



IP PRAGMATICS

Securing Research Council Follow-on Funding for Commercial Development

Background:

UK Research Council Follow-on Funding (FoF) provides funding to researchers to develop the outputs from existing research in order to achieve significant economic, social and/or cultural impact. To support FoF applications, Pathfinder funding is available from BBSRC and NERC to enable Institutions to commission market and commercial assessments. These assessments provide an overview of the commercial potential of the research being put forward for FoF. IP Pragmatics (IPP) has successfully helped a number of universities and public sector research establishments to secure Pathfinder funding and to develop full FoF applications.

Objectives:

Follow-on Funding (from BBSRC, EPSRC, MRC and NERC) can be suitable for early stage commercial 'proof-of-concept' investigations or the translation of research into policy and practice.

A number of IPP clients from the university and public research sectors wanted to apply for FoF but lacked sufficient market, patent or commercial information. To strengthen their applications and increase the likelihood of FOF funding IPP worked with them to secure funding under the BBSRC and NERC Pathfinder schemes.

- Patent Analysis: A formal assessment outlining the patent landscape surrounding the technology.
- Partner and Competitor Analysis: An analysis of the potential collaborator/licensing landscape for the technology.
- Market Analysis: An overview market analysis including competitors.

The preliminary commercial assessments carried out by IPP strengthened the full FoF application by providing both commercial insight and possible routes to market.

Approach:

IPP worked with the Institutes' academics and business development managers to discuss how the Pathfinder application could add value to the full FoF application. IPP, with input from the research group, prepared and submitted the Pathfinder application to the relevant Research Council.

The funding secured from the Pathfinder scheme enabled the Institute to commission IPP to conduct a full market assessment and commercialisation route map including:

Result:

All of the Pathfinder applications that IPP have assisted with have been successful. IPP have been commissioned to provide continued commercial development support for these projects and been successful securing FoF awards for a number of clients. Feedback from the BBSRC FoF assessment panel back on IPP's market and commercialisation reports has been very positive.