

# Innovation by Design

Bringing Big Ideas to Life

Major Proposal Development Program  
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# Innovation by Design

## PROGRAM VISION & PARTICIPANT INFORMATION

Innovation by Design is an intensive, accelerator program for development of a Major Bid. This structured program supports researchers understand the building blocks of track record, evidence and partnerships that underpins the leadership of major research programs or initiative.

The program is intended for research leaders working towards developing the collaborations, research evidence and track record to support a large scale (> \$10M MDHS, FEIT, FoS or relative to field) program in 1-2 years.

The program will lead participants to work in teams through the end-to-end journey of defining and validating their vision and value proposition, partnerships and stakeholder engagement approach, funding strategy and obtain evidence and stakeholder buy in to support a major proposal.

A maximum of 8 teams across all faculties to be recruited into each Cohort, with 1-2 teams per faculty anticipated to be supported in each Cohort.

**Recruitment for Cohort 5 commences in May 2024 and participation is subject to Faculty endorsement/nomination. Cohort 5 will be delivered in August-November 2024**

### FORMAT

- Small cohort, in-person interactive workshops run across 7 modules
- Modules consists of half-day workshops (~ fortnightly) and bid development meetings
- Learnings from peers who have developed and led major funding programs
- Emphasis on learning by doing with team discussions and activities
- Generate proposal artefacts that can be directly leveraged for bid creation

Participation requires a time commitment from the CI and participating research team for 35-40 hr over 4 months.

### TARGET GROUP

- Mid-Senior Career Researchers with track record or potential to lead impact-focused, multi-stakeholder and collaborative research program.
- Committed to developing & leading submission for a large scale funding proposal (> \$10M MDHS, FEIT, FoS or relative to field) within a 1-2 year time frame.
- Commitment to work with their research teams through the intensive 4-month program comprising 7x half day workshops on Thursday 9am-1pm.

## Workshop Modules

Module	In Person Workshops On site of the Parkville/Calton University Campus	Date (August- November 2024)  Time: 9am -1pm
Module 1	<b>Vision</b> Program Overview & crystalising outcomes by working backwards and articulating the impact	7x half day workshops on Thursday 9am-1pm to be hosted on <ul style="list-style-type: none"> <li>• 15th August</li> <li>• 29th August</li> <li>• 12<sup>th</sup> September</li> <li>• 19<sup>th</sup> September</li> <li>• 10<sup>th</sup> October</li> <li>• 17<sup>th</sup> October</li> <li>• 24<sup>th</sup> October</li> <li>• 7<sup>th</sup> November or</li> <li>• 14<sup>th</sup> November</li> </ul> Final dates to be determined from these options.
Module 2	<b>Unmet need</b> Define problem, validating stakeholders (users, beneficiaries, customers) and funder/payer drivers	
Module 3	<b>Partnering and Stakeholder Engagement</b> Understand the role of funding/investment stakeholders, influencing and partnering effectively.	
Module 4	<b>Pathway to Impact</b> Creating value: Intellectual Property, Translation, Commercialisation and Sustainable Impact	
Module 5	<b>Funding strategy</b> Planning a funding strategy and roadmap to sustainability & major bid success.	
Module 6	<b>Selling the Vision</b> Implement learnings into impactful value proposition, business case and pitch presentation.	
Module 7	<b>Presentation and feedback</b>	

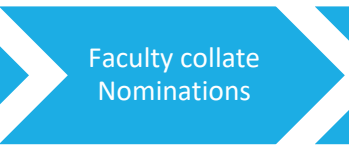
### Key features:

- ✓ Small cohort of interdisciplinary teams
- ✓ Masterclasses with subject matter experts
- ✓ Hands on support from RIC I&E team
- ✓ Best practise innovation tools
- ✓ Outcomes driven towards accelerating project maturity

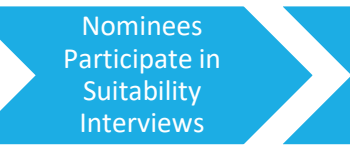
In addition to attending workshops, teams are highly encouraged to meet weekly between workshops to continue developing the workshop activities.

# Recruitment, Nomination and Selection

May 2024



June 2024



July 2024



July 2024



August 2024



1<sup>st</sup> -3rd Week May

3<sup>rd</sup> Week May-June

1st-2nd week July 2024

1st-2nd week July 2024

Mid Aug-Nov 2024

Recruitment for Cohort 5 of Innovation by Design program commences

Faculty ADR and Business Development Cluster Leads collate and provide nominations.

Interviews conducted to assess availability, suitability & communicate program expectations

## The Application & Selection Process

**Participation in Innovation by Design requires Faculty Endorsement and selection based on suitability interview by the Innovation by Design Team.**

**8 teams from all Faculties will be selected for inclusion in Cohort 5.**

**The final 8 teams will be selected based on their suitability for the program, capacity to participate and consider faculty representation and potential to benefit from the program and submit a major bid/proposal in 1-2 years.**

### **How do I apply?**

1. If you are interested, please consider time commitment and self-assess yourself against the TARGET GROUP criteria.
2. Let your Business development Manager or Research Office Manager of your interest and capacity to participate. *They will need to put your name, team members, project title forward to the Faculty ADR or Business Development Cluster Leads.*
3. If nominated or endorsed by the Faculty your name will be put forward to the Innovation by Design Team
4. The Innovation by Design team will ask you complete a short form to confirm your interest and capacity to participate in the scheduled workshops and activities. If you wish to proceed the team will conduct a informal 1 hr interview to assess your suitability and potential to benefit.
5. If selected for the upcoming cohort (August –November 2024) the Innovation by Design team will offer you a spot, and you can accept your teams place.
6. Congratulations if you are selected. You will be onboarded and you and your team will be shared calendar invitations for the upcoming workshops. Your team will be assigned a Bid Concept Manager and Business Development Manager to support you through the program.



## Suitability Interviews

**If you have received Faculty Endorsement** or nomination, you will be asked to please complete the short 3 question expression of interest form to indicate:

- capacity to participate *in person* in 7x scheduled workshops for Cohort 5 (Aug-Nov 2024). To get the most from the program participation in the majority of the workshops by the CI and 2IC/research team is encouraged.
- Your wish to continuing with the recruitment process and informal suitability interview (1hr) process

Please complete the form asap or by 7<sup>th</sup> June latest to be considered for this Cohort.

Link to form via URL or QR Code:



[Expression of Interest Form](#)

## FAQ for Participants

### What have prior attendees said about the program?

"This program has the potential to empower our next generation of research leaders to become more prepared to initiate big ideas"

"IBD changed how we imaged our research could be shared. We are realising impact in new ways that wouldn't have been possible without the support of IBD"

"It was a great opportunity to consider the full breadth of factors relevant to making any large scale initiative successful"

"I have found the experience eye opening as to what is required to take an idea to a practical outcome"

"Hearing 'real world' stories of applying the ideas is so helpful"

**What is the time commitment?** A minimum of 35-40 hr over 4 months between Aug-Nov 2024. Involves 7s in person half day workshops (Thursday, 9-1pm) and weekly in between workshop meetings to complete workshop activities.

**Can I attend alone?** The program has been designed to support research teams. Prior cohorts benefited the most from the program when a team of 3-4 including the lead CI and/or 2IC attended to share perspectives, contribute to the

interactive activities and benefit from the capability building.

**Do I need to attend the workshops in person?** Yes. Workshop presentations are in-person and a significant portion of time provided for teams to work together to complete activities.

**Is there additional work outside of the workshops?** Teams that have benefited the most from the program have committed to meet in between workshops to continue developing workshop activities. These meetings are supported by your RIC support team and assigned business development managers.

**Can I attend with a specific grant application in mind, such as a CoE or Frontiers (etc)?** Yes, if you are developing an imminent and significant (ie > \$10M) application, Innovation by Design can serve as a platform to work in teams to apply learnings and activities into your application. Note this program helps develop artifacts to support a application but is not designed around the timelines or guidelines for a specific grant scheme.

## Benefits of the Program

### On the value of the program

- *The Program was well worth attending*
- *Content, workshop activities and support for Proof of concept funding was most helpful.*
- *Templates were great and on point-we have applied these into our own programs where they have been useful for structured thinking around turning ideas into projects.*
- *Brainstorming key objectives in friendly but critical environment*
- *Focusing our research vision and crafting it to the correct audience*
- *The network component and learning about other large-scale initiatives was very useful*
- *I wanted to thank the IBD team for the excellent Innovation by Design program and would recommend that others from Faculty of Science would benefit from being part of any future offerings.*
- *I might just change my whole research effort based on what I've learned in this program*
- *The program design was very effective*

### On shifting to thinking "Big"

- *IBD was great helped to think about how to put a big bid, it's a different way of thinking than smaller/technology-based grants*
- *Thinking about the necessary elements of big bids*
- *Focusing our research vision and crafting it to the correct audience*
- *Thinking about the necessary elements of big bids*

- *Helped us sit down and work out what we were going to do and how we were going to do it. It was useful to test it out with people from alternative fields.*
- *I have found the experience eye opening as to what is required to take an idea to a practical outcome*

### On the speakers and network

- *Presentations from those who had gone down the road before-particularly government partnerships, Intellectual property content was helpful*
- *Presentations by various speakers on their big bids and their successes and challenges were most valuable*
- *Most important for unpacking the value proposition and pitch so all teams are on the same page.*
- *The program did offer opportunities to learn from other research leaders as well as learning from other participants and I certainly enjoyed these a lot*
- *Access to the RIC support, Govt engagement has been invaluable.*

### What prior attendees have gone on to do

- *Really valuable to have pitching practice and engaging with industry-I've been able to apply this to pitching to 'sharks' and industry.*
- *Obtained Proof of concept funding*
- *Looking at venture funding and other forms of Government funding*
- *Developing grants such as CRC-P and Frontiers*