

# Advance Queensland Ignite Ideas Fund Round 10 Application Help Guide

Last updated 1 March 2023

---

## Application Process

### **Two-stage application process**

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 (EOI) 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 EOI proposals will be invited to participate in the second stage which requires a more comprehensive and evidenced Full Application.

Applicants who are unsuccessful at EOI 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 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.

## **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.

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

## **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.

## **Program Terminology**

**Commercialisation** - refers to the process of taking a product or service to the market and obtaining paying customers.

**Headquartered in Queensland** - The business must be operating and must have a Queensland headquarters. To demonstrate this, the applicant's Australian Business Register (ABR) ABN profile's 'Main Business Location' must be listed as being in Queensland at the time of the application.

**Female business** - is a business that is greater than 50% 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.

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

**Non-South East Queensland business** - is a business that is headquartered outside of local government councils in Brisbane, Redlands, Gold Coast, Logan, Scenic Rim, Somerset, Lockyer Valley, Ipswich, Sunshine Coast, Noosa and Moreton Bay.

**Regional business** - is a business that is headquartered outside of the Brisbane City Council boundary.

## **Eligibility**

### **Minimum Viable Product (MVP)**

'Minimum Viable Product' is a stage within the commercialisation pipeline where a product or service is beyond initial proof of concept/prototype stage and has been tested with potential customers. Your product or service should have incorporated any feedback from potential customers and be at the stage where customers will pay for it.

### **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.

Applicants should refer to the following information in assessing the TRL of their project.

## Level and Description

---

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.

---

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 analytic studies.

---

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.

---

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.

---

5. **Large scale prototype, similar system validation in lab or simulated testing environment**

Reliability of product or service innovation increases significantly. The basic technological components are integrated so they can be tested in a simulated testing environment.

---

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 (beta prototype level).

---

7. **Product or service demonstration at pre-commercial scale**

Product or service near or at planned operational system and requires demonstration with potential customers in an operational environment, e.g. field trials.

---

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.

---

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

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

---

TRL Index licensed material (excluding other third party intellectual property) is © State of New South Wales (DEIT), (2021), and © Commonwealth of Australia (Australian Renewable Energy Agency) 2014, licensed under Creative Commons Attribution 4.0 International Licence, licence terms available at [Creative Commons — Attribution 4.0 International — CC BY 4.0](https://creativecommons.org/licenses/by/4.0/). Modifications to the TRL Index licensed material are © State of Queensland (DTIS) 2023

## Applying for funding to develop your product or service to enable you to undertake customer testing/trials or clinical trials

Ignite Ideas funding is only available to commercialise highly innovative new products or services that have already reached minimum viable product 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 or service in response to customer feedback, however, the primary development and refinement of your new product 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 or service is ready to commercialise.

### **Applying for Ignite Ideas funding if you are currently receiving or have previously received other Federal, State or Local government funding to commercialise the same/similar product or service**

You cannot apply for Ignite Ideas funding if the applicant organisation and/or related parties have received any other government funding to commercialise the same/similar product or service that you are applying to commercialise with Ignite Ideas funding.

### **Applying for Tier 2 funding if I you received Tier 1 funding for the same product 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 or service that you are applying to commercialise with Ignite Ideas funding.

### **Applying for Ignite Ideas funding if you have a product or service already in the market and/or looking at expanding the same product or service to other countries**

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

### **When is a product or service considered to be 'in the market'**

A product or service is considered to be 'in the market' once they have well developed marketing material, a website and/or online presence, are actively promoting their product or service and have had paying customers for a period of time beyond any free trials (e.g., at least 6 months).

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

### **Having a small number of paying customers without being considered to be 'in the market'**

The business may have customers they have worked with to develop the prototype or pilot the product or service who have undertaken free trials and become initial paying customers (often heavily discounted).

These initial customers are important to demonstrate demand for the product or service and perhaps most importantly, that customers are prepared to pay (and how much). In essence, this validates if the business can commercialise profitably. In this scenario the product or service would not be considered to be 'in the market' as new customers have not been acquired.

### **Applicant organisation cash contribution to cover all/any costs**

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

### **In-kind costs eligible for 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.

### **Using Ignite Ideas funding to cover the costs of protecting intellectual property**

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

## Completing the Application forms

### **Collection of any broad applicant data by the department**

The Department of Tourism, Innovation and Sport does collect broad applicant data for reporting purposes, but this data is captured and reported at a high level.

Data will be collected for reporting purposes including businesses that identify as female, Indigenous, regional and non-South East Queensland.

### **Word limits in the Expression of Interest and Full Application form**

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

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

### **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 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 to meet customer/market requirements.

### **Information required about project outcomes and benefits for Queensland**

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

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

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

## **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 or a process flow diagram illustrating how the product 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: the product or service and the market need for it; what the project aims to do and how it will be done; and a summary of the key outcomes for Queenslanders.

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

## **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 Financial Incentive 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

### Number of projects likely to be funded

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

### 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.

### How the Ignite Ideas funding is paid

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

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

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

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

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

### Information required for progress reports

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

### Evidence required to receive grant payments

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



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

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

## Employee Costs

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

**Salary on-costs** - Costs directly associated with the employment of an individual, such as superannuation and payroll tax are eligible.

## Grant payments and GST

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

## Types of project costs deemed appropriate and reasonable in nature by the department

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

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

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

## What is meant by: “Ensuring successful applications are equitably distributed across the state to recognise regional, female and Aboriginal and Torres Strait Islander businesses”

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

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

## Conditions of award

### Applying for funding support for an activity that has already commenced prior to the application

Only activities which commence after the project start date will be funded. Any project expenditure incurred prior to the project start date cannot be claimed.

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

### Varying your project plan after commencement if circumstances change

The Department of Tourism, Innovation and Sport has a Project Variation procedure, whereby recipients can request variations to their *Financial Incentive Agreement*. Decisions are made to approve variation requests on a case-by-case



basis. Recipients will be provided more information about the variation process after execution of the *Financial Incentive Agreement*.

## Unsuccessful applicants

### **Obtaining feedback on your application if it is unsuccessful**

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