

# Advance Queensland Ignite Ideas Fund

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## Round 11 Application Help Guide

Updated 20 October 2023

## Ignite program suitability

The Ignite suite of programs include two funding programs:

- Ignite Spark Program, supports projects to progress a prototype into a market-ready product.
- Ignite Ideas Fund, supports projects to commercialise a market-ready product.

Applicants should consider carefully which program is the right fit by identifying the stage in the commercialisation pipeline their product and/or service has reached. Refer to the Ignite Program Fit Guide, the Ignite Ideas Fund Guidelines and the Ignite Spark Program Guidelines for more information to assist you to determine the Ignite program that fits with the development stage of your product and/or service. See documents on the [Ignite Ideas Fund](#) page.

## Application process

### Application stages

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, a two-stage application process has been adopted.

The Expression of Interest stage allows applicants to submit a concise summary of their 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 applications will be invited to participate in the second stage which requires 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.

### Late application submissions

Late submissions will not be accepted.

### Amending applications after submission

You must advise the Queensland Government of any changes that occur after submission of an application that are likely to affect your eligibility.



## Lodging supporting documentation after submission

Only information submitted at time of application will be considered by the assessment panel.

## Submitting more than one Expression of Interest application

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.

## Assessment

All applications will be assessed for eligibility at the Expression of Interest stage and the Full Application stage, with only eligible applications progressing to the next stage of assessment.

Applications will be assessed on their merit against the assessment criteria with only the most meritorious applications being approved for funding. There is no implicit guarantee of approval at any stage in the process.

Applications may also be subject to the department's due diligence process.

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.

## Successful Expression of Interest notification

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. Applicants are encouraged to leverage their networks, resources and other opportunities to assist in the development of a competitive proposal.

## Successful Full Application notification

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.

## Checking the status of your application

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

## Unsuccessful application notification

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

## Number of projects likely to be funded

The number of projects to be awarded funding is dependent on the amount of funding allocated to the funding round and the quality of the applications submitted.

## Program Terminology

For the purposes of the Ignite Ideas Fund the following definitions apply.

Commercialisation	The process of taking a product and/or service to the market and obtaining paying customers.
Female business	A business that is at least 50 per cent female owned and/or led i.e., female(s) leading the organisation in roles such as Chief Executive Officer, Director, Executive. A female business does not necessarily need to be female founded.
Headquartered in Queensland	A business that is operating, and has its head office, in Queensland. To demonstrate this, the applicant's Australian Business Register (ABR) Australian Business Number (ABN) profile must list the 'Main Business Location' as Queensland at the time of the application.
Indigenous business	A business that is at least 50 per cent or more owned by an Aboriginal person and/or a Torres Strait Islander person.
Minimum viable product	A development stage within the commercialisation pipeline where a product and/or service has: <ul style="list-style-type: none"> <li>progressed beyond initial proof of concept/prototype stage</li> <li>fully developed core features and functionalities</li> <li>undergone testing and validation, including pilot trials with potential customers</li> <li>been refined to incorporate feedback from the trials and testing</li> <li>reached the point of market readiness and is at the stage where customers will pay for it.</li> </ul>
Organisational overheads	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 costs are <b>not</b> eligible for Ignite Ideas funding).
Proof of concept	The initial ideation stage to explore the viability of an idea.
Prototype	The basic technological components that are integrated to establish that the pieces will work together.
Reasonable travel costs	<ul style="list-style-type: none"> <li>economy flights</li> <li>modest accommodation costs and meal and travel costs/allowances</li> <li>car hire costs appropriate to the project activities.</li> </ul>
Regional business	A business that is headquartered outside of South East Queensland.
Salary-related	The costs directly associated with the employment of an individual, such as

on-costs	superannuation and payroll tax. (These costs are eligible for Ignite Ideas Fund funding).
Scalability	The ability of a product and/or service to handle increasing demand, or usage without comprising performance, quality or functionality.
South East Queensland	The local government regions of Brisbane City, Toowoomba Regional, Redland City, Ipswich City, Lockyer Valley Regional, Logan City Council, Moreton Bay Regional, Noosa, Scenic Rim Regional, Somerset Regional, Sunshine Coast and the Gold Coast City.

## Eligibility

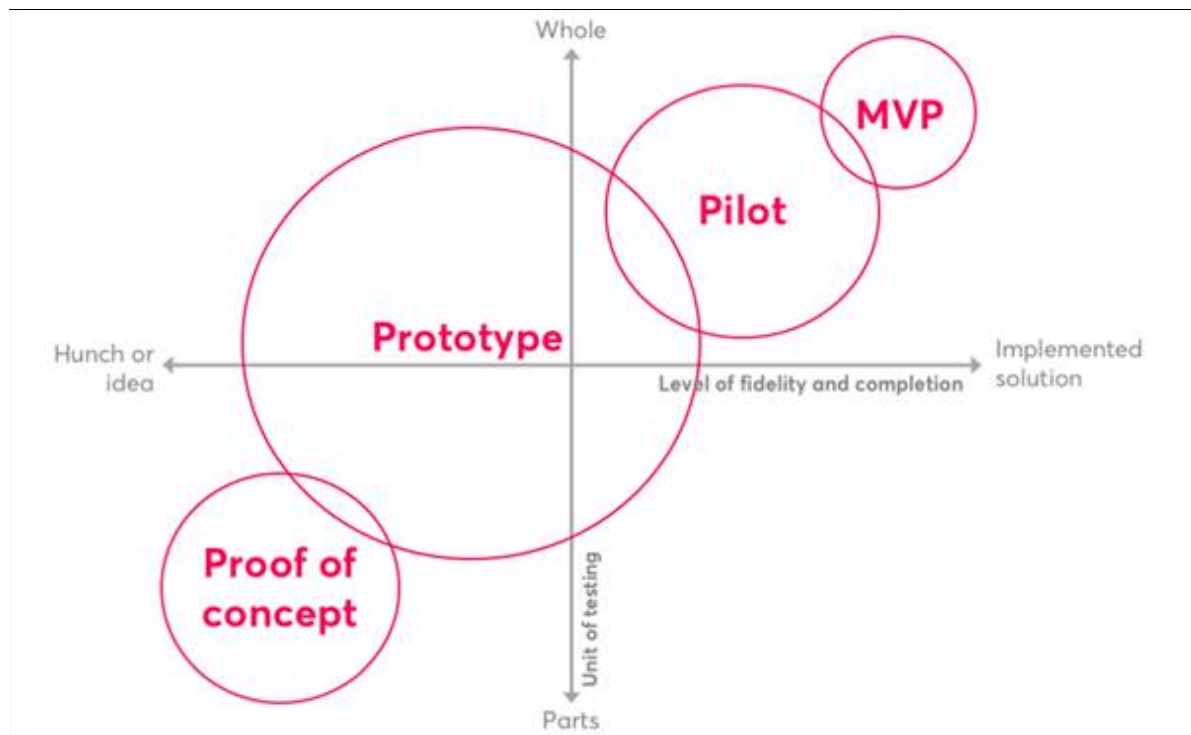
### Minimum viable product

The Ignite Ideas Fund requires your product and/or service to be at, or beyond, the minimum viable product (MVP) stage.

MVP is a development stage within the commercialisation pipeline where a product and/or service has:

- progressed beyond initial proof of concept/prototype stage
- fully developed core features and functionalities
- undergone testing and validation, including pilot trials with potential customers
- been refined to incorporate feedback from the trials and testing
- reached the point of market readiness and is at the stage where customers will pay for it.

The diagram below may help you to determine what stage of development your product and/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/>

## Applying for Ignite Ideas funding if you are currently receiving, or have previously received, other government funding for the project

You cannot apply for Ignite Ideas funding if you have already received funding from either the state, federal or local government for the proposed project activity, i.e., commercialise the same/similar product and/or service.

## Eligibility of clinical trials

Ignite Ideas funding is only available to commercialise highly innovative new products and/or services that have already reached MVP stage or beyond.

Matched funding contributed by the applicant business can however cover a small proportion of project activities associated with further refinement of the product and/or service in response to customer feedback, however, the primary development and refinement of your new product and/or service should already have undergone field trials/testing with potential customers.

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

## Eligibility of costs related to intellectual property protection

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

## Eligibility of innovations that are already “in the market”

Funding under Tier 1 and Tier 2 of the Ignite Ideas Fund is only available to commercialise a product and/or service into the market for the first time. The funding does not support commercialisation of the next version or iteration of an existing product and/or service already in the market.

A product and/or service is considered to be ‘in the market’ once the business has well developed marketing material, a website and/or online presence, is actively promoting the product and/or service and has had paying customers for a period of time beyond any free trials (for example, at least 6 months).

If the type of commercialisation activities funded through the Ignite Ideas Fund have largely been completed for your product and/or service (i.e., sales and marketing, exhibiting at trade shows, engaging investors, securing patents and trademarks) then it is likely to be considered as already ‘in the market’ or commercialised.

An applicant organisation may have customers it has worked with to develop the prototype or pilot the product and/or service, that have undertaken free trials and become initial paying customers (often heavily discounted). These initial customers are important to demonstrate demand for the product and/or service and that customers are prepared to pay (and how much). This validates that the business can commercialise profitably. In this scenario, the product and/or service would **not** be considered as ‘in the market’ as new customers have not been acquired.

## Eligibility for Tier 2 funding if you have received Tier 1 funding for the same product and/or service

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 and/or service that you are applying to commercialise with Ignite Ideas funding.

## Applicant organisation cash contribution to cover 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).

## Eligibility of in-kind costs as matched funding

In-kind costs and non-cash contributions are not considered eligible for matched funding requirements.

## Sourcing matched funding

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

## Technology Readiness Level (TRL)

The TRL index is a globally accepted benchmark tool for tracking progress and supporting development of a specific technology through the early stages of the innovation chain. The following information may assist applicants in assessing the TRL of their project.

### Level and Description

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- 1. Basic research, principles observed, no experimental proof**  
Lowest level of technology readiness. Scientific research begins to be translated into applied research and development (R&D). Examples might include paper studies of a technology's basic properties.

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  - 2. Technology formulation, concept and application formulated**  
Once basic principles are observed, practical applications can be invented. Applications are speculative, and there may be no proof or detailed analysis to support the assumptions. Examples are still limited to analytical studies.

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  - 3. Critical function or Proof of Concept established**  
Active R&D is initiated. This includes analytical studies and laboratory studies to physically validate the analytical predictions of separate elements of the technology.

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  - 4. Small scale prototype, validation in lab or simulated testing environment**  
The basic technological components are integrated to establish that the pieces will work together.

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  - 5. Large scale prototype, similar system validation in lab or simulated testing environment**  
Reliability of product and/or service innovation increases significantly. The basic technological components are integrated so they can be tested in a simulated testing environment.

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  - 6. Prototype system tested close to expected performance**  
Prototypes are tested in a relevant environment. Represents a major step up in a technology's demonstrated readiness. Examples include testing a prototype in various simulated operational environment, for example, alpha testing.
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**7. Product and/or service demonstration at pre-commercial scale**

Product and/or service near or at planned operational system and requires demonstration with potential customers in an operational environment, for example, pilot testing, beta testing.

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**8. First of a kind commercial system, first customers**

Innovation has been proven to work in its final form and under expected conditions (pre commercial demonstration). In almost all cases, this TRL represents the end of true system development and initial customers have been secured.

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**9. Full commercial application, available to paying customers**

No further testing or product enhancement is typically required. Actual application of the product and/or service innovation is ready for commercial deployment to target customer markets.

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## Completing the application forms

### Collection of applicant data

The Department of Tourism, Innovation and Sport (department) collects 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-South East Queensland.

### Confidentiality

The department collects information in the Expression of Interest form and Full Application form to evaluate applications for funding under the program as required by the program guidelines. This information is shared with employees of the department and with external assessors for the purpose of assessment only.

### Word limits

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.

### Demonstrating that the project has a clear focus on commercialisation

Ensure that your product and/or service has achieved MVP 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.

## Activities considered 'commercialisation' for the purpose of Ignite Ideas funding

Commercialisation activities include:

- sales and marketing
- exhibiting at trade delegations/trade shows
- customer/investor engagement
- product and/or 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 matched funding to include:

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

## 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 and/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.

## Outcomes and benefits for regional Queensland and/or Aboriginal and/or Torres Strait Islander businesses/people

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.

## Providing additional information to support your application

The Expression of Interest application form asks specific questions that will assist the assessors to determine which applications will be shortlisted to submit a Full Application. Applicants should therefore focus on these questions.

In addition to these questions an applicant can provide a business website or visual representation to support the responses provided, for example, photos of the product and/or a process flow diagram illustrating how the product and/or service will benefit the targeted customers.

The Full 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.



## Completing 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:

- what is the issue being addressed/problem being solved (i.e., why is this innovation needed?)
- what is the product and/or service and how is it innovative?
- what will be the outcome of this project?
- what will be the wider benefit when the product and/or service enters the market?

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

## Demonstrating 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.

## Completing the *Milestones Activities and Outcomes* section of the Full 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* which will be incorporated into the funding agreement.

## Full Application form and uploading a letter of support or resume

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

# Funding

## Spending 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.

## Payment of grant funding

Ignite Ideas funding is paid in instalments throughout the lifecycle of the project. Generally, the first payment is made following execution of the funding 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 per cent on execution of the funding agreement
- 40 per cent on completion of milestone 1
- 10 per cent on completion of milestone 2 (final).

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

- 25 per cent on execution of the funding agreement
- 25 per cent on completion of milestone 1
- 25 per cent on completion of milestone 2
- 15 per cent on completion of milestone 3
- 10 per cent on completion of milestone 4 (final).

## 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.

## Evidence required to receive grant payments

Recipients must demonstrate that the project has been executed in accordance with the funding 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.

## Grant payments and GST

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

## Timeframe for eligible expenditure

Only activities that 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 funding agreement.

# Advance Queensland Ignite Program

## Information and Q+A Webinar

### 13 September 2023

## Participant Questions

- Q1. Regarding the 20% matched funding contribution, does it include any previously contributed funding or is it a new contribution after applying to the Ignite Spark Program?
- A. Only cash spent on the approved project activities after the formal project start date, i.e. after funding agreement execution can be counted as the application cash contribution.
- Q2. Is it feasible / recommended to apply for both the Spark and Ignite programs, or one or the other?
- A. It is not really feasible, as if the product or service was at the development stage to be eligible for one, it would be ineligible for the other. You need to identify which program is the right fit.
- Q3. Can you apply for both grants but with different products?
- A. Technically yes, but you would need to demonstrate that the two products are completely distinct and separate from each other, i.e., they are not relying on the same technology or IP and or at a separate development stage for each of the grants.
- Q4. Aside from the guidelines you publish, are there specific criteria you use to assess the written applications, and do you make these criteria publicly available?
- A. All applications are assessed for eligibility, with eligible applications progressing to external assessment of merit against the published Assessment Criteria (in the Guidelines).
- In finalising decisions on funding allocations to meritorious applications, we may consider ensuring equitable distribution across the state and to recognise priority target groups such as regional businesses, female led, and Aboriginal and Torres Strait Islander businesses.
- Q5. What metrics or indicators are used to measure the success of supported start up and could you please provide example of past start project supported by this program that achieved significant growth or impact?
- A. Each project will have its own specific metrics, such as website views, new customers, or sales. At a program level, success is based on new products and services entering the market, business survival rates, export rates, ecosystem strengthening, jobs supported. Examples of successful past recipients can be found on the Ignite Ideas webpage.

Q6. Are demonstration units eligible funding or not. If they are eligible, what cost do we put against them in the budget, retail or business cost?

A. For Ignite Spark and Ignite Ideas the cost of producing units for demonstration are eligible. They can be included in the budget as product demonstration (Ignite Ideas) or customer acceptance testing (Ignite Spark) costs. Production costs for commercial sales are not supported.

Q7. Are 'production' costs eligible under the Ignite Spark or Ignite Ideas?

A. The Ignite Spark Program will cover the costs of small-scale prototype production for the purpose of demonstration, validation or testing.

Ignite Ideas Fund will cover the cost to investigate how to produce at scale. It will also cover the cost of production at a small scale for customer demonstration.

Neither program will cover the cost of large-scale production to meet demand, i.e., commercial sales.

Q8. How do I prove that a service is innovative?

A. We understand that this can be challenging, especially if the service elements cannot be protected through traditional IP means like patents, copyrights, or trademarks. However, there are several ways to demonstrate the innovation of a service:

- Clearly articulate its Unique Value Proposition and how the service offers something different or better compared to existing alternatives.
- Provide evidence of the demand or need for the service and how it fills a gap in the market.
- If there are innovative technologies, methodologies, or processes behind the service, explain how they work and why they are unique or groundbreaking.

We understand that not everything is patentable, but you need to demonstrate that you have carefully considered your IP position and have a strategy in place to protect your innovation.

Q9. Are projects that have accessed the R&D tax incentive scheme eligible for the program?

A. Yes. Accessing the Australian Government R&D tax incentive does not affect eligibility for the Ignite Program.

Q10. If I apply for the Ignite Spark grant (and am successful) will this restrict my eligibility to apply for the Ignite Ideas grant in the future for the same project?

A. Recipients of Ignite Spark can apply for Ignite Ideas for the same innovative product or service once it has reached minimum viable product stage.

Q11. Are these grants looking for anything different to the Ignite Ideas grants that have been run the last couple of years?

A. The Ignite Ideas Fund guidelines have not changed from Round 10. Ignite Spark is a new program focused on funding products or services at an earlier stage of development. No change in focus, as the program is open to all technologies, industries, and challenges. It is a competitive process, is heavily oversubscribed and only the strongest applications are approved for funding.

Q12. What is the timeframe for funding from applications from 29th September?

What is the timeline for successful applicants to commence their projects?

- A. It is difficult to predict the timeframe for assessment and approvals as it is dependent on the volume and quality of applications received. However, it is likely that applicants will be advised on the outcome of their Expression of Interest applications within eight weeks of the round closing. Successful applicants will be invited to submit a Full Application within approximately three weeks of notification. It is likely that outcomes of the Full Application rounds will be known by February or March 2024.

Successful applicants must execute a funding agreement with the Queensland Government within the following timeframes:

- 90 days from the date of the written approval notification
- 30 business days from the date of receipt of the initial draft of the funding agreement
- 10 business days from the receipt of the final version of the funding agreement.

Successful applicants must commence projects within 40 business days of execution of the funding agreement. (Timelines are detailed in the Guidelines).

Q13. Can the Ignite Ideas funding be used to further develop a product at MVP stage?

- A. No, the further development or improvement of an existing product or service, including testing or customer trials, is not an eligible activity under the Ignite Ideas Fund.

Q14. If I have an existing MVP with handful of customers, can this grant be used to further develop product and scale up the business?

- A. Ignite Ideas funding will not support further development or improvement (including a new version or iteration) of an existing product or service, or to expand into new markets if the product or service is already in a market.

Q15. We're built and released the product into the market a few months ago. Are we still eligible to apply?

- A. A product and/or service is considered to be 'in the market' once the business has well developed marketing material, a website and/or online presence, is actively promoting the product and/or service and has had paying customers for a period of time beyond any free trials (for example, at least six months).

If the type of commercialisation activities funded through the Ignite Ideas Fund have largely been completed for your product and/or service (i.e., sales and marketing, exhibiting at trade shows, engaging investors, securing patents and trademarks) then it is likely to be considered as already 'in the market' or commercialised.

An applicant organisation may have customers it has worked with to develop the prototype or pilot the product and/or service, that have undertaken free trials and become initial paying customers (often heavily discounted). These initial customers are important to demonstrate demand for the product and/or service and that customers are prepared to pay (and how

much). This validates that the business can commercialise profitably. In this scenario, the product and/or service would not be considered as 'in the market' as new customers have not been acquired.

Q16. What do you mean by "new and innovative"?

Q17. Will the program provide opportunities for deeply innovative projects, or will be incremental innovation be preferred?

A. In the context of the Ignite grant programs innovation means:

- new to world innovation
- innovative solutions to existing problems
- unique application of a technology that is significantly different to any previous innovation in the market
- innovation in the Indigenous context – identified by the applicant as innovative to cultural and community practices.

IIF will not support further development or improvement of an existing product or service, or expansion into new markets if the product or service is already in a market.

Q18. If the funds from the grant can be used for investigating intellectual property protection, including research, engaging specialist advice, and securing protection, how is the disclosure of information about my product protected during the application process?

A. Our external assessors are procured through a standing order arrangement that requires them to keep all information contained in funding applications confidential and not use it except for the purposes of the assessment (unless information is required to be disclosed by law).

Where applicants have not obtained intellectual property protection this should be stated in the application and disclose only what is absolutely necessary to enable the product or service developed to be understood by the assessors.

Q19. Our project will use technologies that have been proven to produce valuable products that are in demand all around the world. Do we need to have a working prototype ourselves or can we rely on data from similar projects around the world?

Q20. Regarding overseas criteria- does this mean you can't take inspiration from overseas products/services?

A. To apply for Ignite Spark you would need to demonstrate that you have a working functional prototype.

Projects that will take an existing product and/or service from an overseas market and make small adjustments to adapt it to meet the specific preferences, needs, regulations, or cultural considerations of the Australian market are not eligible for Ignite Spark Program funding.

Q21. Would showing how much we are spending outside the funding parameters of the grant have any impact on our probability of getting the grant?

A. You are required to provide a detailed project budget for the grant funding sought and the applicant contribution. It is not necessary to include other business costs in the budget. It may

be useful to explain additional activities and developments occurring within the business as part of your application if it assists in answering a question.

Q22. In the eligibility criteria, it states that 'development of a concept for a new business' is not an eligible project. Does this mean new businesses are not eligible to apply for Ignite Spark funding?

A. New businesses are eligible for Ignite Spark Program if they have developed an innovative product or service and it has reached the functional prototype stage. Ignite Spark is not a business start-up grant.

Q23. In project costs, it states that grant funding cannot be used for 'commercialisation costs'. Can you please expand on this?

A. The Ignite Spark Program does not fund commercialisation costs as it aimed at products and services at an earlier stage of development with a focus on progressing towards the market ready stage by project completion. The Ignite Ideas Fund is focused on commercialisation.

Q24. How exactly do we need to demonstrate that the product and/or service is ready to be validated in an industrially or operationally relevant environment?

A. By demonstrating the product/service has reached functional prototype stage, i.e. the core functionalities and features have been built and technical aspects and performance have been validated.

Q25. Can you give an example of what a service would look like, so I can determine if this grant is a good fit for my company at this point?

A. The Ignite Program is open to any product or service that meets the eligibility criteria and aligns with program intent, i.e. new, innovative, scalable etc. Examples of previous successful Ignite Ideas recipients can be found on the Advance Queensland website.

Q26. Is there a preferred prototype software for web-based services demonstrating a prototype website?

A. No. You need to have developed the software to a functional prototype stage to be eligible under the Ignite Spark Program. The Ignite Spark program does not support development of the prototype. For more information refer to the Ignite Program Fit Guide.

Q27. Does the Ignite Ideas grant cover growth of market proven and revenue generating ideas?

A. Ignite Ideas funding will cover commercialisation of a product or service that is already at MVP stage. It will not support the development of a concept for a new business, the further development or improvement of an existing product or service, or to expand into new markets if the product or service is already in a market.

Q28. Does the IP associated with a Tier 2 Ignite Ideas applications have to be distinct and different to the IP associated with the previous Tier 1 application?

A. 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 and/or



service that you are applying to commercialise with Ignite Ideas funding. The applicant must demonstrate that the product or service proposed in the new Tier 2 application differs from the one previously funded under Tier 1. This demonstration may involve referencing the intellectual property of each product/service to provide justification.

Q29. For Ignite Ideas, do you need to have a completed commercialisation plan and will such a plan need to be supplied at the full application stage?

A. Applicants are not required to submit a separate commercialisation plan document but will be required to provide significant details on their commercialisation plan as part of the application process.

Q30. Can the matched funding come from a grant?

A. Applicants can source cash contributions internally or from investors, customers, or business partners. A grant would be eligible as matched funding if it was not provided by a local, state or federal government and if it was contributing towards the specific eligible project activities. The grant funds must be without any prior commitments or restrictions tied to them.

Q31. Does "headquartered in Queensland" mean the business address against our ABN? We are fully remote, live in QLD, but our virtual office address is in VIC.

A. To be classed as headquartered in Queensland, a business should be operating, and have its head office, in Queensland. To demonstrate this, the applicant's Australian Business Register (ABR) Australian Business Number (ABN) profile must list the 'Main Business Location' as Queensland at the time of the application.

Q32. Our business is registered at my accountant's address on the Gold Coast, but we are located in Gympie, will our location be acknowledged as regional?

A. The main business location address detailed on the ABR profile is used to check if the applicant organisation is regionally based. If your business is located in Gympie, it could be considered a regional business for the purpose of the Ignite program, but you would need to update the main business location in your ABN profile to reflect this.

Q33. What are the main industries that you are focusing on?

A. The Ignite Program does not have any specific industry focus.

Q34. If exporting, then you would usually need your product in the domestic market prior, and that would then make you ineligible?

A. Ignite Ideas funding will not support the expansion into new markets if the product or service is already in a market.

Q35. With Ignite shortlisting, submission and approval we are realistically six months away from commencement. If our projects have evolved, can we revise the actual scope at the time of funding?

- A. If your application is successful, there will be an opportunity to review and make minor changes to project activities and scope, to account for any progression, prior to executing a funding agreement. If a project has progressed to a stage that the project and need for funding is largely redundant then applicants should advise the Queensland Government.
- Q36. If seeking funding for third party testing and validation, do you need to be specific about who the potential client/customer/testing partner is (in the EOI) or can this be more general?
- Q37. When presenting our reasons for funding, such as a marketing launch or new staff hires, do you require a detailed allocation plan with estimates, or would broad categories suffice?
- A. For the purposes of the Expression of Interest application, this can be explained in general terms/broad categories, and you do not need to specify any names. You should refer to the guidelines for a list of the eligible categories and project costs.
- Q38. An ABN is required but the service or product must not be further along the development cycle than a functional prototype; is this only for existing business creating new products or services?
- A. The Ignite Ideas and the Ignite Spark programs are open to applications from businesses with an ABN and no more than 50 FTEs. The business must also be registered for GST at the time of submitting a Full Application.
- Q39. If the business is headquartered in Queensland but services are provided primarily in New South Wales, are they still eligible?
- A. Technically yes, but consider that:
- to be classed as headquartered in Queensland, a business must be operating, and have its head office, in Queensland
  - depending on what the service is and how it is provided, this may affect the strength of the application (for example, if the organisation was employing people from New South Wales to deliver the service, this would not be viewed as favourably as an organisation employing people from Queensland to deliver the service)
  - if the service is already in the market in New South Wales, Ignite Ideas funding would not support the further development or improvement of the service, or to expand the service into new markets
  - It is expected that all Ignite Program funding will be expended in Queensland, unless it can be demonstrated that expenditure outside of Queensland is essential to ensure successful delivery of the project (for example, to cover costs to access specialised services not available in Queensland).
- Q40. Are export activities a major intent of the program?
- A. The Ignite Ideas Fund supports Queensland based small to medium businesses that have high-growth potential to undertake commercialisation projects that will:
- strengthen key industries in Queensland
  - diversify the Queensland economy
  - compete in domestic and global markets

- engage and/or benefit regional Queensland
- create new jobs, now and into the future.

Q41. Are you still eligible if you are a SME with less than 50 FTEs but the underlying IP is jointly owned with a large industry partner organisation?

A. You can apply for the Ignite Program if you meet the eligibility criteria outlined in the guidelines, including that the applicant organisation is not a subsidiary of a group of companies that has more than 50 full-time-equivalent employees. All applications will be assessed against the assessment criteria as set out in the guidelines. This includes demonstration that the applicant organisation owns, or has been assigned irrevocable, perpetual rights to any intellectual property necessary to commercialise the product or service and has appropriate measures in place to protect any intellectual property relating to the product or service.

Q42. With funding of 12 month duration, is this the timeline of a business setup or can it be consumable/ equipment funding over the first 12 months of operation?

A. The project activities should be executed within a maximum period of 12 months. Expenditure for the project should be confined to activities conducted within this designated timeframe. Details of eligible costs are provided in the guidelines. Ignite Spark and Ignite Ideas do not provide grants for business start-up.

Q43. How significantly does the hiring of new staff influence the approval process for funding?

A. It will be considered alongside all other aspects of the project; there is no specific weighting attached to the hiring of new staff.