



Soft Funding & Finance Copilot

Transforming how energy and technology companies navigate complex funding landscapes through intelligent automation and analysis.



Unlock Innovation Funding with Your AI Copilot



Drift AI

The Challenge: Navigating the Funding Maze



Time Wastage

Teams lose valuable hours manually searching fragmented sources like ENOVA, Innovation Norway, EU Portal, and Forskningsrådet.



Manual Repetition

Organizations waste resources rewriting similar applications for every new funding opportunity without building on previous work.



No Learning Loop

Failed applications do not systematically inform future attempts. No learning from success patterns across similar projects.



High Financial Risk

The cost of funding process, lack of clarity on supported costs, and uncertainty of funding limits undermine the ability to receive board support.

The Solution: Your Intelligent Funding Navigator



Opportunity Scanner

Auto-discovers funding from ENOVA, EU Portal, Innovation Norway, Forskningsrådet

Criteria Monitor

Update funding eligibility criteria and monitor changes



Matching Engine

Scores: themes 25%, TRL 20%, budget 15%, entity 15%, keywords 15%, geo 10%



Application Generator

Creates tailored drafts based on match analysis (Planned)

Financial Modeler

Budget projections and ROI analysis (Planned)

Calendar Coordinator

Manages deadlines and sends reminders (Planned)

Learning & Feedback

Tracks outcomes to improve future recommendations (Planned)

The Solution's Process



01. Discovery Dashboard

View all discovered opportunities with eligibility status, match scores, and deadline alerts. Filter by source, TRL, budget range, or theme.



02. Intelligent Matching

System scores your project against each opportunity using weighted criteria. See detailed breakdown: themes, TRL fit, budget alignment, and eligibility gaps.



03. Smart Recommendations

Get actionable suggestions to strengthen applications: highlight relevant experience, address specific criteria, and tailor messaging to each funding body priorities.



04. Continuous Learning

Track application outcomes. System learns from successes and rejections to improve future match predictions and recommendations.

Who It's For: Use Cases Across Industries



Large Energy Utility

Large-scale sustainability projects seeking ENOVA support for grid modernization and renewable integration.



Technology Start-Up

Early-stage companies needing ROI validation and proposals tailored to their Technology Readiness Level (TRL).



Maritime Operators

Fleet operators seeking green transition funding for emission reduction and alternative fuel adoption.



Venture Capital

Investors screening portfolio companies for grant eligibility to de-risk investments and extend runway.



Aquaculture

Fish farming companies seeking Innovation Norway support for sustainable practices and technology adoption.

The Funding Challenge

Innovation teams across energy and technology sectors face a critical problem: navigating fragmented soft funding processes whilst managing core business operations. The consequences extend far beyond administrative burden.

Time Wastage

Teams lose valuable hours managing fragmented deadlines, documents, and coordination across ENOVA, EU Green Deal, and IPCEI funding calls

Manual Repetition

Internal teams repeatedly execute the same workflows manually for each funding opportunity, creating inefficiencies and burnout

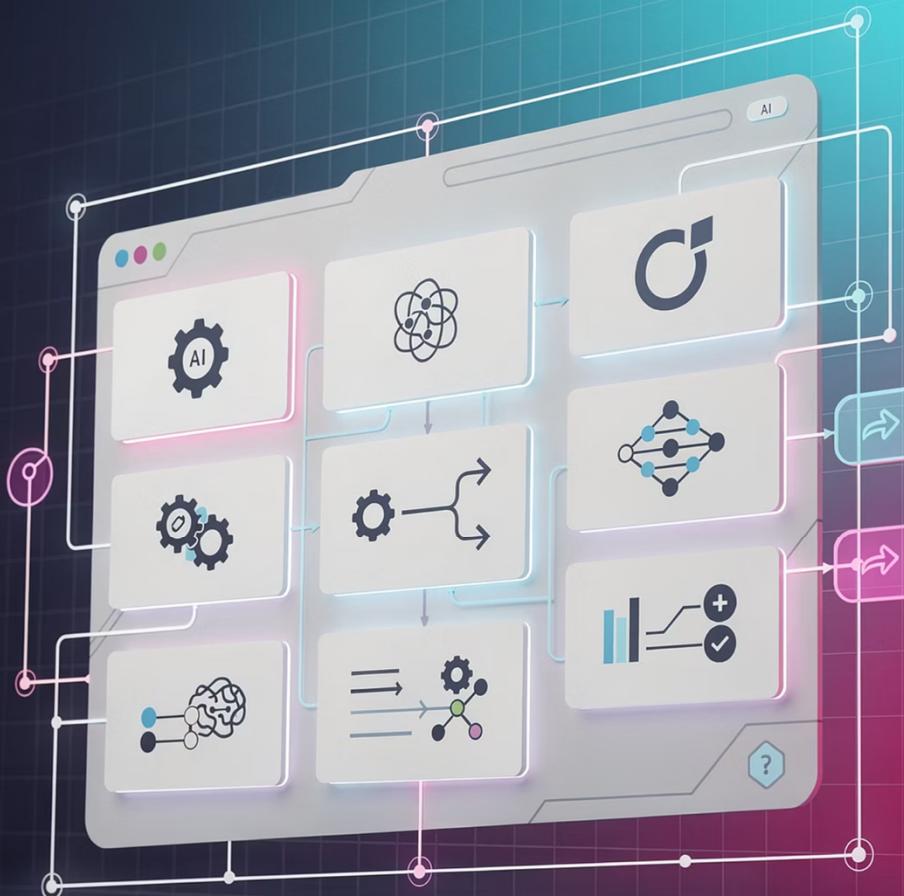
No Learning Loop

Absence of systematic feedback mechanisms means rejected applications don't inform future submissions, perpetuating costly mistakes

High Financial Risk

The cost of funding processes, lack of clarity on supported costs, and uncertainty of funding limits undermine the ability to receive board support

Intelligent Automation: Your AI-Powered Solution



01

Personal Dashboard

Synthesised information from internal and external sources provides a complete view: project overview, funding calendar, eligibility analysis, stakeholder mapping, and decision-making support

02

Automated Coordination

Calendar deadlines with strategic reminders at 7, 3, and 1 days before milestones. Categorised access to funding platforms with up-to-date team delivery status

03

Smart Generation

AI creates tailored application drafts based on project type, TRL stage, and optimised KPIs aligned with each funder's specific requirements

04

Continuous Learning

Post-submission feedback logging ensures each application informs future success, creating an ever-improving recommendation engine

Real-World Applications Across Industries

Large Energy Utility Hydrogen-Ammonia Infrastructure

Planning large-scale hydrogen and ammonia investments. Requires scenario-based decision support and automated application drafting to align with EU and national programmes.

- Multi-billion euro investments
- Complex regulatory requirements
- Cross-border funding coordination

Maritime Operator Ship Retrofitting

Retrofitting vessels with hybrid propulsion to meet FuelEU Maritime standards. Requires financial modelling, eligibility analysis, and automated application support.

Technology Start-Up Sensor Technology

Developing advanced industrial sensors but struggling to quantify financial impact and funding eligibility. Needs benchmarking, ROI simulation, and draft proposals tailored to TRL stage.

- Early-stage validation
- Limited resources for applications
- High growth potential

Venture Capital Portfolio Management

Screening portfolio companies for soft funding potential. Needs automated benchmarking, leverage calculation, and flagging of most fundable projects.

Aquaculture Tech International Expansion

Expanding internationally with high-capex demonstration projects. Needs automated mapping of cross-border incentive schemes and eligibility assessments.

How It Works: End-to-End Funding Intelligence

Our AI-powered platform acts as your dedicated funding strategist, transforming the entire funding journey from discovery to successful application.



Discover



Automatically scans and monitors funding calls from Norwegian agencies (ENOVA, Innovation Norway, Forskningsrådet) and EU programmes including Horizon Europe and Green Deal



Match



Intelligently matches your innovation projects to the right opportunities with detailed gap analysis, scoring theme alignment, TRL fit, and budget compatibility



Generate



Creates tailored application drafts using AI, aligned with each funder's requirements including executive summaries, work plans, and budget justifications



Model



Provides clear financial projections and ROI analysis for board-ready presentations, modelling different funding scenarios and co-financing requirements



Learn



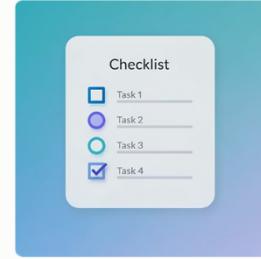
Continuously improves recommendations based on application outcomes, analysing patterns in successful versus rejected applications to refine future strategies

Platform Architecture: 8 Integrated Modules



Opportunity Scanner

Automatically discovers and monitors funding calls from multiple sources, extracting deadlines, themes, budget ranges, and eligibility criteria



Criteria Monitor

Uses AI to extract detailed programme criteria from funder websites, tracking TRL requirements, budget limits, GHG targets, and eligibility rules



Matching Engine

Intelligently matches projects to opportunities with detailed scoring: theme alignment, TRL fit, budget compatibility, entity eligibility, and geographic relevance



Intelligence Agent

Analyses historic funded applications from public databases (CORDIS, ENOVA archive, Forskningsrådet prosjektbank) to provide competitive intelligence

 5

Application Generator

Creates tailored application drafts including executive summaries, problem statements, work plans, budget justifications, risk assessments, and appendices

 6

Financial Modeller

Provides financial projections and ROI analysis, modelling different funding scenarios (grants, CfDs, blended finance) and calculating co-financing requirements

 7

Calendar Coordinator

Manages deadlines and milestones across all opportunities, sending strategic reminders and tracking team delivery status

 8

Learning & Feedback

Logs application outcomes, analyses patterns in successful versus rejected applications, and continuously improves matching algorithms

Ready to Transform Your Funding Strategy?

Who Benefits Most

- Innovation managers seeking efficiency
- R&D teams focused on technical delivery
- Finance and controlling departments
- Business development leaders
- Executive sponsors and board members
- Venture capital analysts screening portfolios

Geographic Coverage

Initial Launch: Norway (ENOVA, Innovation Norway, Forskningsrådet)

Planned Expansion: EU programmes (Horizon Europe, EIC, IPCEI) and Nordic countries (Vinnova, Nordic Innovation, Innovationsfonden)



Stop losing time and opportunities in the funding maze. Focus on innovation, not paperwork. Let our AI-powered copilot navigate the complex funding landscape whilst you concentrate on what matters most: bringing groundbreaking ideas to life.



Thank You

Generative AI Solutions for Tomorrow

www.driftai.no | contact@driftai.no