10 top tips for your Ufi #VocTech Seed grant application

1. Understand the problem you are trying to solve. *Can you describe it clearly and succinctly?*

2. Make sure the project is about vocational learning ie learning for the workplace. *Vocational learning is for 16+ adults, focuses on the workforce and covers skills specific to the workplace.*

3. Know your market. *What market research have you done? Who are the likely users/customers? What do you know about them? How big is the market? Who would be your main competitors? How widespread is the problem you're addressing?*

4. Identify your route to market. *How will you reach your users? Will your product be delivered directly to learners or to learning providers? How are you going to find, attract and retain users?*

5. Be clear about the role of each partner in your project. Build a stronger project through a partnership or alliance. *If you don't have contact with your potential users, can you work with another organisation that does? Would partnership with a technology developer or learning design expert strengthen your proposal?*

6. Be ambitious. *What is innovative or new about your project? What do you want to see changing as a result of your project?*

7. Be realistic. *What can you achieve in 12 months with the funding available? What stage will your project have reached at the end?*

8. Explain how it will scale. *How does your project address sector wide skills shortages? Do others have this problem, or is it just you? What implications does this have for the reach of the project?*

9. Understand the risks to the project. *What's the overall likelihood of success? What are the different types of risk and how will you manage these?*

10. Explain how the project is sustainable. *What would be the next steps beyond #VocTech Seed? Are there other sources of funding available to support the project? Will your project be commercially viable at the end of this funding round?*