



Faculty of Impact

Application Manual

Faculty
of Impact

Congratulations,

You have taken the first step in turning your research into a business with impact.

We are here to help. During our two year program, you'll get €200.000 in funding, a world-class entrepreneurship program and coaching.

**The application process is done through the Dutch Research Council (NWO).
This manual guides you through the process.**

We wish you the best of luck with your application and can't wait to see the impact you'll make.



Frans Nauta
Program Director Faculty of Impact

Process and dates

Applications for the Faculty of Impact are now open.

Every applicant is considered, if they submit their application before the deadline on 18-01-2022.

A selected few will be invited for an interview in week 11 or 12 of 2022.

The first class of the Faculty of Impact will be announced in week 19.

Opening 1st Call 11-11-2021 – 11:00	Deadline 1st Call 18-01-2022 – 14:00	First Selection Week 9, 2022	Interview Week 11-12, 2022	NWO Board Decision Week 17, 2022	Announcement Week 19, 2022
--	---	---------------------------------	-------------------------------	-------------------------------------	-------------------------------



Constantijn van Oranje, Techleap

“Combine world-class academic institutions with a powerful entrepreneurial drive and you get a generation of tech companies that can impact our societal challenges. That’s why we support Faculty of Impact.”



Your deadline

18 January 2022 at 14:00

Your application should be finalized in www.isaac.nwo.nl



Daphne Truijens, Talent scout

"Mark it in your calendar! Time flies by, and you don't want to miss this opportunity."

Selection criteria

The Dutch Research Council (NWO) selects the fellows for the Faculty of Impact.

The selection committee consists of industry experts, program mentors, entrepreneurs, representatives from universities, universities of applied sciences, and investors.

They will judge your application based on the following criteria:



Quality of the idea



Quality of the applicant



**Impact on energy transition
and sustainability**



Arjan Goudsblom, Startup Expert

"We are eagerly awaiting you to step up and show us your idea. A thousand mile journey starts with a single step."

The 5 steps of your application



Wouter Chömpff, Marketing

“Don’t be daunted. We’ll guide you through these steps if you want. You can always jump into a webinar to get our help!”

Step 1

Create an ISAAC account

Your application runs through ISAAC, NWO's system.

You need to create an account in ISAAC and fill out the application form.

Technical questions?
Reach out to the ISAAC helpdesk:

Monday to Friday from 10.00 to 17.00
Telephone: +31 (0) 20 34 67 179
isaac.helpdesk@nwo.nl

You will get a response by e-mail within 2 working days.

www.isaac.nwo.nl. ISAAC is the NWO **application and reporting system** where you can apply for your research funding, and track the progress of your application.

In case you already have an account from the previous system Iris, you can use these details. Any **new organizations** must be added to ISAAC by NWO.

If you do not yet have an ISAAC account, then you **should create this on time** to prevent any possible registration problems. You also need to submit other details online. Applications submitted after the deadline will not be taken into consideration by NWO.

An application can **only be submitted via the web application ISAAC**. Applications that are not submitted via ISAAC will not be taken into consideration

As the main applicant, you are required to submit the application via **your personal** ISAAC account.

Step 2

Write about your idea

In this step you will tell the committee more about who you are and why your idea can make scalable impact. Through the ISAAC form you are asked to answer some questions that you will have to fill out on the spot.

Need help writing?

We organize webinars to help you.

Register at www.facultyofimpact.nl

Checklist

- Contact details
- Summary of 100 words
- Description of the idea (max 4 pages): what is the problem and what is the solution? What is the scientific basis? Why is your idea innovative?
- Societal impact (max 3 pages): your vision of success, your intended change and why it is urgent, relevant and ethically responsible, the potential of your idea and the concrete ways your idea contributes to the intended change in the long term
- Your qualities (max 2 pages) : motivation and an example of when you had to improvise and be entrepreneurial in life

Step 3

Write a financial plan

You'll need to provide your financial planning. You can request between EUR 160.000 and 200.000 in total for personnel costs, travel and accommodation.

Checklist

- Think of the number of FTE you will need;
- The necessary trips you will make;
- The accommodations you will need to stay at;
- Conferences or events that you need to attend to develop your research and business idea;
- Please use the ISAAC budget form for this;

Step 4

Upload 3 support letters

1. A letter of support signed by your supervisor
2. A letter of support signed by the director of your department
3. A letter of support signed by the knowledge transfer office of your organization

Need help?

We've got template support letters for you.

Find them at

www.facultyofimpact.nl/application-kit/

Support letter from the supervisor

Ask your supervisor or the research lead for a support letter. The letter should confirm both the scientific quality of the idea and the fact that you'll be finalizing your PhD soon, if you are currently doing one. This person must be an (assistant/associate) professor, lector at a university of applied sciences or a similar position and should be employed for the duration of the program.

Support letter from the director of the department

Ask your department director for a letter which states that you are embedded in a research group and can use the research facilities during the Faculty of Impact program. It should also state that you are exempted from standard university duties (e.g. teaching and publishing) when admitted to the Faculty of Impact. It is mandatory to use the template of the ISAAC form for this.

Support letter from the knowledge transfer office

Ask your KTO or similar organization for a letter that explains why your idea can have societal impact, and that they will coach you for the duration of the program. In addition, the KTO provides the necessary co-financing.

If your organization does not have a KTO, a written support letter signed by a representative of the organization's executive board with similar statements is required.

Step 5

Record a video

Submit a 3 min video pitch with your story:

- Who you are
- What your dream and motivation is
- What the societal value is and which problem it helps to solve
- Which opportunity it creates
- The status of your idea and its feasibility to scale. Show proof if you can.

The maximum duration of the video is **3 minutes**.
The video will be assessed by its content, not its quality.
The HD equivalent quality of a cell phone is accepted.

Although content is key and you will not be assessed based on the quality of your camera and video skills, make sure that your **exposure** (lighting) and sound recording is clear and stable. Make some test videos, and see what you can improve.

The language spoken in the short video should be plain **English**. Your well-educated neighbor should be able to understand your story.

If you make use of audio and/or visuals: be sure they are royalty free.

After the application

After you submitted your proposal, NWO will inform you as soon as possible whether or not your it meets all administrative and technical criteria.

You will be given a chance to make corrections within 5 working days.

So, make sure you are available during the two weeks following the submission of your proposal.



Joop Dagers, Communications

“Now you can sit back and wait. We’ll make sure your application won’t hitch on a few formalities.”

The interview

Out of all applicants, a selection will be invited for an interview.

If you have made it so far, congratulations!

Make sure to be on time and be prepared to answer any questions the committee may have.

- Dress the part.
- Know your 'why'.
- Don't start with 'sustainability is important'. We all know that, it's why we are here.
- Highlight your entrepreneurial skills.
- Give crisp answers. Get to the point and cut to the chase.



Juliëtte Boughouf, Talent scout

"Relax, you've got this! If you made it this far, your idea has survived a lot of competition and it deserves to be here."

Selection and decision

After the interview, the committee evaluates the applications again based on the assessment criteria, followed by a 'consensus discussion' on the final ranking.

Afterwards, it draws up a written recommendation about the quality and ranking of the proposals, addressed to the Board of NWO Domain Applied and Engineering Sciences.

Finally, the Board will assess the procedure and the advice from the assessment committee, and subsequently determine the final qualifications and decide about awarding or rejecting the proposals.

- The Board takes the funding decisions based primarily on the ranking of the project applications.
- The primary consideration is the ranking established by the assessment committee based on the scores.
- The Board does not judge the content of the applications.



Mirjam van Praag, Voorzitter College van Bestuur, Vrije Universiteit

"Faculty of Impact gives researchers a unique opportunity. They'll get the time, resources and support to increase the societal impact of their work."

Faculty
of Impact

We wish you the best of luck with your application!

The world needs researchers and scientists like you.
That's why we pour our energy into this project.
To help you get going.

We can't wait to see what you'll do.

Team Faculty of Impact



Faculty of Impact

hi@facultyofimpact.nl

www.facultyofimpact.nl

www.nwo.nl/facultyofimpact

www.linkedin.com/company/faculty-of-impact/

www.facebook.com/FacultyOfImpact/



Faculty
of Impact