

# SuSA Funding Conditions & Eligible Costs

Full engagement with the programme is required to receive funding.

A UK bank account is preferred for all payments; non-UK requests can be considered on a case-by-case basis and may be subject to additional checks or processing time

## **What activities are Eligible within the Grant?**

Eligible activities for support include but are not limited to:

- **Concept/Prototype Development** – Costs directed towards designing and developing either a software or hardware based product such as UI/UX, platform development, building a web/mobile application, producing an MVP or construction/manufacturing work. This includes specialist components or equipment required solely for the purpose of building a hardware prototype.
- **Software Tools & Subscriptions** – SaaS tools, software licences, hosting, and domain costs directly required for the project (e.g. Figma, AWS, app store fees). Personal or general-purpose software subscriptions not specific to the project are not eligible. Where a subscription term extends beyond the length of the programme, prior approval must be sought from the programme team, who will assess eligibility on a case-by-case basis.
- **Market Research** – Activities around further understanding and sizing of the addressable market, such as focus groups, domain expert consultancy, and/or attendance at relevant trade shows or conferences. Travel and accommodation costs to attend such events are eligible provided they are reasonable and pre-approved by the programme team.
- **Market Validation** – Costs associated with testing the concept with potential customers and end-users, such as user testing platforms, incentive payments to participants, and survey tools.
- **Market Testing Activities** – Expenditure incurred in testing the best way to take the product to market, such as paid advertising trials, landing page testing, or small-scale distribution experiments.
- **Trading Stock** – The purchase of stock or inventory required to fulfil initial customer orders or to conduct market testing, provided it is not purchased in quantities that exceed what is reasonably needed for the project period.
- **Assessment of Uniqueness of IP** – Such as a patent search conducted by a qualified IP professional or via an official patent database.
- **Costs of Company Registration/Legal Incorporation** – Including Companies House registration fees and associated legal costs for initial incorporation only.
- **IP Protection Costs** – Including trademark registration, patent filing fees, and associated professional legal costs.
- **Professional Services** – Reasonable legal and accountancy fees directly connected to the project (e.g. reviewing contracts, setting up company accounts). Ongoing retainers or general business advisory fees are not eligible.

- **Marketing and Costs of Selling** – Including the design and production of marketing materials, website development for customer-facing purposes, paid advertising, and PR costs directly connected to bringing the product to market.
- **Freelancer/Contractor Costs** – Payments to individuals engaged under a contract for services and paid via invoice, where the individual is not an employee of the company. Freelancers must have the right to work in the UK, must provide a valid invoice clearly describing the work completed, and must not be a friend or family member unless a formal written agreement with clear deliverables is in place.
- **Employment Costs** – Gross salary costs for individuals formally employed by the company under a written employment contract, including any associated employer National Insurance contributions. The company must have a formal employment scheme in place, and all employees must have the right to work in the UK. Founder salaries are not eligible (see non-eligible activities).

### What activities are Not Eligible within the Grant?

Non-eligible activities include but are not limited to:

- **Pre-award or out-of-timeframe costs** – Any costs incurred before the date of the grant award letter or outside the agreed project timeframe as defined in your Grant Agreement. Backdated invoices for work completed prior to the award date are not eligible, even if the invoice itself is issued after the award.
- **General-purpose equipment** – Tablets, laptops, monitors, phones, and similar devices. Other capital assets not used solely and exclusively for the project (e.g. office furniture, vehicles) are also not eligible. Where specialist equipment is required solely for prototype development, this must be discussed with and approved by the programme team in advance.
- **Subsistence** – Including all food and drink (alcoholic or non-alcoholic), taxis, and personal travel costs such as mileage.
- **Founder salaries** – Payments to company founders, regardless of whether they hold a formal employment contract with the company.

### Spend Limits and Evidence Requirements

- All expenditure must be supported by a valid invoice or receipt. Invoices must clearly state the supplier name, the buyer name, date, description of goods or services, and the amount charged. Proforma invoices must be accompanied by bank statements confirming the payment.
- VAT – VAT on eligible expenditure is an eligible cost provided the company is not VAT-registered. VAT-registered companies may only claim the net cost and should ensure invoices clearly show the VAT amount separately.
- Any misuse of grant funds, including expenditure on non-eligible activities, may result in partial or full clawback of the grant award. The programme team reserves the right to request repayment of any sum deemed ineligible following a review.