

How Ready Are You?

5

Methods for Describing the Readiness of Your Project Idea.

Quick Intro.



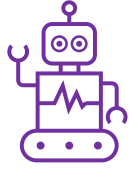
What are we even talking about?

Many grant funding programmes ask applicants to describe the readiness of their project idea. With this question assessors are trying to determine **how much effort** has been invested by the applicant to date and how much still needs to be invested in order to deliver the aims of the project.



Why does it matter for my proposal?

Choosing the right method can help an applicant paint a more comprehensive and meaningful picture for assessors. In some cases, it may be appropriate to use **more than one** method to describe the project's maturity.



“Let’s Get Technical”

THE
THOUGHT
BOX

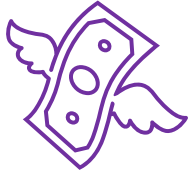
No.1 Technology Readiness

The technology readiness scale is most useful for describing the maturity of a **technology-based** project and follows strictly defined engineering phases, from proof-concept or lab trials to real-world pilot demonstration.

When using the technical readiness scale, always **double check** that your organisation’s understanding of each level is consistent with that of the funding authority which you are applying to.

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"It's all about the money"

No.2 Commercial Readiness

The commercial readiness level is helpful in explaining how mature your **commercial exploitation strategy** is, i.e., from an initial hypothesis regarding a market opportunity to achieving a first market launch of your product or service.

This commercial readiness scale is a useful tool for funding programmes prioritising **business-led projects** targeting economic impact.



"I'm at your service (level)!"

No.3 Service Readiness

Similar to the more generic technical readiness levels, the service readiness scale can be useful for indicating the level of technical and operational maturity of an **application or a service**.

The service readiness scale combines a number of technical and commercial KPIs in progressive levels. The scale is particularly useful for **innovative software-based** projects that target business applications.

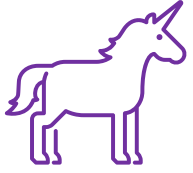


“Build it and they’ll come”

No.4 Manufacturing Readiness

The manufacturing readiness scale indicates how prepared an organisation is to **manufacture a new product**. Progressive steps outline a pathway from developing one-off products to zero-defect mass production capacity.

Any project requesting funding to deliver **a new physical product**, should consider the manufacturing readiness of the production strategy.

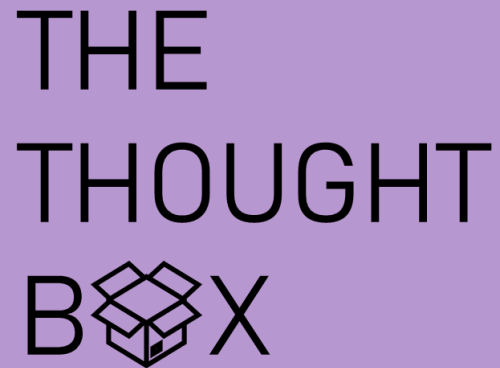


“On the road to become a unicorn”

No.5 Business Readiness

The business readiness scale is the most recent assessment tool to have emerged. Its purpose is to indicate the **maturity of an enterprise**. Its commonly used by the start-up community but can in theory be used to show any business' progression to an IPO.

This assessment tool is most useful for funding programmes providing **direct business support**, including the EIC Accelerator programme (formerly known as the EU SME Instrument).



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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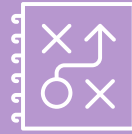
A little about us.

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.

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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.