



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HIKINA WHAKATUTUKI

Endeavour Fund Roadshow 2025 Investment Round

October 2024

Te Kāwanatanga o Aotearoa
New Zealand Government



MBIE opening karakia

Tāwhia tō mana kia mau, kia māia

Ka huri taku aro ki te pae kahurangi, kei reira
te oranga mōku

Mā mahi tahi, ka ora, ka puāwai

Ā mātau mahi katoa, ka pono, ka tika

TIHEI MAURI ORA

Retain and hold fast to your mana, be bold,
be brave

We turn our attention to the future, that's
where the opportunities lie

By working together, we will flourish and
achieve greatness

Taking responsibility to commit to doing
things right

TIHEI MAURI ORA



Outline

The Endeavour Fund and the decision-making process

Wrap up of the 2024 investment round

Introducing the 2025 investment round

Things for applicants to consider

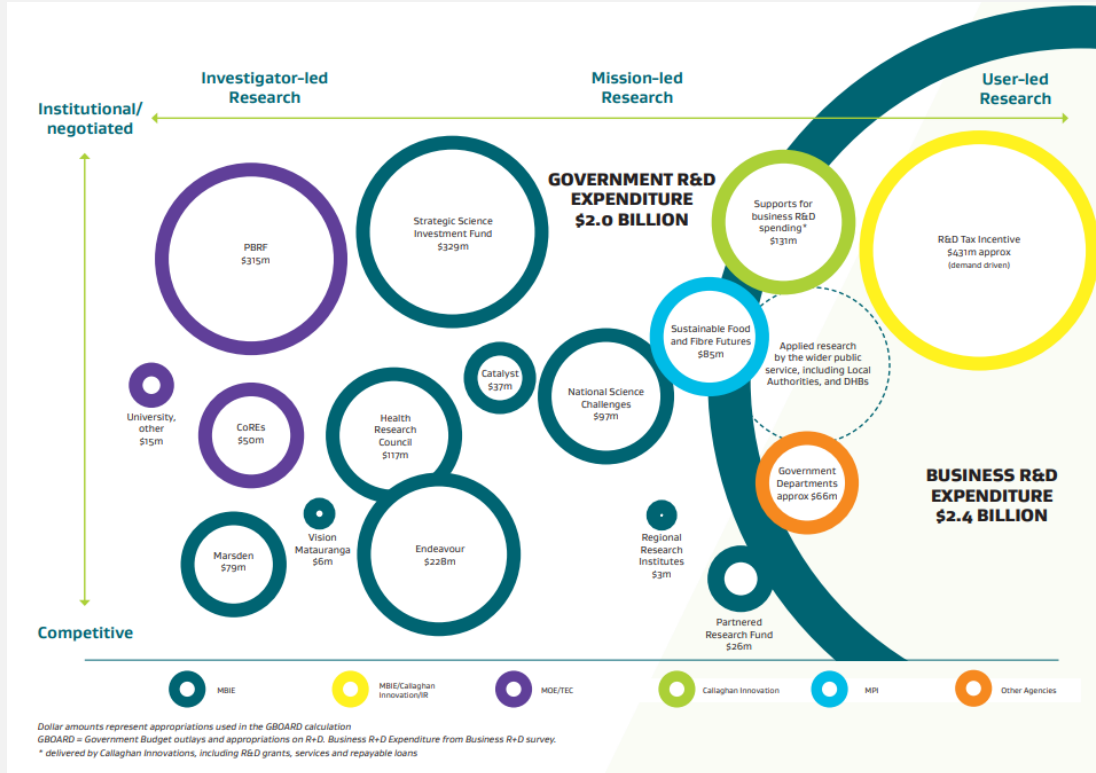


What is the Endeavour Fund?

Purpose: to support excellent research with the potential to **positively transform** New Zealand's economy, environment and society and give effect to the Vision Mātauranga policy



POSITIONING THE ENDEAVOUR FUND IN THE SCIENCE FUNDING SYSTEM



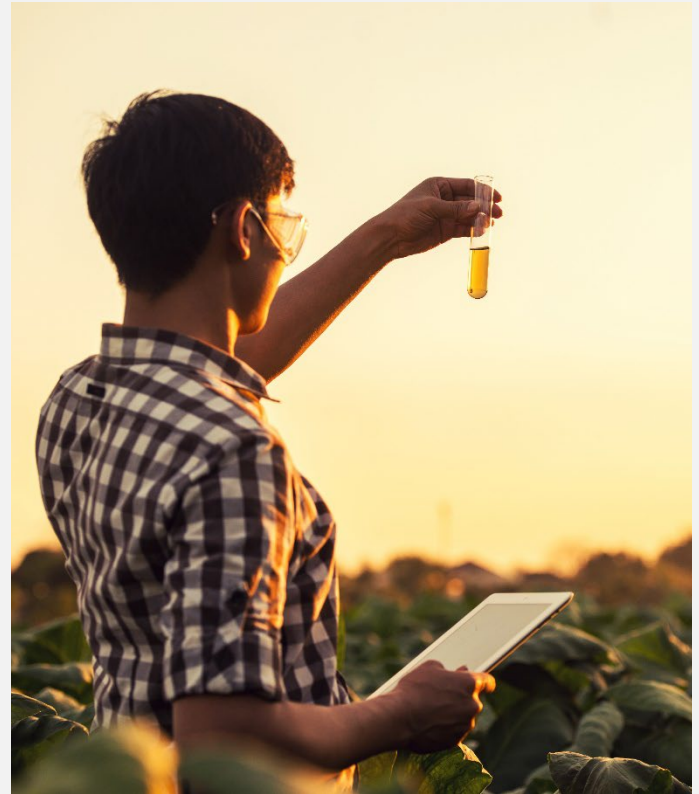
Funding Mechanisms

Smart Ideas:

- Smaller investments intended to catalyse and rapidly test promising, innovative research ideas with high potential for benefit to New Zealand
- Two or three years
- \$400k - \$1 million (**proposals outside this range are not eligible**)

Research Programmes:

- Larger investments intended to support ambitious, excellent and well-defined research ideas with credible and high potential to positively transform New Zealand's future
- Three, four or five years
- Minimum \$500k per year (**below this are not eligible**)



Decision Making Process





Science Board makes funding decisions for the Endeavour Fund

Professor Aidan Byrne (Chair)

Dr Liz Wedderburn

Dr Jessica Hutchings

Professor Charles Eason

Ms Kirikowhai Mikaere

Professor Nicholas Long

Dr Laura Domigan

Dr Sereana Naepi

<https://www.mbie.govt.nz/about/who-we-are/our-external-boards/our-science-board>

Informed Decision Making

Smart Ideas

- Typically invest in the best proposals based on a rank-order list (total mean weighted scores)
- Fund at least 47 proposals

Research Programmes

- Sufficient merit (total mean weighted scores)
- Take a portfolio approach
- Fund at least 17 proposals

Annual investment of \$55 million with indicative split of

- \$17 million for Smart Ideas
- \$38 million for Research Programmes

Portfolio approach – Investment Plan Targets

The new 2025-2027 Investment Plan has been published:

<https://www.mbie.govt.nz/science-and-technology/science-and-innovation/funding-information-and-opportunities/investment-funds/endeavour-fund/investment-plan-2025-2027-transforming-new-zealands-future>

Proportion of portfolio targets by investment mechanism

20% Smart Ideas

80% Research Programmes

Proportion of portfolio targets by research outcomes category

70% Economic

25% Environmental

5% Societal research outcomes

Portfolio approach – Investment Signals

The Science Board evaluates how well proposals respond to investment signals.

- Signals apply to all areas across economic, environment and society
- Consider how the overall mix of investments meet the investment signals in the Investment Plan

The Science Board will look for opportunities to fund proposals which respond to investment signals.

Portfolio approach - Value & concentration, duplication

- Consider value offered by the largest Research Programmes proposals
 - Large proposals need to be of the highest quality to receive investment, as the Science Board pays particular attention to them
 - An assessment of the value of funding, for example, two 'small' proposals rather than one 'large' proposal
 - Linked to the 17 Research Programmes requirement
- Duplication or Concentration: avoid duplication and excessive concentration in Endeavour and in the broader public science system (review sectors of the existing portfolio with high investment)
- Meeting policy objectives including the Vision Mātauranga policy if applicable

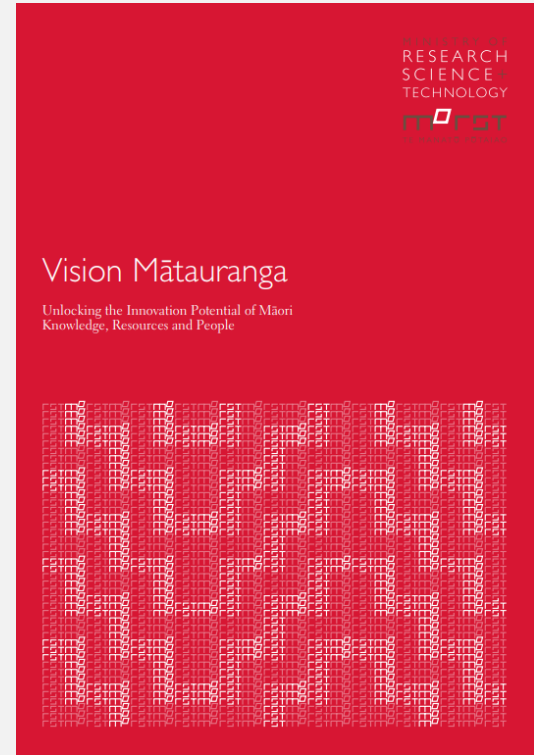
Vision Mātauranga



Vision Mātauranga

Vision Mātauranga encourages partnership to achieve outcomes for New Zealand.

It is designed to enable innovative solutions in SI&T through the innovation potential of Māori **knowledge**, **resources** and **people**.



Giving effect to Vision Mātauranga

- **Through leadership**, e.g. be Māori-led or co-led
- **Through people**, e.g. have Māori researchers or traditional knowledge holders as part of the team; or may work meaningfully with Māori communities, interest groups, businesses, or key individuals
- **Through knowledge**, e.g. Māori knowledge, Kaupapa Māori approaches or with mātauranga Māori
- **No effect** - may not be relevant, e.g. due to the subject matter, stage of the research, or availability of Māori capacity.



Vision Mātauranga 2025

The 2025-2027 Investment Plan clarifies that:

- Where applicable, proposals **must consider** the relevancy of the Vision Mātauranga Policy

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Vision Mātauranga 2025

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- Where applicable, proposals **must consider** the relevancy of the Vision Mātauranga Policy
- It is expected that the Vision Mātauranga Policy will not be relevant to all proposals

When it is relevant:

- Proposals that give effect to the Vision Mātauranga Policy should demonstrate the relevance and use of a fit-for-purpose approach.

Vision Mātauranga data questions

Same questions as 2024:

- **percentage of the total personnel costs** (e.g. FTE) attributed to the Māori project team members
- percentage of the project activity **led or co-led** by Māori as co-designers, leaders or kaitiaki
- use of **Mātauranga Māori** and **Kaupapa Māori** in project



2024 Endeavour Round Wrap-up

- General reflections
- Breakdown of the round
- Success rates
- Key takeaways



Size and \$ - General reflections

Quality of applications continues to be very high

Submission of 488 proposals (351 Smart Ideas and 137 Research Programmes proposals), from 49 organisations covering a wide breadth of disciplines.

Significant increase in number of proposals and number of organisations.

Largest request for funding was \$2.9 million/p.a.

Largest funded proposal was \$2.7 million/p.a. Next largest was \$2.3 million/p.a.

After Impact assessment, the annual average request was \$2.04 million/p.a.

Less proposals asking for a large amount of funding than 2023, but still constraints on portfolio balancing due to perceived "\$10 million" target.

FoR and SEO - General reflections

For Smart Ideas the top areas with high requests for investment were:

- Manufacturing (25.5%)
- Mitigation & Adaptation to Climate Change (13.3%)
- Information Communication and Data Technology (13.2%)

For Research Programmes the top areas with high requests for investment were:

- Manufacturing (20.9%)
- Natural Hazards (10.8%)
- Mitigation & Adaptation to Climate Change (10.7%)

Breakdown of 2024 round [1]

488 applications

- 351 Smart Ideas (4 ineligible) and 96 progressed to Full Proposal
- 137 Research Programmes (1 ineligible) and 45 progressed to Impact assessment

71 successful

- 53 Smart Ideas
- 19 Research Programmes

Success rate 13.9% overall

- Smart Ideas 15.0%
- Research Programmes 13.8%



Image source: Shutterstock

Breakdown of 2024 round [2]

- 53 Smart Ideas full proposals (\$18.17 million/annum, \$53.0 million total contract value)
- 19 Research Programmes proposals (\$38.20 million/annum, \$183.11 million total contract value)
- 8 out of 19 proposals funded were submitted under the *Transform* Impact category (42.1%)
- Response to at least one specific investment signal after Impact assessment (applies for Research Programmes only): 29/45 proposals

Breakdown of 2024 round [3]

	Target (%)	Submission (%)	Funded (%)
Economic	70.0	79.3	78.6
Environment	25.0	9.7	14.4
Societal	5.0	10.2	6.6
Expanding Knowledge	0.0	0.8	0.5

More information on <https://www.mbie.govt.nz/science-and-technology/science-and-innovation/research-and-data/successful-funding-application-anzsrc-data/>

Submissions and success rate by organisations (Smart Ideas)

Organisation Type	# submitted proposals (SI Concept)	# submitted proposals (SI Full)	# funded proposals	Proportion of funded proposals (%)
Tertiary Institutes	237	58	32	13.5
CRI	76	30	19	25.0
Independent Research Organisation	16	5	2	12.5
Organisations classified as Other	18	1	0	0.0

Submissions and success rate by organisations (Research Programmes)

Organisation Type	# submitted proposals	# funded proposals	Proportion of funded proposals (%)
Tertiary institutes	82	9	11.0
CRI	35	6	17.1
Independent Research Organisation	9	3	33.3
Organisations classified as Other	10	1	10.0

Success rates: Smart Ideas

Year	Number submitted	Number funded (success rates)	Annual value of new investment
2021	416	52 (12.5%)	\$18.5 million
2022	331	51 (15.5%)	\$17.8 million
2023	316	49 (15.5%)	\$17.7 million
2024	351	53 (15.0%)	\$18.1 million

Success rates: Research Programmes

Year	Number submitted	Number funded (success rates)	Annual value of new investment
2021	128	17 (13.3%)	\$38.4 million
2022	112	20 (17.9%)	\$38.7 million
2023	106	19 (17.9%)	\$39.9 million
2024	137	19 (13.8%)	\$38.2 million

Key take-aways

- Concentration across portfolio more evident than in 2023 – key areas: marine biology, biosecurity, natural hazards, water.
- Significant increase in applications from private and small organisations.
- Societal portfolio is over-subscribed while Environmental is still very under-subscribed.
- Identifiable issues to take forward into 2025:
 - CVs
 - Letters of Support
 - Project Support role



Image source: Shutterstock

2025 Endeavour Round

- Key changes
- Key dates



Endeavour 2025

Changes for the 2025 investment round

- Gazette Notice
- Investment plan 2025-2027
- Smart Ideas templates
- Research Programmes templates
- PDFs for Call for Proposals & Assessment and Scoring Guidance
- Timeline & funding announcement (Smart Ideas)

No change

- National Statement of Science Investment 2015-2025
- Vision Mātauranga: unlocking the innovation potential of Māori knowledge, resources and people

Note that the 2025 investment round is a pilot



Smart Ideas & Research Programmes

Smart Ideas main changes

- Organisational cap on proposal registration and submissions
- One stage application process
- see webinar detailing the summary of changes on the Endeavour Fund website (<https://www.mbie.govt.nz/science-and-technology/science-and-innovation/funding-information-and-opportunities/investment-funds/endeavour-fund>)

Research Programmes

- Removal of impact categories *Transform* and *Protect and Add Value*

Investment signals

The Endeavour Fund supports research, science or technology, or related activities that have

- high potential to positively transform New Zealand's economic, environmental, and societal outcomes,
- give effect to the Vision Mātauranga policy where applicable, and
- drive an increasing focus on **excellent** research and the **potential for impact** in areas of future value, growth or critical need for New Zealand.

The Science Board will also **look for opportunities** to fund proposals that:

- enable wealth creation through developing new knowledge that lifts New Zealand's economic performance (including an uplift in commercialisation), supports adaptation to climate change, builds a resilient and prosperous society
- support growth of our base of innovative, high value exporting technology firms

Points to highlight

- Title of your proposal
- Eligibility criteria
- Investment signals
- Team roles, FTEs & CVs
- Budget lines reduced
- Co-funding
- Vision Mātauranga
- Tūhoe service management plan
- Sensitive Technologies
- PDFs for CfP and assessment guidance
- Working with Pītau



Smart Ideas – reduced proposal size

Proposal section	2025 investment round	2024 investment round
Executive Summary	300 words	560 words
Science Excellence	1,000 words (including methods and research plan)	1,120 words (Research Plan 560, Methods 1,680)
Team Excellence	250 words	560 words
Impact	500 words for entire section (use sub-headings!)	1,120 words (Benefit to New Zealand) 1,120 words (Implementation pathway(s))
Risk sections	n/a	Excellence and Impact risk sections
Vision Mātauranga	250 words	500 words
Impact statement	n/a	140 words
Specialist resources	280 words	560 words

Key Dates - Smart Ideas

Registration period	30 Sept – 12 noon, 30 Oct 2024
Proposal submission period	30 Sept – 12 noon, 11 Dec 2024
Assessment period	7 – 26 Feb 2025
Science Board funding decision	21 May 2025
Applicants notified of funding decision	Mid- to late Jun 2025
Funding decision announced	Mid- to late Jun 2025
Applicant feedback	By late Jul 2025
Contracting period	End Jun – end Sep 2025

Dates subject to change. Any change will get communicated via stakeholder alert.

Key Dates - Research Programmes

Registration period	30 Sept – 12 noon, 4 Dec 2024
Proposal submission period	30 Sept – 12 noon, 5 Mar 2025
Assessment of Excellence	26 Mar – 11 Apr 2025
Science Board Excellence decision	21 May 2025
Applicants notified of decision	Late May 2025
Assessment of Impact	29 May – 11 Jun 2025
Science Board makes funding decision	20 Aug 2025
Applicants notified of funding decision	Sep 2025
Funding decision announced	Sep 2025
Applicant feedback	Late Sep 2025
Contracts begin	1 Oct 2025

Dates subject to change. Any change will get communicated via stakeholder alert.

Things For Applicants to Consider



General

- We're looking for ambitious science which is 'Transforming New Zealand's future' – be ambitious
- Start early and co-design with end-users
- Read the Gazette Notice, Investment Plan, and Assessment and Scoring Guidance



Meeting Investment Signals

- Describe fit to signals where it exists:
 - Be specific – how does your programme align?
- Consider the Value criterion carefully
- Don't try to game the system – only claim genuine alignment

Addressing Excellence

- **Excellence** is always assessed first, so:
 - describe your science/ research clearly
 - highlight where the ambition is – use a research hypothesis if appropriate
 - describe mitigations against risks for RP
 - consider the audience
 - provide sufficient detail but be concise

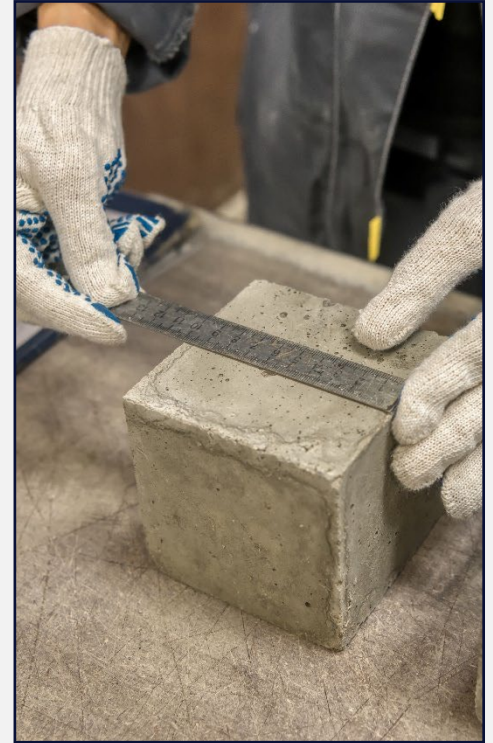


Image source: Shutterstock

Addressing Impact

- **Impact** is 50% of the total score (Research Programmes)
- Benefit to New Zealand is an economic/impact hypothesis
 - Which stakeholders will deliver impact? Quantify this.
- Pathway to implementation describes how you will work with stakeholders to deliver impact from research – **it's not a science project plan**
 - Use pathway to demonstrate stakeholder buy-in and commitment
 - Ensure the entire proposal is consistent in demonstrating stakeholder involvement
- Describe mitigations to impact delivery risks (RP)

Don't make the ANZSRC codes an after thought

The Australian and New Zealand Standard Research Classification (ANZSRC) is the collective name for a set of three related classifications developed for use in the measurement and analysis of research and experimental development undertaken in Australia and New Zealand.

There are three classifications:

1. Fields of Research (FoR, defined at registration)
2. Socio-economic Objective (SEO, defined at registration)
3. Type of Activity (ToA, profiling question)



The screenshot displays the ARIA (Your Concept and Classification Management System) interface. The search bar contains 'ANZSRC' and shows 'Found 6 matches in 0ms'. The results are listed as follows:

Classification	Lifecycle	Valid from	Valid to	Abbreviation	Retired
Australian and New Zealand Standard Research Classification - Type of Activity V2.0.0	Released	30-06-2020	Current	ANZSRC.TOA	
Australian and New Zealand Standard Research Classification - Socio-Economic Objective V1.0.0	Valid from	Valid to	Abbreviation		
Australian and New Zealand Standard Research Classification - Socio-Economic Objective V2.0.0	Valid from	Valid to	Abbreviation		
Australian and New Zealand Standard Research Classification - Type of Activity V1.0.0	Valid from	Valid to	Abbreviation		
Australian and New Zealand Standard Research Classification - Fields of Research V1.0.0	Valid from	Valid to	Abbreviation		
Australian and New Zealand Standard Research Classification - Fields of Research V2.0.0	Valid from	Valid to	Abbreviation		

Why do you need ANZSRC codes?

FoR codes:

- MBIE uses FOR codes to help assign Assessors to your proposals
- Ensure the codes accurately match the programme content
- Please keep these to a minimum, and use no more than three

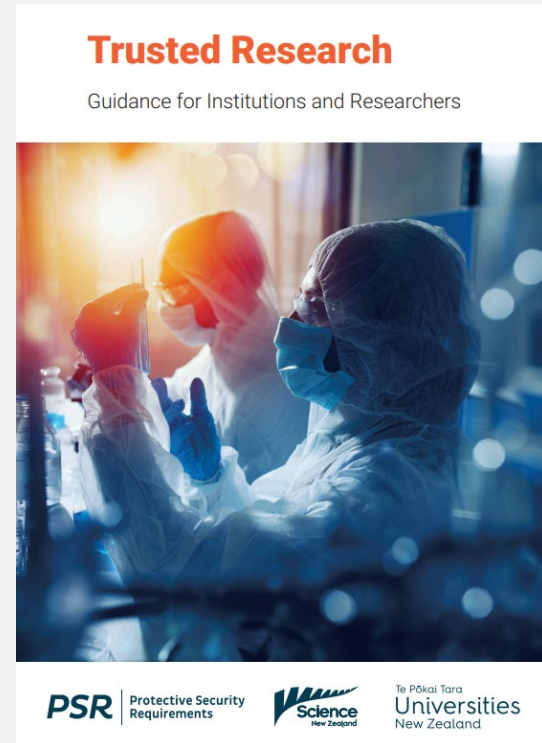
SEO codes:

- Science Board uses SEO codes to balance the mix of investments
- Ensure the codes accurately match the programme content
- Please keep these to a minimum, and use no more than three

Dual Use / Sensitive Technologies

- Refer to “Trusted Research” for guidance
- In the application, declare DU/ST in the profiling section where applicable
- Where DU/ST is assessed as requiring management by MBIE, a contract condition will be applied to require specific monitoring and reporting

DU/ST does not affect the scoring for the proposal.



Recurring Themes

- Please ensure proposal titles are informative and accurately reflect the research aims of the programme
- Smart Ideas and PhD students: students should input into the programme, rather than the programme being designed around them
- Be selective and specific in identifying conflicts of interest
- Please ensure your Public Statement accurately reflects your programme: make sure both science stretch and programme outcomes are well described, do not include confidential or private information

Final words

- Right-size your work programme
 - For Smart Ideas, ensure you can start the work with existing resources
 - For Research Programmes, consider the available funding and adjust ambition if necessary
- Where VM is relevant to the proposal, ensure it is appropriately resourced.

Want to know more about Endeavour?

We can

- explain the process
- help with use of Pītau

We cannot

- interpret the Call for Proposals
- provide specific advice about your proposal
- Provide help with RealMe (but help is available here: 0800 664 774)
<https://www.realme.govt.nz/contact-us/>

MBIE closing karakia

Ka hiki te tapu

Kia wātea ai te ara

Kia turuki ai te ao mārama

Hui ē, Tāiki ē

Restrictions are moved aside

So, the pathway is clear

To return to everyday duties

Enriched and unified

Greetings to all





Endeavour Fund Roadshow
2025 Investment Round