**Business Engagement Seed Fund Application for Funding of up to 2K**

***P Please read relevant Guidance before completing this form***

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| --- |
| **Name of project:** |
| **Lead Applicant** |
| **Name** |  |
| **Faculty/ discipline** |  |
| **e-mail** |  |
| **Telephone Number** |  |
|  **Other applicants**  |
| **Name(s)** |  |
| **Faculty/ Discipline(s)** |  |
| **Partner**  |
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| --- | --- |
| **Contact Name(s)** |  |
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| **Organisa**

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| **Organisation & Address** |  |

**tion**  |
| **Type of KE project being supported (tick box)** |
| Contract Research |  | Public Engagement |  |
| Consultancy/ Feasibility Study |  | IP commercialisation Spin-Out Venture |  |
| Hire of specialist facilities or equipment |  | Other, please specify below: |  |
| **Proposed Start Date:** |  | **Proposed End Date:** |  |
| **Amount applied for (<2K):** |  |
| **Summary of your project in no more than 100 words**. Write for a non-specialists with a focus on the business engagement and innovative elements of the project. Include outcomes you expect from the project – as far as possible these should be **specific** and **measurable**. |
|  |
| **Project description (max 500 words)** |
| 1. ***Project Aims***:
2. ***Background:***
3. ***Work Plan and Schedule (including end date)***
4. ***Proposed budget applied for (please check details with your Business Development Manager or Faculty Accountant before submitting)***
5. ***Deliverables (eg, clients engaged and for what purpose, income generation and/or impact goals. As far as possible deliverables should be specific and measurable)***
 |
| **Please describe how the proposed activity meets the assessment criteria below (max 100 words per criterion)** |
| * Quality of the proposal and link to university research and knowledge exchange priorities
* Potential to lead to impact
* Potential for a beneficial business relationship
* Meets an unmet market need
* Potential for sustainable income/ generation of surplus
 |
| **Describe any research-based expertise developed at the University to be utilised in this project.** |
| **Is your project aligned to a university research centre?** |
| **Have you sought advice yet from RKE on the protection of Intellectual Property (IP) and copyright issues?** |
| **Y/N Further detail:** |
| **APPLICANTS’ DECLARATION** |
| **Approved by Faculty Head of Research and Knowledge Exchange: …………………………………. Date:…………………….****Approved by Head of University Centre for RKE…………………………………………………………… Date:…………………….** |
| **Comments from Business Development Manager** |
| **If awarded funding, I will commit to providing all client details and final report/ case study in the format provided by RKE.** **Applicant`s Name ……….…………………….……............................................ Date ……………………………** |

**Please return the completed application form to:** **rke-funding@mmu.ac.uk**