



**GRANTED**  
CONSULTANCY



**GRANTED CASE STUDY**

## **Cambridge Spark**

OVER £1M OF NON-DILUTIVE RECIEVED FROM INNOVATE UK

## NEW OPPORTUNITIES

With the use of pioneering technology, Cambridge spark are an innovative company with an ambition to transform data-science, cyber-security and STEM tuition.

## THE CHALLENGE

Cambridge spark were aiming to meet market demand for innovative products and services that can address current deficiencies in the supply of industry-relevant, efficient data-science education and training.

The team had already invested significant time and resources into the concept of an automated and intelligent software tool that could deliver significant impact to software development training. The prototype platform had gained good initial traction in the market and there was considerable room for new features and functionality to be developed to augment the capabilities of the solution.

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# GRANTED'S APPROACH

Granted approached this project by:

1. Gaining a deep understanding of the clients plans to manage expectations for both parties
2. Researching the available funding for the proposed project to maximise the likelihood for success
3. Preparing a comprehensive Grant Portfolio to enable clients to consider all options available
4. Developing and submitting unique grant and Innovation funding applications



The funding that Granted secured for Cambridge Spark included both Innovation funding and Grant funds – for separate elements of the overall business plan. The grant is supporting the development of some real-ly advanced AI technology, while the Innovation funding is enabling diversification into new markets. This strategic approach to funding innovation is what Granted is all about – and the impact is game-changing.”

Alex Chalkley

Director at Granted Consultancy

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## CONCLUSION

With the help of Granted, Cambridge spark's application for Innovate UK's Open Competition and the subsequent Innovation Funding Competition were successful. The grant opened up the opportunity to work with world-leading academic researchers on novel AI technology and the Innovation funding will expedite the exploitation of new markets.

Highlights:

- Over £1m in funding secured
- Working with world-leading researchers
- Opening up new markets



It was of critical importance to me to keep the equity in my company despite numerous offers from potential investors. Grant funding is non-dilutive so this was an attractive option – we just needed the correct support to navigate the process. The Open competition funding combined with the Innovation funding is going to really help scale our commercial ambition

Raoul Gabriel Urma

Cambridge Spark

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## OUR SUCCESS

We have never failed to secure more money in grants, than we have charged in fees when working with an organisation on a defined multi-grant funding plan.



DEMONSTRABLE  
SUCCESS

Demonstrable success  
in securing funding  
(>£20m in 5 years).



DEEP  
KNOWLEDGE

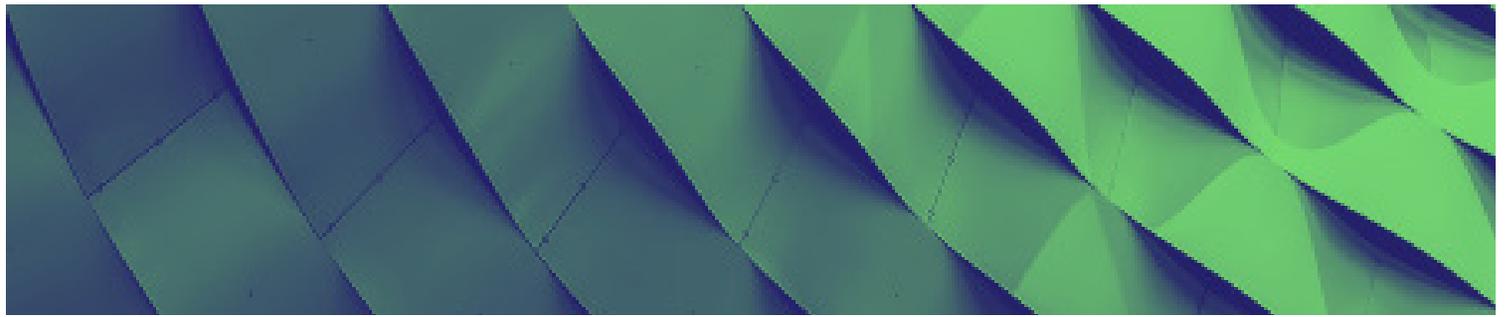
Deep knowledge of  
funding options, process  
and compliance.



EXCELLENT  
AVERAGE ROI

Excellent average ROI  
on fees paid for grant  
management (over 650%)

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