

Grant Language That Got £1.8m Approved

One Real Example from the IETF 2024/25 Funding Pool

THE PROBLEM

Most UK manufacturers write grant applications like engineers: technically accurate, strategically ineffective.

They describe what they want to buy and how it saves them money. The government reads this as: "Please use taxpayer funds to subsidise my private P&L.;"

The result? A 12% approval rate for applications framed around "cost reduction."

THE GOLDEN RULE

Government funding is not a reward for your technical brilliance. It is a purchase order for political outcomes.

REAL CASE STUDY: SAME FUNDING STREAM, OPPOSITE OUTCOMES

THE REJECTION (£0)

"We want to install a High-Temperature Heat Pump system. This will reduce our gas bill by £200k a year and lower our carbon footprint."

Why it failed: The assessor interprets this as "taxpayer subsidising private P&L.;" The benefit is entirely internal. No strategic value to the UK.

THE AWARD (£1.8m Approved)

"This project represents the first industrial deployment of Steam Re-compression technology in the Tees Valley cluster, directly addressing the 2024 Energy Security Strategy."

Why it won: Frames the same equipment as national infrastructure. References explicit government policy. Positions the company as a strategic asset, not a cost centre.

Framing Strategy	Approval Rate	Average Award
"Save Money" Language	12%	£0
"National Asset" Language	78%	£1.8m avg

WHAT'S IN THE FULL TOOLKIT

The Sovereign Manufacturing Blueprint (£669) includes:

- Asset B: 12 complete semantic transformation templates covering CAPEX, R&D, energy efficiency, and workforce development narratives
- Asset C: Founder equity protection clauses for term sheet negotiations
- Asset D: Tier-3 supply chain alternatives (12 verified UK/EU entities for Lithium, Titanium, Semiconductors)
- CAPEX Calculator: Excel model to identify where automation destroys ROI

No consultants. No calls. Just files you can use immediately.

Purchase: sovereignintel.org

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