👋 **Hello from us!**

Please check your name is correct in Zoom, and say hi in the chat!

Naomi

Penfold

Funding Programme Designer

Andrea
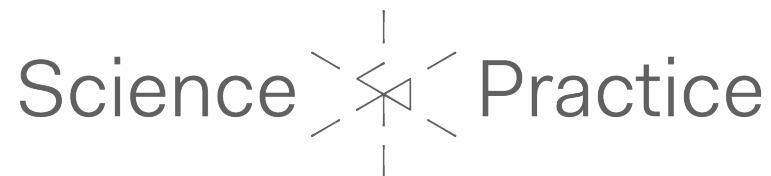
Wong

Designer and Researcher

Ana

Florescu
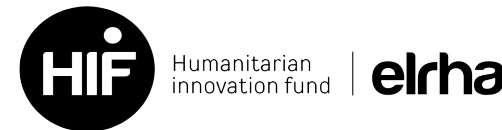
Head of Good Problems team

Richard

Batty

Researcher

Science ✳ Practice

We help funders identify important problems and
design responsible and effective programmes to solve them.

Agenda

10:30	Welcome & introduction
10:40	Presentation:

- Overview of judges' & assessors' feedback on previous rounds
- Specific guidance to help you prepare your entry (Assessment Category 1)

11:00	Activity: Consider how to apply this guidance to your entry
11:20	Presentation:

- Specific guidance to help you prepare your entry (Assessment Categories 2 and 3)

11:30	Activity: Consider how to apply this guidance to your entry
11:45	Presentation: Next steps
11:50	Q&A
12:00	Finish

Writing a strong entry for Water Breakthrough Challenge Round 2

22 October 2021

Before we start

This meeting is being recorded. We will share the slides, recording and transcript online after the workshop.

Please:
- Be present when you're here – if you need to step away or take a break please feel free to do so
- Remain muted unless you're speaking during Q&A or during activity time
- Video on or off – we invite you to show your video if you can

We invite you to:
- Use the Zoom chat to ask questions while we're speaking (to 'everyone' or 'hosts')
- Raise your hand to speak a question during the Q&A
- Share your thoughts and questions with the whole group, where possible – for any confidential questions, please email us at **projects@science-practice.com**

About this coaching support

Water Breakthrough Challenge – Setting you up for success

For more information, including how to ask about the process and Ts & Cs, please visit:
waterinnovation.challenges.org/breakthrough2/entrant-support/

Webinars & Events

One-to-One Surgeries

Entrant Support

Find a Partner Page

Entrant Handbook

Entrant support from Science Practice

We are providing **guidance and coaching** that builds on feedback from judges and assessors in previous rounds and helps you to communicate clear and compelling entries in line with the challenge criteria. This is available to eligible lead entrants and your invited partners.

This is **not** a bid-writing service, ideation, facilitating partnerships, or Q&A on the entry process or terms and conditions.

As well as this workshop, we are offering **one-to-one coaching:**
- **Sign up** **for a 20-minute coaching call** – bring questions or share a draft entry for us to review in advance
- **Email** us your questions

Find more information about all types of support available online:
https://waterinnovation.challenges.org/breakthrough2/entrant-support/.

Our approach to coaching

Tailored – adapted to your key questions and needs

Actionable – feedback that you can directly build on to strengthen your response

Flexible – a range of support formats to respond to different ways of working and capacity

Iterative – we continually learn from what works

We act as a **neutral bridge** – we are independent from the assessors. You are encouraged to share early drafts with us; your entries will be treated in confidence.
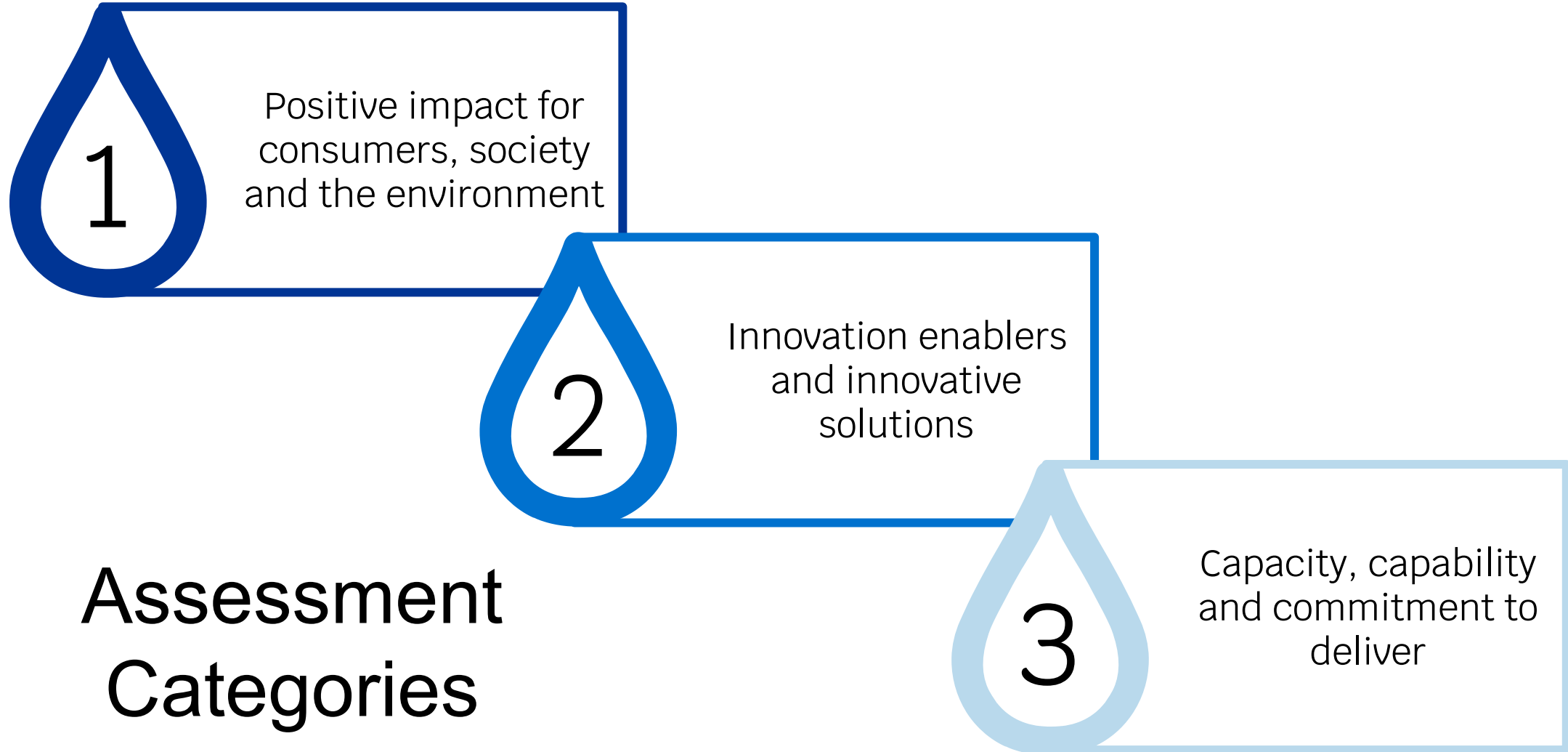
Summary of guidance

Generic themes emerging from previous rounds

1 Positive impact for consumers, society and the environment

2 Innovation enablers and innovative solutions

3 Capacity, capability and commitment to deliver

Assessment Categories

The entry form

🔑 **Refer to the detailed guidance in the entrant handbooks as you draft your entry.**

- Two streams – Transform and Catalyst:
  - **Catalyst** is a single-stage process; **Transform** is a two-stage process. The questions overlap but word counts differ, with **greater detail and evidence expected in entries to Transform, particularly for stage 2.**
  - A 4-minute video pitch is requested for Transform only (both stages).
- The **unassessed questions** should be easy and fast to complete – it is expected that your time is focussed on the assessed questions.
- The **assessed questions** are split into 'general' plus three sections that match the assessment categories. The questions are designed to directly prompt the information the assessors are looking for.
- **Assessment:** The entries are assessed for how well they meet the criteria, including the scoring set out in the entrant handbooks.

The assessed entry questions, assessment criteria and weighting are set out in the entrant handbooks.
Let's take a quick look....
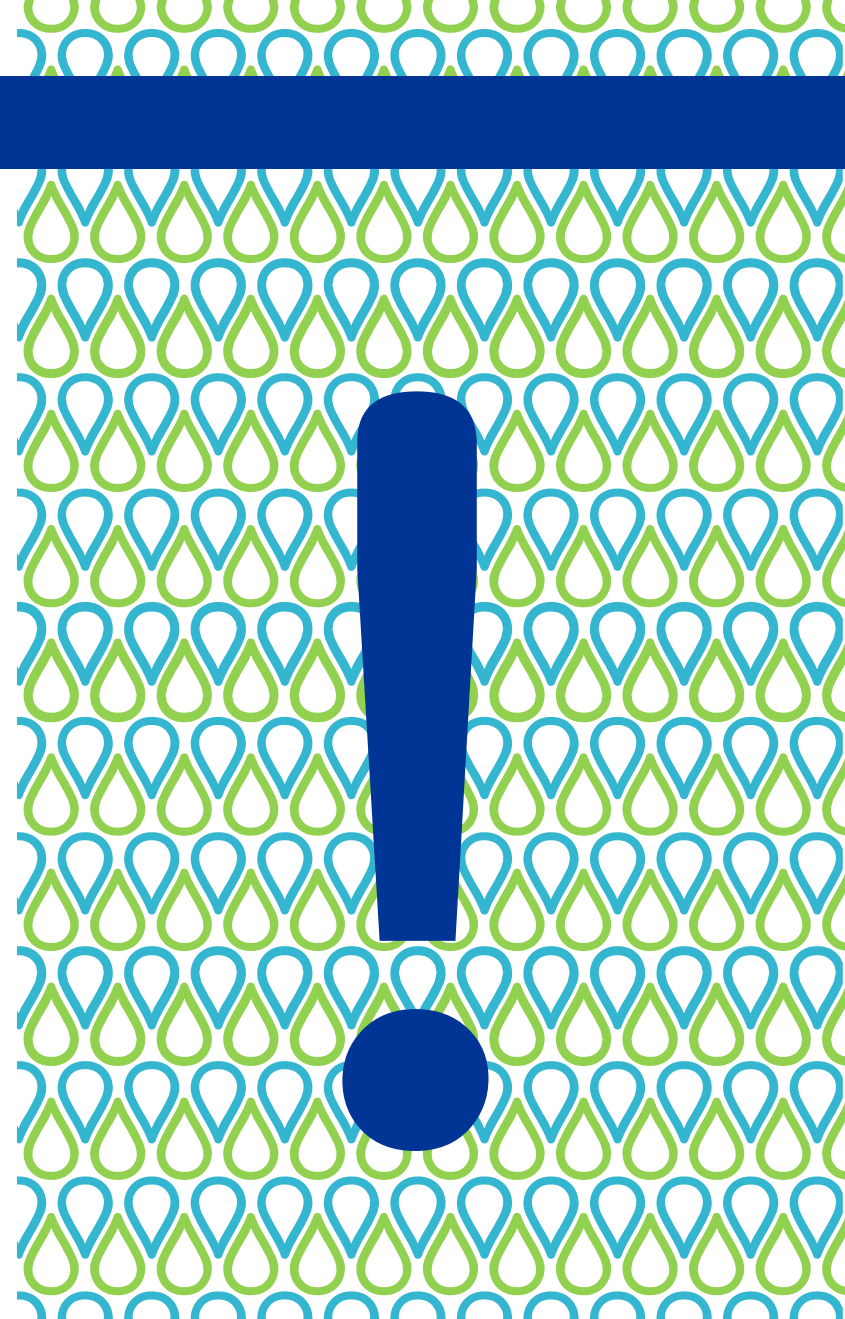
Learn from previous rounds

The entrant handbooks for [Catalyst](#) and [Transform](#) are your first port of call.

We recommend you also refer to available documentation and learnings from previous rounds as you prepare your entry. **We have summarised key points in this workshop.**

Publicly available materials (links in slide notes):
- '[Six tips for entering](#)' blogpost (based on feedback following IWC)
- Decision documents for both [IWC](#) and [Breakthrough 1](#)
- Winners' showcases for both [IWC](#) and [Breakthrough 1](#)

🔑 **Develop your entries in response to any direct feedback you received on previous entries** to IWC or Breakthrough 1. You are welcome to re-enter any previously unsuccessful entries – we recommend you develop them in response to the specific feedback provided.

Successful entries in previous rounds

IWC: *"Our judging panel not only favoured entries that had assembled **meaningful networks of collaborators**, combining expertise and perspectives from within and outside the water sector. They also liked those that set out how the proposed approach would be **transferable in a national context.**"*

Breakthrough 1: *"[Winning entries] align with the objective of Breakthrough 1 by offering **a combination of ambitious innovation, and new approaches and ways of working.**"*

The strongest entries to IWC and Breakthrough 1 clearly explained:

- how their entry aligns strongly with one or more of the Fund's strategic themes;
- why their proposed solution would be the best answer to the problem;
- the potential impact for customers, society and environment, including far-reaching and long-lasting benefits;
- how their entry is innovative and why it goes beyond business-as-usual – including new approaches and ways of working;
- how they have examined potential risks, and what their plan is to manage or mitigate these; and
- their comprehensive project management plan, including success criteria, KPIs.

Writing a strong entry for Water Breakthrough Challenge Round 2

To prepare a strong entry....

Be, have or show a...:

- **Good problem:** Clearly explain and provide evidence for how your entry addresses an important unmet need
- **High potential for benefits that are worth the risk:** Be clear on the potential benefits to customers, society and/or environment, including the wider benefits to the sector even if this project fails
- **Effective solution:** Articulate why your proposed solution is best, including how it delivers good value for money
- **Innovative:** Explain why both your proposed solution and the approach in your entry are innovative, including how this would support your innovation culture and build innovation capacity across the sector
- **Beyond business-as-usual:** Be clear about why this won't happen without this innovation funding
- **Open to risk:** Be honest about the delivery risks and clearly show how you plan to manage or mitigate them, including in the project delivery plan
- **Strong team:** Explain how your partnerships provide the necessary skills and scaling opportunities, highlight any new partnerships you are forming and how you plan to manage the collaboration
- **Clear and achievable plan for delivery:** Detail key milestones, a programme for delivery, risk monitoring approach, contingency plans and justify costs

🔑 We'll explore these in greater depth in this workshop

Reference: IWC and Breakthrough 1 winners' showcases

In previous rounds, judges have noted the following points. If your proposal demonstrates any of these, consider how to ensure you communicate this clearly in your entry.

IWC Winners' Showcase

Judges were looking to see more:

- Bold and ambitious ideas, with **good innovation practices (like fail fast).**
- **Horizon scanning** for technology, identifying solutions that are ripe for adoption.
- **Deep partnerships** in which every partner is able to clearly articulate the problem – spend time developing deep partnerships and learning from other sectors.
- Go looking for ways to **build on projects and current innovations for even bigger benefit** (even beyond water sector).
- Opportunities for **mutual innovation** and learning across sector.

Breakthrough 1 Winners' Showcase

Judges considered these considerations to be important:

- Look for **new partners and new perspectives** – especially in sectors where they are **innovating at pace**, leveraging data, and where they may have already overcome initial discovery risks.
- Take a **less linear, more innovation-based approach**: explore, test and learn quickly (fail fast); be more **open and transparent** as a way to leverage more engagement from outside.
- Does your entry have synergies with other potential entries? Consider how to **reduce duplication across the sector**.
- Solid risk logs that show appreciation of the potential pitfalls – these give the judges confidence.
- Remember your **passion**: what motivates you to innovate in the water sector?

"… unsuccessful entries would have been stronger if:

- *they had better explained **how the entry aligns with Ofwat's strategic themes** and **more clearly outlined the potential benefits** that it would bring to customers, society and the environment;*
- *they had more explicitly explained **what was innovative** about the entry and **how it goes beyond 'business-as-usual'** (including an acknowledgement that where the technology has been in existence for some time, learnings acquired are outlined and how the project plans to build on these experiences);*
- *they had **more explicitly** articulated what the proposal was aiming to achieve, detailing its objectives and intended outcomes. Entries should have considered **why the solution offered was the best answer** to the questions posed;*
- *they had included clear success criteria and KPIs for each suggested metric;*
- *they had provided a **more detailed governance and management strategy** (including the examination of the potential risks and how they could be mitigated, and how deliverables and how these align with the proposed budgets); and*
- *they had **a wider network of water company collaborators** (to gain from shared experience, test the solution in a number of localities) **and other third parties** and set out how the proposed approach would be **transferable in a national context**. Entries should detail more clearly how the entry could **benefit the water sector more widely**, including how plans for scaling up and rollout would be executed."*

"Entries could have been stronger if they:

- *more **clearly evidenced the benefits** the project would deliver to customers, society and the environment;*
- *more **explicitly explained the innovative elements** of the project and how it goes **beyond 'business-as-usual' to offer something transformational for the sector**;*
- *more clearly articulated how the project would offer **good value for money** in terms of delivering more impact for the amount requested;*
- *provided more detail on project **plans to scale up and roll out** across the sector;*
- ***better articulated the business case** to provide more reassurances about the viability of the programme, including cost contingencies;*
- *provided clearer explanation of the **horizon scanning** undertaken (including beyond the UK and beyond the water sector) **to show how learning from others has been taken on board** and will be built upon;*
- *conducted **more stakeholder research / engagement / service design** when looking at technology-based solutions to ensure this important stakeholder input was part of the considerations as they developed the solution;*
- *provided **clearer project management plans with stage gates** linked to objectives / outcomes of the project particularly for higher risk / lower technology readiness projects;*
- *provided a **more detailed approach to risk management**, particularly given the amount of funding requested and the lower technology readiness level;*
- *more explicitly articulated what the proposal was aiming to achieve, detailing its objectives and intended outcomes. Entries should have considered **why the solution offered was the best answer** to the questions posed; and*
- *showed **clear contingency plans to deliver benefits even if the project failed**."*

Preparing a strong entry

Assessment Category 1

1. Positive impact for water customers, society and/or the environment

Strong entries will:
- Address a significant need or opportunity for customers, society and/or the environment
- Align with one (or more) of Ofwat's five strategic innovation themes
- Will, or could, be effective in addressing these problems or opportunities
- Set out a realistic reflection of external risks and how the potential benefits to customers, society and the environment outweigh these risks.

Climate Change

Impact of Extreme Weather & Pollution

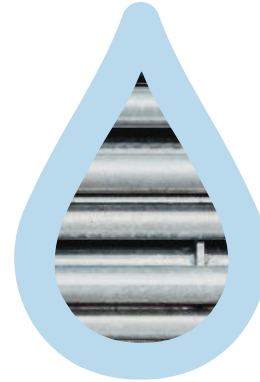**Operational Resilience**

Delivering Public Value

Unlocking the power of open data

Responding and adapting to climate change, including how to meet the sector's ambition of net-zero emissions.

Restoring and improving the ecological status of our water environments, protecting current and future customers from the impacts of extreme weather and pollution.

Understanding long-term operational resilience and infrastructure risks to customers and the environment, finding solutions to mitigate these in sustainable and efficient ways.

Testing new ways of conducting core activities to deliver wider public value.

Exploring the opportunities of open data, stimulating innovation and collaboration, for example, encouraging new business models and service offerings that benefit customers, including those in vulnerable circumstances.

🔑 Demonstrate strength of alignment to 1+ theme; entries are not required to align with all themes.

Address a significant need or opportunity

All IWC and Breakthrough 1 winning entries *"clearly articulated a [critical, pressing] problem"*

Q: What is the problem you are seeking to address?
- Demonstrate a <u>deep understanding</u> of the problem or opportunity.
- Is it a need or opportunity <u>for household customers, society and/or the environment</u>?
- How important or critical is it? For Transform stage 2: provide <u>evidence</u> of the scale of the problem or opportunity.

Q: What has already been done?
- Clearly state how you are building on sector knowledge.
- If your proposed solution would displace an existing approach or solution, explain why this is needed, e.g. explain how/why the need has not yet been met.

Make the case for your proposed solution

Q: How will your proposed solution be effective in achieving outcomes and providing benefit and impact? Why is it the best solution for the problem?

- Outline the intended **outcomes** and clearly explain how (and the extent to which) the proposed solution would address the problem/opportunity. Where the entry form guidance asks for SMART objectives, use them: Specific, Measurable, Achievable, Relevant, Time-Bound.
- Be clear on the **impacts** and **benefits**: specifically, the positive impact for household water customers, society and/or the environment. Also describe the longer-term impact and wider benefits, including how this entry would advance innovation across the sector.
- Articulate why your proposed solution is best. Include any evidence from stakeholders as to why your proposed solution (technology, approach, etc) is likely to be effective for the problem, e.g. from design research. Why this solution and not others?

Breakthrough 1 winning entry: *"The entry offered a very plausible explanation of why the proposed solution would answer the problem."*

Breakthrough 1 winning entry: *"positions the entry as a collaborative evidence-based approach that would deliver significant advantages in the long term over ad-hoc initiatives."*

Breakthrough 1 winning entry: *"articulates why a stand-alone approach wouldn't work and proposed a collaborative approach across a full range of stakeholders for the development sites."*

Writing a strong entry for Water Breakthrough Challenge Round 2

22 October 2021

Justify why the benefits outweigh the inherent innovation risk

Q: What are the external risks and how do the potential benefits outweigh these risks? Why is it worth spending customer money on this?

Innovation is inherently risky – the solution you discover that works may not be the one you imagine now, it may not be adopted by others, you may not succeed.

- Be honest about the external risks that you do not control.
- Consider how to fail fast, learn and adapt – *reflect this approach in later sections of your entry.*
- Explicitly explain how your entry would deliver benefits even if the project does not succeed:
  - What could you learn from this project that would benefit the sector (and thus customers, society and environment) regardless of whether the solution itself works or not?
  - How could you plan to maximise learning and insights generated through delivery even if the project fails, in a way that they provide value more widely across the sector?

Breakthrough 1 winning entry: *"The entry clearly articulates the benefits that would be derived even if the project does not attain its objectives…"*

Breakthrough 1 winning entry: *"The entry recognises that this will be challenging and that there may be some cultural barriers to overcome in achieving early adoption potentially, but the submission describes clearly plans to disseminate knowledge, share ideas both within and outside the water sector and implement new business practices to prove concept and secure sector commitment."*

Breakthrough 1 winning entry: *"The entry recognises that it is unlikely that all aspects of the project will work, but considers the risks, uncertainties and opportunities in a comprehensive and proportionate manner."*

Writing a strong entry for Water Breakthrough Challenge Round 2

Reference: Approach to risk (Entrant Handbooks)

Refer to Entrant Handbooks (p.12 for Transform, p.14 for Catalyst):

"We are seeking truly innovative entries and encourage water companies to adopt an open risk appetite within their Fund entries, supported by strong risk management with a clear plan to share learning regardless of the outcome. We recognise that some projects may not deliver the expected direct benefits, but by taking risks and sharing learning across the water sector, customers will stand to benefit. Entrants should be able to recognise and respond appropriately to issues and opportunities as they arise. This may include:

- *Taking decisions about how to adjust delivery if the initial benefits can no longer be realised.*
- *Adopting an approach of 'early failure'.*
- *Thinking widely about possible benefits from their initiative.*
- *Considering how learning and insights from the delivery of their initiative can best provide value across the sector."*

Questions

Any questions?

Writing a strong entry for Water Breakthrough Challenge Round 2

Preparing a strong entry for assessment category 1

Work on one entry with your team
in breakout groups, or individually

15 minutes

Strong entries will:
- Address a significant need or opportunity for customers, society and/or the environment
- Align with one (or more) of Ofwat's five strategic innovation themes
- Will, or could, be effective in addressing these problems or opportunities
- Set out a realistic reflection of external risks and how the potential benefits to customers, society and the environment outweigh these risks.

Preparing a strong entry for assessment category 1

- **The problem:** What has already been done? Why has this not solved the problem?
- **The outcomes, benefits and impact:** How would addressing this problem benefit household customers, society and/or the environment in the short and longer term? What would the wider benefits to the water sector be? Why and how would your proposed solution be effective at achieving these benefits?
- **Why your solution is best:** What are the alternative solutions and why is your proposed solution better? Have you designed with the relevant stakeholders?
- **Why the risk is justified:** How might you fail? What are the external risks? Why is it worth spending customer money taking these risks?

For these questions, consider:
- What do you already know? What evidence do you have?
- What do you need to know?
- How can you find out?

Focus on the most useful points for your entry. Refer back to the previous slides for specific details and guidance.

⏱ 15 minutes

Preparing a strong entry

Assessment Categories 2 and 3

Strong entries will:

- Use innovative approaches and/or solutions which would not be funded as part of business as usual
- Develop innovation enablers which accelerate practice beyond business as usual
- Set out plans for adoption at scale across the water sector

Reference: Innovation enablers (Entrant Handbooks)

Refer to Entrant Handbooks:

"We have identified a number of innovation enablers that will be particularly critical to growing and sustaining the water sector's capacity to innovate. The Fund will consider supporting initiatives that demonstrate and further strengthen these enablers, including but not limited to:

- **Collaboration:** *building and strengthening collaboration and partnerships across companies, the supply chain and outside the water sector.*
- **Openness:** *to sharing data, insights and ideas within the water sector and with other sectors.*
- **Adaptability:** *flexibility and openness to trying out new ways of working.*
- **Innovation risk management:** *delivering value from all innovation projects, particularly more experimental projects, even if they fail.*
- **Scalability & Deployability:** *improving the ease of scaling up and rolling out of proven innovations within the sector.*
- **Long-term view:** *taking both a longer-term and broader perspective to better meet the evolving needs of customers, society, and the environment."*

Describe how your solution and approach are innovative

*"Entries could include testing **new** ideas; **adapt**ing ideas or practices that have established themselves in other sectors; or **adopt**ing proven approaches that haven't been tried at scale."* *(Entrant handbooks)*

Q: How is your proposed solution innovative?
- Articulate how it's novel: new idea, adapt from elsewhere, or adopt at scale.
- Outline what you would use in your entry (technologies, processes, insights, etc) – why these are better than what is currently deployed? How could this be transformational?

Q: How would your approach enable innovation in the sector?
- Which innovation enablers are you intending to use?
- Why will you use an innovation-based approach? How could this help you pursue further innovation initiatives in the future?

Q: How are you planning to support adoption at scale?
- Outline the potential for adoption at scale, and your plan for this if your solution works.
- Identify any challenges and barriers you may face immediately and in the longer term.

Breakthrough 1 winning entry: *"… good description of innovation enablers and the submission provides clear steps for scaling up activities within the water sector, including by focusing on sharing information within the wider industry."*

Breakthrough 1 winning entry: *"In isolation, the individual technologies and approaches are not transformational; the innovative aspect comes from the insights gained from use of these individual technology and approaches in combination, including by reference to the multi-stakeholder representation."*

Explain why your entry goes beyond business-as-usual

Note the entry forms have been updated for Breakthrough 2 to explicitly ask why your proposed solution and approach go beyond business-as-usual.

Q: Why are you not already doing this?
- Describe the barriers to pursuing your proposed solution within standard practice, e.g. a risk level that is higher than normal appetite.
- Justify why you need to use more customer money (than provided through your business) to deliver this.
- Where the proposed solution technology, methods (etc.) have existed for some time, acknowledge how the project plans to build on acquired learning and experience.

Breakthrough 1 winning entry: *"it is considered that this project would be unlikely to progress without this type of funding"*

Breakthrough 1 winning entry: *"The approach proposed is substantially different than business as usual thinking"*

3. Capacity, capability and commitment to deliver

Strong entries will:
- Show commitment to the entry
- Be delivered by a team with the relevant skills and experience
- Set out a realistic and achievable programme
- Demonstrate a realistic and considered costing which makes effective use of customer funds
- Demonstrate a clear and proportionate approach to addressable risk

Strengthen your entry with partnerships

Q: Who is involved and what does everyone bring?
- Show strong commitment from senior leaders, including how executive commitment would be sustained even if personnel change.
- Explicitly identify who in your team (including partners) contributes which necessary skills or expertise that you require to successfully deliver your proposed solution. *Make sure you list every partner!*
- Can you work with new partners outside your region and the sector? Consider the opportunity for every partner to adopt your solution at scale as well as share learnings to more geographies and industries.

Q: How will you succeed as a collaboration?
- Work together on your entry – note all entries must be led by a water company or NAV in England and Wales.
- Plan for strong governance: consider a steering or technical group – who needs to be in it? Do you need community stakeholders in this group? Consider how you will manage decisions and disputes.
- Demonstrate the strength of your existing collaboration(s): e.g. show how every partner can clearly articulate the problem.

Breakthrough 1 winning entry: *"Experience and expertise of partners add credibility and confidence to the plans."*

Breakthrough 1 winning entry: *""The governance to be provided by the steering group, and its proposed composition, is a positive. However, this could be even stronger if a community representative is included for future stages."*

Blog: *"We're hoping to see entries that stretch collaboration to the wider infrastructure community and other sectors, such as energy and construction, engaging new partners in articulating solutions that can have positive impacts within and outside the water sector. The Find a partner page is a good place to start!"*

Have a clear plan for delivery

Q: What can you do to ensure the project delivers benefit and impact cost-effectively and despite the inherent risks of innovation?

- Set out realistic and achievable programme. Who are the key stakeholders to consult as you develop the plan? What are the SMART goals?
- Identify key milestones and frame your delivery plan around these. What are your measures of success, how do they relate to intended benefits and how will you monitor for these?
- Efficient and realistic cost breakdown - make clear case for budget lines. What resourcing will you need to support your innovation-based approach, with learning, iteration and adaptation? Make sure the budget lines add up & match your narrative answers too!
- Identify opportunities to make cost efficiencies, show good use of customer funds.

Breakthrough 1 winning entry: *"the entry sets out key tasks and realistic milestone phases (with the inclusion of KPIs), and good detail has been provided on cost management."*

Breakthrough 1 winning entry: *"The project plan is well structured, and we note that the programme has been developed in consultation with key stakeholders."*

Any questions?

Preparing a strong entry for assessment categories 2 and 3

Work on one entry with your team
in breakout groups, or individually

15 minutes

Strong entries will:
- Use innovative approaches and/or solutions which would not be funded as part of business as usual
- Develop innovation enablers which accelerate practice beyond business as usual
- Set out plans for adoption at scale across the water sector

3. Capacity, capability and commitment to deliver

Strong entries will:
- Show commitment to the entry
- Be delivered by a team with the relevant skills and experience
- Set out a realistic and achievable programme
- Demonstrate a realistic and considered costing which makes effective use of customer funds
- Demonstrate a clear and proportionate approach to addressable risk

Preparing a strong entry for assessment categories 2 and 3

2. Innovation enablers and innovative solutions:
- How is your proposed solution innovative?
- How would your approach enable innovation in the sector?
- How are you planning to support adoption at scale?
- Why do you need this customer money in order to do this? (Why are you not already doing this?)

3. Capacity, capability and commitment to deliver:
- **Partnerships:** Who is involved and what does everyone bring? Are you missing any perspectives? How will you work together on this proposal?
- **Project management:** What can you do to ensure the project delivers benefit and impact cost-effectively and despite the inherent risks of innovation?

For these questions, consider:
- What do you already know? What evidence do you have?
- What do you need to know?
- How can you find out?

Focus on the most useful points for your entry. Refer back to the previous slides for specific details and guidance.

⏱️ 15 minutes

General tips

Preparing a strong video pitch

*For **Transform** stream only (refer to General Questions section of entry form)*

A **4-minute video pitch** – the purpose is to provide a video format explainer to help assessors and judges quickly understand your entry. Within this pitch, you should outline:
- what you intend to do within your entry, focusing on the activities you will undertake,
- the problem it aims to address and what benefits it will have for customers, society and/or the environment if successful,
- what is innovative about your entry.

Key tips:
- Make the potential benefits to (household) customers, society and/or environment clear - justify why household customers money should be used to pursue your project.
- Involve partners in your recording, where possible.
- Support your spoken pitch with good use of slides or other visual aids – *you may also upload any presentation/visuals you used in the pitch recording.*
- Avoid jargon and buzzwords.
- Take the opportunity to re-record your pitch for stage 2 so that it supports your developed entry.
- Next steps: **You will need to [register](#) for a live recording slot no later than Friday 5 November 2021 at 5 pm (GMT). Recording slots will take place during the week of 8-12 November.**

General points

- Clearly articulate how/why your entry aligns with the criteria
- Pay attention to the guidance in the **Entrant Handbook**.
- Where SMART objectives are requested, ensure you include these: Specific, Measurable, Achievable, Relevant, Time-bound.
- Review and update answers in response to feedback (e.g. from previous rounds, or going from Transform stage 1 to stage 2).
- Make sure that the narrative makes sense across the whole entry, including template files where these are requested.
- Check your budget sheet and the costs explained elsewhere match and add up.
- To submit, you must enter your answers into the **Submittable platform** & attach any **additional templates** (e.g. Budget spreadsheet). You may wish to develop your answers in the provided **Word template**. All inks are available from the [Catalyst](#) or [Transform](#) webpages.
- For Submittable, any rich text formatting is fine. Consider using bullet points and lists to save on word count.
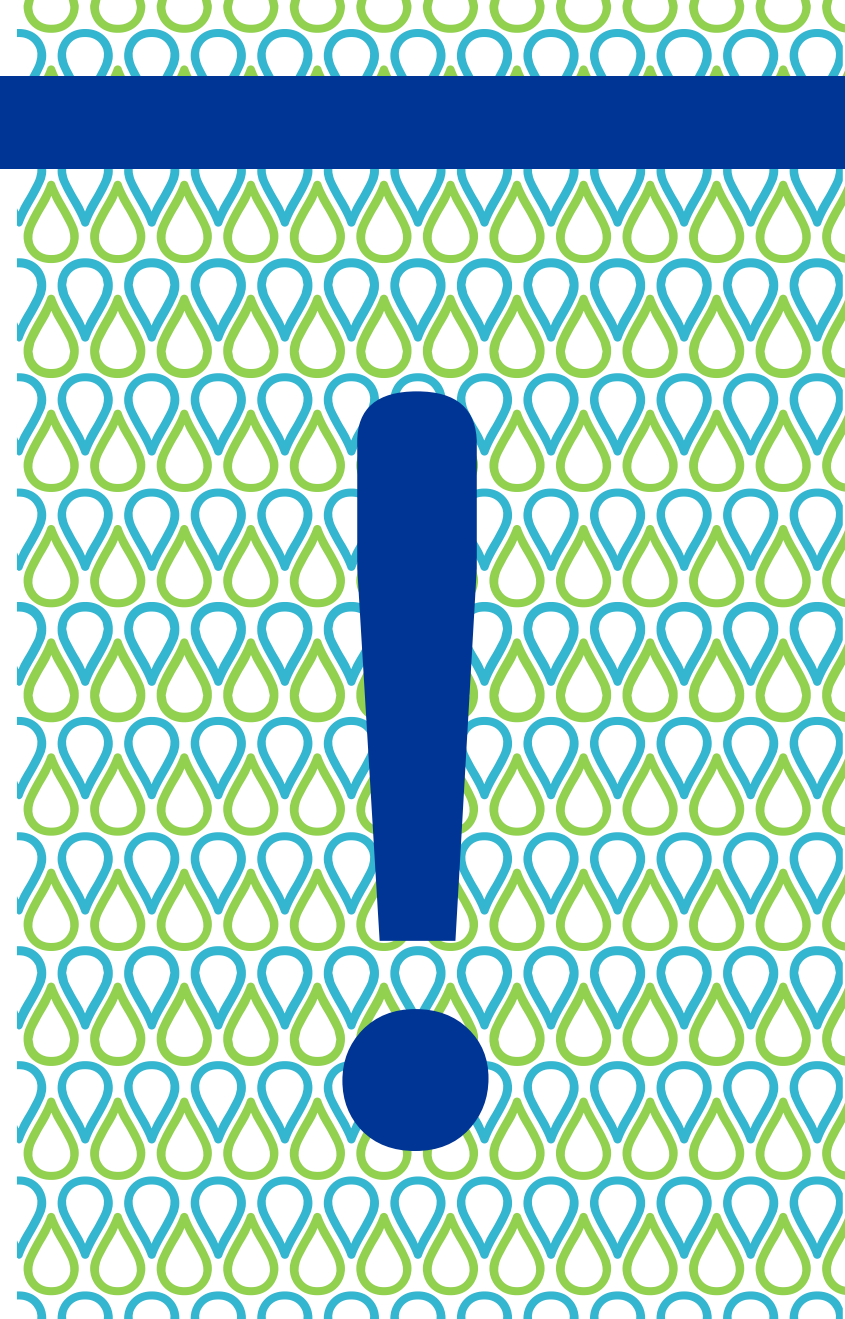
Summary & next steps

In summary

Today, we've covered:
- Entry forms and assessment criteria
- Summary of assessors' feedback on previous entries
- Guidance and suggestions for how to write a clear and compelling entry in line with the challenge criteria, including:

1. Address a significant need or opportunity
2. Make the case for your proposed solution
3. Justify why the benefits outweigh the inherent innovation risk
4. Describe how your solution and approach are innovative
5. Explain why your entry goes beyond business-as-usual
6. Strengthen your entry with partnerships
7. Have a clear plan for delivery

What have you learned today?
What is your first next step to put this into practice?
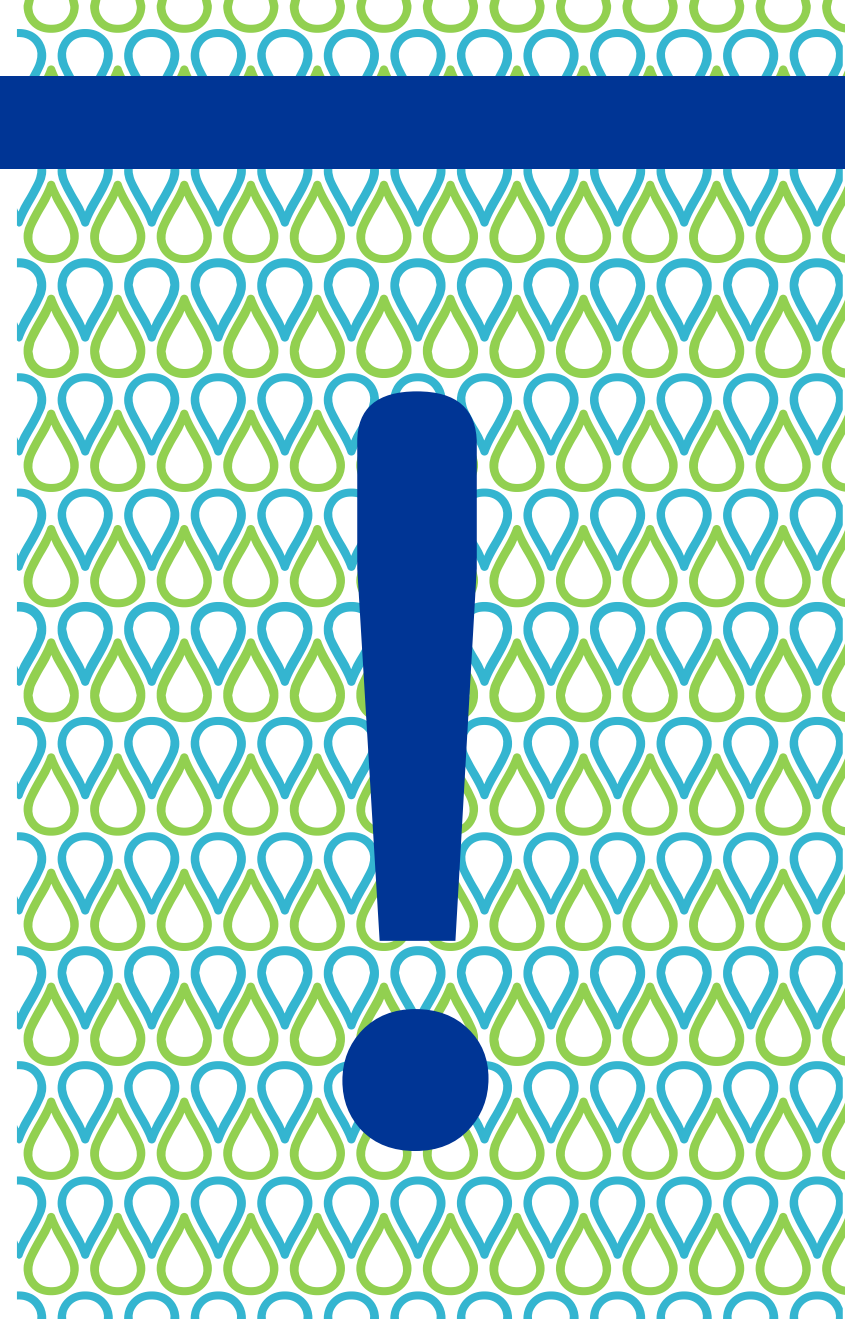
Water Breakthrough Challenge – How to enter

Online Entry Form for both streams

Catalyst:
- 1 Stage entry process
- Closes **8 December**

Transform:
- Register for video pitch by: 5 November
- Stage 1 closes: 16 November
- Stage 2 opens: 15 December
- Stage 2 closes: 8 February

A summary of the entry process is available at:

waterinnovation.challenges.org/breakthrough2/get-involved/

Water Breakthrough Challenge – Setting you up for success

For more information, visit:
waterinnovation.challenges.org/breakthrough2/entrant-support/

Webinars & Events	**One-to-One Surgeries**	**Entrant Support**
Find a Partner Page	**Entrant Handbook**	🔑 Don't forget the materials that share feedback from previous rounds!

Writing a strong entry for Water Breakthrough Challenge Round 2

22 October 2021

Take advantage of one-to-one coaching

The guidance we offer is about developing **the content** of your entry and aligning with the assessment criteria. We are **neutral and independent**.

You can:

- **Email us your questions** on projects@science-practice.com – we aim to respond within 3 working days.
- **Sign up for one 20-minute coaching call per entry** at https://calendly.com/sp-interviews/coaching-calls.
- **Email us your draft entry to review** and discuss in your coaching call or to receive feedback by email – we aim to return our review within 5 working days.

All important information about this support and the rest on offer from the delivery partners is online: https://waterinnovation.challenges.org/breakthrough2/entrant-support/.

Any questions?

Now, we ask you:
- What did you find most helpful in today's session?
- What would have made the session more helpful for you?
- Are you planning to book a coaching call?

Please share in the chat or by email – thank you!

Thank you and good luck!

Find details on how to access 1:1 coaching online at **waterinnovation.challenges.org/ breakthrough2/entrant-support/**

Activity: Assessment Category 1

Your proposed solution	*Add 1-sentence description here*		
	Knowns What do you already know?	**Unknowns** What do you need to know?	**Next steps** How can you find out?
● **The problem:** What has already been done? Why has this not solved the problem?			
● **The outcomes, benefits and impact:** How would addressing this problem benefit household customers, society and/or the environment in the short and longer term? What would the wider benefits to the water sector be? Why and how would your proposed solution be effective at achieving these benefits?			
● **Why your solution is best:** What are the alternative solutions and why is your proposed solution better? Have you designed with the relevant stakeholders?			
● **Why the risk is justified:** How might you fail? What are the external risks? Why is it worth spending customer money taking these risks?			

Activity: Assessment Category 2

Your proposed solution and approach	Add short description here		
	Knowns What do you already know?	**Unknowns** What do you need to know?	**Next steps** How can you find out?
How is your **proposed solution** innovative?			
How would **your approach** enable innovation in the sector?			
How are you planning to support **adoption at scale?**			
Beyond business-as-usual: Why do you need this customer money in order to do this? (Why are you not already doing this?)			

Activity: Assessment Category 3

Your partners	List here		
	Knowns What do you already know?	**Unknowns** What do you need to know?	**Next steps** How can you find out?
● **Partnerships:** What does everyone bring? Are you missing any perspectives? How will you work together on this proposal?			
● **Project management:** What can you do to ensure the project delivers benefit and impact cost-effectively and despite the inherent risks of innovation?			