



SPRINT PROJECT APPLICATION GUIDANCE FOR COMPANIES AND ACADEMIC COLLEAGUES

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Purpose

Thank you for your interest in SPRINT (SPace Research and Innovation Network for Technology) and for your intention to submit an application for an Innovation Voucher. This document is intended to assist with the preparation of SPRINT project proposals. It accompanies the application form and has been structured to follow the application format. If you require further information, please refer to the [SPRINT guide](#) on our website or contact your Innovation Adviser.

Question 1: Summary Table

This page includes high-level summary information and must be the first page in an application. The indicated notes correspond to the following numbered guidance.

- (1) Please ask your Innovation Adviser to provide a reference number for your application. This will be used throughout the process to refer to your project. Enter your unique application reference number in this box.
- (2) Please use a complete postal address for the main company site involved in the project (not an administration-only registered office), including post code.
- (3) List in this box any other additional companies or research institutions that are involved in the proposed project. For example, these could be subcontractors or consultants,
- (4) The total value should include all SPRINT reimbursed and in-kind funding. Round values up to whole pounds. Un-recoverable VAT on purchases must be included in the project costings.
- (5) The project duration must be consistent with the project objectives and activities. It must also be consistent with a final project completion **no later than 30th June 2022**.

Question 2: Eligibility Declarations

The declaration must be signed by an authorised signatory of the company/university. By signing and dating the application, the company/university representative is formally declaring their eligibility for SPRINT support with authorisation to accept the terms of the declaration. A company/university stamp or seal may be applied if available.

Question 3: About the Applicants

About the Business

Describe your business. This may include a description of your business, relevant financial and staffing information, historical R&D spend, links to the space sector, existing products/service line and the business vision. You should also include details of previous grant funding received relevant to the application. Include a brief summary of why this innovation is important to your business.

The focus of this question is to understand the context of the innovation project and how it fits with core business activities. It also helps to understand which aspects of support will be most appropriate.

Business scope

Describe how your business is in scope for funding from SPRINT.

The entire Space value chain is in scope, provided there is a positive impact on the growth of a UK company that identifies within the Space Sector, according to the definition used by the "Size & Health of the UK Space Industry 2020 Summary report" pages 5- 6.

For clarity, eligible SMEs are those 'Commercial organisations' operating within the 'space industry' undertaking 'space- related activities' as defined in the report. 'Commercial organisations' are those business, companies and firms that earn revenue from the manufacture, launch and operation of satellites/spacecraft, and from utilisation of the signals and data supplied by satellites/spacecraft to develop value- added applications. See Page 6 of the report for further examples of 'space- related activity'.

Also in scope are SMEs identified as "(commercial) users ... defined as 'organisations in UK industries supported by satellite services for whom, if satellites were to be de- activated, their business would be severely disrupted even after an appropriate adjustment time has passed'".

Also in scope are SME projects that meet the conditions of the 'Space- link' as defined in Guidance on the Space- link for SPRINT Innovation Vouchers.

University Resources

Describe the skills, expertise and facilities that are included in this project. Include named academic/technical staff where known; and details of facilities or equipment that is necessary. If capabilities and/or experts already exist on the SPRINT website then please add the URLs. This can also help the network of Innovation Advisers identify complementary or alternative support that might enhance or de-risk the project.

The focus of this question is to understand the university capability(ies) being deployed in this project and its relevance to the project.

About the Collaboration

If the Business has collaborated with the University before, briefly summarise the nature of this collaboration. Who was the collaboration with, how long has the collaboration been active/inactive, how (if relevant) was the collaboration funded etc... Has this collaboration led to this SPRINT project?

Tell us if the Business has received funding from SPRINT before. If the project is a follow on from a previous SPRINT project, or the Company has already had a SPRINT project, fill in section 9 in order to explain outputs, dependencies and overall project goals.

The focus of this question is to understand the level of pre-existing collaboration between the Company and the University and the relevance to this SPRINT application.

Question 4: About the Company Product or Service

Product or Service Description

Describe the product or service that this Project will support. What does the product/service do? What are the unique selling points of the product/service (what makes it better than the competition?) Is the product/service already in the market or is it under development?

The focus of this question is to understand how the project fits within the context of the product or the service which is being addressed.

Market Assessment

SPRINT intends to support projects that have a clear route to commercial exploitation of the project results. What does your target market look like? Are you already active in this market? Who are your competitors? What are the important trends and dynamics in this market? What is your realistic addressable market? Try to be as specific and evidence-based as possible, using quantitative data when possible. You can include letters of support from *credible* potential customers. Use the market assessment checklist (found at the end of this document) for additional guidance.

The focus of this question is for the Company to demonstrate it has a good commercial understanding of its new product/services' place in the market.

Product/service Development Strategy

Describe the development strategy for your product or service. What is your R&D roadmap and how far along it are you? What are your product/service development timescales? How have you funded development thus far and how do you anticipate funding the future development until customer adoption?

The focus of this question is for the Company to demonstrate how this project fits into the wider product or service development strategy and the relevance of the project to the strategy.

Justification for SPRINT funding

Describe how the proposed project supports, or is otherwise consistent with, your business strategy. Describe the nature of the 'step-change' the project hopes to achieve. What is the R&D 'barrier' that this project will overcome? What other sources of funding have been investigated/applied for and what were the outcomes of these investigations/applications? Demonstrate the difference that the SPRINT project will make to the company's strategy in terms of time / costs / resources saved.

The focus of the question is to understand why SPRINT is an appropriate source of funding for this project.

Developmental risk

Highlight the main risks identified within your product or service development strategy (not the project risks, as these are dealt with in a later question). What are you doing to mitigate these risks and what are your contingency plans should these risks be realised?

The focus of this question is for the Company to demonstrate it has a good understanding of the risks associated with the product development and has incorporated these risks into its planning.

Question 5: About the Project

Space-enabled innovation

A SPRINT project must be able to indicate a clearly defined space-link. Describe how this project enables the company to grow through the commercial exploitation of space technologies, data and know-how.

Public summary of the project

Provide a description of the project that can be used publicly (max 100 words). You can expect this will be used online for general publicity and/or in a case study as an example of SPRINT outcomes.

The purpose of this is to ensure that companies benefiting from SPRINT are aware that we have a public summary, which does not contain confidential information, available to use for publishing details of the project – even if companies decline to take advantage of the more enhanced PR services provided by the official SPRINT communications partner, Sandstar Communications.

Project Technology Readiness Level (TRL)

Indicate the TRL of the product/service at the start of the project and the anticipated TRL of the product/service at the end of the project.

This purpose of this question is to understand the current TRL and how much the project will contribute to advancing this.

Project description

Please describe your project idea here. What is the starting point, and what are the primary objectives? What will be your approach to achieving those objectives? Is the project based upon a prior feasibility study or other relevant previous work?

We expect you to show a clear understanding of the current state of the art in the domain area of the technology/service your project is addressing. For very new concepts, provide enough information to allow assessment and demonstration of its feasibility.

Whilst the only required deliverable is a short project report at the end, further deliverables may be planned if helpful. Additionally, questionnaires relating to the impact and outputs of the project must be completed by each project partner before final payments can be received.

The focus of this question is to understand the project itself and what activities will be undertaken by the project stakeholders.

Outputs

Please describe the direct outputs of the project, what form they will take, and how they support the overall objectives. This should include outputs like reports, hardware, software etc.

The focus of the question is to understand what type of outputs the SPRINT project has generated and their relevance.

Intellectual Property

Please indicate the agreed intellectual property position for the delivery of the project and afterwards. Who will own the Arising IP? What usage rights will each Party have to the Arising IP? What usage rights will each Party have to each other's Background IP? Etc.

Please insert the wording of the agreed Intellectual Property position here. This must be in a legal form that can be inserted directly into the Project Collaboration Agreement should the project be awarded. An example is provided in the application form. Applicants are under no obligation to use the suggested clauses but may do so if they wish. The Intellectual Property position remains at the discretion of the applicant however the general principle of SPRINT is to ensure the company is well placed to commercially exploit the outputs of any SPRINT-funded project.

The focus of this question is to demonstrate that the Company and the University have already discussed and come to an agreement on the usage rights for the project Arising and Background IP.

Question 6: Project Outcomes and Follow-on Plans**Growth outcomes**

Successful SPRINT projects should lead to the growth of the Company and increase the chances of the product or service being successful in the market. Highlight the anticipated outcomes for the Company of the Project arising within the next 12 months (tick all that apply) and for each ticked briefly describe why this is expected and how this outcome supports your product/service development strategy. Outcomes should be described both quantitatively and qualitatively, where appropriate.

The focus of this question is to identify what the effect (directly and indirectly) the SPRINT project would have on the business if successful and the outputs exploited in a to-market product or service.

Follow-on actions after SPRINT

What is required between the end of your proposed project and market exploitation? How does this project change your market opportunities? Is additional funding or other resource required? This could include a plan detailing the further steps that are required from the end of the SPRINT project to launching your new product or service. For each step you should consider a description of the activity, the time to deliver the activity and the funding source for the activity.

The focus of this question is for the company to demonstrate they have a plan of how they will take forward the outputs of the SPRINT project and develop them further towards a to-market product or service.

Question 7: Project Management

Project plan

Provide a plan of how the project will be delivered, indicating the work to be done and the schedule of the work. This could include work breakdown structure (WBS), work package descriptions (WPD) (a template can be provided upon request), RASIC, a detailed illustration of the project design (for example, project logic, flow, PERT or Gantt), milestone and meetings table and deliverable items list – commensurate with the length and complexity of the project. If your project includes third party collaborators, then include their work packages here.

The focus of this question is for the project delivery team to demonstrate they have a good understanding of, and plan of how, they will achieve the outputs stated in Question 5 within the time and budget stated.

Project risks

What are the risks to successful project completion? Prepare a preliminary risk register (a template can be provided upon request) and attach it as an annex to this application. In the application form, highlight the principal risks, their likelihood and impact, and your strategy for mitigating their consequences. Also describe the project's approach to ongoing risk management. Risk table headings typically include:

- ID: a reference number for this risk element
- Description: what might happen
- Type: is this risk **Technical? Resource? Commercial? Management** related?
- Owner: who is responsible for managing this risk element in the project?
- Likelihood: how likely is it that this risk will transpire (1..5)
- Severity: how important are the consequences of this risk arising? (1..5)
- Risk Level: product of Likelihood and Severity (1..25) and classification (MIN .. LOW .. MED .. HIGH .. CRITICAL)
- Response: what is the project's response to this risk element? (e.g. ignore, avoid, mitigate, absorb).
- Mitigation Measures: what will the project do to reduce the risk level (i.e. before the risk element arises) (if anything)
- Residual Risk Level: post-mitigation (if any), what is the residual level of risk?

The focus if the question is for the project delivery team to demonstrate that they have a good understanding of the risk profile within the project.

Question 8: Project Budget

Describe the full costs of the proposed project. How will the Company's existing assigned resources and new purchased resources be provided and evidenced? Explain how the costs reimbursed by SPRINT represent good value for money for the Company and the UK taxpayer. Contributions from any third party collaborators involved in the project should also be included in the "3rd party collaborators" box.

In addition to the description in the project application form, there is also a corresponding “SPRINT Application Finance Spreadsheet” describing each type of cost and its value. Use the guidance in the spreadsheet to qualify the project budget.

The focus of this question is to understand what costs are involved to deliver the project, their appropriateness to achieve the outputs and their overall value for money with respect to anticipated outcomes.

Question 9: SPRINT Follow-on and Previous SPRINT Projects

This section should only be completed if the project application is to support follow-on activities from a previous SPRINT project (Section a) or the application is not a follow-on but the Company has already had a SPRINT project (Section b) (as indicated in Section 3).

Section (a) - If your application is a follow-on from a previous SPRINT project

Project Outcomes

What were the outcomes of your previous SPRINT project? How fully were the previous SPRINT project deliverables achieved? How did the deliverables support the objectives of the previous SPRINT project and contribute to the product development strategy? How has the previous SPRINT project (either directly or indirectly) contributed to the growth of the Company or increased its prospects?

Project Follow-on

Explain how the previous SPRINT project follow-on plan links with the new proposed project. How much of this original plan has been achieved and how has this contributed to the further development of the product?

Justification for SPRINT funding

Explain how this new project fits into the product/service development strategy. Outline why SPRINT remains the most appropriate mechanism to enable this. What effect will the new project have on this strategy?

The focus of this section is to understand this new SPRINT project in the context of the previous SPRINT project deliverables, outcomes and follow-on planning. Explain why SPRINT funding is the most appropriate way forward in terms of overall aims.

Section (b) - If the application is not a follow-on but the Company has already had a SPRINT project

Project Outputs and Outcomes

What are the outputs of the previous SPRINT project(s) and details of any outputs that were not achieved? Add details of project outcomes here, such as follow-on work including further product/service development, funding or investment.

SPRINT Scope and Context

What are the main differences between the scope of this project and the previous SPRINT project? Is it in a different product/service area? Is it a different technology? Is the university partner different?

Justification for SPRINT funding and future funding

Why is SPRINT funding specifically being sought for this work? Have any other funding agencies or investors been considered?

The purpose of this section is to understand the project in the broader SPRINT context.

Submitting an Application

- Check your application form is complete. Especially check that the reference number is correct, and that the information presented in the summary table is consistent with the rest of the form.
- Send all documentation to your Innovation Adviser. The application form should be sent in an editable version (e.g. Word rather than PDF) for checking, final edits, insertion of university costs etc. Your Innovation Adviser will convert (save as, print, or scan) the completed application form to Portable Document Format (PDF). Annex files should be converted to PDF files for submission.
- Your Innovation Adviser will ask an authorised signatory of the company to sign the PDF application form on Page 2 – confirming eligibility to receive SPRINT funded support.
- Please ensure you allow sufficient time, when submitting your application to your Innovation Adviser, to allow that Innovation Adviser to review your application documents, suggest any necessary changes and to convert the application to a PDF format for signature.
- The full application can comprise a set of separate PDF files, or can be combined into one single file. The set of files comprising the application should be submitted to SPRINT by the Innovation Adviser.
- Please remember to include the accompanying “SPRINT Application Finance Spreadsheet”.
- Your Innovation Adviser will receive an email acknowledgement of receipt of the application.
- Innovation Adviser support is not a mandatory requirement, but is strongly recommended. For applicants wishing to submit without Innovation Adviser support, an application reference number will still be required. Please email SPRINT at: info@sprint.ac.uk with your Intention to Apply pro forma

Proposal Assessment Process

All applications for project support through SPRINT will be assessed by a panel of independent advisers. Each proposal is assessed using the information provided on the form, with particular attention given to the following aspects (in order of importance/weighting):

1. **Product/service development strategy and funding Justification:** What is the strategy and how does the project support the product development strategy?
2. **Project Impact and Follow-on Plans:** Is there a clear understanding of the types of outcomes anticipated during and after the project, and how they lead to company growth? Are the steps required to progress the product/service development following the project clearly stated?
3. **Product and Market:** Is the product or service well-defined? Is the market and commercial potential of the idea feasible?
4. **Project Management:** Quality of the project plan; definition of activities, resources and milestones. Does it provide a high level of confidence in effective project execution? To what extent is the risk management approach presented appropriate for the project scope? Is the preliminary risk register sufficiently elaborated?
5. **Project Quality:** Assessment of project description, its space-link and outputs.
6. **Project Budget and value for money:** is the project budget and contributions in scope, appropriate and represent good value for money?
7. **Quality of Partnership:** Is the partnership with the HEI clear and appropriate? Is the applicant business clearly explained?

A review panel shall be convened to conduct a fair and impartial assessment of the Innovation Voucher applications according to the criteria above. The panel shall then rank the applications on the basis of the review criteria above. The highest ranking projects within the fund budget shall be awarded Innovation Vouchers.

The review panel shall consist of the SPRINT Head of Programme, a representative from the UK Space Agency and at least two further independent assessors. The panel shall receive all relevant documentation a minimum of 1 week prior to the review. Should any panel member identify a conflict of interest, that panel member shall be recused from the review of the specific application in question. This panel member shall withdraw from the meeting for the duration of any discussion of that application.

The review and assessment process shall aim to be completed within 4 weeks of the submission of a proposal. Successful proposals will advance to the contracting phase, for which another 4-week period should be allowed. The intention is to allow projects to start within 2 months of proposal submission.

Confidentiality

All aspects of proposal submission, assessment and selection are considered confidential processes. Individuals involved are covered by confidentiality agreements either personally, or through their employing organisation (e.g. a SPRINT partner University).

Innovation Advisers are required to hold all applications in preparation, and after submission, in confidence. The public summary information provided on the application form will be published for successful projects along with the names of the organisations involved. Individuals must not be identified in the public summary description.

Questions

Please refer any questions during the application process to your Innovation Adviser or email:
info@sprint.ac.uk.

Market Assessment Guidance – Checklist

Note: not all of these questions may be relevant to your market assessment. In addition, this list is not exhaustive and additional information should be provided if relevant to support a strong application.

Industry assessment

- Is the industry seasonal? Do the majority of business operations take place during only part of the year?
- Is the industry subject to certain regulations? What are they?
- Is the industry sensitive to economic fluctuations?
- Is the industry growing?
- What are the technological changes ongoing in the industry?
- What are the financial characteristics of the industry?
- What are the current trends within the industry?
- Who are the leaders within the industry? Why are they successful?
- What types of marketing strategies are prevalent within the industry? Which are the successful ones?

Market assessment

- Can you define your market clearly?
- Who are your potential customers in the market?
- What is the size of the market in terms of number of potential customers and revenue?
- How fast is the market growing?
- What are the marketing and communication methods you need in order to reach out to this market?
- What is the appeal of your product or service largely built on, and is it sustainable?

Competitor assessment

- Can the market support another player? Can you become one of the key players?
- Who are your competitors? Are they successful and why?
- What do existing or potential customers like about your competitors' products and services?
- How do your competitors reach out to the market?
- How are your competitors' pricing, operations and marketing activities structured?
- Are your competitors making any major changes in their product offering, marketing strategy or business model?

Customer assessment

- What are consumers currently paying for comparable products and services?
- What factors are most important to consumers when selecting this product or service? Is it price, quality, delivery time or other factors?
- Is there customer loyalty?
- What makes your product or service unique compared to the current offerings in the industry?