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
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.
THE CATALYZE APPROACH

Initiating a project with a consultancy company

1. Identify the project aim
2. Match the project to available funding options
3. Agree on commercial terms
4. Kick-off the project
HOW TO WRITE – WITH OR WITHOUT SUPPORT

3 service models with Catalyze

WHAT DO YOU NEED EXACTLY?

1. Expert Review
2. Collaboration
3. Full service
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.
**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
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!"

"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."
How to prepare a successful grant application

**TIPS AND TRICKS**

1. Understand the call
2. Assess the fit
3. Find the right partners
4. Know your audience
5. Write a good story
1. Understand the call
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
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
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.

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

**Expected Outcome**
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**
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 component information throughout the whole product lifecycle, in line with the 2020 Circular Economy Action Plan.

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 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
Choice of instrument

Type of research

Number of Partners

- EIC Pathfinder
- MSCA
- ERC Grants

Basic Research
- EIC Transition
- Eurostars

Applied Research
- EIC Prizes
- EIC Accelerator

Demonstration

Commercial Application

Technology readiness level (TRL)

- bottom-up
- top-down
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
"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
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
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

PREVIOUS OR RUNNING PROJECTS

ONLINE

This presentation is confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received it by mistake, please delete it from your system; you must not copy this information to anyone.
4. 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

• Be as specific as possible

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

• 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:

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