

Do I fit?

5

Questions to determine your **suitability** for a funding programme.

Quick Intro.



What are we even talking about?

Grant funding authorities define in detail the criteria for selecting winning proposals. These can be broken down into *formal* criteria (also known as eligibility criteria) and *project evaluation* criteria.



Why does it matter for my proposal?

Reflecting whether your project meets all *formal* criteria will spare you the unpleasant surprise of being excluded from the process after all the hard work of developing a proposal has been made. Reflecting on the project evaluation criteria will help you beat the competition and get the grant.



“Do your homework”

THE
THOUGHT
BOX

No.1

Do I need public funding in the first place?

Public funding may be seen as **“free” money. It isn’t.** Applicants are required to elaborate in detail how they want the grant money to be spend, they need to track the expenditures and report on the overall project progress to the funding agency. This takes resources and time.

Before investing into a public funding application, you should ask yourself: why do I need public funding in the first place?. Simply **offsetting ongoing costs is not enough.** Does public funding help me tackle a high-risk project? Does it help me to work with a key customer I wouldn’t have a chance to work with without funding?

Identifying the **value added of public funding** beyond offsetting costs is key. Otherwise you may be better off looking for private (investor) funding.





“Tick all the boxes!”

No.2

Do I meet the formal criteria?

Formal (eligibility) criteria are clearly defined in every funding competition briefing document. They can take all shapes and forms.

Examples include criteria allowing only **certain types of organisations** to participate in the competition (e.g. SMEs, universities), requirements linked to a **particular geography** (e.g. only EU-based entities) or the requirement for multiple organisations to apply together as a **consortium** (e.g. at least 3 entities based in 3 different countries).

Make sure you meet **all formal criteria** of a competition. Otherwise your proposal will be excluded before even making it to the evaluator’s desk!



“Think big!”

THE
THOUGHT
BOX

No.3

Am I proposing
something that
is novel?

Innovation funding is meant to support ideas that go **beyond the state-of-the-art**. Put in a simplified way, these should be ideas that are not commercially available yet and bear a high risk of failure.

Many applicants don't make the effort to check whether something similar to their idea has been developed already and end up proposing a **“me-too” solution**, which gets a low score from evaluators.

Conducting a first online search, having a look at scientific literature and publicly available patent databases can help you **determine the novelty** of your idea.

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“What is the bang for the (public) buck?”

THE
THOUGHT
BOX

No.4

What is the wider value?

Public grant money is taxpayers' money. Different to private investors, public funding agencies are looking for ideas that provide additional value **beyond your commercial return**.

Ask yourself: what **societal value** is my project idea delivering? Am I helping to solve some of the challenges faced by modern societies like fighting climate change, fighting poverty, providing health benefits, ensuring safe and resilient societies? How many jobs will I be able to create or safeguard? What additional benefits am I offering to the local communities and the society as a whole?

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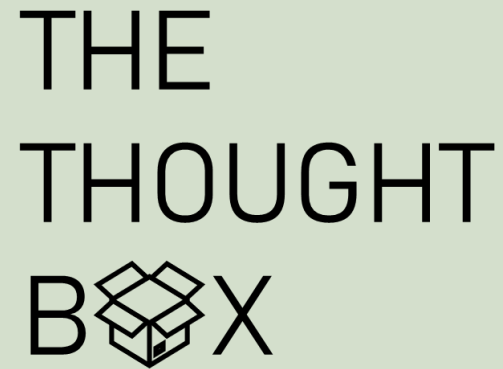
“Why asking Uncle Sam?”

No.5

Why can't I do it
with private
funding?

Public funding agencies want to understand why are you asking them for money. You should convincingly explain why your **idea cannot be financed from private sources** like own capital, loans or investor support.

Ask yourself: would I be able to conduct the development with private investor support? Will public funding help me develop the solution faster and commercialise faster? Can I go for a more ambitious project scope with public funding support?



THETHOUGHTBOX is an online collection of easy-to-digest tips, tricks, and tools for improving your next grant proposal application.

THETHOUGHTBOX content distils real-world experiences made by BOR&BAR consultant and guest contributors into bite-size actionable insights.

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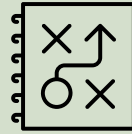
A little about us.

BOR&BAR helps public & private organisations successfully engage with grant funding programmes.

In the last 2-years we have helped clients secure more than EUR 21 million in grant funding for their ground breaking projects.

From our Berlin office, our team of international consultants cover all major regional, national and European funding programmes.

www.BORANDBAR.com/about



Design and implement grant acquisition strategies.



Identify and qualify the most suitable grant programmes.



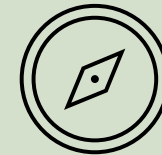
Deliver tailored training on grant writing & pitching.



Articulate 'investment worthy' grant applications.



Provide actionable feedback on your draft grant proposals.



Offer intelligence on customer and competition activities involving grants.