



Laying the foundation for a successful grant application

CARLA VAN ALEM & FOSCA POLTRONIERI

Schedule



13:00 – 13:05

General introduction



13:05 – 13:15

Grant writing



GENERAL INTRODUCTION

What does Catalyze do?

Our core focus: Health, Biotechnology, Green & Sustainable Innovations



FUND

What if funding wasn't a barrier to innovation?

- **Strategic Funding Advice***
- **Funding Applications**
- Reviews & Re-Submissions
- Seed & Venture Capital Services
- Independent Valuation*
- Partner Matchmaking



MANAGE

What if you only had to focus on the science?

- Project Management;
- Patient engagement and
- Patients advisory boards
- Stakeholder management.
- Grant Compliance
- WBSO



GROW

What if your journey was clear?

- **Business Plan**
- **Market Research**
- Business Case Assessment
- Feasibility Studies
- Pipeline & Project Analysis
- **Workshops & Coaching**
- **Monthly Newsletter**



STRATEGY CONSULTING

What if your journey was clear?

- Advisory and action plans*
- KOL network mapping
- KOL Project Liaison
- White spot & Gap analysis
- Grant Contest
- Customized insights and data analytical reports



Get funding, make impact.

WHAT WE DID SO FAR

>11

years of
experience

>€700 M

funding raised
for our clients

>2000

partners in life
science and
sustainability
network in >20
countries



OUR EXPERTISE

GRANTS



CANCER RESEARCH UK

PROGRAMME

EDCTP



THE CATALYZE APPROACH

Initiating a project with a consultancy company

1



Identify the project aim

3



Agree on commercial terms

2



Match the project to available
funding options

4




Kick-off the project



HOW TO WRITE – WITH OR WITHOUT SUPPORT


3 service models with Catalyze

1



Expert Review

1



Collaboration

1



Full service

WHAT DO YOU NEED EXACTLY?



Where they studied + Add

- 28 | Vrije Universiteit Amsterdam (VU Amster...)
- 20 | University of Amsterdam
- 17 | Utrecht University
- 12 | University of Groningen
- 11 | Leiden University
- 7 | Maastricht University
- 4 | Amsterdam University of Applied Sciences
- 4 | Radboud University
- 3 | Erasmus University Rotterdam
- 3 | HU University of Applied Sciences Utrecht ...
- 3 | Nyenrode Business University
- 2 | Imperial College London
- 2 | Technische Universiteit Delft
- 2 | University of Twente

<p>Immeke Fokkema · 2nd Consultant bij Catalyze Group 30 shared connections</p>	<p>Szymon Tauszy · 2nd Business Analyst 46 shared connections</p>	<p>Jasper Slager · 2nd Consultant Life Sciences bij Catalyze Group 41 shared connections</p>
<p>Emma Dierickx · 2nd Project Manager, Science Communicator bij Catalyze Group 33 shared connections</p>	<p>Sanne Lock · 2nd Project manager bij Catalyze Group 43 shared connections</p>	<p>Erik Lijster · 2nd Life Sciences, Medtech and Agritech Consultant at Catalyze... 52 shared connections</p>
<p>Gabriëlla Fisher · 2nd Consultant Life Science at Catalyze Group MSc. Biomedical... 65 shared connections</p>	<p>Hetty Huijs · 2nd Consultant Green & Sustainable Innovations bij Catalyze Group 10 shared connections</p>	<p>Lonneke Michiels · 2nd Project manager bij Catalyze Group 18 shared connections</p>
<p>Lorena Jonck · 1st EU Funding Specialist Green & Sustainable Innovations at... 116 shared connections</p>	<p>Katy Greenland · 2nd Senior Consultant 10 shared connections</p>	<p>Olav Veldhuizen · 1st Team Lead Project Management & WBSO - Catalyze 81 shared connections</p>
<p>Benjamin Sieters · 1st Investment Manager at Catalyze Group 85 shared connections</p>	<p>Evelyne Klaassen · 1st Consultant at Catalyze Group 113 shared connections</p>	<p>Maria Topizopo · 1st Business Developer Life Sciences Swiss and EU Funding... 79 shared connections</p>
<p>Neeltje Ramnat · 1st Head of Sales & Business Development @ Catalyze Group 131 shared connections</p>	<p>Robin van Beijl · 1st Strategic Business Developer at Catalyze Group 118 shared connections</p>	<p>Daniel Cavalli · 1st Life Science Consultant at Catalyze Group 131 shared connections</p>

<p>Stefan Latis · 2nd Graduate Student at Utrecht University Life Science Enthusiast 8 shared connections</p>	<p>Debra van Asten · 2nd Secretary at study association L.P.S.V. „Aesculapius“ 13 shared connections</p>	<p>Bart de Freitas · 2nd Junior Consultant at Catalyze Group 12 shared connections</p>
<p>Soheila Jalali · 1st Biotech, Life Sciences, Health Tech, MedTech Entrepreneurshi... 77 shared connections</p>	<p>Tianli Qiao · 1st Sustainability and Innovation MBA Consultancy Agri, Food... 57 shared connections</p>	<p>Nienke Oosten · 1st Consultant Green & Sustainable Innovations bij Catalyze Group 88 shared connections</p>
<p>Ester Weijers · 1st Team lead & Senior Project Manager 102 shared connections</p>	<p>Nawal Bahia El I · 1st Head of Strategic Business development 93 shared connections</p>	<p>Theodoor Rutg · 1st Founder & Managing Director Catalyze Group 143 shared connections</p>
<p>Sara Schaafsma · 1st Manager Consultancy, Head of Green & Sustainable Innovation... 137 shared connections</p>	<p>Sebastian Sche · 1st Consultant Life Sciences, Biotechnology and Medical... 105 shared connections</p>	<p>Willem Vliegen · 1st Consultant Biotech and Medical Technology at Catalyze 92 shared connections</p>
<p>Max van Zand · 1st Senior Consultant bij Catalyze Group 92 shared connections</p>	<p>Saumya Bajaj · 1st Life Science & Health Consulting Marie Curie Fellow 57 shared connections</p>	<p>Uma Shankar S · 1st Agriculture, Food & Bioeconomy enthusiast 31 shared connections</p>
<p>Charlotte Gibso · 1st Consultant Strategic Funding Life Sciences 88 shared connections</p>	<p>Peter Ruizenda · 1st Consultant Life Sciences bij Catalyze Group MSc MPA 105 shared connections</p>	<p>Keith Liew · 1st Consultant Life Sciences at Catalyze Group 111 shared connections</p>

<p>Wouter Nuytinck · 1st Head of Business Development - Life Sciences at Catalyze Group 123 shared connections</p>	<p>Jalal Es-Sbai · 1st Founder & Director Catalyze Group 149 shared connections</p>	<p>Rick Kwekkebo · 1st Team Lead Agri, food and bioeconomy Supporting European... 94 shared connections</p>
<p>Boaz Van Driel · 1st Manager Consultancy Head of Strategy Practice Life Science... 105 shared connections</p>	<p>Ph.D. Viviana M · 1st Consultant at Catalyze Group 50 shared connections</p>	<p>Aniek Doensen · 1st Team lead Strategic Funding bij Catalyze Group 129 shared connections</p>
<p>Peter Groothuis · 1st Life Sciences, Medtech and Agritech Consultant bij Catalyze... 113 shared connections</p>	<p>Julie Augizeau · 1st Consultant Grant Funding Agri, Food and Bioeconomy 76 shared connections</p>	<p>Susan Barendre · 1st Consultant at Catalyze Group 73 shared connections</p>
<p>Erik van Tilborg · 1st Senior Consultant at Catalyze Group 92 shared connections</p>	<p>Jordan Hoes · 1st Project Manager bij Catalyze Group 72 shared connections</p>	<p>Sadaf Sultan · 1st Consultant Life-Sciences at Catalyze Group Cell and... 133 shared connections</p>
<p>Wouter Jan Gee · 1st EU Funding Specialist Life sciences Medical devices 98 shared connections</p>	<p>Peter Blanshard · 1st Life Sciences & Health Consultant at Catalyze Group 99 shared connections</p>	<p>Virginia Ballotta · 1st Country Manager Switzerland at Catalyze 129 shared connections</p>
<p>Vlad Grecu · 1st EU Funding Specialist Life-Sciences 112 shared connections</p>	<p>Carla van Alem · 1st Consultant at Catalyze Group 100 shared connections</p>	<p>Dalila El Ouarrat · 1st Consultant at Catalyze Group 75 shared connections</p>



Catalyze has **more than 100 people** on the payroll and is growing rapidly, with a constant increase in demand for our services, we are growing by about **20%** each year.

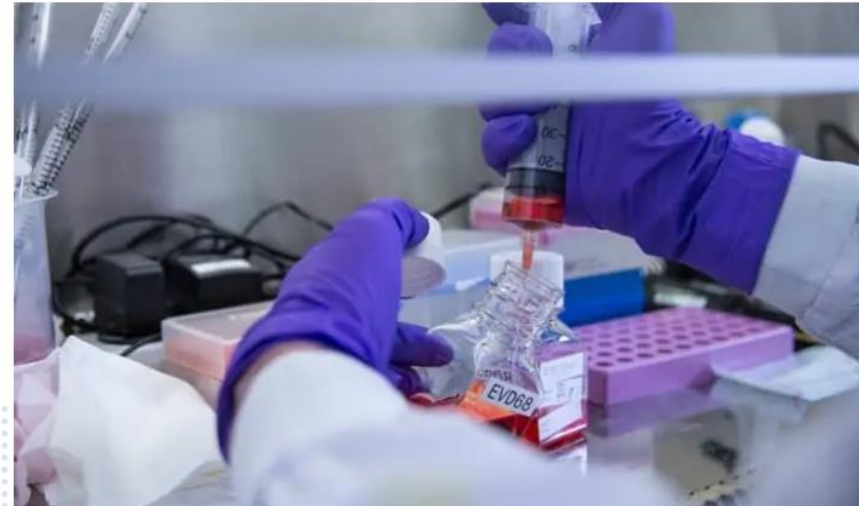
HOW TO WRITE – WITH OR WITHOUT SUPPORT

Review

- Single or multiple review moments
- Extensive advice on:
 - Language (text)
 - Objectives and Approach
 - Fit to the call
 - Reviewer perspective
- Submission service in- or excluded

Intravacc awarded \$9.4M NIH contract to develop enterovirus vaccine

We met with Dr. Dinja Oosterhoff, Program Director at Intravacc, to discuss their recent \$9.4 million NIH contract win. Intravacc will use this funding to develop an enterovirus (EVD68) vaccine from vaccine candidate to completed phase I clinical trial, over a 3-year period. Catalyze provided application support, including our [review service](#).



HOW TO WRITE – WITH OR WITHOUT SUPPORT

Colaboration

- Discuss task division between the partners
- Usually a combination of writing text and revising sections written by the main applicants
 - Partner administration as an independent party
 - Portal administration
- Submission service in- or excluded

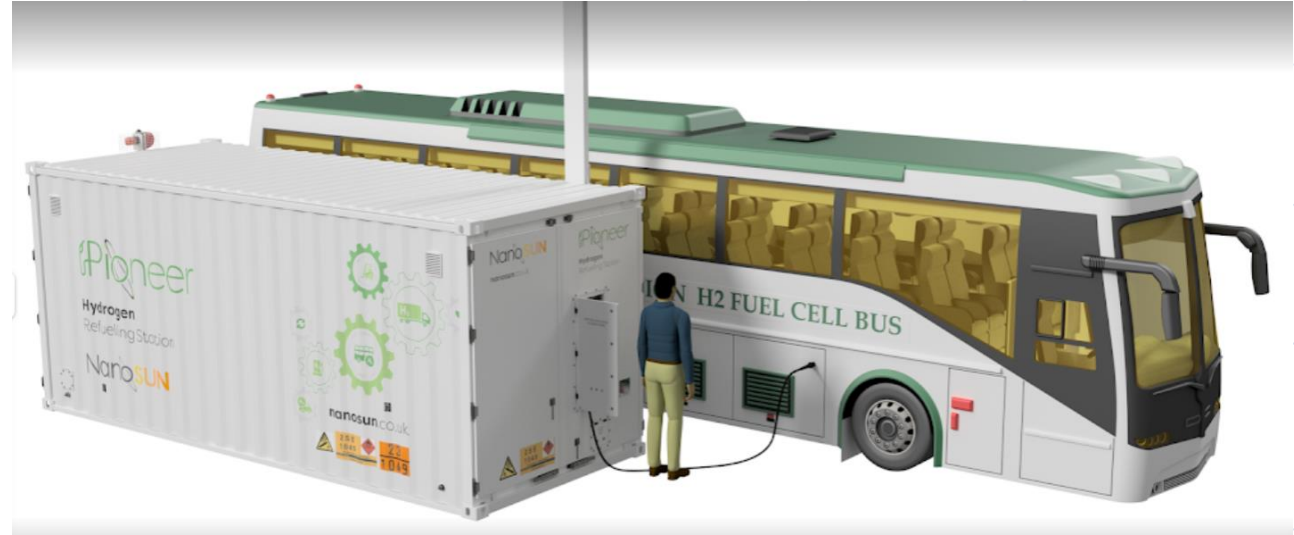
Horizon Europe application

- Chemical mixture risk assessment
- Scored a perfect 15/15 points
- Ideal mix of expert knowledge and professional writing and support.



“ This transition [for hydrogen] to industrial scale is very exciting because it brings a heightened promise of accelerating growth, reducing costs and faster adoption ”

Dean O'Connor
Commercial Director NanoSun



“[The EIC Accelerator] win helps us to cross the valley of death between a great idea and commercial adoption, hopefully, much faster. The funding gives us more control over the pace at which it happens, because we can now afford to build the equipment set to drive it ourselves.” – Dean O’Connor, NanoSUN CEO

“The merits of working with somebody who’s walked this road before are really strong. The way that we collaborated with Catalyze was slightly unconventional, in that the consultants provided us with structure, feedback, and process support, but we did a lot of the writing ourselves. And it worked well. The value of having a guide during the application process is really high.”



HOW TO WRITE – WITH OR WITHOUT SUPPORT

Full service

- Kick-off meeting
- Concept phase
- Consortium building
- Drafting workplan
- Drafting budgets
- Partner administration
- Writing full proposal
- Several internal and external review rounds
- Submission



CASE CRANIOSAFE

Unique and innovative material for better cranioplasty results

Cranioplasty is the surgical intervention to repair cranial defects. Reconstructions with the patient's own bone flap are preferred because of its cosmetic results, lower cost, and bio integration.



Developing the 'Artificial Womb': Perinatal Life Support

Interview with Professor Dr. Guid Oei, head of perinatal department Maxima Medical center and Perinatal Life Support project co-leader (Eindhoven, Netherlands). Catalyze provided funding application support for the successful FET Open submission.



FOOD & CIRCULAR ECONOMY

Liquidseal: novel bio-coating to prevent food waste

Liquidseal's successes in Eurostars and Globalstars came just weeks apart in the final funding rounds of 2020. We asked Victor how they celebrated the news that both projects had been awarded the respective €1M and €950K subsidies.

Victor says, *"Well, we are Dutch, so we are very realistic! We just drank a beer, because we knew that now is when the work begins. We needed to immediately focus on getting the project running and run it smoothly without any problems. So we will drink champagne after the project is completed!"*

LIQUIDSEAL



"It helped that Catalyze is familiar with these programs and that they knew what the reviewer wanted to read. Also, working with templates makes life much easier. That was the reason why we said okay, we need to do this together with a partner like Catalyze, because we did not know these programs very well."



TIPS AND TRICKS

How to prepare a successful grant application



Understand the call



Know your audience



Assess the fit



Write a good story



Find the right partners

1. Understand the call



UNDERSTAND THE CALL

Every piece of the call text gives you “instructions”

Code Health (Cluster 1) Staying healthy **Title**

HORIZON-HLTH-2021-STAYHLTH-01-02: Towards a molecular and neurobiological understanding of mental health and mental illness for the benefit of citizens and patients

Expected Outcome Leading to?
Researchers, health care professionals and developers of medical interventions have a much better understanding of how genetic, epigenetic and environmental risk and resilience factors interact to drive or prevent the transition from mental health to mental illness throughout the life course.

Scope About what? Focus? Who?
A deeper molecular and neurobiological understanding of the interplay between genetic, epigenetic and environmental risk and resilience factors, including neural circuit alterations, is critical for the development of objective biomarkers and evidence-based interventions that will significantly improve mental health outcomes.

Budget
The EU estimates that an EU contribution of around EUR 10.00 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.

Type of Action: Research and Innovation action (RIA) **Type of project? Funding Rate & Stage of development**

UNDERSTAND THE CALL

Every piece of the call text gives you “instructions”

Code **Digital Industry & Space (Cluster 4)** **Incorporating Digitalisation** **Title**

HORIZON-CL4-2022-TWIN-TRANSITION-01-07: Digital tools to support the engineering of a Circular Economy (Made in Europe Partnership)

Expected Outcome **Leading to?**
Provide a range of support solutions and innovative digital tools for engineers, technicians and operators on the factory floor, in order to build agile, sustainable and responsive production environment and supply chains, with specific focus on areas such as material saving, repair, refurbishing, re-manufacturing, recycling, and reuse of products and components;

Scope **About what? Focus? Who?**
The focus is on developing new concepts, methods, and digital tools to support further engineering of the industrial processes for recycling, re-manufacturing, refurbishing, and reuse of manufactured products and components. New solutions will enable remanufacturing and high-quality recycling by digitalisation of product and components throughout the whole product lifecycle, in line with the 2020 Circular Economy Action Plan.

Budget
The EU estimates that an EU contribution of around EUR 22.00 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.

Type of project? Funding Rate & Stage of development
Type of Action: Research and Innovation action (RIA)

UNDERSTAND THE CALL

More information about the call

- Read through the FAQ page
- Go through reviewer's instructions
- Contact your national contact point
 - <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp>



2. Assess the fit



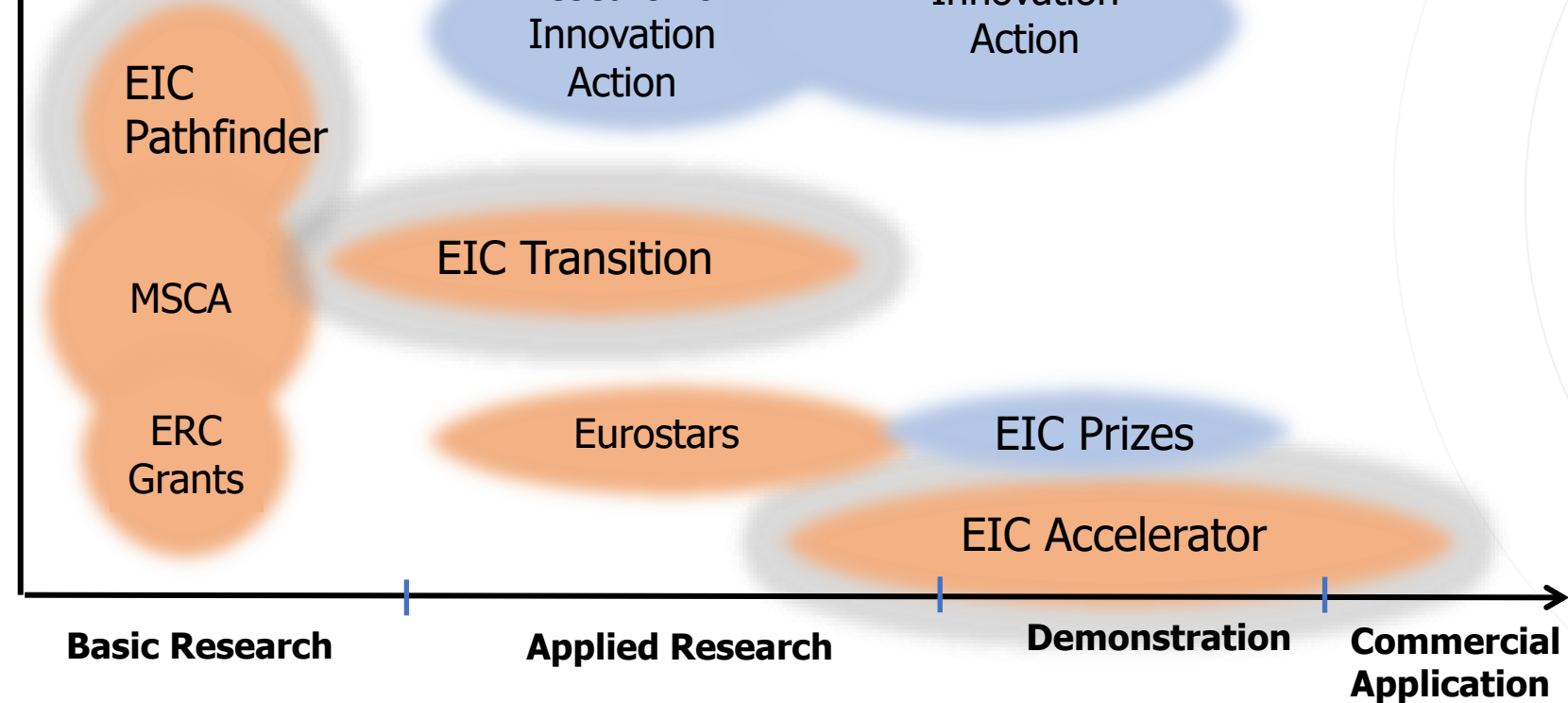
ASSESS THE FIT

Choice of instrument



Type of research

Number of Partners



bottom-up
top-down

C



CASE STUDY: HEALTH & SUSTAINABILITY



- A clinical stage Health Ingredients company
 - Developing crop-derived food ingredients with clinically proven health benefits for specific patients and customer groups
 - Innovative natural ingredients support physiological processes in the human body as well as modulate the gut microbiome.
- ***Won 5M in non dilutive funding for further development of the company and it's products since 2015***

CASE

IMPACT NON-DILUTIVE FUNDING FOR NUTRILEADS



CONSORTIUM
CALL

2015



CONSORTIUM
CALL

500K per country
2015



CONSORTIUM
CALL

3.7M divided
among partners -
2017



SINGLE
APPLICANT

2.5M - 2018



SINGLE
APPLICANT

INNOVATIE
KREDIET
2018

"With the grants and the government loan (Innovatie krediet) we are able to leverage our VC investments and to expand our activities."

ERIK DAM, CBO

IMPACT

1. 5M IN FUNDING FOR FURTHER DEVELOPMENT OF THEIR PRODUCTS
2. NETWORK EXPANSION THROUGH COLLABORATION OVER BORDERS
3. QUALITY MARK FROM EUROPEAN COMMISSION
4. BETTER ACCESS TO VC
5. ACCELERATION OF THEIR PRODUCT TO THE MARKET

ASSESS THE FIT

Organisation Fitness checklist



Is your organisation eligible?



Does your research fit the scope (top-down grants)?



Years after PhD (bottom-up personal research grants)



Is the offered budget enough to cover the costs of your project?



Does the call require co-financing? If yes, how will you cover it?



Is the stage of development of your project within the call's expectations?



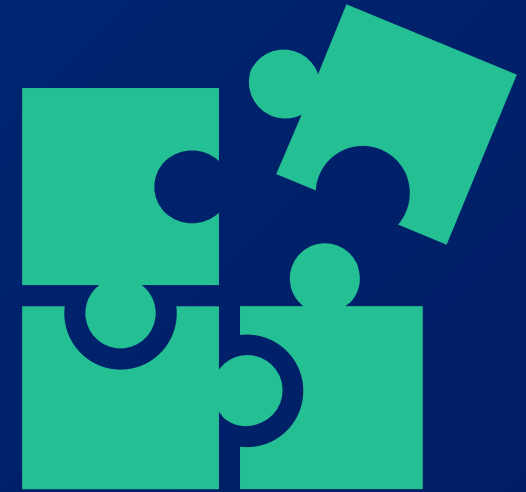
Do you need/want to have project partners?



Do you have enough time to prepare your application?



3. Find the right partners



FIND THE RIGHT PARTNERS

An ideal project coordinator is a...



KEY OPINION LEADER (KOL) - influential experienced researcher recognized by fellow scientists and reviewers



DATA COLLECTOR - patient and structured scientist, spent career on collecting data and networking to get more data



MULTIDISCIPLINARY NETWORKER- social/ creative scientist, out-of-the-box thinker, knows people beyond own expertise



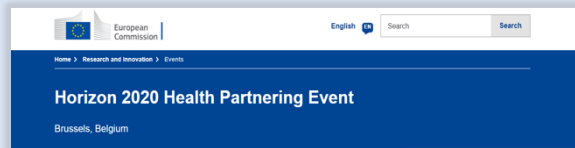
FIND THE RIGHT PARTNERS

How to build a consortium



YOUR OWN NETWORK

CONFERENCES AND NETWORKING EVENTS



Horizon 2020 Health Partnering Event

17 September 2015, Brussels, Belgium

[Go to the main events calendar to see all forthcoming events](#)

Health.NCP.Net 2.0 and Fit for Health 2.0 are jointly organising a partnering event which offers health researchers and companies the opportunity to discuss new project ideas and to find potential partners for their Horizon 2020 funding application. The event will be focused on the upcoming call for proposals in "Health, Demographic Change and Wellbeing".

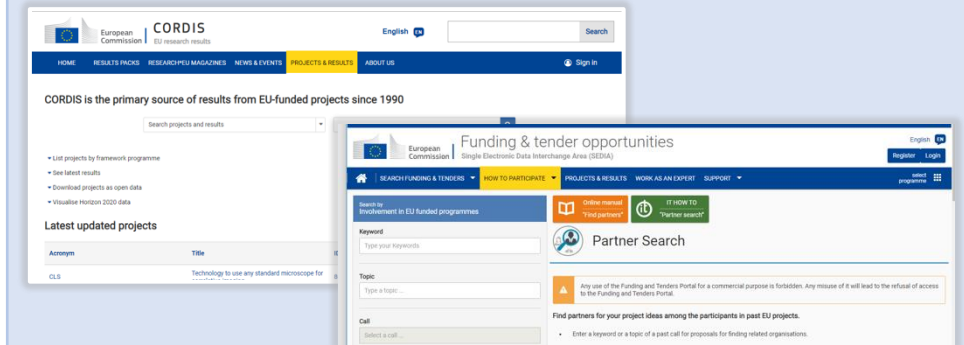
EMBL conference: Advances in Stem Cells and Regenerative Medicine

EMBL  European Molecular Biology Laboratory

From 8 - 11 of March 2020 EMBL organises Advances in Stem Cells and Regenerative Medicine conference.

Regenerative medicine is based on the ability of stem cells to repair tissue damage. The

PREVIOUS OR RUNNING PROJECTS



ONLINE



C



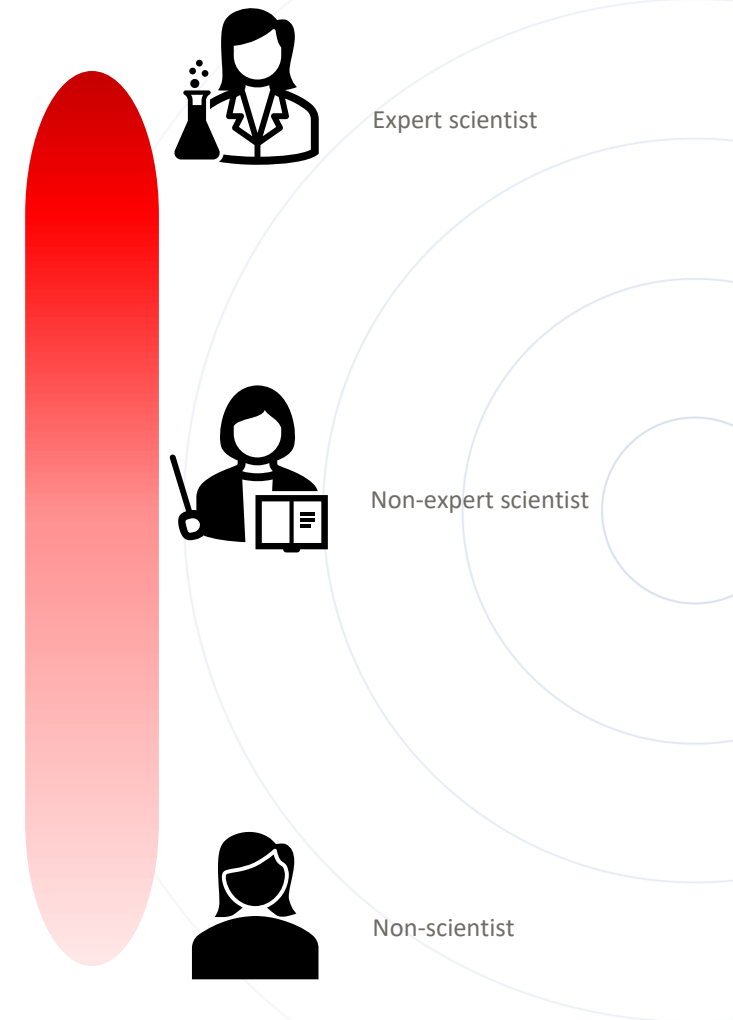
4. Know your audience (and make them happy)



KNOW YOUR AUDIENCE (AND MAKE THEM HAPPY)

Sell to the right audience

- Research who will be reading your proposal
 - Background/level of expertise (expert scientists, non-expert scientists, technology experts, investors)
 - Ask your colleagues / supervisors who have experience with the call
- Fine-tune the amount of technical terminology and the background information



5. Write a good story



WRITE A GOOD STORY

Tips on reader-friendly writing

- ✓ Specific
- ✓ Easy to read
- ✓ Concise

- Be as specific as possible

Vague	Specific
Many people die from cancer every year	10 million people die from cancer every year worldwide
Most patients develop recurrent disease due to drug resistance	50% of patients develop recurrent disease due to drug resistance
This reaction works better at higher temperatures	This reaction works better at temperatures between 85°C - 95°C

- Avoid heavy terminology and sophisticated concepts, be as simple and straightforward as possible.

"the retina, which is part of the posterior segment of the eye." → The retina is the light-sensitive tissue at the back of the eye.

- Keep your sentences at an average 20-25 words.
- Concise writing → is my noun actually my verb?

"an examination was carried out on the patient." → The patient was examined.



Thanks for listening



Thank you for teaming up with Catalyze

More information about your funding opportunities
please contact :



Carla van Alem

**SENIOR CONSULTANT
GREEN SUSTAINABLE
INNOVATION**

+31 (0)20 723 4450

Carla.vanalem@catalyze-group.com