

Transcript

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00:02:00.140 --> 00:02:16.209

Toby Thompson: Welcome to Cranfield University. It's great to have you with us. Thank you for taking this small amount of time out of your busy days. My name is Toby. I'm the studio director here at the glorious Grenville Turner Studios, and I'm in the presence of greatness. Professor Paul Jeffries. He's smiling there. He didn't know I was going to spring that on him.

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00:02:16.340 --> 00:02:22.440

Toby Thompson: We're talking about green Futures Investment Limited and the new fund, the Technology Accelerator Fund, which I know you know about.

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00:02:22.710 --> 00:02:33.510

Toby Thompson: So we're kind of opening the call here. We're going to be together for 20 30 min really for as long as we have to answer your questions. This is going to be an interactive session.

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00:02:33.590 --> 00:02:43.369

Toby Thompson: We're probably not going to open the audio channels. But if you've got a question, please find the Zoom text channel. Sorry, zoom text panel and put your questions in the zoom panel.

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00:02:43.470 --> 00:02:46.770

Toby Thompson: and I'll put those to Paul and do our best

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00:02:46.810 --> 00:02:58.220

Toby Thompson: to answer those. I've got a bunch of questions, too, as well for Paul around the fund quite what to expect, and so on. So please let's have your interaction, Paul. Tell us a bit about yourself, maybe, 1st of all.

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00:02:58.260 --> 00:03:01.329

Paul Jeffrey: so I'm professor of water management here at Cranfield.

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00:03:01.460 --> 00:03:05.429

Paul Jeffrey: I'm in charge of the water theme. I'm director of the water theme.

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00:03:05.450 --> 00:03:07.270

Paul Jeffrey: But I've been running

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00:03:07.290 --> 00:03:10.490

Paul Jeffrey: the Technology Accelerator Fund here

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00:03:10.680 --> 00:03:15.300

Paul Jeffrey: for just over 2 years. So we've been through our 1st 2 cohorts.

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00:03:15.340 --> 00:03:18.480

Paul Jeffrey: and we're now recruiting our 3rd cohort of spin outs and startups

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00:03:18.550 --> 00:03:24.959

Toby Thompson: Wow! It must be exciting to see something coming almost from nothing to fruition.

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00:03:25.170 --> 00:03:32.250

Paul Jeffrey: It's been amazing. I've really enjoyed it. I have to say we always start out with some trepidation

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00:03:32.480 --> 00:03:38.220

Paul Jeffrey: with these programs. It's something that I'd never done before. But I'm really glad that I got involved.

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00:03:38.290 --> 00:03:40.579

Paul Jeffrey: And I've met some amazing people

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00:03:40.630 --> 00:03:44.520

Paul Jeffrey: in the 1st 2 cohorts, and they've gone on

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00:03:44.580 --> 00:03:49.659

Paul Jeffrey: to do great things, some of them very much looking forward to the recruitment process for this 3rd round and getting to meet some more great people

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00:03:49.730 --> 00:04:07.260

Toby Thompson: We've got a few slides for you. Hopefully, you can tolerate some slides on this Wednesday afternoon, just to give an overview of the fund and your chance really to ask us more questions. But, Paul, I'm going to pitch in with the 1st question, what is the purpose of the fund.

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00:04:07.980 --> 00:04:17.590

Paul Jeffrey: So the purpose of of the Technology Accelerator Fund is really to support new innovations that are at Trls

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00:04:17.750 --> 00:04:19.570

Paul Jeffrey: 4 and 5

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00:04:19.670 --> 00:04:23.329

Paul Jeffrey: and help them to get through to Trl 6.

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00:04:23.430 --> 00:04:27.140

Paul Jeffrey: And those innovations should be either

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00:04:27.380 --> 00:04:36.840

Paul Jeffrey: doing something to reduce carbon emissions or to reduce human impacts on the natural environment.

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00:04:37.000 --> 00:04:43.220

Paul Jeffrey: And that's a very simple and straightforward purpose, and it does help us

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00:04:43.320 --> 00:04:50.839

Paul Jeffrey: select the right sort of spin-outs and startups to take part in the program.

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00:04:51.210 --> 00:04:59.099

Toby Thompson: So you've got 6 50K grants. I got that right. I'm just reading the slide here. Yeah, tell us more about green future investments Limited.

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00:04:59.120 --> 00:05:03.540

Paul Jeffrey: So green future investments are a philanthropic organization.

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00:05:04.070 --> 00:05:13.090

Paul Jeffrey: And they have partnered with Cranfield to support 3 different programs, actually, of which this is one of those

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00:05:13.330 --> 00:05:17.859

Paul Jeffrey: we've been very pleased to be associated with GFIL.

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00:05:17.950 --> 00:05:22.109

Paul Jeffrey: They are fantastic partners. They take part in some of the

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00:05:23.790 --> 00:05:28.000

Paul Jeffrey: interviews that we do with the accelerator applicants.

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00:05:28.030 --> 00:05:40.020

Paul Jeffrey: They just want to make a difference in the world, and we're very pleased that they've trusted us to help them with that project.

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00:05:40.230 --> 00:05:41.070

Toby Thompson: You don't often hear that. No, that's quite something. Wow.

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00:05:41.390 --> 00:05:52.289

Toby Thompson: I'm just looking at the slide here. Independence performance testing, reducing product development costs. These are examples of previous cohorts.

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00:05:52.500 --> 00:05:59.639

Paul Jeffrey: So these are examples of the types of support that are available through the program. So the program matches innovators with Cranfield academics

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00:05:59.740 --> 00:06:05.530

Paul Jeffrey: and supports a development process

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00:06:05.840 --> 00:06:07.010

Paul Jeffrey: that can

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00:06:07.070 --> 00:06:14.029

Paul Jeffrey: be part of one or several of these types of outputs. So

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00:06:14.070 --> 00:06:39.000

Paul Jeffrey: we can help with scale up. We can help with performance testing all the sorts of things

you'd expect that were required to take a solution or technology from Trl 4 or 5 through to 6. We very often support projects that require a mixture of different types of support, so that might include something like rapid prototyping

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00:06:39.080 --> 00:06:41.509

Paul Jeffrey: and a bit of design for manufacture

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00:06:41.530 --> 00:06:46.979

Paul Jeffrey: and some performance testing in one of our facilities, which we'll come on to a little bit later.

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00:06:46.990 --> 00:06:57.819

Toby Thompson: we talk about it being a unique opportunity.

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00:06:57.870 --> 00:07:02.700

Paul Jeffrey: What is it that is unique about this whole thing. So we think I'm sure others have their own opinions, Toby, but we think this is unique because of the role that the university and the academics play

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00:07:03.920 --> 00:07:05.190

Paul Jeffrey: Excuse me.

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00:07:05.530 --> 00:07:08.750

Paul Jeffrey: So the each, as I said earlier, each

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00:07:08.830 --> 00:07:14.539

Paul Jeffrey: spin out or startup is is paired with a senior academic

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00:07:14.780 --> 00:07:17.479

Paul Jeffrey: who works with them all the way through

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00:07:17.490 --> 00:07:31.739

Paul Jeffrey: the 3 months of the program, they get access to technician support, access to expertise through our researchers, access to the facilities and that closeness of collaboration.

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00:07:31.770 --> 00:07:36.780

Paul Jeffrey: I think, is something that does mark the GFIL technology accelerator out

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00:07:36.790 --> 00:08:00.820

Paul Jeffrey: as being different from other programs. We don't just give people a chunk of money and expect them to get on with it. We want to be part of the maturation of the technology and be part

of the spin outs journey, if you like.

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00:08:00.860 --> 00:08:07.800

Toby Thompson: On that point we want to be part of it, Are we saying that Cranford own part of the IP. Or are we expecting a share of the results that come out of this?

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00:08:07.890 --> 00:08:22.779

Paul Jeffrey: So through the technology accelerator program, Cranfield doesn't expect any IP or any equity stake in the spin out or the company. And again, that is slightly distinctive, I think, from other similar

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00:08:23.160 --> 00:08:32.450

Paul Jeffrey: accelerator programs, and we've done that for a good reason. It it lowers the overheads. It makes the contracts more straightforward.

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00:08:32.809 --> 00:08:33.850

Paul Jeffrey: If.

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00:08:33.919 --> 00:08:36.999

Paul Jeffrey: as has happened on several occasions.

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00:08:37.010 --> 00:08:48.110

Paul Jeffrey: The spin out or the startup stays at the university and finds additional funding from elsewhere to support their solution. Development. Then we may well ask for some of the IP or expect an IP stake, but for the purposes of the GFIL accelerator we don't ask for IP, and we don't ask for equity,

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00:08:48.110 --> 00:09:07.950

Toby Thompson: so we shouldn't be worrying about that right now. Shouldn't be worrying about that. Let's ditch the slides for a second. There's a couple of questions, one from Sarah and one from Lucy Sarah's asking, Can you apply the fund if you haven't spoken to any specific academic? Or do you need to contact beforehand.

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00:09:08.020 --> 00:09:17.310

Toby Thompson: So we do thank you for the question. Yeah. So we do ask you to to contact one of the academics before making the application.

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00:09:17.380 --> 00:09:26.469

Paul Jeffrey: You should at least be having a look at the Cranfield website and looking at the facilities and the expertise that we do have something else that we're quite

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00:09:27.930 --> 00:09:30.749

Paul Jeffrey: we're quite keen on is not funding

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00:09:30.850 --> 00:09:41.180

Paul Jeffrey: applicants that we can't support. So it's important to be able to make that match up with what we can do in terms of skills and in terms of facilities.

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00:09:41.230 --> 00:09:55.910

Toby Thompson: Okay, so, Sarah, hopefully, if you've got a follow on question, just type that into the text chat. Lucy has a question, can a company submit multiple projects? Projects would be with different departments, for instance,

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00:09:55.950 --> 00:10:03.470

Paul Jeffrey: yeah, I don't see any reason why not as long as they're distinctive. I think. Then yes, that would be fine.

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00:10:03.610 --> 00:10:08.850

Toby Thompson: Wow, Lucy, this is a good, this is good. This is all. Yes, so far I'm looking to hear from a no, from Paul. This is from Sam, Sam is saying, does Cranfield want to be part of part of it meant that some of this 50 K is in the form of services provided by Cranfield. And then we're going to come and talk about what Cranfield provides.

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00:10:08.990 --> 00:10:28.580

Paul Jeffrey: Yeah. So that that is absolutely right. So the investment that's made primarily pays for the staff time of Cranfield academics. Technicians support staff

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00:10:28.740 --> 00:10:34.269

Paul Jeffrey: consumables that might be used in the labs or at the facilities

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00:10:34.280 --> 00:10:58.150

Paul Jeffrey: we don't charge for lab access or facility access. We waive those charges normally with a commercial client We would charge for that time. But we don't do that for the accelerator. Okay, I'm going to ask a question. Then what does Cranfield give? And I know you've got a slide on this one. Let's move that forward.

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00:10:58.170 --> 00:11:06.320

Paul Jeffrey: So yeah, I did want to talk a little bit about the different facilities we have, some of which are on this slide. And obviously there is academic and technician expertise available for each of these. So you can see the aerospace

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00:11:06.330 --> 00:11:15.549

Paul Jeffrey: technology lab there on the top, left the glass house which is, dominates the skyline at Cranfield, looming over the airfield.

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00:11:15.630 --> 00:11:28.439

Paul Jeffrey: We've got an integrated water and wastewater treatment Pilot Hall facility down at the University's own sewage works, process systems, engineering laboratories, structural integrity laboratories

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00:11:28.460 --> 00:11:37.019

Paul Jeffrey: and a globally recognized welding and laser processing facilities. And that's just some of them. I would encourage potential applicants to go onto the Cranfield University website and track down the wider list of facilities that we have access. So if someone on this call has got an idea in any one of those areas

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00:11:37.030 --> 00:11:56.439

Toby Thompson: So They're allowed free rein to roam around any of these facilities. I'm assuming not free rein is not what we're looking for.

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00:11:56.510 --> 00:12:02.460

Paul Jeffrey: So anything that's conducted in our facilities, any activities obviously has to go through appropriate risk assessment

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00:12:02.580 --> 00:12:07.870

Paul Jeffrey: license to operate license to enter. But that's all

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00:12:07.880 --> 00:12:12.229

Paul Jeffrey: taken care of very early on in the whole process.

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00:12:12.570 --> 00:12:36.819

Toby Thompson: Okay, so tell us more about the program. If you can call it a program. How is it structured? Where does it start? How does it end?

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00:12:36.830 --> 00:12:44.569

Paul Jeffrey: So it does have quite a well-defined structure. We're open for applications. Now that window closes on the 11th of November. We then have a couple of sift rounds and interview a short list of applicants and following confirmation of of which spin outs and startups. We're going to be working with.

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00:12:45.660 --> 00:12:46.500

Paul Jeffrey: We expect them and their Cranfield academic contact to put together a work plan

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00:12:46.600 --> 00:12:54.670

cu: Once that's been approved

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00:12:54.690 --> 00:12:58.340

Paul Jeffrey: there's a contract to be signed, quite a light touch contract.

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00:12:58.360 --> 00:13:02.219

Paul Jeffrey: and then work starts in March.

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00:13:04.880 --> 00:13:10.169

Paul Jeffrey: The work continues on through to the end of June. We expect everything to be done by the end of June

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00:13:10.250 --> 00:13:16.509

Paul Jeffrey: final reporting. We have monthly update meetings where we expect a very short report. We then have a

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00:13:16.570 --> 00:13:19.270

Paul Jeffrey: final showcase event

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00:13:19.730 --> 00:13:23.510

Paul Jeffrey: where each of the companies that we've been working with

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00:13:23.560 --> 00:13:29.740

cu: gets an opportunity to demonstrate the progress they've made and their solution in front of a

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00:13:29.770 --> 00:13:39.299

Paul Jeffrey: combined audience of academics. Investors invitees from other organizations. It's it's a really interesting and exciting day, actually to showcase.

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00:13:39.650 --> 00:13:42.429

Paul Jeffrey: And then hopefully the relationship continues doesn't always continue, but sometimes it continues, and we take it forward from there

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00:13:42.730 --> 00:13:55.359

Toby Thompson: I guess I got a question how hands on is it? Are we poring over the reports and the details and those stage gate

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00:13:55.600 --> 00:14:02.940

Toby Thompson: demonstrations, or are we kind of leaving it?

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00:14:03.060 --> 00:14:05.100

Paul Jeffrey: No, they're facilitatory in essence. we feel that a monthly

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00:14:05.160 --> 00:14:09.610

Paul Jeffrey: meeting to review progress helps everybody

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00:14:09.720 --> 00:14:23.039

Paul Jeffrey: focus on the critical path. It helps us unblock any problems there might be in university processes, for example, and university processes always have blocks in them somewhere.

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00:14:23.120 --> 00:14:31.509

Paul Jeffrey: and it's a way of us making sure that we're continuing to help the companies and their academic

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00:14:31.530 --> 00:14:36.300

Paul Jeffrey: link in in getting the projects delivered

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00:14:36.410 --> 00:14:39.569

Paul Jeffrey: to their full potential over the 4 months.

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00:14:39.650 --> 00:14:45.129

Toby Thompson: If someone has applied before on a previous round, can they still apply for this round?

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00:14:45.460 --> 00:14:50.539

Paul Jeffrey: They can do, but we would expect to see a better quality

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00:14:50.590 --> 00:15:05.760

Paul Jeffrey: submission, because obviously they haven't been successful, or a completely different submission. Indeed,

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00:15:05.960 --> 00:15:13.009

Toby Thompson: this is your chance, this is your session. So really, if you have a question for any of this, put it to us in the text chat. Oh, Sarah's got another one. So Sarah's saying, I've got a colleague with a company based in South Africa. Are they able to apply?

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00:15:13.170 --> 00:15:14.810

Paul Jeffrey: Yes, they are So in our cohort 2,

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00:15:15.030 --> 00:15:19.510

Paul Jeffrey: which was earlier this year, we had a company from New Zealand

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00:15:19.740 --> 00:15:30.170

Paul Jeffrey: who took advantage of of the opportunity. The only thing we do ask is that somebody from the company is present on campus.

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00:15:30.370 --> 00:15:35.160

Paul Jeffrey: Now that doesn't have to be across the whole period of the accelerator But we do expect to see people on campus

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00:15:35.230 --> 00:15:53.509

Paul Jeffrey: for particular review periods or review period. Well, I'm working with the academics, right? I mean, these aren't our technologies. They're somebody else's technologies, and people need to have a press.

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00:15:53.580 --> 00:16:06.739

Toby Thompson: I guess, Sarah, you'd expect that. But let us know, Sarah, if that's of interest to you. So thank you for that. Paul. Tell us about previous cohorts, because you mentioned what's gone on before. Can you give examples of what people have done how they've found it. Something a bit of detail.

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00:16:06.800 --> 00:16:17.020

Paul Jeffrey: So let me pick a couple of companies that we've been We've been really impressed. We've been impressed with all of them, but as as examples as company in this year's cohort cohort, 2 called flux aviation.

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00:16:17.130 --> 00:16:20.299

Paul Jeffrey: So they were developing a technology

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00:16:20.380 --> 00:16:34.359

Paul Jeffrey: to provide early warning of battery fires on electrical aircraft.

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00:16:34.540 --> 00:16:39.610

Paul Jeffrey: So we a colleague of ours in the university worked with them

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00:16:39.660 --> 00:16:42.870

Paul Jeffrey: to increase the time

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00:16:42.940 --> 00:16:48.679

Paul Jeffrey: that was available for, or that the the monitoring

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00:16:48.690 --> 00:16:56.050

Paul Jeffrey: time that was feasible for spotting a battery fire as a function of the batteries overheating.

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00:16:57.610 --> 00:17:01.600

Paul Jeffrey: another good example is a company called Bluemethane.

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00:17:01.620 --> 00:17:08.079

Paul Jeffrey: who came to us with a new approach for removing methane from large surface water bodies.

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00:17:08.440 --> 00:17:16.599

Paul Jeffrey: and they've gone on to raise additional funds. And in fact, we help them develop a spin out from their spin out So they've actually got an additional technology in their portfolio now that they didn't have when they came to us.

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00:17:16.599 --> 00:17:40.099

Toby Thompson: Wow! Spin out from the spin out. I just rolled across the screen. There that date you said the 11th of November 11th of November. That's right. At 5, 30, at 5, 30 by 5 30,

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00:17:40.330 --> 00:17:48.460

Paul Jeffrey: because when we go home. We are quite strict with that deadline, I have to say, because we have quite a tight window within which we need to do the reviewing and the sifting and then get the interviews done. So I'd encourage people to a bit early.

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00:17:48.530 --> 00:17:58.820

Toby Thompson: Put it in your diary. It's 11th of November 5 30 Uk. Time. Could you expand on what you mentioned there about campus requirements? This is Lucy talking?

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00:17:59.830 --> 00:18:19.279

Paul Jeffrey: Yeah. So oh, sorry on campus requirements. So I'm not quite sure what Lucy means by that. If you mean the risk, assessments and things that I mentioned earlier, then that is just our due process was attending campus.

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00:18:19.590 --> 00:18:26.599

Paul Jeffrey: So we expect representation from the company on campus. So some companies actually move on campus.

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00:18:26.650 --> 00:18:39.069

Paul Jeffrey: They're here every day, and we provide desk, space, etc, for them. Others come in when there are testing activities taking place. For example.

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00:18:39.270 --> 00:18:46.119

Paul Jeffrey: it's down to negotiation, I suppose, but what we certainly don't want

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00:18:46.160 --> 00:18:51.829

Paul Jeffrey: is a company that wheels its technology onto campus on day one, and then tries to come and pick it up

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00:18:52.070 --> 00:18:55.309

Paul Jeffrey: at the end of the programme, not having been around at all.

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00:18:55.360 --> 00:19:08.589

Toby Thompson: Hopefully, you all realize that that isn't quite what we're talking about here, so we wouldn't expect that in the minutes that we have remaining. Then what's the next thing? I know you said 11th of November at 5 30. What's the next thing people should be doing

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00:19:08.840 --> 00:19:10.680

Toby Thompson: in terms of readiness? Have they got an idea already, or is it completely blue sky stuff? What? Trl,

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00:19:11.910 --> 00:19:25.549

Paul Jeffery: so we are. We are looking for technologies that are already at Trl 4, 4, right? So we're looking for things that have been gone through proof of concept.

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00:19:25.670 --> 00:19:30.370

Paul Jeffery: And they're looking to demonstrate or

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00:19:30.420 --> 00:19:51.529

Paul Jeffery: enhance their potential within an operating environment. And again, that plays to Cranfield's strengths. We are well known for having well established industrial scale or near industrial scale test facilities, including some of those that I showed earlier. So really, the

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00:19:51.770 --> 00:20:01.439

Paul Jeffery: the the accelerator program is, is there to take a something that's worked on paper or in silico, or in the lab

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00:20:01.600 --> 00:20:07.639

Paul Jeffery: and scaling it up or enhancing the evidence base for its potential to improve confidence in investment in the future.

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00:20:07.690 --> 00:20:15.689

Toby Thompson: And if someone's got an idea that they're at that stage, but they just want to check and they get in touch. Or is it really just part of the application?

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00:20:15.690 --> 00:20:39.890

Toby Thompson: It's part of the application process. Really. Yeah, just no. Pre. You're not letting

anyone say, let's have a conversation as to whether I think my technology is ready. No, the application process is reasonably light touch. So we do it through that. It's not a huge overhead to be able to. And is that is that an interview? Is it a form-based thing? It's form-based initially. And then we shortlist and conduct interviews based on the shortlist and the interviews. Are they remote interviews? Are they on campus interviews?

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00:20:40.480 --> 00:20:53.209

Paul Jeffery: We much prefer face to face? Obviously our friends from New Zealand weren't prepared to fly over just for an interview. So we did do that one remotely.

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00:20:53.860 --> 00:21:09.219

Toby Thompson: another follow on from Lucy. Lucy. Thank you. You're on fire here, Lucy. Could you also expand on the use of funds? Does all funding go towards Cranfield? Can we use them to travel to Cranfield campus, for example?

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00:21:09.460 --> 00:21:19.860

Paul Jeffery: Yes. So we we provide an allowance within that 50 K to cover for travel and subsistence onto campus, because we expect people to be here. Then a component of that 50 k. Is is allowed for that.

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00:21:20.590 --> 00:21:38.359

Toby Thompson: Lucy, please follow on if you have another one based on that. Alan has one. If we

have a very complex innovation. Kind of keen to find out what that is. Is it acceptable for a project to improve just one major component of that very complex piece?

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00:21:38.540 --> 00:21:44.009

Paul Jeffery: So that's a really interesting question. Actually, because I think a number of the companies we've supported through the 1st 2 cohorts.

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00:21:44.340 --> 00:21:46.700

Paul Jeffery: But that is actually what has happened.

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00:21:46.930 --> 00:21:52.740

Paul Jeffery: But it's been a critical component. It's it's been something that has been the difference between

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00:21:52.950 --> 00:22:15.130

Paul Jeffery: getting future investment and not getting future investment. So I think the answer to that is, yes, but we would be looking for some evidence that that is critical. That particular component is critical to the future deployment or use or success of that technology.

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00:22:15.280 --> 00:22:35.189

Toby Thompson: and I presume you stay in touch with previous cohorts and find out where they've

gone on. Is there any benefit from staying in touch? Are they part of an alumni thing, or is it alumni for this fund in particular? Or it's adios. Once it's finished?

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00:22:35.210 --> 00:22:39.059

Paul Jeffery: No, no. We we conduct annual catch-up meetings with the companies that we supported. We also invite them all along to the showcase every year

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00:22:39.090 --> 00:22:47.680

Paul Jeffery: we keep in touch with them through social media, etc. And it's part of the buzz of being involved with the companies. In the 1st place, you know, to see them go on and

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00:22:47.820 --> 00:22:51.150

Paul Jeffery: and do great things in the future.

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00:22:51.160 --> 00:22:58.959

cu: I feel happy that we're making this happen based on GFILs. We put that slide up there. You might want to just scan that code because it takes you to the website

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00:22:59.000 --> 00:23:05.220

Toby Thompson: as a reminder of the date. There. This is Sarah again, how many applications do you typically receive.

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00:23:05.650 --> 00:23:15.389

Paul Jeffery: So I think last year it was 78, 77, or 78. Wow! So it is

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00:23:15.810 --> 00:23:25.350

Paul Jeffery: well recognised, and we do get enough to choose from, although I have to say that we won't, we don't necessarily fund

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00:23:25.670 --> 00:23:28.270

Paul Jeffery: 6 if we don't find 6

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00:23:28.340 --> 00:23:36.390

Paul Jeffery: that we think are worthy of support, then those that are worthy of it.

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00:23:36.460 --> 00:23:41.859

Toby Thompson: That's an interesting point. Are you on the panel that sifts the whole thing?

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00:23:41.990 --> 00:23:54.970

Paul Jeffery: I chair that panel? Yes. and we have. We bring in academic colleagues with expertise in the particular field that the technology is related to. And, as I said earlier, somebody from GFIL often

attends those interviews as well.

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00:23:55.440 --> 00:24:14.839

Toby Thompson: Paul's put in a last minute question, Paul, thank you. How technical or how complex or innovative do the technologies have to be? Is the Taf to support development of new technologies only? Or can new applications for existing technologies to solve environmental problems say, apply applying and developing a new solution? Would that be possible?

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00:24:16.070 --> 00:24:18.670

Paul Jeffery: I think I need to look at a bit of a bit of a detail.

162

00:24:18.940 --> 00:24:23.700

Paul Jeffery: If if there was technology development involved

163

00:24:23.890 --> 00:24:26.410

Paul Jeffery: in the new application

164

00:24:26.570 --> 00:24:29.560

Paul Jeffery: then. Yes, I think we'd look at it seriously.

165

00:24:30.137 --> 00:24:33.439

Paul Jeffery: I don't think we'd look at something that was

166

00:24:33.490 --> 00:24:38.449

Paul Jeffery: asking for support, for developing a new market for an existing technology, for example.

167

00:24:38.860 --> 00:24:40.700

Paul Jeffery: So half yes.

168

00:24:40.990 --> 00:24:46.519

Topy Thompson: half yes, and half no. It's Professor Paul Jeffries as well. So half yes and half no. This is another question here, where can we find the academics to get in touch with?

169

00:24:46.640 --> 00:24:55.550

Paul Jeffery: So the best way to do that is again through the Cranfield University website.

170

00:24:55.590 --> 00:25:01.220

Paul Jeffery: you can actually search by discipline. You can search by interest area.

171

00:25:01.270 --> 00:25:05.700

Paul Jeffery: or you can follow the links through from the various themes

172

00:25:05.710 --> 00:25:10.989

Paul Jeffery: which are our departments and identify academics that way.

173

00:25:11.350 --> 00:25:16.699

Paul Jeffery: If you can't find someone, then if you send

174

00:25:16.880 --> 00:25:22.739

Paul Jeffery: an email to Gfifunds@cranfield.AC.Uk, we may well be able to help you. Do that.

175

00:25:22.880 --> 00:25:27.879

toby Thompson: Make use of that, that email address that you see on the screen there and scan that if you haven't already.

176

00:25:27.900 --> 00:25:34.589

toby Thompson: Adam is trying to gain this one. Nice one, Adam. I like it. What are some of the qualities that make a winning application?

177

00:25:35.790 --> 00:25:37.480

Paul Jeffery: So clarity?

178

00:25:38.400 --> 00:25:41.789

toby Thompson: Are you making a note of this clarity.

179

00:25:41.910 --> 00:25:42.980

cu: A

180

00:25:43.810 --> 00:25:48.810

Paul Jeffery: importantly, the thing the thing that usually impresses one thing that impresses anyway.

181

00:25:49.000 --> 00:25:52.100

Paul Jeffery: is a well-defined

182

00:25:52.280 --> 00:25:58.160

Paul Jeffery: program of activity that you want to achieve. During the time of the accelerator

183

00:25:58.290 --> 00:26:08.409

Paul Jeffery: we find a lot of applications that are overly ambitious with what they want to achieve.

We find some that are actually underambitious and

184

00:26:08.480 --> 00:26:13.599

Paul Jeffery: suggest a work program that could be finished in a couple of weeks. So getting that right is important

185

00:26:13.750 --> 00:26:28.060

Paul Jeffery: and also demonstrating that you've got a strong understanding of the potential market, the deployment of your solution. Who's going to adopt it? Why they should adopt it? Timelines, etc.

186

00:26:28.080 --> 00:26:31.510

Paul Jeffery: So it's not just around the technology itself.

187

00:26:31.640 --> 00:26:36.619

Paul Jeffery: It's around the impact that your solution might have in the future

188

00:26:36.940 --> 00:26:39.870

Toby Thompson: back onto funds. Expenses

189

00:26:40.020 --> 00:26:40.810

Toby Thompson: expect the fund doesn't cover expenses

190

00:26:40.980 --> 00:26:55.420

Paul Jeffery: What sort of expenses?

191

00:26:55.810 --> 00:26:56.590

Toby Thompson: Well, I'm just thinking I'm just asking a question on your behalf. But travel here and to and from your base hosting consultants, consultants, fees. Nothing like that. No. okay.

192

00:26:57.970 --> 00:26:59.859

Toby Thompson: any any more questions.

193

00:26:59.890 --> 00:27:06.349

Toby Thompson: I'm trying to dredge up some questions that we've done on the previous cohorts that have come up. But I'm particularly liking Paul's question there about

194

00:27:06.450 --> 00:27:07.840

Toby Thompson: existing technologies.

195

00:27:08.210 --> 00:27:20.119

Toby Thompson: If you're watching the recording, then you missed a brilliant live session, please get in touch with the details that you see on the screen, and you have until the 11th of November, which is actually fairly close. It is.

196

00:27:20.390 --> 00:27:24.009

Paul Jeffery: it is. And, as I said, it's quite light touch in the application.

197

00:27:24.060 --> 00:27:27.219

Toby Thompson: It's not pages and pages and pages and pages and pages of forms.

198

00:27:27.990 --> 00:27:31.050

Toby Thompson: Okay, and references. Are you looking for anything like that.

199

00:27:31.470 --> 00:27:42.289

Paul Jeffery: I've done this with so and so, and they recommended me is that part of the application process

200

00:27:42.940 --> 00:27:51.099

Paul Jeffery: we we like to see if a applicant has had support in the in the past from an investment fund or from an accelerator or an incubator. In fact, I'm pretty sure there's a direct question about

that.

201

00:27:51.200 --> 00:27:55.840

Paul Jeffery: But references? No, no, not specifically.

202

00:27:56.080 --> 00:28:06.709

Toby Thompson: I think we have done no, Paul's got a question, Paul. Thank you. We're just about to finish there in terms of impact? Does the global impact at the outset of a project need to be taken into account? Or can the project focus on

203

00:28:06.780 --> 00:28:08.690

Toby Thompson: one country to start with.

204

00:28:10.860 --> 00:28:17.680

Toby Thompson: A nice one to be on this side of the table.

205

00:28:18.190 --> 00:28:22.720

Paul Jeffery: so I don't think we would disadvantage an application

206

00:28:23.350 --> 00:28:28.120

Paul Jeffery: if its plans for deployment were geographically constrained

207

00:28:28.670 --> 00:28:35.320

Paul Jeffery: to a single country. I can't see us say. I think we would like to see something

208

00:28:35.530 --> 00:28:39.890

Paul Jeffery: that a couple of sentences that made an attempt

209

00:28:39.980 --> 00:28:46.770

Paul Jeffery: to generalize the value of the solution outside of a particular geography.

210

00:28:46.820 --> 00:28:49.129

Paul Jeffery: But I don't think we disadvantage one.

211

00:28:49.780 --> 00:28:56.169

Toby Thompson: I want another really complicated question from Paul or Lucy or Sarah. Anybody else. We're going to close off pretty soon.

212

00:28:56.320 --> 00:29:01.180

Toby Thompson: Here's your chance to ask the main man. And, Lucy. Look at that. Lucy comes in

just on time.

213

00:29:01.240 --> 00:29:07.609

Toby Thompson: Would you suggest we get cost estimates from the Cranfield Academics? And how would you suggest we frame the work package around 50. K,

214

00:29:08.340 --> 00:29:14.320

Paul Jeffery: okay, so certainly the Cranfield Academic can help you with the costing, because

215

00:29:14.370 --> 00:29:27.180

Paul Jeffery: they will hopefully be up to speed with the price of consumables, they can certainly help in terms of the staff costs. At the initial application stage we are only looking for a

216

00:29:27.300 --> 00:29:28.939

Paul Jeffery: a very rough

217

00:29:28.980 --> 00:29:32.300

Paul Jeffery: sort of breakdown the detail

218

00:29:32.310 --> 00:29:37.310

Paul Jeffery: for those that are actually supported. We ask for a much more detailed financial plan there

219

00:29:37.530 --> 00:29:39.790

Paul Jeffery: in terms of work packages.

220

00:29:40.231 --> 00:29:44.930

Paul Jeffery: We certainly like to see the work program broken down into work packages.

221

00:29:44.950 --> 00:29:48.779

Paul Jeffery: but I wouldn't expect to see more than 3 or 4 of them. Otherwise the

222

00:29:48.980 --> 00:29:55.820

Paul Jeffery: critical path gets ridiculously complicated.

223

00:29:55.920 --> 00:30:13.479

Toby Thompson: Yeah, Ok, I think we've come to an end. You know how to get in touch. If you have questions that come. Oh, if only you had asked Paul that question. Not a problem. Get in touch we've got until 11.th Use that link. Let's put that back on the screen. Use that link to get to where you need to be. There was a question about attachments.

224

00:30:13.740 --> 00:30:15.899

Toby Thompson: Do you see? You've got to be attachments.

225

00:30:16.470 --> 00:30:20.449

Toby Thompson: are you? Was that expecting attachments on the application? Lucy.

226

00:30:20.740 --> 00:30:24.139

Toby Thompson: above attachments? Let me just check on the chat.

227

00:30:28.220 --> 00:30:29.410

Toby Thompson: Which one.

228

00:30:30.390 --> 00:30:35.019

Paul Jeffery: as part of attachment files. What could we add, or what would be best to attach? There you go!

229

00:30:37.090 --> 00:30:43.470

Paul Jeffery: So what sort of things have we seen in in attachments, images, and drawings of the technology.

230

00:30:43.930 --> 00:30:48.519

Paul Jeffery: We've seen detailed Gantt charts

231

00:30:48.640 --> 00:30:49.920

Paul Jeffery: for the project.

232

00:30:50.110 --> 00:30:51.870

Paul Jeffery: although we don't actually

233

00:30:51.890 --> 00:30:54.149

Paul Jeffery: require that at the application stage.

234

00:30:55.870 --> 00:31:05.890

Paul Jeffery: yeah, I don't really want to set the law down on that. Anything that people think would provide supporting evidence for, why

235

00:31:06.310 --> 00:31:12.789

Paul Jeffery: their technology should be supported. That seems fair. Yeah, that seems fair. I'm not going to say one thing or the other here.

236

00:31:13.160 --> 00:31:23.279

Toby Thompson: Yeah, okay, pause for dramatic effect whilst I allow you to type in any more questions that you may have before we finish today. Lucy, I'm looking at you

237

00:31:23.470 --> 00:31:27.749

Toby Thompson: and nothing from Paul. Okay, we are going to finish there. In that case.

238

00:31:27.820 --> 00:31:37.309

Toby Thompson: Thank you for your time today it's been great fun. We are excited. If you're not excited, I'm assuming you are, otherwise you wouldn't be on this.

239

00:31:37.550 --> 00:31:49.539

Toby Thompson: Please get in touch. Put those applications in, and we look forward to hearing your case. Paul. Thank you very much indeed for your time. You're welcome, enjoyed it, and we'll see you hopefully at Cranfield. Thank you very much.