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

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of project:** | | | | | | | | |
| **Lead Applicant** | | | | | | | | |
| **Name** |  | | | | | | | |
| **Faculty/ discipline** |  | | | | | | | |
| **e-mail** |  | | | | | | | |
| **Telephone Number** |  | | | | | | | |
| **Other applicants** | | | | | | | | |
| **Name(s)** |  | | | | | | | |
| **Faculty/ Discipline(s)** |  | | | | | | | |
| **Partner** | | | | | | | | |
| |  |  | | --- | --- | | **Contact Name(s)** |  | |  |  | |  |  | | | | | | | | | |
| **Organisa**   |  |  | | --- | --- | | **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**](mailto:knowledgeexchange@mmu.ac.uk)