

# Strand D - Supply Chain Futures Pilot Funding Call

## Application Form



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 Call Title: Advanced sensors, IoT and communication solutions for offshore wind

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### 1 Contact Details

Please enter your contact details:

Name:	
Position:	
Email:	
Telephone:	
UK Company No.	
Postcode	
Website	

If you have not already registered, please register your interest in the OWGP programme at:

<https://owgp.org.uk/register-interest/>

## 2 Introduction

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The Offshore Wind Growth Partnership (OWGP) is a long-term business transformation programme that has been established as part of the UK Offshore Wind Sector Deal. Over the next 10 years, the OWGP will invest in projects, activities, products and services that provide direct support to high growth companies in the UK offshore wind supply chain.

The OWGP is a national programme that encourages companies from all sectors and locations to participate. It consists of four main strands:

- A - Collaborating for Growth
- B - Business Competitiveness
- C - Building New Capacity
- **D - Supply Chain Futures**

This application form is for a pilot funding call relating to Strand D – Supply Chain Futures.

Full guidance on this application form is provided in the **Strand D Pilot Calls Scope and Guidance** document available on the [OWGP website](#).

If you require help completing this form or you have any questions about this call, please email [info@owgp.org.uk](mailto:info@owgp.org.uk)

## 3 Application Form

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An application consists of:

- Application Form – five questions about the company and the project
- Financial Summary – breakdown of costs being requested
- Appendix – supporting materials (optional)

This call is designed to help your business access specialist expertise that can help to overcome a manufacturing challenge that cannot otherwise be solved internally. This application should be completed by the lead organisation, but content and costs should be developed along with delivery partners who will be providing the specialist expertise.

Use this application form to answer the five questions about your business and how you would utilise OWGP funding to improve your competitiveness. Note that each question has a series of sub questions that will help you to complete your application.

### Instructions

Step (1) Ensure that you have registered on the website:

<https://owgp.org.uk/register-interest/>

Step (2) Complete the following files with you company name at the start of the file name.

- Application Form (pdf)
- Financial Summary (xls)
- Appendix (pdf) (optional)

Step (3) Send an email with the files as attachments to [info@owgp.org.uk](mailto:info@owgp.org.uk).

Step (4) You will receive an email acknowledgement to confirm that your application has been received.

**Q1 What is the background to your business and what product or service are you developing?**

Note: We are looking for an applicant to show relevant experience or be well suited to delivery in the offshore wind sector and display a strong knowledge of their market segment. Applicants also must show how they have tried or how they plan to gain market traction.

- Answer the following for each project partner:
- What does your company offer?
- What are your core capabilities or core products?
- Describe the product you are developing and are applying to this call with.
- Describe your competition and what best-in-class or state-of-the-art currently looks like. What are the limitations?
- What is your current market position and traction so far in offshore wind for the product or service you are developing?
- Explain any further efforts you have already made to respond to the market need for your product.

**Q1 What is the background to your business and what product or service are you developing?  
(Maximum 400 words)**

**Q2 What key challenge does your product or service aim to overcome?**

Note: We are looking for an applicant to show a clear understanding of the challenge(s) it is trying to solve with use of the OWGP funding and why it has chosen to focus on this/these challenge(s). Applicants should provide market or commercial information that proves the size of the opportunity for developing a solution. While we do ask about the broader barriers you face, please keep your answer focused on the support you want delivered under this funded project.

- Describe the business need or technological challenge behind your innovation.
- Why have you chosen to focus on this challenge for this OWGP funded project?
- Quantify or describe the impact this challenge has on the market in terms of the benefit it offers the end user. E.g. Through any expected reductions in the Levelised Cost of Energy (LCoE) or other cost reduction impact
- Describe your market opportunity in offshore wind. How big is it? What is limiting it?  
*Note: Try describing the market in terms of the Total Available Market, the Serviceable Available Market and the Serviceable Available Market (TAM / SAM / SOM)*
- What are the structure and dynamics of your market segment? E.g. Customer segmentation, route to market, business models.

**Q2 What key challenge does your product or service aim to overcome?  
(Maximum 400 words)**

**Q3 Describe the benefits of the product or service you will you develop in this project**

Note: We are looking for applicants to demonstrate how the proposed solution is well-suited to solving the challenge and improving the Applicant’s competitive advantage in the market. This must be justified with sound reasoning.

- How does your product or service respond to the need, challenge or opportunity you identified in Question 4?
- What is the unique selling point of your product?
- Describe the value that your product offers to your customers, for example why they would use or buy your product, quantifying where possible.
- How does your product improve on the nearest current state-of-the-art identified in Question 3?
- What freedom do you have to operate in your target market?
- What is your planned route to market for your product?
- How will developing this product or service make you more competitive, increase productivity or how will it fit with your current product, service lines or offerings?
- How will you profit from your product?

**Q3 Describe the benefits of the product or service you will you develop in this project  
(Maximum 400 words)**

**Q4 How are you going to effectively deliver this project and achieve the outcomes?**

Note: An Applicant must demonstrate a sound project plan with a clear understanding of the risks around delivery of the project, as well as evidence for how the deliverables will be utilised and exploited by the Applicant's business.

- What are the key work packages, deliverables and proposed outcomes of this project? e.g. report, demonstrator, know-how, new process, product or service design.
- How are you going to manage the project? e.g. use of project management systems
- Describe the human and physical resources you will need for the project and how you will access them. Include details of any external parties.
- Explain how project partners will collaborate through the project. e.g. Managing work packages.
- What will be used as a measure of success for delivery of the project?
- How are you going to benefit from the outcomes of the project? E.g. increase revenue by x%, reduced costs by £x.
- Outline the main risks of the project, including the technical, commercial, managerial and environmental risks, providing a risk register if appropriate with mitigation.

**Q4 How are you going to effectively deliver this project and achieve the outcomes (Maximum 400 words)**

**Q5 How does the project represent value for money for the team and the OWGP?**

Note: An Applicant must outline the costs of the project and demonstrate the added value the project offers to the OWGP, the UK economy and UK offshore wind industry. They must also demonstrate that the project would not go ahead without the funding from OWGP.

- What are the total project costs and how much money are you seeking from the OWGP?
- How will each project partner finance its contribution to the project?
- How you will you protect and exploit the outputs of the project, for example through know-how, patenting, designs or changes to your business model?
- If you have research organisation partners, explain how you expect to use the results generated from the project in further research activities.
- Describe, and where possible measure: the economic benefits from the project to the UK
- Any expected environmental impacts, either positive or negative
- Any expected regional impacts of the project
- Any expected impact to workforce diversity and equality
- Explain what would happen if this project went unfunded. How is the OWGP funding additional to the existing efforts of your business?

**How does the project represent value for money for the team and the OWGP?  
(Maximum 400 words)**

## 4 Financial Summary

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Use the Financial Summary spreadsheet to calculate costs. The summary from this spreadsheet should be entered below. It is expected that at least 30% of the overall budget is contribution from the applicant.

Summary	£
Labour	
Overheads	
Materials	
Subcontracting	
Travel and Subsistence	
Other	
Total project costs	

Funding	£
Total costs	
Company contribution	
Funding requested	
% contribution	

## 5 Appendix

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You can submit one appendix to support your answers E.g. business plan, project plan, risk register. It must be a PDF and can be up to four pages long. The font must be legible when printed on A4-sized paper.