

Funding Strategy Guide

From idea to competitive proposal

- Choose the right funder type: public, foundation, industry, multilateral, internal seed grants.
- Map your research to funder priorities and demonstrate CoU's capability and infrastructure.
- Use staged delivery: pilot → scale → impact evaluation → policy/industry adoption.
- Integrate open science practices to improve credibility and reuse.
- Build partnerships early and define governance, IP, and data sharing terms.