

Innovate UK Bid Writing Support



Winning Innovate UK funding requires more than a good idea. It demands a clear, credible, and compelling proposal that demonstrates not only the strength of your innovation but also its potential to deliver real-world impact.

To succeed, you must show how your project aligns with Innovate UK's strategic priorities, contributes to the UK economy, and addresses key societal or industrial challenges.

Answer the question directly

Every question in the application is there for a reason. Avoid generic statements and cut straight to the point. Reviewers score against the guidance — if you wander off-topic or add unnecessary detail, you risk losing marks.

Quantify your claims

Numbers are powerful. Instead of saying *"the market is large"*, demonstrate it: *"the UK market is valued at £500m and expected to grow by 12% annually."* Similarly, show how many jobs could be created, what cost savings are possible, or how much CO₂ could be reduced. Evidence makes your case credible.

Highlight your innovation

Innovate UK funds innovation, so make it clear what's genuinely new or different. Don't just describe your product — explain *why it matters*. Is it faster, cheaper, greener, or more accessible? Frame the problem, show how your solution is different, and back it up with evidence or comparisons.

Common Pitfalls to Avoid

"We'll sell to everyone." Reviewers need to see a clear, realistic commercial plan. Define your target customers and show how you'll reach them.

Overstating innovation. Bold claims without evidence weaken your credibility. Be ambitious, but support your case with data, research, or proof-of-concept results.

Weak risk mitigation. Every project has risks — ignoring them is a red flag. Instead, acknowledge risks honestly and outline how you'll manage them.

Generic answers. Copy-paste responses won't score well. Tailor your answers to the specific funding call and show you've understood its objectives.