

e2v's experience of GRANT funding.

..or..

How to get someone else to pay for your new product development.

# OUR CORE TECHNOLOGIES

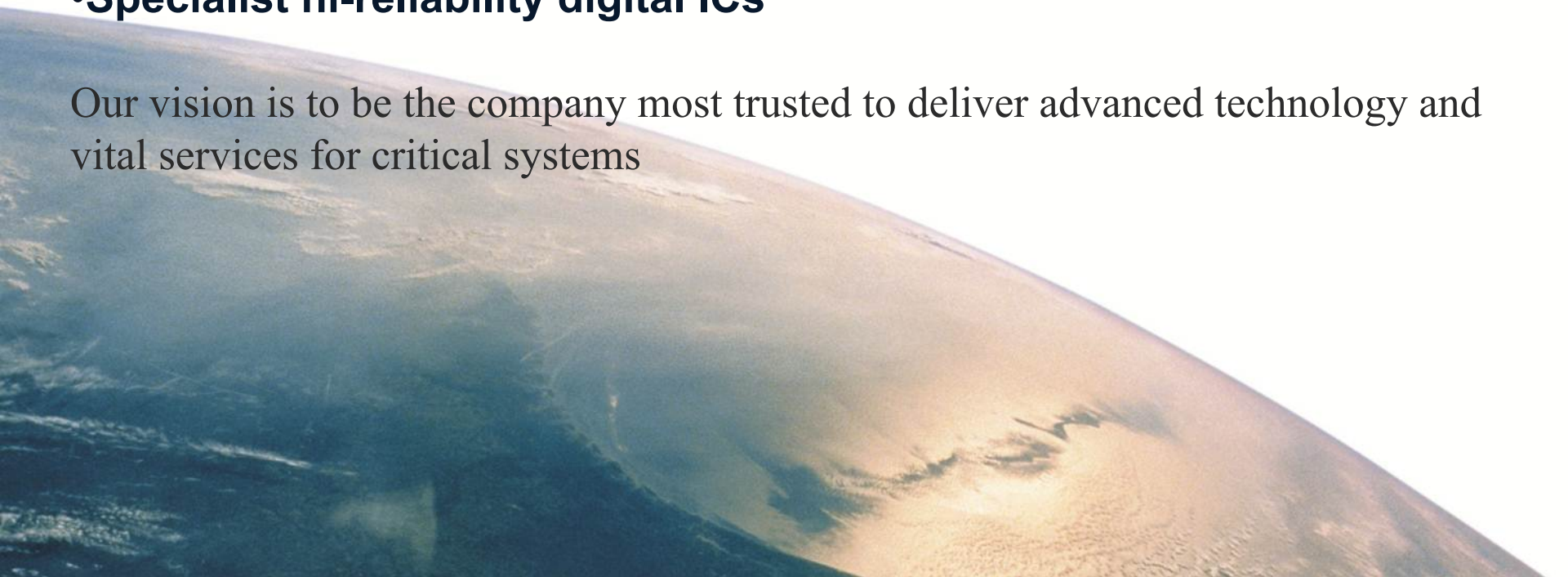
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e2v

Our business is built on our core high performance technologies rooted in:

- **Vacuum electronics**
- **Silicon photonics – image sensors & detectors**
- **Specialist hi-reliability digital ICs**

Our vision is to be the company most trusted to deliver advanced technology and vital services for critical systems



# OUR ORIGINS AND SCALE

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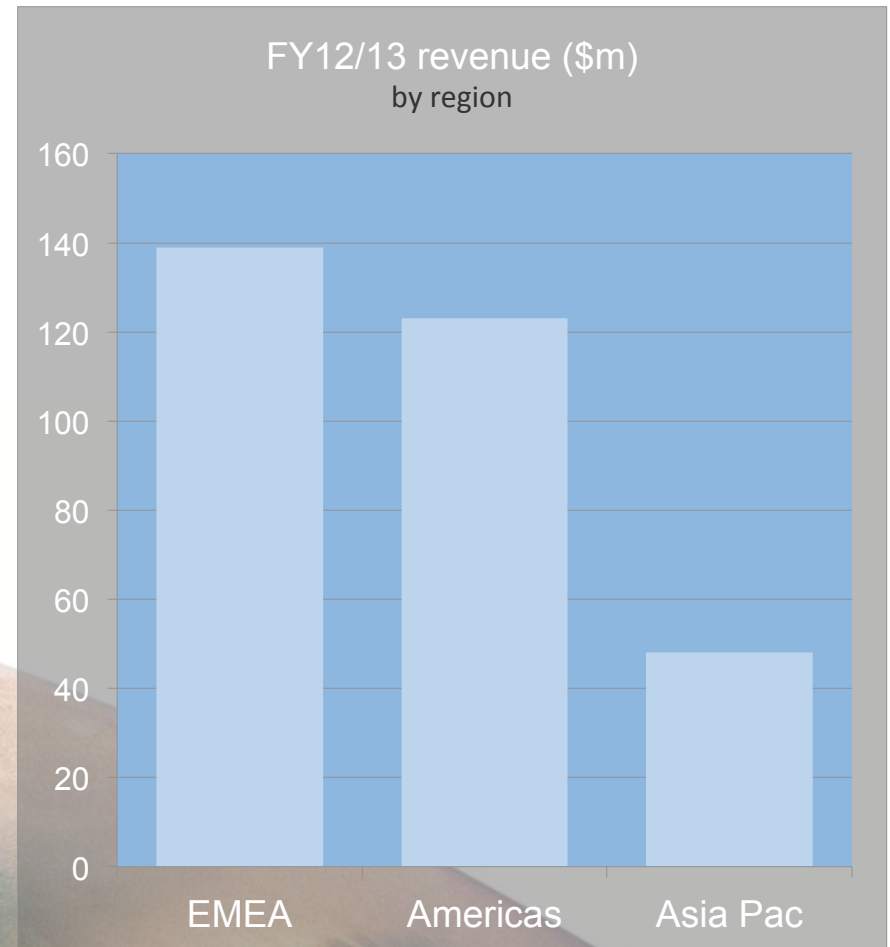
Founded in **1947**

**>\$300m** annual sales

**1600** employees

**500+** engineers & scientists

**Operational facilities in**  
Europe, the US and Asia





RECENTLY IN THE NEWS....

ESA's 1 billion star mapping mission – 1bn pixels

e2v



GAIA mosaic 106 large area CCD91-72 image sensors, designed, manufactured by e2v. Launched 19.12.13

**RECENTLY IN THE NEWS...**  
**ESA 1 billion star mapping mission**

**e2v**

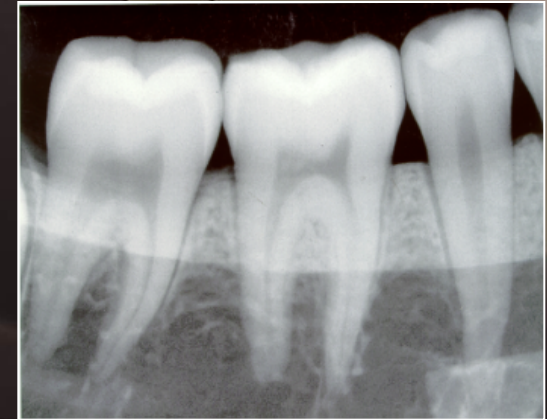
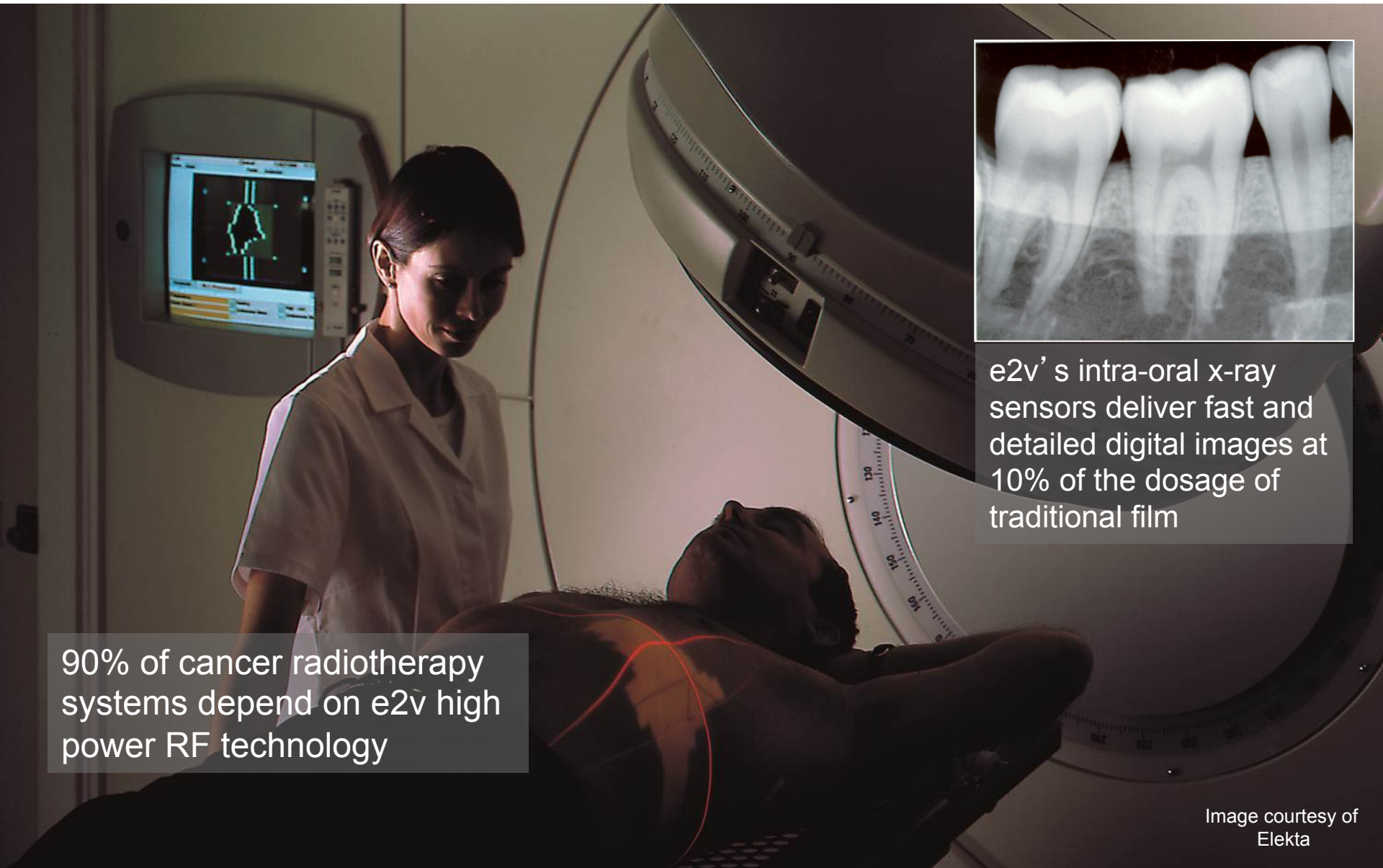




# WHEN PERFORMANCE COUNTS...

## Improving health

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e2v's intra-oral x-ray sensors deliver fast and detailed digital images at 10% of the dosage of traditional film

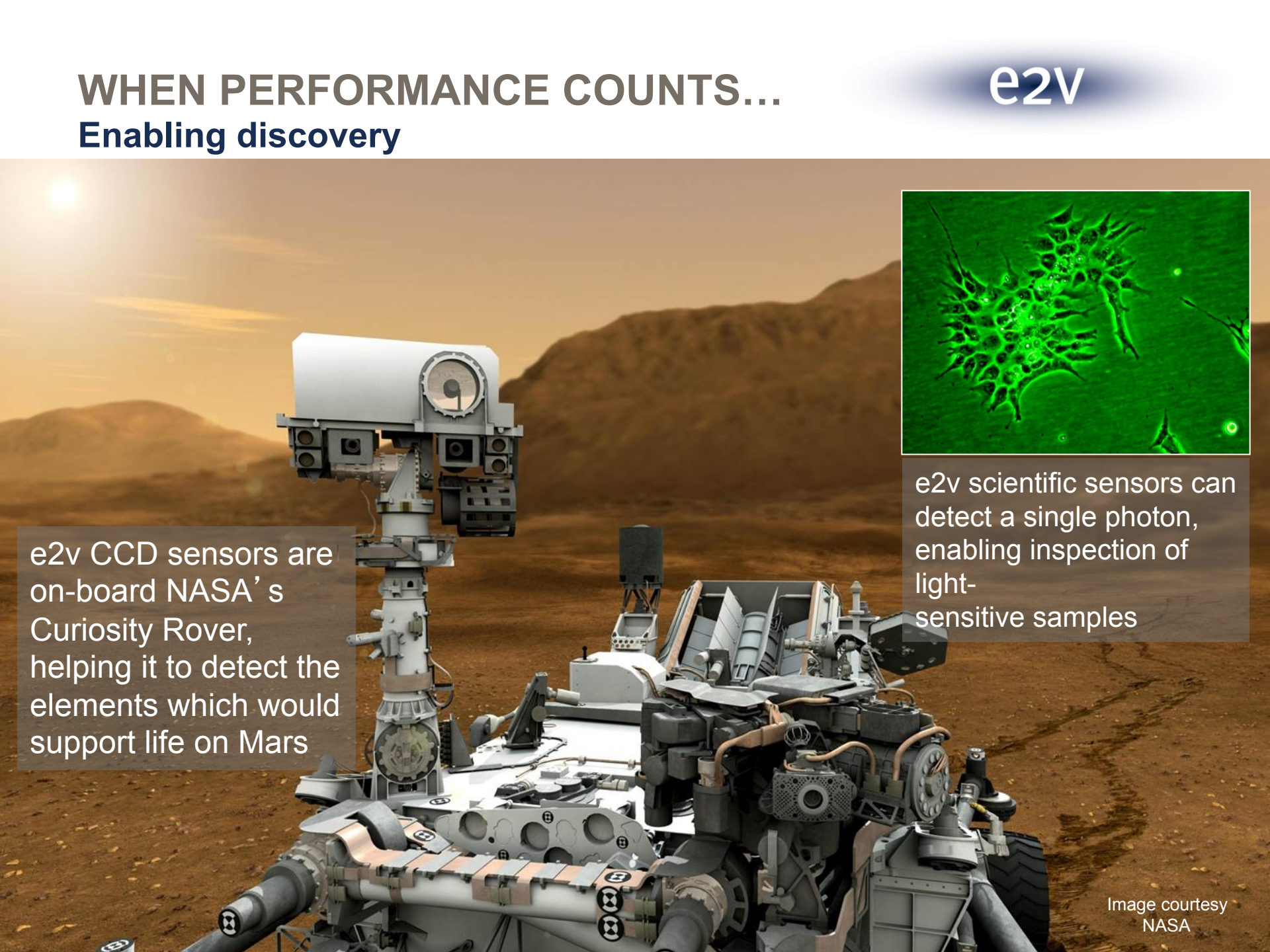
90% of cancer radiotherapy systems depend on e2v high power RF technology

Image courtesy of  
Elekta

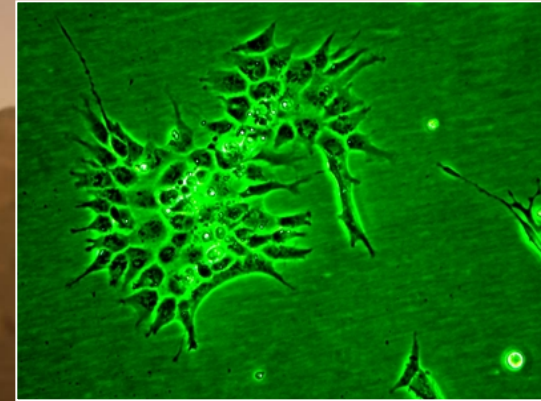
# WHEN PERFORMANCE COUNTS...

## Enabling discovery

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A detailed view of the Curiosity Rover on the surface of Mars. The rover is white with various scientific instruments and cameras mounted on its mast and chassis. The background shows the reddish-brown terrain of Mars with rolling hills under a hazy, orange sky.

e2v CCD sensors are on-board NASA's Curiosity Rover, helping it to detect the elements which would support life on Mars



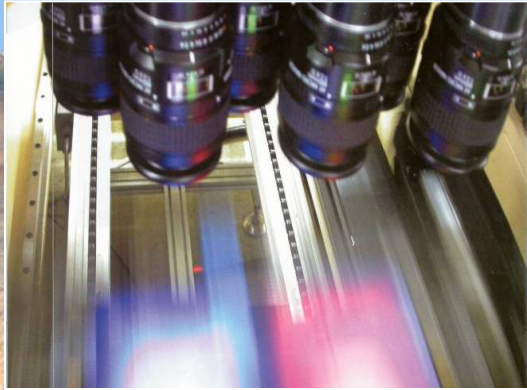
e2v scientific sensors can detect a single photon, enabling inspection of light-sensitive samples



# WHEN PERFORMANCE COUNTS...

## Transforming industrial processes

e2v



e2v provides the world's fastest, highest resolution machine vision cameras, used to inspect flat panel television screens

RF generators developed by e2v will enable Rio Tinto to improve the efficiency of mineral recovery from previously discarded ore.



Image courtesy  
Rio Tinto



e2v's direct experience of grant funding

Projects for which we've won grant support

e2v

MRS

ReVeALS

SLIMSENS

4 KTPs

RGF

MRS+

CoGenT

CASCA

PoS

Strip Dets

Q/V band

TotalCare

BRAINS

e2v has been successful in gaining GRANT funding of around  
£13M since 2005.



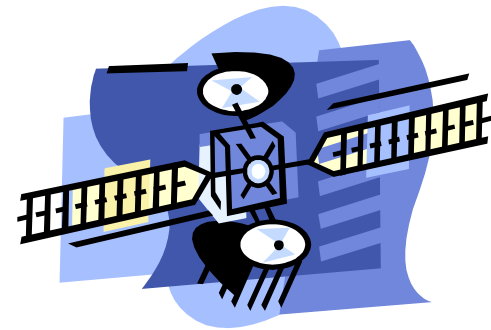
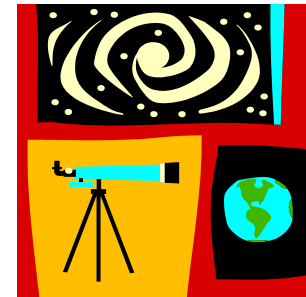
## What are our sources?

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- **European Space Agency** – re-directing UK taxpayers' money back to the UK.
- **The Technology Strategy Board**
- **The Department of Business, Innovation and Skills - BIS**
- **Chelmsford Borough Council.**
- **Essex County Council.**
- **The UK Research Councils** – STFC, EPSRC

### Other possible sources

- **European Union Framework Programme** – FP7/H2020
- **Charities** – Wellcome Trust



## Why do we bother with grant funding?

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For

- It adds to the company's investment in the project.
- It allows new things (more risky things) to be tried.
- Writing the bid document is “good for you”.
- Collaborating with other companies is usually stimulating.
- It keeps the finance director happy.






## Why do we bother with grant funding?

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### Against

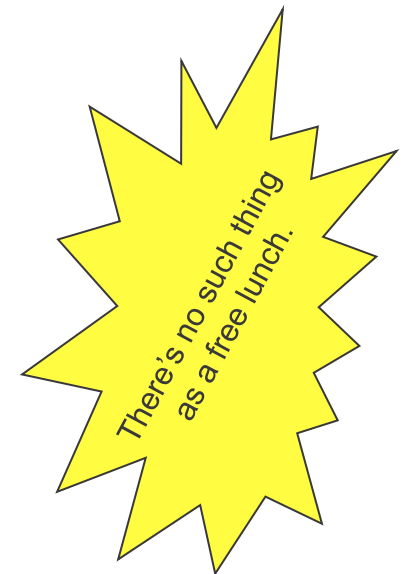
- Writing the bid document is painful.
- Grants are seldom 100%.
- Even when grants are at 50% large companies seem to get nearer 30%.
- SMEs generally can get up to 75%
- There is always an administrative overhead.



There's no such thing  
as a free lunch.

## What are the secrets of success?

- Use the grant to fund something you were going to do anyway.
- Fill in the application form clearly and simply.
  - If the assessor can't understand what you are on about - you won't be funded.
  - Put yourself in the position of the assessor – is your message clear?
  - If your application has to be read three times before the meaning becomes clear – it's a bad job.
- Make sure your application aligns well with the theme of the call.
- Answer the “trick” question correctly ---
  - Why do you need public money to carry out this development?
  - What will you do if you don't get this grant?
- Don't be afraid to ask for guidance – especially from the funding body.





## What is the process?

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The way we do it.....

- **Clearly identify the company's strategic direction.**  
...in other words -- MAKE SURE YOU KNOW WHERE YOUR BUSINESS IS GOING --
- **Identify the R&D you want to do in order to support your business growth.**
- **Look for the appropriate call for proposals.**
- **Pull together a bid team – or find someone who knows your business and can spell!**
- **Agree a timetable.**
- **Put pen to paper - finger to keyboard.**
- **At e2v we never CHASE THE MONEY.**



## What does success feel like?

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After a period of time.....

- You will have **WON** your bid.....or **NOT**!
- If the answer is **NO** you are likely to get almost **NO** useful feedback – the grant funding body will be too busy looking after those who were **SUCCESSFUL**.
- Take the bid team to the pub!
- Start to think about your **collaboration agreement** – the distribution of IP generated during the project can be a major headache.
- Wait for the formal contract offer from the funding body.
- Hold a **contract review** – or whatever your company's equivalent is.
- Gratefully accept the offer of money.



As the project progresses.....

- **Things will go wrong.**
  - Tell the monitoring officer. He/she is there to help the project, not act as a policeman.
- **There may well be “project creep”**
  - Employ a strong project manager and tackle project creep positively. The solution depends on the nature of the creep.
- **Do what the contract requires you to do.**
  - There will be agreed deliverables and milestones to be met. You wrote them in the first place so don't be surprised when you are asked about them.
- **Look for ways to run seamlessly into the next project.**
  - It's funny how many project reports conclude with the statement...”more work needs to be done to investigate this effect...”



## What could possibly go wrong?

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**We all know that well planned projects never, ever go wrong.....**

**HOWEVER.....**

- **Your key supplier closes down.**
- **Your main designer retires.**
- **The market for your product magically goes away.**
- **Your number 1 competitor beats you to market with a better widget.**
- **Your company directors determine a “strategic change of direction”.**
- **The development is harder/takes longer/costs more than you ever imagined it could.**

Delete as appropriate

**Thanks for listening.**

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I'll gladly take questions.

