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# BIO ATLANTECH

November 20, 2013

## Top Tips for Writing a Successful Funding Request



### FEATURED

#### **A Big Win for Bio at INNOV8 2013**

Congratulations to [Mycodev Group](#) for being named Most Innovative Start-Up 2013 at the INNOV8 Awards Dinner last night in Saint John, New Brunswick. Mycodev produces high quality chitosan, a natural biopolymer with applications in wound care, cosmetics, and even nanotechnology. Everyone has their eye on this hot start-up, we can't wait to see what else they'll accomplish!

[LuminUltra](#) brought home the prize for Innovation Excellence in Biosciences. LuminUltra has been pioneering microbiological testing for years, and it seems like there's no stopping them! Congratulations! [Click here](#) to see all of the night's winners.

### AT A GLANCE

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## **Top 9 Tips for Writing a Successful Funding Request**

### 1) Read the Eligibility Requirements

Cater to the priorities of the funding body and address all funding criteria.

### 2) Have someone else read it over

A friend who is outside of your industry can help identify unclear language, a particularly valuable exercise if you're not sure who's on the funding panel.

### 3) Network

Build a positive reputation in your field and community and get your name recognized.

### 4) Be accurate with your budget

Don't just ask for the max grant amount, start with a list of items and work out how much they will cost for your project.

### 5) Explain why the research is important

Whether you're working toward commercialization or simply contributing to the landscape of knowledge, get your readers on your side.

### 6) Carefully consider previous feedback

If you've submitted applications in the past and been rejected, investigate why you were rejected and adopt that feedback into your new submission.

### New NRC Program

The National Research Council (NRC) has launched its **Natural Health Products Program** which will support Canadian companies driving natural health product and functional ingredient related projects through increased access to expertise and equipment. [Read the full press release here.](#) [Click here](#) to view an infographic outlining consumer perception of the NHP industry.

#### 7) Outline the research's sustainability

It is important that you demonstrate your project's life after the grant runs out. Outline other revenue streams.

#### 8) No unexplained jargon

Balance technical language with business language in order to demonstrate your understanding of both sides of the coin.

#### 9) Reach out to the funding panel

Connect with those decision makers to get a better understanding of their expectations. Or connect with someone that is familiar with the funding landscape like [BioAtlantech](#). We'd be happy to help!

## Global Entrepreneurship Week Wrap-Up

Don't miss the final events of Global Entrepreneurship Week. The startup community is celebrating local innovation and risk-taking with a week of informative and high-energy events.

#### Sunil Godse: Fail Fast, Succeed Faster

Thursday, November 21st 11:30AM and 12:30PM, TME Centre, UNB Fredericton.

Sunil Godse, President of Radical Solutions Group, has been a business mentor for many companies, ranging from start-ups to large 350-employee firms. Listen to him tell his story while enjoying a complimentary lunch.

#### Movers and Shakers - Mentors Take Off in Fredericton

Friday, November 22 5PM-7PM, Planet Hatch

High-profile mentors and entrepreneurs will be sharing their stories while guests enjoy food and refreshments.

[Learn more and register here.](#)

#mentorscan

## GNB Committing \$15 Million for R&D

The Government of New Brunswick will be committing \$15 million to fuel industry research and development through the competitive Industry Innovation Challenge. This competition will support six initiatives, poised to mobilize and focus our R&D efforts and fuel economic growth.

Interested individuals should submit a letter of intent by December 13, 2013 (first round) or May 30, 2013 (second round).

[Click here for more info.](#)

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