

Guidance on how to apply for the Faraday Battery Challenge Investment Readiness Programme

We are interested in applications from SMEs in the electric vehicle battery sector that are at a demonstrator stage of development.

Application Title

- *Please put the name of your company here*

What is your company number on Companies House?

- This is your 8 digit company registration number provided by Companies House.

Current number of staff:

- How many full time equivalent members of staff are in your company?

Current sales revenue

- We are interested in sales revenue, rather than revenue generated from innovation funding. You may have a small amount of sales revenue already, but it is not a deal breaker if you haven't.

Define the problem you are addressing and the solution you are providing

- What's the challenge or opportunity that you are addressing?
- How do you solve the challenge or take advantage of the opportunity?

Brief description of your product, process or service, including current position in the market

- What is your product, process or service?
- Where is it in the development process?
- Is the solution protected or protectable? (i.e. by patent, or other legal means. An investor will want comfort that it will be hard for competitors to use your idea)
- What is your strategy for protecting your solution or your market position?

What is your proposed route to market and size of the potential market? Provide details of existing customers or other commercial relationships?

- What is your proposed route to market?
- What is the size of the market you are targeting?
- Is that market growing and by how much?
- What percentage share of that market could you realistically capture, how and over what timescale?

What is your business and revenue model?

- How will you make (or plan to make) money now or in the near future?
- Are there other potential revenue sources?
- If you are pre-revenue, how have you arrived at this model and price point?

Please provide details of previous funding or investment received

- This can include grant funding and investment raised previously
- How much, when and from who funding was received
- This is for KTN to gauge the support needs of the selected companies and to tailor the programme, Showcase and invited investors accordingly

What investment are you looking for and what will the funds be used for?

- How much money do you need?
- What will you spend it on and over what timescale?
- What key milestones will be reached as a result of the investment?

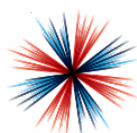
Have you previously taken part in Pitch Training?

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1 minute video submission: Tell us about your Team!

- Include details of your core team and the skills and experience they bring
- The team should be reflective of your stage of development
- If there are gaps in the team, how will these be filled with the investment and what is your plan for filling the gaps?
- Mention non-executive Directors, advisors, supporters

Please contact Charlotte Thompson if you have any questions regarding the application or assessment process charlotte.thompson@ktn-uk.org



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