



# COMMERCIALISATION BRIDGE GRANT

2023/24

# APPLICATION GUIDELINES

Assisting WA innovators in bridging the gap (the socalled 'Valley of Death') between a commercialised innovation and a sustainable, scalable business.

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# **OVERVIEW**

## ABOUT THE GRANT

The Commercialisation Bridge Grant (CBG) is a competitive Western Australian government grant, funded through the New Industries Fund, Department of Jobs, Tourism, Science and Innovation (JTSI).

Launching for the first time in 2023-24, the CBG has been designed to specifically target innovation-driven small enterprises and startups in WA, to assist them in becoming sustainable, scalable businesses.

A typical applicant is based in WA, has already developed a commercial innovation, has some early customer revenues, has not yet achieved 'break through growth', but has the potential to do so.

Many innovative companies fail at this stage, which is why it is sometimes referred to as the 'Valley of Death'.

Please note that the CBG will likely be highly competitive, so you should consider carefully your eligibility and competitiveness, and the time taken in making an application, and awaiting the outcome.

Applicants from regional WA, female founders and indigenous founders, are particularly encouraged to apply. Part of the funding is set aside for founders in at least one of these three categories.

The CBG is designed to assist founders/teams in:

- Western Australia, who have been developing their innovation-drive business for at least a few years, have customers and the potential to build a scalable, multi-million dollar business;
- Contributing to, matching and completing a new funding round, without further diluting the investors;
- Strengthening their commercialised product or service, such that it can become a sustainable, profitable and scalable business;
- Building a globally-focussed, innovative business that is based in WA; and
- Creating jobs, developing new industries and assisting in the diversification of the WA economy.

If your project is not yet commercialised, and needs early development work, testing or commercialisation services, then another grant, such as the 'Innovation Booster Grant' (maximum \$40,000) might be more suitable. Other grants are also available from local, state and federal government agencies.

#### FUNDING

**Matching grants of between \$50,000 to \$200,000 are available.** Recipients are required to provide a net cash co-contribution of **at least** 50:50 applicant to WA government funding.<sup>1</sup>

For example, a project of \$400,000 (total cost excluding GST) would involve the recipient providing the matching \$200,000 themselves to match the \$200,000 grant.

The minimum grant request is for \$50,000. If your project requires less than \$50,000, then you might consider the 'Innovation Booster Grant' (maximum grant \$40,000, with 20% co-contribution).

<sup>&</sup>lt;sup>1</sup> All co-contribution items may be subject to an independent audit.

Applications can be made online (using the Good Grants platform) at any time during the year, through the publicised links. A panel of evaluators will meet at various times during the financial year, with the latest recipients being announced in due course.

For eligible, chosen recipients, funds will be made available for up to 12 months after the initial awarding of the grant - unless an extension is confirmed with JTSI - with 50% of the funding made available upfront.

Prior to receiving funds, recipients must enter into a Financial Assistance Agreement with the Department (see Conditions and Obligations, p.14). This agreement must be executed (signed) before project work commences.

The remaining (50%) funds can be claimed at two further stages of the project: a mid-term milestone (further 25%), and then at the conclusion of the project and a final acquittal report has been provided to JTSI (final 25%).

# **AM I ELIGIBLE?**

# STEP 1 - APPLICANT ELIGIBILITY

CRITERIA	HELP / TIPS
☐ Your business is registered in Western Australia and possesses a current Australian Business Number (ABN) and/or Australian Company Number (ACN).	
☐ Your business has a trading history of three years or more.	
☐ You are developing a scalable, innovative project in Western Australia.	
☐ Your business will continue to be based in Western Australia in the next three years.	
☐ You are a WA-based startup or small business that employs between one and 50 people.	<ul> <li>Includes sole traders, private sector firms, partnerships and non-profit entities.</li> </ul>
☐ Your business is solvent.	
☐ Your business is willing, and has the financial capacity, to contribute at least 50% of the requested project funding costs.	• If the funding request is the maximum \$200,000, then your cash contribution must be \$200,000 (or more). If the project is greater than \$400,000, then you must

	commit in the application form to paying the difference over \$200,000.
☐ Your business confirms that the CBG will NOT be spent on 'business as usual' operational expenses (see Step 2 on the following page).	
☐ Your business confirms that the requested eligible expenditure is for services to be provided in the future.	Claims cannot be made for work already commenced or completed.
☐ You have NOT previously received or likely to receive Western Australian government funding for the same project/initiative.	
☐ You have NOT previously received a CBG before.	Applicants are only eligible for <u>one</u> CBG.
☐ You have not, and will not, claim the same project expenses for this CBG application as for other government grants and refunds (such as the R&D tax incentive).	Applicants cannot 'double dip' with varying government grants and incentives.
☐ Submit your application on the Good Grants platform (link shown below).	<ul> <li>IMPORTANT: Regularly save an updated version of your application on to your hard drive. Print a copy of your submitted application and keep it safe.</li> <li>Take care over your submission. Be sure to edit the application and thoroughly check it, before pressing SUBMIT.</li> </ul>

<ul> <li>Applications can only be accepted via the online Good Grants platform. Please make sure all the required information is uploaded, and all information is checked, otherwise your application may be deemed incomplete or ineligible.</li> </ul>
<ul> <li>Submit only the permitted supporting documentation requested with the application form. Other attachments will be disregarded.</li> </ul>

# STEP 2 - ELIGIBLE EXPENDITURE

CRITERIA	HELP / TIPS
☐ The items which you are requesting funding for fall into one or more of the following four categories:  1. Product Readiness  - laboratory verification - necessary certification - software development and tech work - machining and tooling - product testing and validation  2. Team Readiness - hiring experienced C-suite person/personnel - adding to team, to fill gaps in skills and experience - developing an advisory/board  3. IP Readiness - protection of intellectual property through patents, and other protections, in various countries - legal and other professional advice - licensing	All proposed expenditure must be shown on your Project Plan (spreadsheet), and uploaded with the application.  Please also note that the following are NOT eligible expenditure:  • training courses;  • hardware and software purchases (for standard business purposes);  • business and strategic planning;  • design and production of marketing or promotional materials or events (unless it can be demonstrated that this expenditure is focused on the commercialisation pathway);  • 'business as usual' website development;  • maintenance and upkeep of facilities; and  • any other general business / operational / business planning activities that are usual requirements of a business.

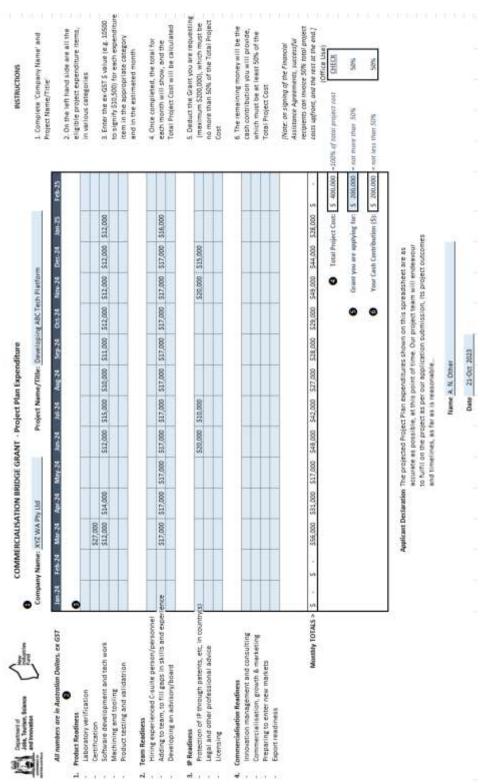
# 4. Commercialisation Readiness innovation management and consulting services commercialization, growth and marketing work preparing to enter new markets export readiness ☐ Your funding request in your application For example – if the project costs equals no more than 50% of the Project \$440,000 including GST, then your funding request must be for \$200,000 (i.e. Plan cost and no more than \$200,000 excluding \$40,000 GST). (excluding GST). Recipients are responsible for the payment of GST, which is **not** eligible in funding claims to the Department. ☐ Confirm that you will pay, have raised and For example, if you request the maximum \$200,000 in funding, you need to commit a can cover: cash co-contribution of at least \$200,000. your 50% cash co-contribution to the project cost; If your Project Plan cost is for more than any GST; and \$400,000, you must commit to pay the any additional funds required. difference over \$400,000 by detailing this amount in the application form. In-kind contributions are **not** eligible for co-contribution. It must be a cash cocontribution. You need to show proof you have access to the 50% matching funds, in your application. This can be money already in the bank, ring-fenced for this project; and/or fresh sources of funds from investors (signed agreements to invest will need to be produced as proof). ☐ Work on the project will commence **on** or Retrospective funding (i.e. reimbursing after the execution of the Financial work that has already occurred and/or Assistance Agreement. costs that have already been incurred) is not permitted. Funding is available to successful applicants once the FAA is

	signed and on provision of an invoice. All funds must be expended within 12 months of being awarded the grant (unless an extension is confirmed with JTSI).
☐ At the end of the project, in order to release the final 25% grant payment, you will need to provide evidence that you have paid consultant/ supplier(s) as per the project plan spreadsheet.	<ul> <li>Evidence must include:</li> <li>Completed acquittal report;</li> <li>Proof of payment (paid invoice);</li> <li>Paid invoice to include <ul> <li>Description of the service provided</li> <li>Total cost ex GST; and</li> <li>Date paid.</li> </ul> </li> </ul>

# STEP 3 - PROJECT PLAN (SPREADSHEET)

Please note: ALL applicants must complete and upload a Project Plan, which is a downloadable spreadsheet you can find online at <u>CBG documents</u>. The spreadsheet will show the direct, attributable costs of your project over its timeline, including third-party service provider(s), if used.

Only eligible expenses (see Step 2 above) can be included. A worked example is shown below.



# **HOW TO APPLY**

Applying for a CBG is a one-stage competitive process involving a written online application, and Project Plan, that needs to be submitted via the **online grant platform** (<a href="https://cbg.grantplatform.com/">https://cbg.grantplatform.com/</a>), together with other relevant attachments.

Applications can be made at any time during the year. An external evaluation panel will sit at various times a year to consider the latest applications. Please ensure you have received an email confirming that your application was submitted and keep this on file, for your reference.

Your application will first be assessed for its eligibility. Please run through the checklist, ensure your application is complete, and check everything required has been uploaded.

Only submit an application when you are ready, have agreements in place for the matching funds (and/or matched funds in the bank), and can commence your proposed project within the next few months.

Common application errors include inputting incorrect company information (such as the ABN number), or asking for a grant that does not equate to the numbers in the Project Plan spreadsheet.

#### ADDRESSING THE EVALUATION CRITERIA

If your application is deemed to be eligible (passes all the eligibility criteria), it will then be evaluated by an external panel against the seven (7) criteria shown in the table below.

For a competitive application, please address these criteria as clearly as possible and use concrete evidence wherever possible to back up your points, taking notice of the scores per question.

1. NEED FOR FUNDING (Maximum 10)	<ul> <li>- how the grant will bridge the funding gap, and help you cross the 'Valley of Death';</li> <li>- why this project deserves WA government funding;</li> <li>- why you cannot fund this project yourself (difficulties and gaps in funding); and</li> <li>- how you have tried to raise all the funding, but can only manage to raise half the funds required (explaining where from).</li> <li>UPLOAD evidence showing you have access to at least 50% of the project funding cost, and can therefore match the CBG (grant funding).</li> </ul>
2. INNOVATION (Maximum 10)	Explain:  - the unique innovation(s) embedded in your project, and why it is 'novel' (new and different);

	<ul> <li>what 'customer problem' your innovation is designed to solve, and how it does this;</li> <li>How you have protected (or are going to protect) the intellectual property within your project; and</li> <li>What is now needed to prepare your innovation for wider, national and global markets.</li> <li>UPLOAD evidence of innovation, such as patent protection, trademarks or other IP protection, as appropriate.</li> </ul>
3. COMPETITIVE ADVANTAGE (Maximum 10)	<ul> <li>Explain:</li> <li>How your innovative project already has a competitive advantage in a sizeable market, due to its cost benefits, product features, delivery model and other unique features;</li> <li>The current size of your market, your share of it; and</li> <li>The total addressable market you are going after, and how you are going to capture it.</li> <li>Provide evidence (such as sales figures, industry data) to back up your arguments.</li> </ul>
4. PEOPLE (Maximum 10)	<ul> <li>Demonstrate:</li> <li>that you, your team, and any chosen supplier(s), have the relevant skills, experience and capacity to advance your innovation; and</li> <li>how other human resources (e.g mentors, advisors, board members, consultants, researchers and others) will contribute towards the project and its success.</li> <li>If you use a consultant/ supplier(s), explain why you have chosen them, and how you intend to work together.</li> <li>The CBG (grant) particularly encourages applications from regional WA, female and indigenous founders and companies.</li> <li>Tick up to 3 relevant diversity categories below, as appropriate, or leave blank if not applicable:</li> <li>Regional WA (business <u>not</u> headquartered in Perth or Peel regions)</li> <li>Female founder (at least one female owner)</li> <li>Indigenous founder (at least one Aboriginal or Torres Strait Islander owner)</li> </ul>

5. SCALABILITY (Maximum 10)	<ul> <li>Explain how your business model and technology:</li> <li>has performed in the market to date;</li> <li>has the potential to scale; and</li> <li>how the proposed project will significantly increase the likelihood that your entire business will scale sustainably and effectively in the future</li> <li>Provide evidence to back up your argument.</li> </ul>
6. PLAN (Maximum 10)	<ul> <li>Explain how you will:</li> <li>endeavour to follow the proposed project plan, and what methodologies and controls will be in place to ensure the plan will be effectively enacted;</li> <li>keep the project on track if and when unexpected event(s) occur (such as a chosen supplier is unavailable or a key person leaves the project).</li> </ul>
7. IMPACT (Maximum 10)	<ul> <li>Explain how this funded project will:</li> <li>deliver tangible benefits for WA, industry and customers, such as revenue growth, new markets, technological transfer, collaboration, future capital raising, export income and any other measurable benefits;</li> <li>generates job creation in one or more of the 'Diversify WA' industry categories; tick up to 2 relevant industry categories below, as appropriate, or leave blank if not applicable: <ul> <li>Energy</li> <li>Tourism, events and creative industries</li> <li>International education</li> <li>Defence</li> <li>Mining and METS</li> <li>Space</li> <li>Health and Medical Life Sciences</li> <li>Primary Industries</li> </ul> </li> <li>support WA to deliver upon one or more of the United Nations 17 sustainable development goals.</li> </ul>

The maximum score for applications is 70.

#### OTHER CRITERIA

In addition to the evaluation criteria, applications are assessed based on their alignment with:

- The objectives of the New Industries Fund;
- Current WA government and JTSI priorities, policies and initiatives for innovation;
- The WA government's <u>Innovation Strategy</u> (Western Australia: the place to innovate), published in December 2022;
- Diversity and inclusion goals, including support for regional, female and indigenous innovation;
- The level of funding sought by the applicant compared to how the application meets these criteria.

#### **EVALUATION PANEL**

JTSI engages an independent Evaluation Panel to assess applications based on the above criteria, and to make recommendations for funding. To assist with their decision making, the panel may seek advice from individuals with expertise in the area/s under consideration. They may also request additional evidence to support claims against the evaluation criteria.

The deliberations of the Evaluation Panel and all related information and material are strictly confidential, subject to the requirements of the *Freedom of Information Act 1992* (see Conditions and Obligations, p.14).

The final approval for applicant funding lies with the Department of Jobs, Tourism, Science and Innovation.

#### OUTCOME COMMUNICATIONS AND FEEDBACK

Eligible applicants will be notified by email on the outcome of their application a few weeks after each sitting of the Evaluation Panel. Successful applicants are publicly announced by the Minister for Science, Innovation and the Digital Economy. As part of this and other media, the Department may disclose selected high-level details to the public, such as business suburb and postcode. Recipients agree to this as part of their Financial Assistance Agreement with the Department.

All recipients agree to have their grant amount made public, and also published on Dealroom WA.

The CBG is expected to be a highly competitive process. Previous experience indicates JTSI will receive many more applications than can be funded. Applicants should weigh up the time taken to apply, and consider the 'invested cost' may not yield a return. Please consider where the CBG is right for you, and you for it, and note that the decision on recipients is final and no further correspondence can be entered into.

If you have any queries, please contact us at cbg@jtsi.wa.gov.au.

# CONDITIONS AND OBLIGATIONS

## FOR RECIPIENTS

# 1. Enter into a Financial Assistance Agreement with the Department of Jobs, Tourism, Science and Innovation (JTSI).

Recipients of funding under the CBG are required to enter into a written Financial Assistance Agreement with the Department of Jobs, Tourism, Science and Innovation (JTSI), who administers the grant. No rights to financial assistance accrued until such time as the grant agreement has been entered into by the relevant parties.<sup>2</sup>

The Financial Assistance Agreement outlines the terms and conditions under which JTSI provides financial support, including project performance, publicity and reporting issues. JTSI specifies the conditions and obligations of funding prior to the disbursement of any funds.

Businesses recommended for funding may be required to provide more detailed information about their business. Applications may be subject to due diligence, technical, financial and economic appraisals.

# 2. Cyber safety responsibility

Recipients of funding under the CBG are expected to keep their funded projects 'cyber-safe'. The onus is on the recipient to ensure all customer and other data is kept secure. JTSI cannot be held responsibility for the cyber safety, or otherwise, of funded projects.

# 3. Participate in post funding reviews.

All financial support provided by JTSI under this grant is subject to a post funding review. Recipients are required to participate in online surveys conducted by JTSI up to 3 years after the funding ceases. Surveys generally take 10 minutes to complete and seek feedback on inputs, activities, results, usage and impacts related to the CBG.

#### 4. Co-contribution towards CBG

Financial assistance for recipients will cover 50% of the total eligible costs up to a maximum of \$200,000. Recipients are required to pay the remaining 50% (or more) of total eligible costs.

#### 5. Funding availability.

Funding is available to successful applicants for up to 12 months after the awarding of the grant (unless an extension is confirmed with JTSI).

<sup>&</sup>lt;sup>2</sup> JTSI reserves the right to check the financial stability of all selected applicants before Financial Assistance Agreements are finalised.

# 6. Claiming grant funds.

Grant payments to successful applicants are via electronic funds transfer (EFT), in two or three amounts:

- 50% of the funds can be remitted immediately on execution of a Financial Assistance Agreement, on provision of invoice to JTSI.
- At the mid-point of the project, and according to a key, agreed milestone, a further 25% of the funds can be acquitted.
- Prior to the end of 12 months, the final 25% balance can be invoiced at the end of project, once the activities have been completed and all project expenses paid. An acquittal template form will be provided by JTSI for this purpose.

It is important that the project be completed within 12 months, and the final payment made within this time; otherwise the total grant funding cannot be assured.

#### 7. GST excluded.

The Department does not regard the CBG as payment for a supply. Thus, the Department does not increase the grant to include GST, nor does it reimburse a grant recipient for GST paid or payable to a third party.

### 8. Consultant/ Supplier/ Service Provider(s).

The Financial Assistance Agreement is between JTSI and the successful applicant. Consultant/ Supplier/ Service provider(s) (if used) shall have no contractual, legal or equitable rights against JTSI.

## 9. Conflicts of interest.

Applicants are required to disclose any information that might be relevant to an actual, likely or potential conflict of interest.

#### 10. Release of confidential information.

The content of all unsuccessful applications will remain strictly confidential. Shortlisted and funded ideas may be promoted in a way which retains the commercial integrity of the project in the public domain.

JTSI is subject to the *Freedom of Information Act 1992*, which provides a general right of access to records held by Western Australian State and Local Government agencies. Under this act, applicants should be aware that information pertaining to the receipt of State Government financial support may be tabled in the Western Australian Parliament. This information could include names of recipients, the amount of financial support, the name of the project/activity and, possibly, a brief description thereof. This could result in requests for more detail to be released publicly.

Further information on the operation of the *Freedom of Information Act 1992* can be obtained from the department's website.

# 11. Media and promotions.

CBG recipients are requested to provide contact details, including a business name, project brief, phone number and email address, to be shared for media and promotional purposes.

#### DISCLAIMERS

The provision of financial assistance under the WA government's New Industries Fund is at the absolute discretion of the Department of Jobs, Tourism, Science and Innovation. Nothing in the application process, the selection process or any associated documentation shall give rise to any:

- (a) legal relations or any process or other contract between the Minister or the WA government on the one hand and the applicant on the other; or
- (b) legitimate expectations on the part of the applicant.