LESSONS LEARNED FROM EXPERT REVIEWERS

July 22, 2020

9 to 10:00 a.m. (MDT)

#MaxFunding

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- **Experts from ERA and Alberta Innovates will share insights, advice, and helpful tips on how to put forward your best funding application. In this session, we will cover:**
  - Frequently asked questions, and common mistakes applicants make
  - How to communicate environmental, economic, and ancillary benefits of a project
  - How to share your innovation story
  - Q&A with our project advisor.

Add your comments and questions into the chat!

1 Funding criteria are more important than the basic eligibility requirements

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Read the guidelines and template; consider what reviewers will be looking for

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Plan your proposal

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Balance discussion of the project with communicating the big picture

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5

Highlight the value of your solution

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Know your competition

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7

Focus your proposal on one market or application

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Demonstrate your knowledge of the Alberta context

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Provide a compelling line of sight

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Be optimistically realistic

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Be honest

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Communicating Environmental, Economic, and Ancillary Benefits

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Environmental Benefits

Quantifying Carbon

- The use of existing references in establishing quantification methodologies is more robust.

- For example, refer to offset project protocols (like the Alberta Offset System, VCS, or CDM protocols).

- Ensure you define the baseline (and how calculated) from which you will measure performance of your project.

- In using emission factors, communicate the references and consider how up to date they are.

Measuring Performance

- Your plan should include details on how you will collect performance data (for example, when it comes to carbon reduction).

- Collecting performance data means communicating the data collection plan (how done, frequency), and over what frequency the improved performance will be compared to the baseline.

- Consider the calibration and maintenance of devices involved.

Air, Water, Nature Based

- Sometimes harder to quantify but attempts to quantify should be made where possible.

- Important that the stated benefits are consistent ("make sense") in the context of the project.

- Try to communicate the importance of the environmental benefit

- Nature Based benefits (biodiversity) is becoming a more common theme.

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Economic Benefits

Economic Analysis

- Sometimes, proponents focus too much on the details of the project itself, rather than the broader impact that the granting organization is attempting to achieve.

- Communicate the temporal nature of the impact on the economy. Describe the immediate effects (for example, construction jobs)

- Communicate the long-term impact on the economy (for example, permanent jobs)

- Communicate any innovation/market penetration benefits driven by the project.

Presenting a "multiplier"

- Often project proponents discuss broader economic impact only qualitatively.

- Communicating an economic multiplier ($1 spent = $x impact in the economy) and the details of how calculated strengthens project presentation

- Being specific about tertiary jobs and in what industries for example.

- What will the impact be of the project if similar projects and technology were adopted across the entire industry in question or beyond the industry? How much broader applicability is possible?

Project Risks

- What are the risks that a project might not be executed and how will those risks be mitigated Technological, Construction, Financial, Sponsor)?

- Communicating the team and the related experience and competency of the project execution team can be important.

- Is risk being quantified through a risk matrix for example? How much professional judgement (vs. quantitative analysis) is involved in assessing risk and mitigation plans?

Ancillary Benefits

Societal

- This requires thinking about broader effects that governments are interested in
- For example, are there any clear links with things like public health (reduced local pollution), public education (university or other educational institution involvement), infrastructure (energy systems, roads, or waste processing for example).
- Difficult to quantify but communicating any direct links between project and effects adds strength

Diversity

- Diversity has multiple forms beyond culture, ethnic background, gender, and indigenous involvement (although these are important).
- Consider also the types of jobs for example that are created/preserved as a result of the project. i.e. service industry, professional services, maintenance, transportation, etc.
- You may want to stretch your thinking here if appropriate – at risk youth, LGBTQ...

Community Based

- Consider the geography within which your project will be executed. Any local partners?
- Are there aspects of the project that will ensure that community-based programs and systems will be enhanced or supported?
- For example, if the proponent supports local community groups (schools, sports groups, parks, etc.) how will the project secure the continued ability of the proponent to support such groups?

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"If you have an authentic story to tell. There has never been a better time to share it."

-- Malcolm Gladwell

"**Industry** is causing climate change."

"**Emissions** are causing climate change."

How we frame things matters…

Language can be polarizing

My audience...

Who are they?
What do you think they already know about the topic?
What do you know they know for sure?
Why is this topic important to them? Why should they care about it?

My audience...

What do you want them to do as a result of hearing your story?
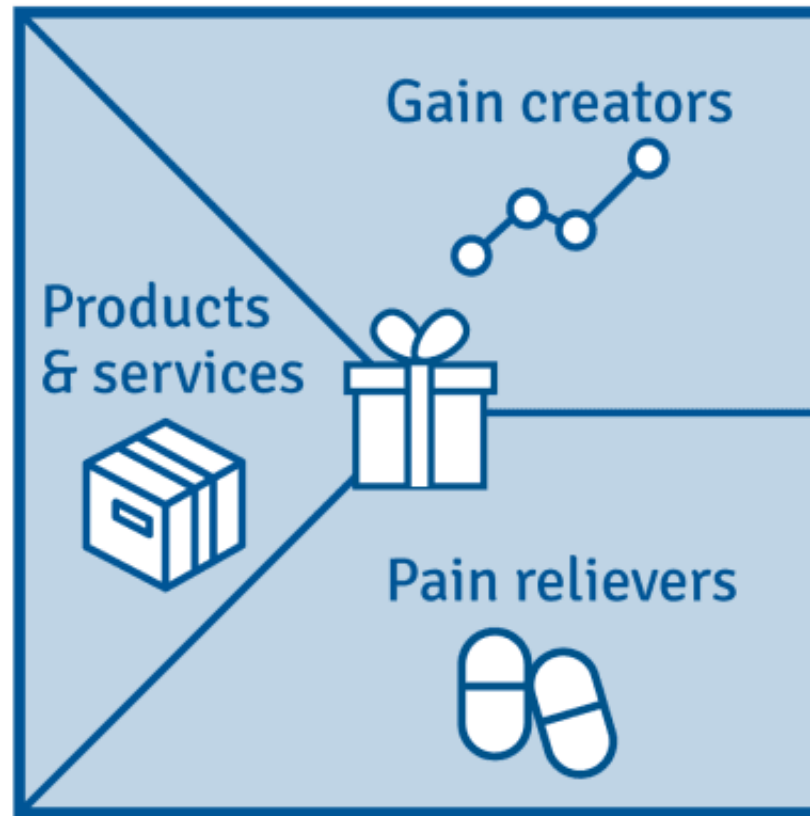
What do you want them to feel?
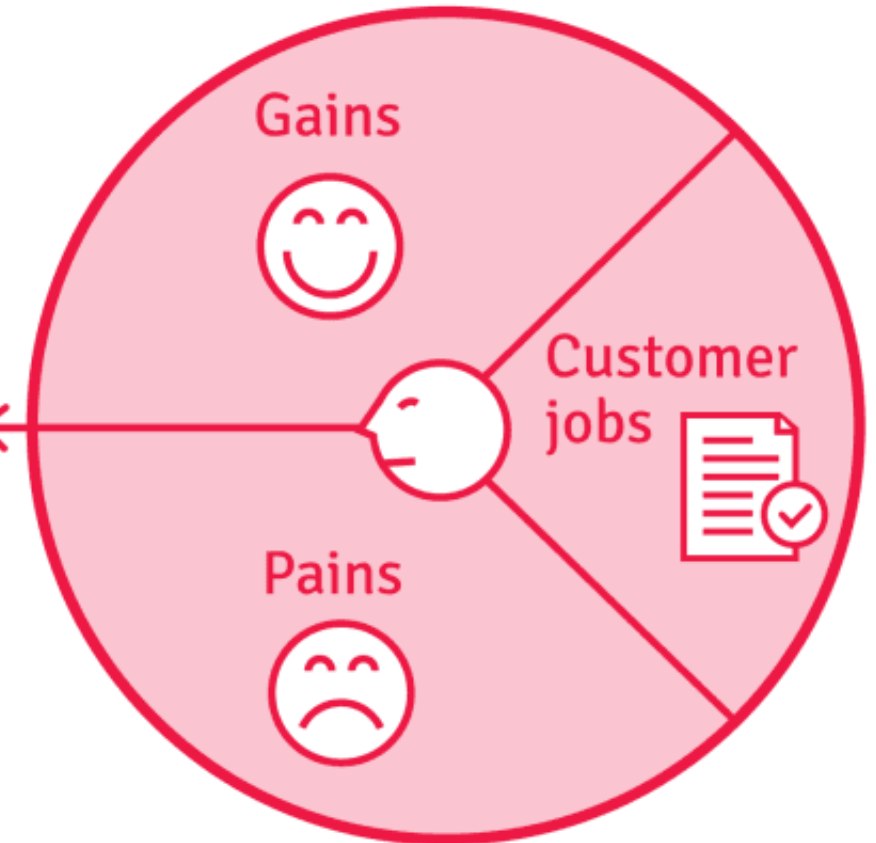
Getting clear on your value proposition

1. Precisely define your customer
2. Visualize the value you create
3. Imagine and achieve your product/market fit

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Strategyzer.com

Describe your approach. Be clear on impact.

1. [Less about science, more about feasibility](#)

2. Provide relevant technical information that connects to your unique approach AND the opportunity you defined

3. Be clear on how your technology can contribute to positive change

4. Be convincing

Meaning = Connection

Test your story

Thank you.