Ignite Ideas Fund – Round 8 Frequently Asked Questions

Application Process

Why is there a two-stage application process for the Ignite Ideas Fund?

The Ignite Ideas Fund is a very popular grant program and is significantly oversubscribed each round. To reduce the amount of time and effort required of applicants, an Expression of Interest round has been introduced.

The Expression of Interest stage allows applicants to submit a concise summary of their innovation and proposed project. It also allows the Queensland Government to identify, at an earlier stage, the projects that demonstrate the highest level of merit. Only the highest ranked Expression of Interest proposals will be invited to submit a more comprehensive and evidenced Full Application.

Applicants who are unsuccessful at Expression of Interest stage will receive notification quickly, enabling them to pursue other options and/or work towards an improved application for future rounds.

Can I submit a late application?

No. Late submissions will not be accepted.

Can I amend my application after submission?

No. However you must advise the Queensland government of any changes that are likely to affect your eligibility.

Can I submit supporting documentation after submission?

No. Only information submitted at time of application will be considered by the Assessment Panel.

Can I submit more than one Expression of Interest application?

No. Multiple applications will not be accepted from the same applicant organisation or related parties. Where two or more businesses have directors and/or shareholders in common, only one application will be accepted.

In the case that two applications are submitted by an organisation or related parties, the first application lodged will be deemed the application submitted for assessment. Subsequent applications lodged will be deemed ineligible.

When will I find out if my Expression of Interest is successful?

Applicants will be advised within approximately eight weeks of the closing date whether their Expression of Interest was successful.

Shortlisted applicants will then be invited to submit a Full Application.

### When will I find out if my Full Application is successful?

Applicants will be advised of the outcome of their Full Application at the earliest possible time but please note that this stage involves a more detailed assessment and due diligence process.

Eligibility

What is Minimum Viable Product (MVP)?

Minimum viable product is a product or service that is beyond initial proof of concept/prototype stage and has been tested with potential customers.

The diagram below may help you to determine what stage of development your product or service is at in relation to achieving MVP;
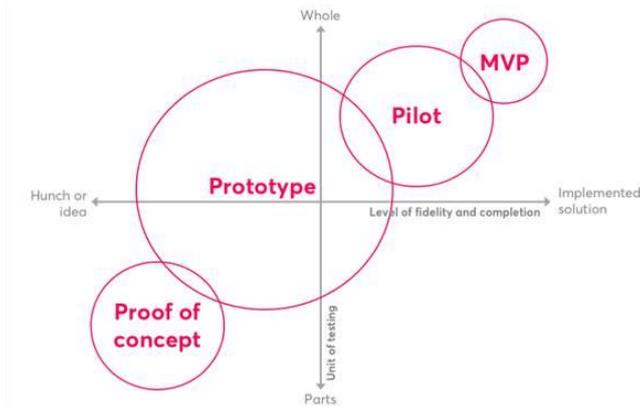
Source: https://www.nesta.org.uk/blog/proof-of-concept-prototype-pilot-mvp-whats-in-a-name/

Can I apply for funding to develop my product or service to enable me to undertake initial customer testing or clinical trials?

No. Funding is only available to commercialise highly innovative new products or services **that have already reached minimum viable product stage or beyond**. A small proportion of the project plan may include activities and expenditure associated with further refinement of the product or service in response to customer feedback, however, **the essential core of your new product or service should already have been tested in action with potential customers as a proof of concept, prototype and/or pilot.**

Clinical trials do not qualify for Ignite Ideas funding given testing is ongoing and typically takes years to complete before the product or service is ready to commercialise.

Can I apply for Ignite Ideas funding if I am currently receiving or have previously received other Federal, State or Local government funding to commercialise the same/similar product or service?

No. You cannot apply for Ignite Ideas funding if the applicant organisation and/or related parties have received any other government funding to commercialise the same/similar product or service that you are applying to commercialise with Ignite Ideas Funding.

Can I apply for Tier 2 Ignite Ideas funding if I have received Tier 1 funding for the same product or service?

No. If applying for Tier 2 funding, the applicant organisation and/or related parties must not have received any Ignite Ideas funding previously to commercialise the same/similar product or service that you are applying to commercialise with Ignite Ideas Funding.

Can I apply for Ignite Ideas funding if I have a product/service already in the market and I am looking at expanding the same product/service to other countries?

No. Both Tier 1 and Tier 2 funding is only available to commercialise highly innovative and **new products or services** that are at minimum viable product stage or beyond into the market for the first time.

Can the applicant organisation cash contribution be used to cover all/any costs?

The cash provided by the applicant organisation can be used to cover any *direct project costs*. Direct project costs are costs that are specific to the project (i.e., excluding any business as usual costs) and are actual incurred costs with a transaction taking place that can be evidenced (rather than notional, proportional or 'missed opportunity' cost).

Are in-kind costs eligible for matched funding?

No. In-kind costs and non-cash contributions are not considered eligible for matched funding requirements.

Who can I source matched funding from?

Applicants can source cash contributions internally or from investors, customers, or business partners.

Can I use Ignite Ideas funding to cover the costs of protecting intellectual property?

Yes. You can use Ignite Ideas funding to cover the reasonable costs of protecting intellectual property. However, Ignite Ideas funding cannot be used to cover costs relating to the ongoing maintenance/renewal of existing intellectual property protection.

Applying for the Ignite Ideas Fund

What is meant by "commercialisation"?

For the purpose of the Ignite Ideas Fund, 'commercialisation' refers to the process of taking a product or service to the market and obtaining paying customers.

Does the department collect any broad applicant data, and if so what information?

Yes, the department does collect broad applicant data for reporting purposes, but this data is captured and reported at a high level.

Data will be collected for reporting purposes including businesses that identify as female, indigenous, regional and non-SEQ.

What is considered a female business?

A female business is one that is at least 50% female owned and/or led i.e. female(s) leading the organisation in roles such as CEO, Director, Executive. A female business does not necessarily need to be female founded.

What is considered an Indigenous business?

An Indigenous business is one that is at least 50 per cent or more owned by an Aboriginal person and/or a Torres Strait Islander person.

What is considered a non-SEQ business?

A Non-SEQ business is headquartered outside of local government councils in Brisbane, Redlands, Gold Coast, Logan, Scenic Rim, Somerset, Lockyer Valley, Ipswich, Sunshine Coast, Noosa and Moreton Bay.

What is considered a regional business?

A regional business is headquartered outside of the Brisbane City Council boundary.

The Application form is not allowing me to provide my full response to a question.

Both the Expression of Interest and Full Application form have word limits applied to each response to avoid unnecessarily long responses. Applicants are encouraged to present responses in a clear and concise manner.

How do I demonstrate that the project has a clear focus on commercialisation?

Ensure that your product or service has achieved minimum viable product status prior to application. Activities to bring the innovation to this stage are not considered to be commercialisation activities for the purpose of the Ignite Ideas Fund.

Your application should set out a clear plan for commercialising your innovation and increasing customer sales. It should clearly demonstrate that the plan is achievable within the project timeframe.

What kind of activities are considered 'commercialisation' activities for the purpose of Ignite Ideas funding?

Commercialisation activities include:
- sales and marketing
- exhibiting at trade delegations/trade shows
- customer/investor engagement
- product/service demonstration as required by new customers/markets
- investigation of production and assembly options.
- Securing intellectual property protection including research, engaging specialist advice and securing patents.

Consideration will be given to allow:

- limited specialist testing as required by new customers/markets
- minor corrections or improvements to the product to meet customer/market requirements.

What information is required about project outcomes and benefits for Queensland?

The outcomes of the project should be clearly defined and quantified, as far as possible in terms of economic, social, regional and/or environmental benefits.

In identifying economic benefits of the project, you should consider:

- sales and/or revenue from the developed product or service
- direct employment effects
- its contribution to an increased level of entrepreneurship and innovation
- any benefit that will be delivered to regional Queensland
- any benefit that will be delivered to Aboriginal and/or Torres Strait Islander businesses and/or people
- its potential to benefit and/or grow one of Queensland's priority industries
- its alignment with and/or contribution to any current Queensland government policy/industry roadmap/ priority industry.

Does my project have to provide outcomes and benefits for regional Queensland and/or Aboriginal and/or Torres Strait Islander businesses/people?

No. Your project does not have to result in benefits specifically for regional Queensland and/or Aboriginal and/or Torres Strait Islander businesses/people. However, projects that do have a focus on these types of benefits will be highly regarded.

Completing the Ignite Ideas Fund Full Application form

Why am I required to complete the Publishable Project Description in plain English?

Information provided in response to this question in the full application form will be used to inform politicians and senior government officers of the proposed project and may be used to promote the project to the general public. It is therefore important that it is clear and easy to understand by a person with limited knowledge of the subject matter and should succinctly promote the benefits of the project. Do not use technical or industry specific jargon or terms.

The overview of the project should include simple statements outlining: the product or service and the market need for it; what the project aims to do and how it will be done; and a summary of the key outcomes for Queenslanders.

As this project summary may be used publicly, you should ensure that it does not include any sensitive and/or commercial-in-confidence information.

How do I demonstrate that the applicant organisation has/will have access to the technical and management skills to successfully deliver the project?

You should consider:

- including background information on the founder/management team/investor(s) illustrating their relevant skills and experience
- providing evidence of any prior projects delivered
- identifying the ability to secure critical external expertise, where required
- including details of any advisory boards.

How should I complete the *Milestones Activities and Outcomes* section of the application form?

Detail the key project commercialisation activities to be completed, split into six-monthly reporting periods. You also need to detail the expected outcomes of these activities (i.e. how you will measure the ongoing success of the project at the end of each reporting period).

As a guide, each milestone should have five to ten dot points describing the key commercialisation activities and outcomes for each stage of the project with numbers, targets or rates of completion, where possible.

You should ensure that any jobs to be created are included in your *Milestones Activities and Outcomes*. It is important to be as realistic and specific as you can when completing this section. Should your application for funding be successful you will be required to report actual progress and achievements against the *Milestones Activities and Outcomes* provided in the application form.

Should I provide any supporting documentation?

The Application Form will prompt you for any required supporting documentation. Any documentation provided that is additional to that requested will not be considered by assessors.

The Full Application Form only allows for the upload of one letter of support/resume and I need to upload multiple?

Multiple documents (letters of support or resumes) should be combined into one PDF file before uploading.

What are the requirements for the (optional) video pitch?

The video pitch should be a maximum of three minutes in length and be provided via a YouTube or Vimeo URL. Applicants must ensure that the video stays live until the outcome of the application assessment is known. Video pitches exceeding three minutes will not be considered.

What should I include in the (optional) video/slide deck pitch?

The pitch should introduce your product or service and clearly and simply illustrate: the problem it is addressing; how it differentiates from what is already available; and the potential market. Applicants should avoid the use of technical/industry specific terminology or jargon and emphasise the benefits of the project to Queensland.

Whilst not mandatory, this attachment provides applicants with the opportunity to pitch their concept to assessors as if they were investors.

How can I check the status of my application?

Applicants will be notified in writing of the outcome of their application. No early indication of likely success of an application can be provided to applicants. Applicants will also be advised of the funding outcome in due course.

Funding

How many projects are likely to be funded?

The number of recipients will depend on the amount of funding allocated to the funding round and the quality of the applications submitted.

Do I have to spend all the grant funding in Queensland?

It is expected that, wherever possible, the grant funding will be spent within Queensland, i.e., if you are purchasing goods or services that are available in Queensland, it is expected that you would purchase them from within Queensland.

Expenditure outside Queensland is acceptable only where it is a prerequisite to ensure successful completion of the project. For example, the costs of travel and accommodation required to engage with potential new customers in a new market, and/or, the costs of procuring expertise, products, or services that are essential to the project but not available within Queensland.

How is the Ignite Ideas funding paid?

Funding is paid in instalments throughout the lifecycle of the project. Generally, the first payment is made following execution of the *Financial Incentive Agreement* between the recipient and the Queensland Government. The remaining payments are made following the submission of satisfactory reports detailing the progress, outcomes, and expenditure of the project.

Tier 1 recipients will receive the approved funding in instalments, as follows:

- 50% on execution of the *Financial Incentive Agreement*
- 40% on completion of Milestone 1
- 10% on completion of Milestone 2 (final).

Tier 2 recipients will receive the approved funding in instalments, as follows:

- 25% on execution of the *Financial Incentive Agreement*
- 25% on completion of Milestone 1
- 25% on completion of Milestone 2
- 15% on completion of Milestone 3
- 10% on completion of Milestone 4 (final).

What information will be required for progress reports?

An online progress report template will be provided for completion by recipients. Recipients will be required to complete the report to outline the progress of the project against the planned *Milestone Activities and Outcomes*; the number of jobs created; details of expenditure of Ignite Ideas funds and applicant funds; and any potential media opportunities.

What evidence is required in order to receive grant payments?

Recipients must demonstrate that the project has been executed in accordance with the *Financial Incentive Agreement* and provide evidence that the outcomes have been achieved and expenditure has been incurred to the satisfaction of the department.

Recipients must provide details of all expenditure on the project in the form of a categorised transaction listing. In addition, recipients will be required to provide payment evidence in the form of invoices, pay slips, receipts, and bank statements, as appropriate.

Once the department is satisfied with the information provided, recipients are required to submit a valid tax invoice for the installment amount (including GST), addressed to the Department of Tourism, Innovation and Sport.

What are 'organisational overheads/on-costs'?

For the purpose of the Ignite Ideas Fund program, organisational overheads are the operational and administrative overhead costs attributed to a position, such as facilities and accommodation-related costs, ICT costs, and general administrative support costs. In some organisations this is calculated as a percentage of the salary costs. These on-costs are **not** eligible for Ignite Ideas funding.

Are salary on-costs eligible for funding?

Costs directly associated with the employment of an individual, such as superannuation and payroll tax are eligible.

Are grant payments subject to GST?

Yes. All applicants must be registered for GST and all grant amounts will be paid inclusive of GST.

What types of project costs are deemed appropriate and reasonable in nature by the department?

Ignite Ideas funding can be used for reasonable/appropriate project costs such as;

- Economy flights
- Modest accommodation costs and meal and travel costs/allowances
- Car hire costs appropriate to the project activities.

Ignite Ideas funds cannot be used for entertainment expenses including the purchase of alcohol.

What is meant by "*ensuring successful applications are equitably distributed across the state to recognise regional, female and Aboriginal and Torres Strait Islander businesses*"?

The Queensland Government's commitment under the Advance Queensland strategy is to build on Queensland's strengths and back our regions to compete globally.

While all applications are assessed competitively against the same criteria, the department reserves the right to recommend regional, female and Aboriginal and Torres Strait Islander businesses for funding in cases where those applications are competitive, providing significant benefits to the state and are identified as meritorious by the independent assessment panel.

All shortlisted Expression of Interest applicants will be provided independent assessor feedback on their Expression of Interest application for consideration in compiling their Full Application. Applicants are encouraged to leverage their networks, resources and other opportunities to assist in the development of a competitive proposal.

Conditions of award

Can I apply for funding support for an activity that has already commenced prior to this application?

No. Only activities which commence after the project start date will be funded. Any project expenditure incurred prior to the project start date cannot be claimed.

The project start date will be agreed as part of the negotiation of the *Financial Incentive Agreement*.

Can I vary my project plan after commencement if circumstances change?

Yes. The department has a Project Variation procedure, whereby recipients can request variations to their *Financial Incentive Agreements*. Decisions are made to approve variation requests on a case-by-case basis. Recipients will be provided more information about the variation process after execution of the *Financial Incentive Agreement*.

Unsuccessful applicants

Can I obtain feedback on my application if it is unsuccessful?

Feedback is provided to all unsuccessful applicants shortlisted to the Full Application stage outlining the key strengths of the application and the areas the application could be improved. Feedback is based on the assessment notes provided by the independent assessment panel.