

INNOVATE UK GRANT SCHEMES

WHAT GOT FUNDED?
October – December 2020

XSORTAL ANALYTICS - DRAFT EXTRACT

DATA DRIVEN MARKETING, DECISION MAKING & LEVERAGE

“Changing the way you think about Grants”

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INNOVATE UK GRANT SCHEMES - XSORTAL ANALYTICS

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1 REGIONAL FUNDING TAKE UP

Which Regions are taking full advantage of Innovate Funding? Which Regions are lagging behind?

CHART 1 REGIONAL FUNDING

Number of Funded Applications vs. Non-Ranked Regions

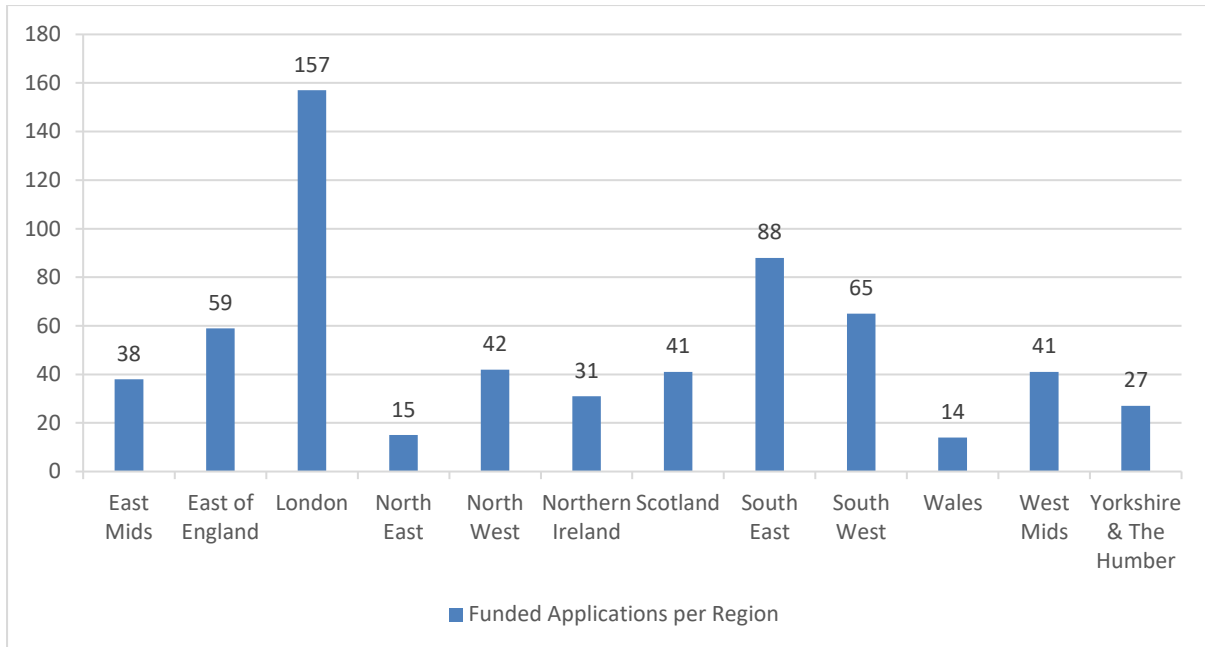


TABLE 1 RANKED REGIONAL ANALYSIS

Top 3 Regions by Funded Applications

1	London	157	25.2%
2	South East	88	14.2%
3	South West	65	10.5%
	TOTAL	309	49.9%

LEADING REGIONS

Bottom 3 Regions by Funded Applications

10	Yorkshire & The Humber	27	4.4%
11	North East	15	2.4%
12	Wales	14	2.3%
	TOTAL	56	9.1%

LAGGING REGIONS

INSIGHT 1. REGIONAL FUNDING

- The More Centric the Region - the most likely to be funded
- The Remoter the Region - the least likely to be funded
- The Closer the Region to the Centre - the next least likely to be funded

2 FUNDING DISTRIBUTION

Which Funding Bands are most widely leveraged? Which Funding Bands are least taken up?

CHART 2 FUNDING DISTRIBUTION

Number of Funded Applications vs. Non-Ranked Bands (£)

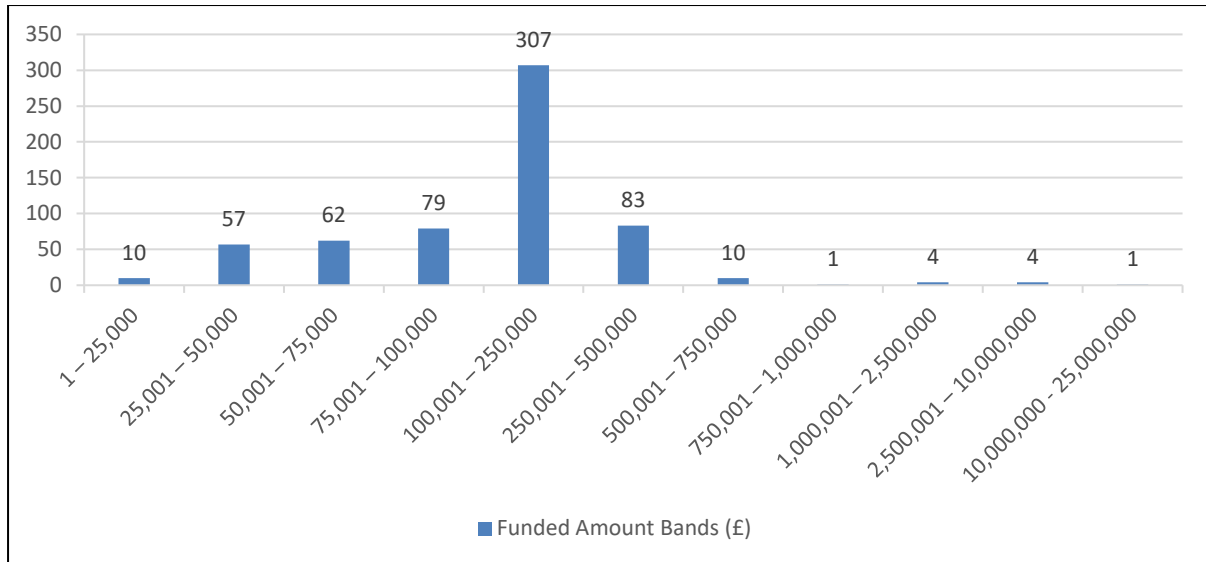


TABLE 2 RANKED FUNDING BAND ANALYSIS

Top 3 Bands (£) by Funded Applications

1	100,001-250,000	307	49.7%
2	250,001-500,000	83	13.4%
3	75,001 – 100,000	79	12.8%
	TOTAL	469	75.9%

LEADING BANDS

Bottom 3 Bands (£) by Funded Applications

6=	1-25,000 500,001-750,000	10 10	3.2%
7=	1,000,001 – 2,500,000 2,500,001-10,000,000	4 4	1.3%
8=	750,001 – 1,000,000 10,000,000-25,000,000	1 1	0.3%
	TOTAL	30	4.8%

LAGGING BANDS

INSIGHT 2. FUNDING BANDS

- The Middle amount of money - the most likely to be funded
- The Higher the amount of money - the least likely to be funded
- The Smaller the amount of money - the next least likely to be funded

3 SECTOR DISTRIBUTION

Which Sectors (broad groupings) are most widely supported? Which Sectors are least supported?

CHART 3 SECTOR DISTRIBUTION

Number of Funded Applications vs. Non-Ranked Sectors

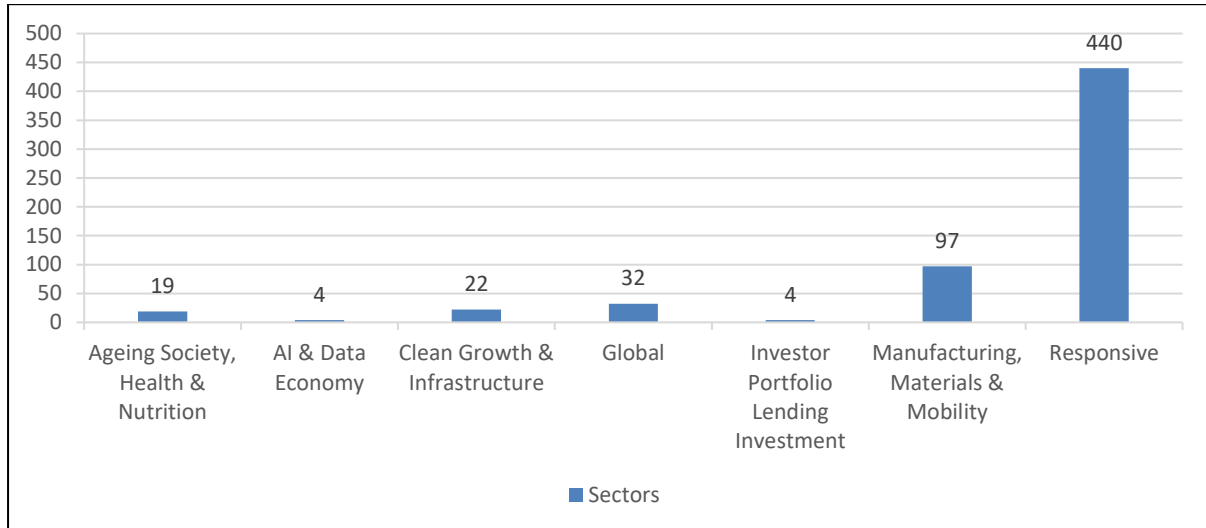


TABLE 3 RANKED SECTOR DISTRIBUTION ANALYSIS

Top 3 Sectors by Funded Applications

1	Responsive	440	71.2%
2	Manufacturing, Materials & Mobility	97	15.7%
3	Global	32	5.2%
	TOTAL	569	92.1%

LEADING SECTORS

Bottom 3 Sectors by Funded Applications

4	Clean Growth & Infrastructure	22	3.6%
5	Ageing Society, Health & Nutrition	19	3.1%
=6	AI & Data Economy	4	1.3%
	Investor Portfolio Lending Investment	4	
	TOTAL	49	8.0%

LAGGING SECTORS

INSIGHT 3. SECTOR FUNDING

- Responsive is the most likely to be funded (71.2%)
- But there is a middle cluster (Manufacturing, Materials & Mobility) which are next most likely (15.7%)
- The bottom 4 sectors have a very low funding threshold (8%)

4 ENTERPRISE FUNDING

Which Enterprise Groups are most widely supported? Which Enterprise Groups are least supported?

CHART 4 ENTERPRISE FUNDING

Number of Funded Applications vs. Non-Ranked Enterprise Groups

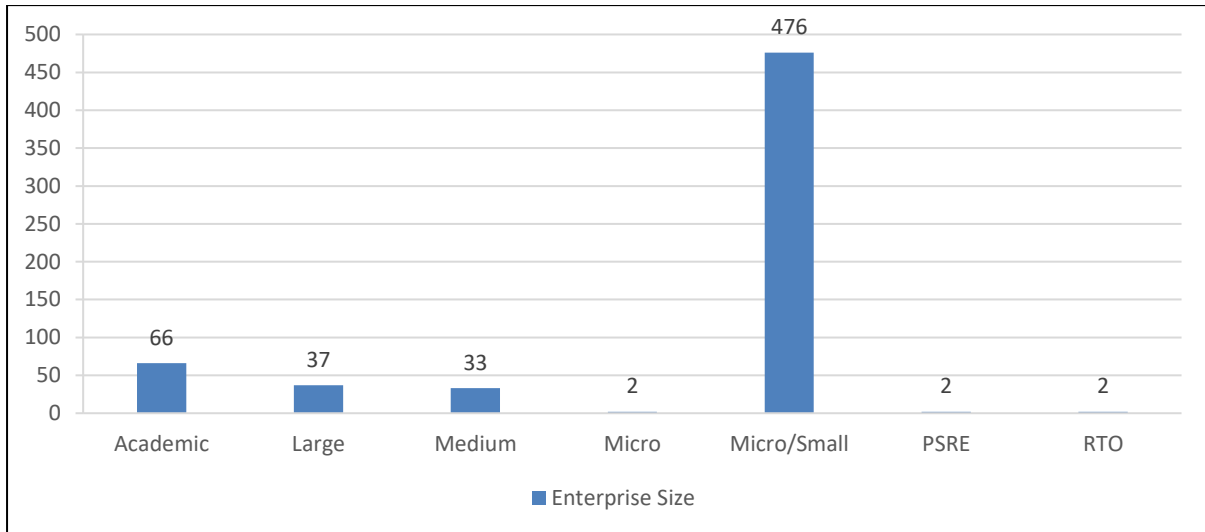


TABLE 4 RANKED ENTERPRISE FUNDING ANALYSIS

Top 3 Enterprises by Funded Applications

1	Micro/Small	476	77%
2	Academic	66	10.7%
3	Large	37	6%
	TOTAL	579	93.7%

LEADING GROUPS

Bottom 2 Enterprises by Funded Applications

4	Medium	33	5.3%
=5	Micro	2	1%
=5	PSRE	2	
=5	RTO	2	
	TOTAL	39	6.3%

LAGGING GROUPS

INSIGHT 4. ENTERPRISE FUNDING

- Micro and Small Business (77%) plus Academic (10.7%) are the most likely to be funded
- Mainstream Business (Medium and Large) are next likely to be funded (11.3%)
- Niche Enterprises are the least likely to be funded

5 FUNDING PURPOSE

Which Funding Purposes are most widely supported? Which Funding Purposes are least supported?

CHART 5 FUNDING PURPOSE

Number of Funded Applications vs. Non-Ranked Funding Purposes

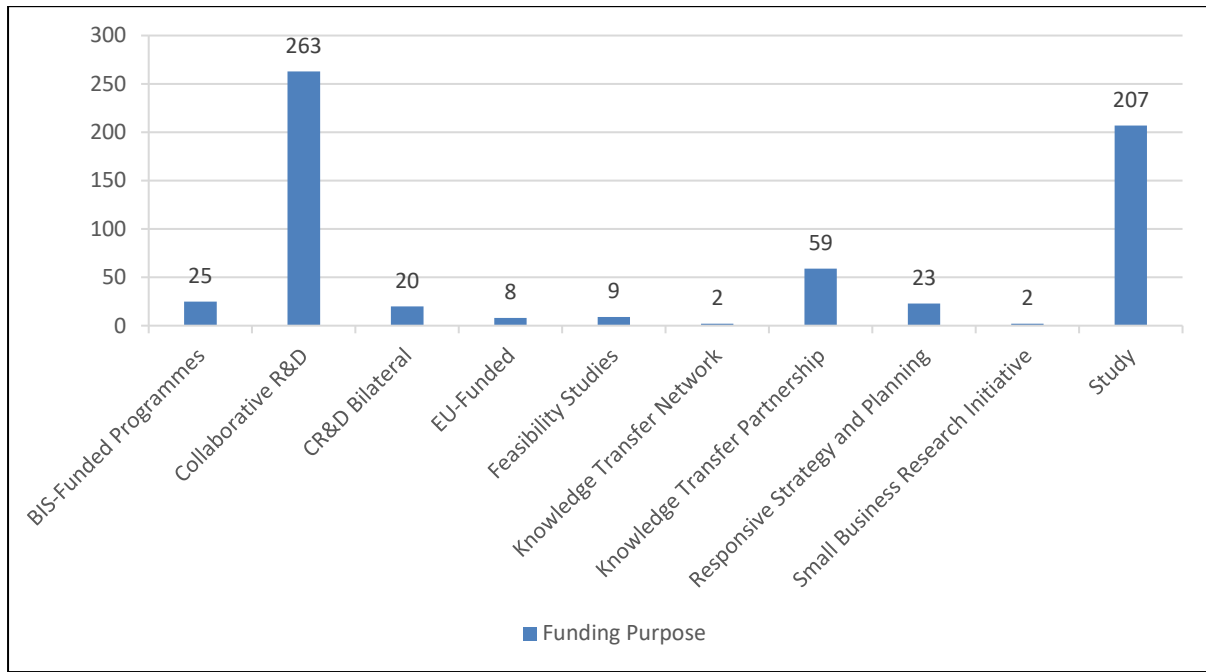


TABLE 5 RANKED PURPOSE FUNDING ANALYSIS

Top 3 Purposes by Funded Applications

1	Collaborative R&D	263	42.6%
2	Study	207	33.5%
3	Knowledge Transfer Partnership	59	9.6%
	TOTAL	529	85.7%

LEADING PURPOSE

Bottom 3 Purposes by Funded Applications

7	Feasibility Studies	9	1.5%
8	EU-Funded	8	1.3%
=9	Small Business Research Initiative Knowledge Transfer Network	2 2	0.6%
	TOTAL	21	3.4%

LAGGING PURPOSE

INSIGHT 5. FUNDING PURPOSE

- Collaborative R&D plus Study (76.1%) wipe the board
- Knowledge Transfer Partnership and BIS-Funded Programmes (13.1%) are a distant second
- Anything else amounts to just 10.3% of the total funding

SUMMARY BUSINESS INSIGHTS 1 - 10

IF YOU ARE LOOKING FOR THE BEST BUSINESS FUNDING PROFILE

On a 50/50 basis what is the best funding profile mix to consider?

1. REGIONS 49%

The Regional Cluster of London plus the South East and South West of England receive 49.9% of the Funding.

2. FUNDING AMOUNT 49%

The Funding Band from £100,000 to £250,000 receives 49.7% of the Funding

3. SECTOR 71%

The Sector, Responsive, alone receives 71.2% of the Funding.

4. ENTERPRISE TYPE 77%

The Enterprise Cluster of Micro and Small Business receives 77% of the Funding.

5. FUNDING PURPOSE 42%

Collaborative R&D alone receives 42.6% of the Funding; combined with Study (33.5%) it amounts to a massive 76.1%.

⇒ Continued...

SUMMARY BUSINESS INSIGHTS 1 – 10 CONTINUED

IF YOU ARE LOOKING FOR THE BEST BUSINESS CATCH UP PROFILE

On a least-funded criteria, where are the key opportunities for catching up?

6. REGIONAL CATCH UP

Yorkshire and The Humber, the North East and Wales are the bottom 3 funded Regions, but the North West, Scotland, West Midlands, East Midlands and Northern Ireland are also below average.

7. FUNDING AMOUNT CATCH UP

The big funding projects (over £750,000) are really the exceptions to the rule, but the next big band (£100,000-250,000) stands at 49.7% and, at the other end of the scale, smaller projects (less than £25,000) are at 1.6%.

8. SECTOR CATCH UP

The Sector, Responsive, alone receives 71.2% of the Funding. However, there are three other core sectors which represent 24.4% of the Funding (Manufacturing, Materials and Mobility, Global and Clean Growth and Infrastructure).

9. ENTERPRISE TYPE CATCH UP

The Enterprise Type, Micro and Small Business alone received 77% of the Funding. However, three other Enterprise Types received most of the remaining Funding at 21.8% (Academic, Large and Medium size businesses).

10. FUNDING PURPOSE CATCH UP

Collaborative R&D alone receives 42.6% of the Funding; combined with Study (33.5%) it amounts to a massive 76.1%. This is a huge funding trend, but Knowledge Transfer Partnership and BIS-Funded Programmes are next closest on 13.1%.

6 LONDON BUSINESS INSIGHT

As the leading Region, is London a Role Model for other Regions or not?

This all depends on London's Funding Profile: for example, if London creams off all the high-end funding amounts for large companies then it will be a turn-off not a turn-on.

QUICK PROFILE REVIEW

However, London doesn't have skewed funding profile, instead it has a reasonably distributed and dynamic profile across the two key categories: Funding Bands and Enterprise Groups:

London Funding Bands (£)

1	100,001-250,000	82	52.2%
2	250,001-500,000	27	17.2%
3	50,001-75,000	16	10.2%
4	75,001-100,000	15	9.6%
5	25,001-50,000	11	7.0%
6	500,001-750,000	3	1.9%
7	1,000,001-2,500,000	2	1.3%
8	1-25,000	1	0.6%
9	750,001-1,000,000	0	0%
	TOTAL	157	100%

London Funding by Enterprise Groups

1	Micro/Small	135	86%
2	Academic	10	6.4%
3	Large	7	4.5%
4	Medium	3	1.9%
5=	Micro	1	0.6%
	PSRE	1	0.6%
	TOTAL	157	100%

QUICK PROFILE IMPLICATION

- London gets the largest share of the funding pot
- London gets a high concentration of funding for Micro/Small enterprises
- London gets a good amount of funding in the £100k to £250k range, in line with the rest of the regions

ABOUT XSORTAL

What does Xsortal do in the Grants market?

I. DATA ANALYSIS FOR BUSINESS LEVERAGE

Xsortal analyses Grants Data at three different levels:

LEVEL ONE

Basic Analytics across Grant Properties to produce key Profiles which enable users to better understand, get involved and make better informed decisions about the Grants Market.

LEVEL TWO

Breakdown Analysis to provide a deeper level of understanding and more precise market information to create drill-down decision making.

LEVEL THREE

Full on Analytics to connect things up, to uncover hidden patterns and produce the insights which will change market thinking and release substantial productivity gains.

II. REAL TIME DATA FOR CURRENT NEEDS MATCHING

The Xsortal also maintains and manages a Grants Platform, not only with historically funded data - but also with current Grant Data (Schemes that are open now). There are three main building blocks within the Platform:

GRANT DIRECTORY

A comprehensive Directory of all the main business grant providers in the UK so you can find all you need in one place.

GRANT SCHEME PROFILES

A standard Scheme Profiling system for every Grant Scheme so you can always get the relevant, up to date and important grant characteristics for any scheme.

GRANT MATCHING SYSTEM

Enter your business profile and automatically match your needs online. No time wasted. No premium pricing. No core need unmatched.

WANT TO CUSTOMISE YOUR NEEDS?

Talk to the Xsortal now about your business needs. Get the Data insights to make better decisions. Turn Grants from being a chore to being a key productivity partner in your business.

Call us on 0161 832 6975 or email Mike Fraser (mike@xsortal.com) or Kwong Lee (kwong@xsortal.com).