

How to apply **Successfully** for HealthTech Grants.

Step 1

Identify



Step 2

Prepare



Step 3

Write



Step 4

Apply



Expert Guidance From:



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Grant applications can seem **daunting**.

But with the right strategies, they're a **tremendous opportunity** for HealthTech startups to gain critical funding without diluting equity.

Clive Flashman

Co-founder, Bidshaper.



Why Grants Are a Smart Choice.

Grants offer several advantages:

Non Dilutive Funding.

Unlike equity funding, grants don't require you to give up a share of your company.

No Repayment.

Unlike loans, grants aren't repayable, which minimizes financial risk.

Credibility and Visibility.

Winning a grant signals to the industry—and potential investors—that your idea has commercial and societal value.

Ongoing Support.

Many grants, like those from Innovate UK, come with post-award mentoring and business growth services.

For HealthTech startups, which often require **significant R&D investment** and must **navigate regulatory hurdles**, these benefits are invaluable.

The Art of Choosing the Right Grant

Start with your own business goals

What do I want to achieve with this funding?

Am I building a prototype, conducting a study, or scaling up production?

How much money do I need and over what time period?

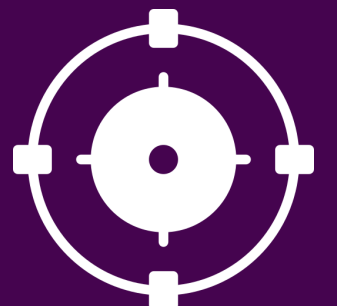
Once you're clear on your objectives, look for **grants that align** with them.

The key is to **avoid being funder-led.**

Don't let the availability of a grant push you to **pivot your business unnecessarily.**

Remember that broader grants, like Innovate UK's Smart Grants, attract more applicants and have success rates as low as 3–5%.

A more focused grant with a narrower scope is often a better bet.



Can Grant Money be Spent Freely?

Every grant comes with strict conditions.

Funders require **detailed budgets** and **regular reports.**

You'll meet with **monitoring officers** who will ensure you're on track and using the funds as promised.

If you stray too far from the agreed project scope, they can **withhold funding**—or even demand repayment.



Preparing for Grant Success

Here are 5 key steps:

1. Understand the requirements.

Read the grant criteria thoroughly to ensure alignment.

2. Plan for collaboration.

If the grant requires partners, start building those relationships early. Partnerships with academic institutions, for example, often add credibility.

3. Draft IP agreements.

If you're generating intellectual property with partners, agree on IP ownership terms in advance.

4. Budget for reporting.

Many grants require regular progress and financial reports. Factor this into your project timeline and resources.

5. Assess readiness.

Do you have the time and capacity to write the application and deliver the project? If not, consider external support like BidShaper.

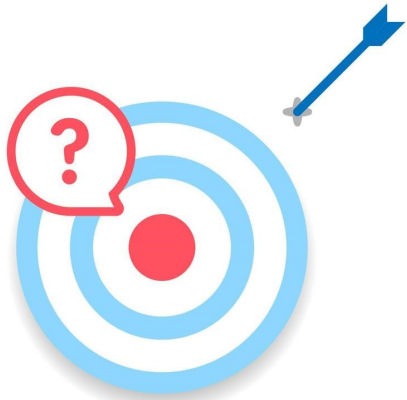
Partnerships with the NHS can be valuable but complex.

NHS organizations often require **detailed IP agreements** and may have unique terms, such as demanding ownership of jointly created IP.

This process can be **time-consuming**, so it's crucial to start discussions early.

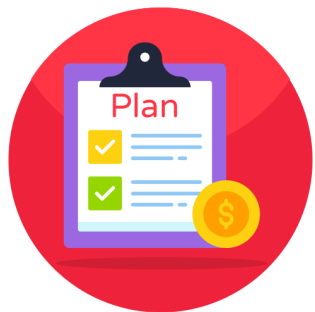


Common Pitfalls in Grant Applications



Misaligned goals:

Applying for a grant that doesn't match your project's scope.



Poor financial modelling:

Funders scrutinize budgets closely, so ensure accuracy and realism.



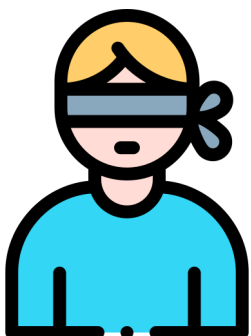
Vague objectives:

Clearly articulate the problem you're solving and its impact.



Last-minute rush:

Without adequate time, applications often lack polish and critical details.



Ignoring evaluation criteria:

Many applications fail simply because they don't address the funder's stated priorities.

5 Strategies

For Winning HealthTech Grants

Increasing your chance of success for your HealthTech Innovation.

1

Work with Experts.

Partners like BidShaper can **double your chances of success** by refining your application and preparing you for bid panels.

2

Focus on Commercial Viability.

Show funders how your project will create jobs, improve GDP, or drive societal benefits.

3

Leverage Collaboration.

Funders often favour projects that involve **academic or cross-industry partnerships**.

4

Use Plain Language.

Avoid jargon. Your application should be understandable to a non-specialist.

5

Submit Early.

Don't leave submission to the last day — technical issues can ruin your chances.

Prepare early and thoroughly.

Successful applications require
more than just good writing.

It's about choosing the right
grant, assembling the right
team, and presenting a clear,
compelling case.



Hope you all found this helpful!



This is part of a series to help
HealthTech founders access better
resources for their projects.

For more resources, visit:
<https://adoptadoc.com/resources/>