and password, you can log into the secure website to access additional documentation relevant to the competition. For this competition these are:

- Finance forms



COMPLETE documents

The Late-Stage Awards process requires you to submit the following documents:

- Application Form supplied with your unique application number
- Project Appendices (please see Section 4 for more information)
- Partner Finance Form (for every partner in your project)

The appendices allow you to provide additional supporting information for the assessors on your project. The finance forms provide details on your project costs for each partner in your project consortium. For information on eligible project costs and the partner finance forms please click here <http://www.innovateuk.org/competitions/guidance-for-applicants/project-costs.ashx>



UPLOAD documents

Please ensure that you allow plenty of time to upload your completed documents for submission to the competition. Our submission close dates can be very busy which means that upload can take longer than usual. We recommend that you upload your application in plenty of time as the deadline is final.

To upload your application documents, log on to the secure website using the details supplied with your secure username and password. See detailed instructions here: <http://www.innovateuk.org/competitions/guidance-for-applicants/submitting-your-application.ashx>



NOTIFICATION
received

Once the competition submission deadline is reached, your application is sent for assessment. We will notify you or your lead partner of the outcome of your application on the date stated in the timeline.



FEEDBACK
received

You will be able to access feedback on your application from the assessors by logging into the secure site on or after the date published in the key dates section. For further information on what happens after you submit your application please click here:

<https://www.innovateuk.org/agritechspecialguidance>

3. The application form

This section explains the structure of the application forms and offers guidance on the information to include in each section.

There are 10 questions in the application form and each question is worth a maximum of 10 points. The assessors will mark and provide feedback on each question. They will provide additional feedback on the proposal including their overall opinion, the main strengths and weaknesses.

Applications must score a minimum of 60% in every question to be considered for funding. The application form consists of the following:

- Application details
- Summary of proposed project
- Gateway question: scope
- Public funding
- **Section 1 – The business proposition (4 questions – 4 pages)**
- **Section 2 – Project details (4 questions – 4 pages)**
- **Section 3 – Funding and added value (2 questions – 2 pages)**
- Public description of the project
- Other funding from public sector bodies
- Finance summary table

Sections 1 to 3, highlighted above, address specific questions; these are listed in the following tables with guidance notes. When you submit your application form, it will be assessed according to how well it answers the specific questions. Each question has an equal weighting of 10 marks per question.

It is important that you address and respond to each question clearly. To help you, the guidance below provides an explanation of what is required for each question. The guidance notes are not intended to be exhaustive; you should develop your own responses based on your own skills, knowledge and experience.

When completing the application form it is important to take into account that the space provided is to enable you to give the specific amount of information for each question as you feel appropriate for the application. You are encouraged, therefore, to utilise fully all available space and any appendices at your disposal.

Please ensure that you upload the final and complete version of your application by the deadline.

It is your sole responsibility to ensure you upload the application form intended for submission and assessment and not a blank or incomplete application form.

Key tips

Number the answers to each question and use headings for the answer to each question.

Important: Please note the following process requirements for the application form:

- You may only use the application form provided. It contains specific information including a unique reference number for your project.
- The application form contains specific fields and it is important that you complete each field and present a fully completed form. Incomplete forms will be rejected.
- The application form must not be altered, converted or saved as a different version of Microsoft Word.
- The space provided in each field of the form is fixed and you must restrict the content of your responses in each of the fields to the space provided. The typeface, font size and colour are predetermined and cannot be changed. Illustrations and graphics cannot be included in the application form. Please check your completed application form in PRINT VIEW: any text that can't be seen in this view or when the form is printed will not be assessed.
- The light grey shaded fields are completed automatically from other information entered on the form, e.g, the total columns of a table. These cannot be overwritten.

APPLICATION DETAILS	
Field	Guidance
Competition	This field will show the full name of the competition to which the form applies. You do not need to enter anything here
Project title	Please enter the full title of your project.
Challenge area	Please indicate the primary challenge area for your project by selecting from the drop down list in the application form.
Research Category	Please select the research category your application is submitting into. Select either pre-experimental feasibility studies or experimental development.
Are you submitting an application for International Development objectives?	Please select Yes or No. Please see section 1 for further information.
Are you or your organisation Submitting as the lead applicant into more than one Award type into the Agri-Tech Catalyst Fund?	Please select Yes or No.

How are you intending to match fund the grant?	Please select from: <ul style="list-style-type: none"> existing funds revenue seeking new investment other
Project timescales	Enter the estimated start date and its planned duration. These are indicative at this stage and are not guaranteed
Lead organisation name	Enter the full registered name of the lead organisation for the project and the company number (as provided by Companies House). Please note that the lead organisation will be the main point of contact between the Agri-Tech Catalyst funding body and the project team.
Lead organisation contact details	Enter the full name, postcode, e-mail address and telephone number of the main point of contact between the Agri-Tech Catalyst funding body and the project.
Year of Incorporation	Please enter the date that your organisation was incorporated.
Document ID	This is completed automatically.
Applicant number	This is completed automatically and is the reference that you should use on all correspondence (this is the 5 or 6 digit number after the dash).

Summary of proposed project (not scored)	
Question	Guidance
Please provide a short summary of the content and objectives of the project including what is innovative about it.	<p>This is an opportunity to provide a short summary of the key objectives and focus areas of the project. It is important that this summary is presented in reference to the main outline of the project, with sufficient information to provide a clear understanding of the overall vision of the project and its innovative nature.</p> <p>This summary is not scored, but provides an introduction of your proposal to enable assessor allocation.</p>

Gateway question: Scope (not scored, Yes/No answer)	
Important note: If the majority of assessors consider that the answer to the Scope Gateway question is 'No', then the application will not be approved for funding. Guidance on the 'Gateway Question: Scope' question is, therefore, critically important and is provided below.	
Question	Guidance
Gateway question: Scope - How does this application align with the specific competition scope?	<p>Your application must align with the specific competition scope criteria as described in the relevant competition overview.</p> <p>Note: To demonstrate alignment, you need to show that a clear majority of the project's objectives and activities are aligned with the specific competition. In forming their judgment on this, the assessors will also consider whether the application addresses the research objectives and topics it claims to. It is important, therefore, for you to understand fully the background, challenge and scope of the competition, as outlined in the Competition Overview</p>

Public Funding

This section is to enable us to understand your previous track record in delivering and exploiting publicly funded project/s and may be used to inform a funding decision.

Question	Guidance
Have you received public funding in the previous 5 years for research that led to key evidence to support your project?	<p>Please select yes or no.</p> <p>If yes, please describe the funding in terms of the value and who the funding body was. If the funding was provided by the TSB, please list the TSB project number. Please summarise the project aims and the outcomes of the project and how you sought to commercialise since the project completion.</p>

Section 1: The business proposition

(10 points per question = 40 points in total)

Each question is allocated 1 page.

Question	Guidance
1. What is the Agri-Tech challenge that your project intends to address and with what solution?	<p>This section is for you to describe the relevant Agri-Tech challenge that you are seeking to address, the nature of your proposed solution and how this creates a commercial opportunity for your business.</p> <p>Describe the nature of the challenges or issues facing agriculture and its effective delivery specific to your area, and how the intended outputs of the project will address these challenges and issues.</p> <p>Compare and contrast the current landscape and the proposed solution, reference existing products and practices that are currently in use and under development and discuss their benefits and shortcomings (both technical and commercial). Describe how the solution you are proposing is better than competing solutions and to what extent will the intended outputs of the project satisfy the resultant market need?</p> <p>Quantify the potential positive impact at primary production level detailing the potential uptake and the benefits your solution will provide.</p>

<p>2. What is innovative about your idea?</p>	<p>Describe the product/offering differentiation or 'unique selling point'.</p> <p>You should identify the extent to which the project is innovative, commercially, scientifically and technically.</p> <p>In evaluating this section Assessors will consider:</p> <ul style="list-style-type: none"> • does it push boundaries over and beyond current leading-edge world science and technology? • is it looking to apply existing technologies in new areas and if so what are the challenges in doing so and would it ultimately be innovative in the area of application? <p>The timeliness and novelty of the research aspects of the project should be highlighted and explained in an industrial and/or academic context.</p> <p>You should provide evidence that you have researched potential competitors, both in the UK and internationally, who may be developing responses to the same market opportunity. You should demonstrate that you have considered your potential competitors, and how the project outcomes might be differentiated from anticipated competitive offerings. This could include the results of competitor analyses, literature surveys etc.</p>
<p>3. Do you have freedom to operate?</p>	<p>Provide evidence to show that you have freedom to operate (summarise results of patent searches etc). Detail your position regarding protected (background) and potentially protectable intellectual property (provide a summary of current IP). Detail any IP which may affect project delivery and exploitation. State the ownership of IP and where necessary how rights have been assigned.</p> <p>Describe your strategy for protecting the knowledge arising from the project.</p>

4. How do you intend to exploit the opportunity?

You should list the potential exploitable outputs of the project such as:

- products or services
- processes or practices
- applications.

Describe how these outputs will be exploited including where applicable the route to market, reconfiguration of the value system, changes to business models and business processes and other methods of exploitation and protection.

Describe the further development plans for the project post completion (if any) and the needs of the business to achieve them, such as further investment (duration and scale). Outline any potential barriers to exploitation/adoption.

Please provide evidence that the proposed solution would be commercially viable for the target market (consider cost of manufacture, pricing etc).

You should describe the size of the market opportunities that this project might open up, including details of:

- current nature of the specific market(s) at which the project is targeted (e.g. is it characterised by price or competition amongst commoditised suppliers? Is it dominated by a single leading firm? etc);
- the dynamics of this market including quantifying its current size, actual and predicted growth rates;
- the projected market share for the project outcome, with justification in the light of any potential competitors;

Please provide evidence for your statements about the addressable market for project outcomes and outline your strategy for developing market share.

For highly innovative projects where the market may be unexplored, please explain:

- what the route to market could or might be;
- what its size might be; and
- how the project will seek to explore the market potential.

Section 2: Project Details	
(10 points per question = 40 points in total) Each question is allocated 1 page.	
Question	Guidance
5. What is the underpinning scientific evidence?	<p>Detail all relevant prior experimental/technical evidence and explain how the previous results bridge to the proposed study.</p> <p>Please use Appendix A to present relevant figures such as graphs or schematics (max 2 pages), note this should not be used for additional narrative.</p>
6. What technical approach will be adopted and how will the project be managed?	<p>Please provide a description of the technical approach including the main objectives of the work. Link the main areas of work together with their resource and management requirements.</p> <p>In evaluating this the Assessors will consider:</p> <ul style="list-style-type: none"> • is the technical and methodological approach appropriate to the needs of the project and are the innovative steps achievable through the proposed approach? • is the project plan sufficient in comparison to the complexity of the project? For example, is there sufficient detail to understand the tasks involved and the resources required? • are the timing of key milestones realistic? • have you demonstrated sufficient resource commitment and capability to undertake the project? • are clear management reporting lines identified? <p>Please compare and contrast alternative R&D strategies and describe why your proposed approach will offer the best outcome.</p> <p>If appropriate, please provide justification for the use of animals and the numbers of animals, samples, etc tested.</p> <p>Please use Appendix B to provide a Gantt chart (max 2 pages) and Appendix C to provide additional information on your approach if required (max 2 pages).</p>

<p>7. What are the risks (technical, commercial and environmental) to project success? What is the project's risk management strategy?</p>	<p>The Agri-Tech Catalyst funders recognise that projects of this type are inherently risky, but seek assurance that the projects it funds have adequate arrangements for managing this risk. Please focus on the arrangements for managing and mitigating risk as follows:</p> <ul style="list-style-type: none"> • identify the key risks and uncertainties of the project and provide a detailed risk analysis for the project content and approach, including the technical (including regulatory), commercial, managerial and environmental risks as well as other uncertainties (e.g. ethical issues) associated with the project. The main risks should then be rated as High/Medium/Low (H/M/L) (Risk Register); • discuss the potential impact of these scenarios; • state how the project would mitigate these key risks. • you should address all significant and relevant risks and their mitigation; • identify key project management tools and mechanisms that will be implemented to provide confidence that sufficient control will be in place to minimise operational risk and, therefore, promote successful project delivery. This should include the arrangements for managing the consortium.
<p>8. Does your team have the right skills and experience and access to facilities to deliver the project and exploit it?</p>	<p>Please detail the expertise and track record of your project participants, both collaborators and subcontractors, in undertaking and exploiting the results of research and development projects, to show your capability to deliver the project and exploit the technology.</p> <p>In evaluating this, the Assessors will consider whether:</p> <ul style="list-style-type: none"> • your project participants have the right available mix of skills and experience to deliver the project successfully; • your project utilises the input of academic expertise where necessary; • the project builds the UK supply chain and addresses end-user needs internationally as appropriate; • the project has access to the necessary expertise to commercialise the outcomes; • the consortium's formation objectives are clear and it would not have been formed without Agri-Tech Catalyst funding investment; Extra benefit demonstrated from the collaboration, for example, increased knowledge transfer; the consortium is greater than the sum of its parts; • the work is being conducted internally where possible and if subcontractors are being used, there is adequate justification for the choice made. <p>For projects not including International Development, if you are planning to use subcontractors outside the UK then you must provide evidence that no UK alternative exists or strong justification to support your choice of non-UK contractor.</p>

Section 3: Funding and added value	(10 points per question = 20 points in total) Each question is allocated 1 page.
Question	Guidance
9. What are the resources required to deliver the project and their cost?	<p>Indicate the anticipated project cost making clear the level of contribution from any project participants and the level of funding required from the Agri-Tech Catalyst funding body. This information should be provided in the financial summary table in the application form.</p> <p>Please use this section to detail the resources required to carry out the project, fully break down the costs and justify them (for example quotations to evidence value for money). This should include all internal and external costs.</p> <p>Supporting information and explanation for project costs should be provided in this section of the form. It must be consistent with the category of research & development being undertaken within each work package. Please see the guidance section of our website for further details on funding: http://www.innovateuk.org/competitions/guidance-for-applicants/funding-rules.ashx</p> <p>In evaluating this the assessors will consider the following questions:</p> <ul style="list-style-type: none"> • is the budget realistic for the scale and complexity of the project? • is it clear how costs are being allocated? • does the financial support required from the Agri-Tech Catalyst fit within the limits set by the specific competition? • does the funding request provide value for public money? • is a financial commitment from other sources demonstrated for the balance of the project costs? • has a realistic budget breakdown been provided? • have work package breakdowns been described and justified adequately? <p>Detailed guidance on eligible and ineligible project costs is provided on our website: http://www.innovateuk.org/competitions/guidance-for-applicants/project-costs.ashx</p> <p>Ensure that all key points relating to the finances of your project that you wish the assessors to consider are included in the main body of your application form, or in the relevant appendix, as these are the key documents used within the assessment process.</p>

<p>10. How does financial support from the Agri-Tech Catalyst add value?</p>	<p>Please provide evidence that:</p> <ul style="list-style-type: none"> • successful delivery of your project will increase the total amount of money the project team spends on research & development in the UK <p>and either:</p> <ul style="list-style-type: none"> • why the funding is required for the project to be able to proceed or • how the Agri-Tech Catalyst funding would allow you to undertake the project differently (more quickly, on a larger scale etc) and why this would be beneficial to the UK and / or international development? <p>Outline how successfully securing funding will enable your business to provide value to the UK economy during the project lifetime and up to 5 years beyond the end of the project.</p> <p>This may involve (but is not limited to), leveraging additional investment, increasing your research and development spend, creating jobs and increasing revenue within the UK.</p> <p>If you are anticipating this grant will leverage additional private investment please detail your progress in securing commitment or interest from potential investors and/or international development benefits</p> <p>If your project is targeting international development outcomes you must demonstrate how a successful application will contribute to enhanced food security, nutrition and welfare of the poor and how you will measure this contribution.</p>
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Public description of the project (not scored)	
Question	Guidance
<p>If your application is successful, the Agri-Tech Catalyst funders will publish the following brief description of your proposal. Provision of this description is mandatory but will not be assessed.</p>	<p>To comply with Government practice on openness and transparency of public-funded activities, the Agri-Tech funders have to publish information relating to funded projects. Please provide a short description of your proposal in a way that will be comprehensible to the general public. Do not include any commercially confidential information, for example intellectual property or patent details, in this summary.</p> <p>Whilst this section is not assessed, provision of this public description is mandatory. Funding will not be provided to successful projects without this.</p>

Finance summary table	
<p>Column 1 Organisation name</p>	<p>Please provide the full names of the lead organisation and any participants in the project consortium (organisation names as noted in Companies House).</p>
<p>Column 2 Organisation Registration Number</p>	<p>Companies should provide the Company Registration Number (as noted in Companies House). Research organisations should enter their Charitable status/legal entity registration number etc.</p>

Column 3 Enterprise Category	Please select your Enterprise Category. (SME definition is based on the EU definition) For other definitions, please check the competition website: http://www.innovateuk.org/competitions/guidance-for-applicants/funding-rules.ashx														
	<table border="1"> <thead> <tr> <th>Enterprise category</th> <th>Headcount</th> <th>Turnover</th> <th>Balance sheet total</th> </tr> </thead> <tbody> <tr> <td>Medium sized</td> <td><250</td> <td><= €50 million</td> <td rowspan="3">Or <= €43 million</td> </tr> <tr> <td>Small</td> <td><50</td> <td><= €10 million</td> </tr> <tr> <td>Micro</td> <td><10</td> <td><= €2 million</td> </tr> </tbody> </table>	Enterprise category	Headcount	Turnover	Balance sheet total	Medium sized	<250	<= €50 million	Or <= €43 million	Small	<50	<= €10 million	Micro	<10	<= €2 million
Enterprise category	Headcount	Turnover	Balance sheet total												
Medium sized	<250	<= €50 million	Or <= €43 million												
Small	<50	<= €10 million													
Micro	<10	<= €2 million													
Column 4 Postcode	Please provide the postcode of each organisation participating in the project.														
Column 5 Contribution to the project by each organisation (£)	Please list the total contribution to be made to the project by each organisation.														
Column 6 Funding sought from the Agri-Tech Catalyst	Please enter the funding sought from the Agri-Tech Catalyst for each participant organisation for this competition.														
Column 7 Other funding from public sector bodies	Please include any funding for the project from any other public sector bodies which has been applied for separately, and not as part of this competition. Funding from other public sector bodies might include other applications to research councils, other government departments, devolved administrations, other public sector organisations and some charities. The purpose of this column is to provide the Agri-Tech Catalyst funders with information on the total public funding for the project.														
Column 8 Total (£)	The total cost of the project – this is the sum of columns 5, 6 and 7 and will be entered automatically.														
Bottom Row Total (£)	The total of each column will be entered automatically.														

Applications will require you to submit a finance form for each participant in your project which provides more detailed information on the total costs listed in your finance summary table.

For information on eligible project costs and how to complete the finance forms see the website <http://www.innovateuk.org/competitions/guidance-for-applicants/project-costs.ashx> or download as a pdf file.

4. Project appendices

Appendices requirements for an application form

Appendices are submitted with the application form. It is important to note that these are intended to contain supporting information and not substantive elements of answers to the application form questions. Do not, therefore, use the appendices as an overflow to or to replace completion of the application form unless otherwise stated below.

In order that assessors can open and read the appendices, each appendix must: conform to the maximum length specifications listed below

- be submitted in Portable Document Format (.pdf)
be legible at 100% zoom/magnification
- display prominently the 'Project title' as entered on page 1 of the application form
- be named as per the specifications given in the guidance 'Submitting your Application' click here: <http://www.innovateuk.org/competitions/guidance-for-applicants/submitting-your-application.ashx>

If you submit appendices longer than specified below, they will be truncated and the excess discarded.

Appendices may be printed or photocopied in black and white, so colour should not be used as the sole method of conveying important information.

Appendix	Guidance
Appendix A Up to 2 sides of A4	Use Appendix A to present relevant figures such as graphs or schematics, note this should not be used as additional narrative to question 5.
Appendix B Up to 2 sides of A4	Use Appendix B to provide a Gantt chart to support question 6.
Appendix C Up to 2 sides of A4	Use Appendix C to provide additional information on your design/protocol/approach to support question 6.

5. Finance forms and project costs

Information on project finances is available in the guidance 'Your Project Costs' on our website: <http://www.innovateuk.org/competitions/guidance-for-applicants/project-costs.ashx>

6. How to find out more

If you require further information or have a query regarding this competition, please contact the Business Support Group Helpdesk on:

E-mail: Competitions@innovateuk.org

Tel: 0300 321 4357