**The University of Huddersfield Impact Acceleration Account**

**Proof of Market Application Form**

The University of Huddersfield’s Impact Acceleration Account (IAA) is supporting Proof of Market activities for up to £5k. These projects will fund early-stage market validation to assess opportunities, and to ensure there is a clear need for a new technology/ process. This scheme supports the initial assessment of the market size, potential and likely routes to market for new IP Disclosures. The University was awarded IAA funding from the AHRC, ESRC and EPSRC, therefore, academics can apply for joint council funded Impact Funds, for projects that meet the criteria for both the AHRC and the EPSRC.

Please refer to the IAA eligibility criteria and guidelines when completing this form. If you have any queries regarding eligibility, please contact [iaa@hud.ac.uk](mailto:iaa@hud.ac.uk)

# Principal Investigator / Applicant (s)

|  |  |  |
| --- | --- | --- |
| Principal Investigator (PI) | Academic title (e.g., Dr) |  |
| Name |  |
| Job Title (e.g., lecturer) |  |
| Email |  |
| Department |  |
| Early Career Researcher? | Yes *(e.g., within eight years of their PhD award [this is from the time of the PhD 'viva' oral test], or equivalent professional training, excluding career breaks e.g., family care, health reasons)*  No |
| Please name any Co-Investigators on the project *(including title & school)* | *If the PI is on a fixed term contract, the project must include a Co-Investigator (e.g., their line manager) who is on a permanent academic contract* | |
| Are the Co-I(s) an Early Career Researchers?*Please indicate how many are ECRs* |  | |

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| If your project is linked to a previous EPSRC and/or AHRC grant, please include the grant reference(s) here with the grant title, a brief description of the project, and your role (e.g., PI/ Co-I) |  |

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| Please provide links to any publications or conference papers that link to this project application |  |

**Please note:** We are working on embedding Equality, Diversity, and Inclusion (EDI) practices within our IAA Programme; therefore, we may use anonymised demographic data of applicants for the monitoring of equality, diversity, and inclusion performance of the IAA.

**The University of Huddersfield Impact Acceleration Account**

**Proof of Market Application Form**

|  |  |
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| IAA Ref (to be completed by IAA Programme Manager) |  |

**Project Title**

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| Please provide a short project title for your Proof of Market ‘project’ |
|  |

**Executive Summary**

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| Please provide a short, concise summary of the project. This should be written for a non-specialist audience and suitable to be used in the public domain |
| e.g., think about how you would publicise this project through social media platforms such as twitter  (<100 words) |

**Duration / Proposed Start Date**

Please note that AHRC & EPSRC IAA funding finishes in March 2027 & ESRC IAA funding finishes in March 2028. Projects must finish within the end date of the relevant research council. ***Please note, due to the funder deadline AHRC & EPSRC projects have a maximum duration of 6 months.***

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| --- | --- | --- | --- |
| Start Date: |  | Duration (in months): |  |

**UKRI Funder Information**

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| Are you requesting funding from the AHRC IAA, EPSRC IAA, ESRC IAA or multiple?  *If requesting funds from multiple councils, you need to justify this in the ‘links to AHRC/EPSRC/ESRC’ section below..* |
| AHRC IAA  EPSRC IAA  ESRC IAA |

**UK Industrial Strategy**

The [UK’s modern industrial strategy](https://assets.publishing.service.gov.uk/media/68595e56db8e139f95652dc6/industrial_strategy_policy_paper.pdf) is a long-term government initiative aimed at boosting economic growth by increasing business investment, supporting high-potential industries, and enhancing infrastructure and skills across the country. University research in the UK should align with the sector(s) identified within the strategy to maximise impact and relevance.

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| Please confirm which areas of the UK Industrial Strategy your project aligns with. Please see [Industrial Strategy Sector Definitions List](https://www.gov.uk/government/publications/industrial-strategy/industrial-strategy-sector-definitions-list) for further information |
| ☐Advanced Manufacturing ☐Clean Energy Industries ☐Creative Industries ☐Defence  ☐Digital and Technologies ☐Financial Services ☐Life Sciences ☐ Professional and Business Services |

**Partner Organisation (if applicable)**

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| Organisation Name: |  | | |
| Nature of Organisation:  (Company, government, charity, etc.) | Please select the organisation type. | | |
| Primary Contact Name and Position in Organisation |  | | |
| Primary contact email |  | | |
| Organisation Full Address: |  | | |
| Company Registration Number:  (or equivalent) |  | | |
| Organisation Website URL: |  | | |
| Organisation Region (e.g., Yorkshire) | Please select the organisation region | | |
| *If you selected International, please state country here* | | |
| Company Sector | Please select organisation sector | | |
| Company / Organisation size:  (Micro, <10 employees / SME / Large) | Micro | SME | Large |
| Are there any previous or current links between the organisation and the university? | No  Yes  *If Yes please provide some detail e.g. projects they’ve worked on etc* | | |

## Summary

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| Please provide an outline of the invention, idea, process, or product, and the activities you plan to do for the Proof of Market. |
| * Description of the underpinning research conducted at University of Huddersfield that this IAA project builds on. * What activities are you planning (e.g., focus groups with end users, discussions with potential key partners/ investors) * Benefits and potential risks of your invention/ idea etc * Potential key partnerships? (if known) * Key Resources?   It may be helpful to use the ‘[Business Model Canvas](https://www.strategyzer.com/library/the-business-model-canvas)’ when developing your Proof of Market activities  (<500 words) |

## Link to AHRC/ EPSRC/ ESRC Themes

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| Please demonstrate how your project fits within the [AHRC](https://www.ukri.org/councils/ahrc/remit-programmes-and-priorities/), [EPSRC](https://www.ukri.org/councils/epsrc/remit-programmes-and-priorities/our-research-portfolio-and-priorities/) and/or [ESRC](https://www.ukri.org/about-us/esrc/who-we-are/strategy-and-priorities/) strategic themes and priorities |
| * *Please highlight themes/priorities your project fits into for the research council you are requesting IAA funding from.* * *Use the links provided to each research council themes & priorities*   (<300 words) |

## Outputs, outcomes & Impact

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| Describe the anticipated outputs and outcomes and impact from the project, including how the Proof of Market may lead onto commercial opportunities, and societal benefit. |
| **Outputs: Direct products of the activities you are undertaking**   * *E.g., joint publications, licensing agreements, technical reports, new guides, REF impact case studies, new educational tools, development of a framework,*   **Outcomes: Results of the activities you are undertaking**  *E.g., Contribution to an improved or new practice within the partner, spin-out or joint ventures, enhancement of cultural assets, press releases, engagement at non-academic events (e.g., workshops), career progression (for the academic*  **Impact: demonstrable contribution to society and the economy**  *E.g., commercial benefit to the partner (potential cost savings, increased turnover/ profit, increase the number of consumers), societal/ environmental impact e.g., sustainability.*  (<500 words) |

## Follow-on

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| Please detail the next steps after completing the Proof of Market. |
| *For example, future collaborations with non-HEI partners? Will you be considering applying for follow-on funding for ‘Proof of Concept’ IAA or KTP project? Have you considered applying to the Innovate UK iCURe programme?*  (<250 words) |

## Project Budget

Please provide details for the budget required in the below table. You will be asked to justify those costs in the next section. The maximum you can request is £5k. **For joint AHRC/ EPSRC/ESRC funded projects, the total maximum total IAA contribution is £5k. Please request a costing form from** [**iaa@hud.ac.uk.**](mailto:iaa@hud.ac.uk)

|  |  |  |  |
| --- | --- | --- | --- |
| **DI/ DA** | **Project Costs** | **Description / Detail** | **Costs (£)** |
|  | Staff time | *Maximum 10% FTE*  *Please confirm whether this post refers to an existing member of staff or student, or if it is a position to be recruited.* | £ |
| Travel | *Provide details of the travel you are requesting in the Justification of Resources below* | £ |
| Other (please specify) |  | £ |
|  | | **Total Project Costs** | **= sum of all above £** |
| **Partner direct cash contribution**  **(if applicable)** | **£** |
| **AHRC IAA Contribution Requested**  **Max. £5k** | **£** |
| **EPSRC IAA Contribution requested**  **Max. £5k** | **£** |
|  | | **ESRC IAA Contribution requested**  **Max. £5k** |  |

**Justification of Resources**

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| Please provide a breakdown of the costs included in the above budget table, with justification for why they have been included. |
| (<250 words) |

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| Have you received or applied to any other sources to support this project (innovation voucher schemes / other HEI funding / funding from government sources)? | *Brief details of other funding sources* | £ |

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| Have you completed an Invention Disclosure Form related to this research/idea? | Yes  If yes, please provide the title/reference number:  No |

## Submission

## Please ensure you have approval from your line manager/ head of department before submitting this application. For projects involving multiple academics/ schools, each academic needs to seek prior approvals from their line manager/ school ahead of submission.

|  |  |  |
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| This proposal is submitted by: | | |
| (Print PI name) | (PI Sign here) | (Date) |

**Approval from Partner Organisation (if applicable)**

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| --- | --- | --- |
| This proposal is co-submitted & approved by: | | |
| (Print name) | (Sign here) | (Date) |

## Approval by School Approver (i.e., the Dean)

|  |  |  |
| --- | --- | --- |
| This proposal is approved by: | | |
| (Print name) | (Sign here) | (Date) |

## Letter of Support from Partner received by IAA Programme Manager (if applicable)

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| --- | --- |
| Date received: |  |