

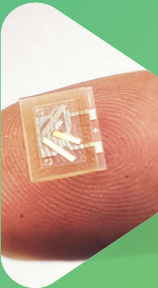
Technology Developer Accelerator Programme

Helping SMEs, start-ups and spinouts be investment and market-ready



Accelerating Progress

TDAP
Technology Developer Accelerator Programme



'The programme has helped us hugely to bring our product concept to life. We started with a patent and some ideas on a piece of paper, and by the end of the programme, we had actual working radar units.'

Dr Kashif Siddiq, CEO, Oxford RF Solutions

'TDAP helped us to define our value proposition, define our target market and position in the value chain and refine our business plan which enabled us to raise £1.5m private investment. I would strongly recommend TDAP when you are a young company with an exciting new technology.'

Echion Technologies

'TDAP supported us initially to prove the concept for fuel cell air compressors and take our technology into a different field. This allowed us to move forward with other APC funding streams and develop commercial fuel cell applications with a global supplier of fuel cells.'

Eric Newell, Head of Global Business Development, Aeristech

TDAP has worked for us...

Since 2015, TDAP has helped over 100 companies to take meaningful steps towards their commercial goals.

'The key highlights of the programme are the focus on strategy, IP, the structure of deals and customer traction. The ultimate result is that we've entered into a consortium agreement with the view to supply batteries with 3DLi technology to the specialist drone market in two and a half years.'

Gleb Ivanov, CEO, Sigma Lithium Ltd

'TDAP helped us progress our technology in multiple different aspects of business, including mapping out key supply chain stakeholders, to an extent where we sold our technology halfway through the programme.'

Andrew Holmes, Ionic Technologies International Ltd.



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What is the Technology Developer Accelerator Programme (TDAP)?

TDAP is a structured early-stage accelerator programme that supports ambitious businesses, that have a net-zero emission technology concept, requiring investment and support to achieve market-readiness. We do this through a combination of grant funding, commercialisation strategy guidance and mentoring.

Fresh perspectives

Together with our hand-picked industry mentors, we assist small and medium-sized businesses on their journey to commercialisation, through a programme that is designed to encourage participants to challenge their thinking and gain fresh perspectives. Through TDAP, we help to mature and validate strategies and identify the right target markets, customers, channels, and product so participants finish TDAP:

Better prepared

Focussed

Agile

Investible

Able to demonstrate technology development progress



'SMEs play a crucial role in the net-zero future of the automotive industry; by supporting companies at the beginning of their commercialisation journey we can ensure the UK stays competitive with some of the most exciting technological innovation in the sector.'





Josh Denne, Head of SME Programmes, Advanced Propulsion Centre UK

'TDAP was a catalyst for the market for us. The credibility that we have gained is massive, business changing. There is a giant void between having an invention and turning that into a business, and this process lays the foundations to be able to do that. We're huge supporters of TDAP and would highly recommend it to anyone who has a good idea but needs support to turn it into a business.'

White Motorcycle Concepts



To date, businesses who have completed TDAP have:

-  Advanced their **technology readiness level to 4/5**
-  Accelerated route-to-market by an average of **19 months**
-  Collectively secured over **£250 million** in private investment and commercial agreements
-  Increased headcount by an average of **50%** and forecast over **1,000 new FTE** within 5 years

Since 2015, TDAP has helped over 100 companies to take meaningful steps towards their commercial goals. The programme has supported a wide range of innovative technologies; from new energy storage and management systems, through to novel thermal control systems, lightweight materials and digital tool developers.



Who is TDAP for?

TDAP works for ambitious SMEs – whether start-ups or university spinouts. We also support more mature SME organisations that can benefit from the programme's business strategy and development mentoring.

We're looking for:

- Ambitious UK-based micro, small and medium-sized businesses
- You must be able to demonstrate the feasibility of your technology concept through modelling or initial prototyping.
- You should be open to exploring routes to market for your technology and be able to benefit from programme activities and APC engagement to support this.

Our objectives

- Enable participants to accelerate their strategy, business case and technology development
- Anchor UK innovation, research and development and economic impact
- Support applicants from across all nations and regions in the UK

Eligible technology

- Innovative automotive technology, products and services, which accelerate the transition to net-zero automotive
- Projects that align with one or more of the following strategic UK automotive technologies (see below); or if outside of these you should be able to demonstrate a strong market potential

Technology areas can include:

- Batteries, their components, management and integration systems
- Energy storage and energy management
- Thermal propulsion systems
- Fuel cell and associated balance of plant
- Electric machines and power electronics
- Hydrogen storage and management systems
- Lightweight vehicle and powertrain structures
- Manufacturing processes associated with industrialising relevant net-zero technologies

- Direct recycling methods resulting in recovery of critical materials
- Significant reduction in vehicle development timescales
- Digitalisation, leveraged during the design, development, testing, production or in-service phases
- Connected and Automated Mobility (CAM) where it supports the transition to net zero

On or off-vehicle technology eligible:

- Software or hardware technologies
- Full vehicles (including e-bikes, e-mopeds etc), however the technology deployed within the vehicle must be innovative and the application would need to show how the vehicle supports or accelerates the move to zero-emission transport

Helping businesses be investment and market-ready

This 18 month programme helps companies develop a robust strategy and business model, focused on commercial pathways, to accelerate route to market.

TDAP structure

- **Business strategy guidance** and **technology development** delivered over two phases – ‘Market Focus and Technology Validation’
- **Six focus areas** supported and delivered by a series of flexible workstream activities and workshops
- **Mentoring** from independent, industry experts
- **Automotive industry networking**
- **Peer-to-peer support** via a community of like-minded, ambitious businesses
- **Up to £170,000 grant funding*** split across the two phases

*Any award is subject to Ministerial and His Majesty's Treasury (HM Treasury) approval.



‘Experience gained in TDAP pitching events helped us effectively communicate the unique advantages of our solid-state battery systems. It was an invaluable preparation for our subsequent fundraising efforts, contributing to their success.’

Gene Lewis, CEO, LiNa Energy

‘It’s important that you are ready to have quite a ‘warts and all’ appreciation of where your product is and be prepared to be honest with it. There’s a great opportunity to identify true holes and opportunities and then capitalise on them.’

Chris Horton, Director, OxDrive

Programme structure

Through two sequential phases, you'll advance your market positioning, business strategy and technology towards becoming a commercial proposition.

No two businesses are the same, and whilst there are common elements involved in the development of most ventures, you will each have your own unique challenges. The programme is designed as a selection of essential activities and optional extras that can be chosen to help answer the most pertinent challenges your business might have.

Phase 1

Market Focus

Phase 2

Technology
Validation



'Some companies might think they can't get the full range of benefits from the programme because they're already established and there are some overlaps. I'd recommend if businesses are moving from services into product, carefully consider the value TDAP brings to the business. Certainly for us, there are many valuable learnings and skills that we're developing in the business from the programme.'

Jeremy Bowman, Chief Technology Officer, Hypermotive Ltd.

Phase 1 – Market Focus

The Market Focus phase is all about the business, specifically helping identify market opportunities for the technology, developing a commercialisation strategy and auditing internal capabilities. Our business support mentors work with you to help shape, develop and refine strategies so that you finish the programme market-ready.

Duration:

8 months

Format:

Workshops and 1:1 sessions

Grant funding:

£50,000 plus £20,000 mentor support

6 key focus areas

Commercialisation strategy and financial planning

Helping you to define the best application fit for your technology, identifying target markets and refining your optimal route-to-market strategy

Intellectual property management

Protection of ideas and assets through the development of an IP strategy

Investor readiness

Support in creating or further developing a financial and investor plan that demonstrates the viability of your business, accelerating your ability to secure private investment and funding whilst on the programme and beyond

New product development

Understanding the unique value proposition of your product, including an overview of new product development tools and processes used within the automotive supply chain to deliver products to market

Leadership and new venture growth

Development of leadership and new venture-building skills to enable you to create a strong, expert team

Dissemination, networking and marketing

Helping you to amplify key messages and make industry connections

'Working with assessors and independent experts from specific sectors related to our technology can be quite daunting initially, but I found it refreshing to get fresh eyes looking upon our technology and helping us shape our strategies.'

Andrew Holmes, Ionic Technologies International Ltd.

'TDAP comes with funding, which is great but more important than that is the support that comes with it. Help with product and market development and introducing us to key market segments and partners with whom we can really bring our technology to life.'

Dr Kashif Siddiq, CEO, Oxford RF Solutions



Phase 1 – Reviews and assessments

Regular reviews will be conducted to ensure your continued success.

1: Mid-Market Focus Review

After the first 3 months of the Market Focus phase, participants will be invited to present their progress to a panel of assessors, providing the opportunity to gain feedback. The outcome will be used to determine the next steps for the remainder of the phase.

2: Market Focus Gateway Assessment

At the end of the Market Focus phase, participants will deliver a presentation to a panel of assessors. The content of the presentation is guided by us in the form of a set of questions to be answered, using a provided presentation template and guidance notes. The assessment criteria will reflect the focus areas and expected outputs from the Market Focus phase. Detailed feedback from assessors will be provided, to help prioritise the next steps and the way forward for the business.

While each activity adds individual value, the highest impact is felt by those who progress through to Phase 2 and can benefit from the entire programme of activities. We expect approximately 80% of participants to progress through to the next phase.

'TDAP has helped with getting the company auto industry ready, connecting with a potential customer; gaining additional market insights; creating an IP strategy and evaluating the value of IP. TDAP directly helped support the raising of our seed funding round.'

Brill Power

Phase 2 – Technology Validation

The Technology Validation phase is an entirely bespoke approach that helps to validate your technology, whether that is through prototype design or tests or another area of the business model.

Duration:

10 months

Format:

Participant-led concept validation project

Grant funding:

£100,000

Concept validation project

You'll define and deliver a concept validation project, including planning and delivering the activity and selecting suppliers and subcontractors. These self-selected areas of development and focus are approved through a consultative process and are usually the areas of greatest strategic value prioritised in the Market Focus phase.

We work closely with you throughout, to maximise the value gained and help with any contacts or guidance, to ensure that you finish the programme with a tested and validated product that's investor and market-ready.

'TDAP really helped us progress our technology. We managed to take it from where it was not good enough from the end-user perspective to the position where we got our technology validated against the standard metrics accepted in the industry. That's a big achievement.'

Gleb Ivanov, CEO, Sigma Lithium Ltd

'We ended on a high with the technical validation phase, where we took the product we started with and doubled its cycle life through formation testing and development. We've since progressed to secure further funding through the APC's Scale up Readiness Validation competition as part of the Automotive Transformation Fund which will help us to accelerate the scale-up of our solid-state battery technology.'

John Tinson, Vice President of Sales and Marketing, Ilika

Examples of concept validation projects

- Design, manufacture and testing of prototypes
- Development of test equipment
- Development of customer-engagement strategy
- Other critical activities which validate your business model and increase your commercial and technology readiness levels



Hands-on support from industry mentors

You'll be guided by a dedicated member of our TDAP team, who will provide help and support throughout the duration of the programme. Additional support is also provided by a network of industry mentors, who bring real-world expertise covering business strategy development and investor relations support.

Business support mentors

Our mentors facilitate and provide guidance across each focus area and bring their own specialist expertise for you to learn from. They aim to provide a fresh perspective for your business, challenge thinking, and enable you to refine your strategy ensuring it grows, develops and succeeds, throughout the programme and beyond. We will confirm our mentors for Wave 8 during the build-up to the programme launch. As a reference, our delivery partners for Wave 7 are shown opposite:

'I can thoroughly recommend TDAP to clean-tech SMEs who seek to take innovation to market. Mentors were professional with experience relevant to our business; we acquired their expertise at a fraction of the normal cost. Our experience was that the time commitment was very proportionate for the substantial benefits of participation.'

Will Tope, CCO, LiNa Energy

Wave 7 Delivery Partners

Commercialisation Strategy and Financial Planning

Carbon Limiting Technologies (CLT)
Stocker Partnership



Intellectual Property Management

Inngot



New Product Development

KPMG
Stocker Partnership



Leadership and New Venture Growth

Mosaica Limited (Lisa Zevi)



Investor Readiness

UK Business Angels Association (UKBAA)



Dissemination, Networking and Marketing

Advanced Propulsion Centre UK (APC)



Investment mentors

Unique to TDAP, our specially selected active, clean-tech investment mentors will provide investment introduction support through our Investor Mentor Initiative. Through multiple touchpoints, you'll gain advice and feedback on private finance and fundraising and help to secure investment quickly. Our current selection of Investor Mentors is:

- Atlas VC
- Clean Growth Fund
- Elbow Beach Capital
- Energy Revolution VC
- IQ Capital
- Octopus VC
- Plug & Play UK
- Green Angel Syndicate
- WeSprint
- Foresight WAE Technology Funds
- Sainsbury's Innovation Investments



The APC TDAP team

Our team are on hand to provide support and guidance throughout the programme. Every successful applicant is allocated a Project Delivery Lead who will be a dedicated point of contact.



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'TDAP provides multiple opportunities to connect with different partners and potential customers who help validate value propositions. It's amazing to see how much businesses develop and progress their technologies. Often companies start with only drawings and finish with something tangible in their hands.'

Jeremy Clayton, Senior Project Delivery Lead, Advanced Propulsion Centre UK

Grant and finances

TDAP provides up to £170,000 in grant funding and expert mentor support. Each phase has a specific grant amount, and grant intensity is maintained at 60%.

TDAP Phase	Description	Max amount available	Grant intensity %	Total spend required to claim all the grant
Phase 1: Market Focus	Mentor Support (1:1s)*	£20,000	-	-
	Phase Grant	£50,000	60%	£83,333
Phase 2: Technology Validation	Phase Grant	£100,000	60%	£166,666

*Not matched

Grant details

- You can match the grant funding allocation with your allocation of time and resources dedicated to completing the programme and any related technical development (contribution in kind).
- At the start of the programme, we'll work with participants to assign an appropriate day rate to each company employee and a company overhead rate.
- The grant is paid in arrears against incurred staff costs and invoiced external costs.
- During both phases, the grant is claimed monthly through the submission of a breakdown of monthly project-related spend incurred.
- The grant falls under the UK Trade and Cooperation Agreement 2020 and the 'Small Amounts of Financial Assistance' provision (SAFA).
- Any award is subject to Ministerial and His Majesty's Treasury (HM Treasury) approval.

Eligible costs include

- Labour costs
- Overheads
- Materials consumed
- Intellectual Property Protection (within reason)
- Sub-contractors (should be essential to the success of your project)

* VAT is not an eligible cost



How to apply

1. Review the programme scope

Take time to review the programme scope to ensure that your business falls within the programme requirements. See page 6.

2. Complete an Expression of Interest (EOI)

We ask all applicants to complete an EOI prior to submitting a full application to ensure that your business falls within the programme scope. Applicants will be asked a few short questions about their business and innovation. EOIs will be reviewed by the team and those that fall within scope will be invited to submit a full application.

3. Submit a full application

If the EOI is approved, we invite you to submit a detailed, full application.

4. Interviews

Full applications will be reviewed, and successful applicants will be selected and invited to an interview to further support their submission.

Find out more

apcuk.co.uk/competitions/tdap-wave-8/

Wave 8 timeline

Applications for TDAP Wave 8 open on 29 November 2023. If you would like to express your interest (EOI) in joining the programme, please [visit the website](#) and submit an EOI form. Your EOI will be reviewed and if successful, you'll be invited to submit a full application.

TDAP Wave 8 Milestones	Indicative Dates
Expressions of Interest and full applications open	29 November 2023
Full application deadline	27 February 2024 at 12 noon GMT
Interviews	12 April – 18 April 2024
Applicants notified	25 April 2024
Phase 1 Kick-off meeting and Market Focus begins	4 June 2024
Market Focus Gateway	w/c 20 January 2025
Phase 2 Technology Validation begins	3 February 2025
Programme end	28 November 2025



Got a question?

Contact the team who will be happy to help
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