

COMMERCIALISATION FUND PROGRAMME - FREQUENTLY ASKED QUESTIONS -

HOW TO PREPARE A COMMERCIAL CASE FEASIBILITY APPLICATION

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How to Prepare a Commercial Case Feasibility Application

1. What is the Enterprise Ireland Commercialisation Fund Commercial Case Feasibility Grant?

The Enterprise Ireland Commercialisation Fund Commercial Case Feasibility Support is designed to fund a short (up to 3 months) project to scope the commercial case for an innovation to determine its commercial viability in advance of submitting a standard Commercialisation Fund application to the programme. It is not designed to fund laboratory research except on a case by case basis where creation of a small demonstration or prototype is strongly justified.

2. What types of activities are funded in a Commercial Case Feasibility Grant?

Funding for Commercial Case Feasibility Support is provided to a researcher in partnership with the Technology Transfer or equivalent office to scope and develop the commercial case for the innovation in advance of submitting a standard Commercialisation Fund application. Researchers who have not had funding previously from the Enterprise Ireland Commercialisation Fund Programme are particularly encouraged to consider this support.

Funding is provided to engage external consultants or domain experts to undertake the following activities as required for an innovation/project idea:

- **Customer discovery** - Identify end users, paying customers, relevant others across key geographies and interview them to validate the need, understand their specific requirements and challenges. Identify potential KOLs and/or trial partners
- **Market analysis** - Perform analysis to understand the size of the market and relevant market segment/s in key geographies along with the trends, drivers and barriers to market entry
- **Competitor Analysis** - Profile the emerging and existing competitor landscape to determine the key players in the market, their products and to define the USPs and differentiation of proposed innovation
- **Business Model** - Identify companies that have a need for the proposed innovation and get feedback.
 - Understand how similar products/services were brought to market.
 - Consider what the business of a potential start-up would be, skills needed, feedback from investors in the relevant space.
- **Initial patentability analysis/patent landscaping** - Engage with the TTO/equivalent re the IP strategy and if required seek an initial patentability opinion. Understand the patent landscape

For some innovations and sectors, the following tasks may also be included as part of the Feasibility Grant:

- **Regulatory** - Get early regulatory guidance re the likely classification and regulatory requirements / pathway in key geographies
- **Reimbursement** - Understand what reimbursement options may apply for the innovation
- **Prototyping** - Create a small demonstration or early prototype to support building the commercial case
 - This support is not designed to fund laboratory-based research except in exceptional cases where the creation of a small prototype or demonstration will add significant value to the commercial case. While researcher salary costs may be funded for the prototyping activity it is not envisaged that the researcher salary costs will be funded to undertake other project activities.

Please note that for sub-contracted project activities, national and EU procurement requirements where applicable must be adhered to. Consultants/Suppliers should not be named until College Procurement is complete.

3. What level of funding is available?

The Enterprise Ireland Commercial Case Feasibility Grant will cover consultancy costs up to €15,000.

4. What are the recommended daily rates for consultants?

Typical daily rates that Enterprise Ireland expect to see requested for consultants to be engaged for feasibility projects will be in the range of €450-€750+vat. While a maximum daily rate of €900+vat exists, Enterprise Ireland would only expect to fund at this rate in exceptional circumstances where a highly specialised consultant is required for a very specific project task.

5. Who can apply for funding?

To apply for the Commercial Case Feasibility Grant, the researcher must partner with their Technology Transfer or equivalent office to prepare and submit their application. This team must consult with a relevant Enterprise Ireland Commercialisation Specialist when preparing the application. All researchers including staff on contract in 3rd level institutions and non-profit research organisations and agencies in the Republic of Ireland can apply.

6. Can a company apply to the Commercialisation Fund Programme?

No. Companies are not eligible.

7. Can Masters or PhD researchers be supported?

The Commercial Case Feasibility Grant will fund 3-month projects and will not support M.Sc. or Ph.D. students.

8. What is the timetable for submitting applications?

An open call system operates, and applications can be submitted at any time to the programme.

9. How do I apply for a Commercial Case Feasibility project?

An online application system is available at <https://enterpriseireland.smartsimple.ie> for application preparation and submission

Before commencing the application online, you must consult a relevant Technology Transfer office case manager or equivalent in your institution and an Enterprise Ireland Commercialisation Specialist, and they must agree to be advisors on your application. The relevant Commercialisation Specialist can be identified on the Enterprise Ireland Commercialisation Fund webpage; www.enterprise-ireland.com/commercialisationfund.

10. How are projects evaluated?

The proposal will be evaluated in Enterprise Ireland. The criteria for evaluation will include:

- Relevance of the tasks of the feasibility project to the development of the commercial case
- Strength of planned stakeholder engagement
- Level of interaction between the applicant and the TTO or equivalent office

- Track record of the applicant

The expected timeframe for evaluation is approximately 1 month. Proposals will be approved for funding by the Director of the relevant Technology Directorate (Lifesciences and Food (LSF), Information Communications Technology (ICT), Manufacturing, Engineering and Energy Commercialisation (MEEC)) in Enterprise Ireland.

11. When will I know the outcome of my application?

A decision on your application should be communicated to you within 1 month approximately from the date of submission of your application.

12. Will I get feedback on my application?

Yes, feedback based on the evaluator's comments will be provided to applicants of successful and unsuccessful projects.

13. What are the project deliverables?

The following project deliverables will be required:

- A report on a standard report template provided by Enterprise Ireland and a copy of reports from external consultants engaged for the project.
- Meeting (if requested) of the applicant with an Enterprise Ireland Commercialisation Specialist and TTO Case Manager or equivalent to discuss a Commercialisation Fund application.
- Submission of a follow-on Commercialisation Fund Application. It is expected that the applicant will extract the requisite information from consultant and other reports obtained in the feasibility project to complete relevant questions in the 'Commercial and Technical' information section of the Commercialisation Fund application.