FUNDING EXPERT
ACADEMY

EIC Transition Session

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Who is Nikolaos Floratos

- **Founder** of Funding Expert Academy (www.fundingexpert.academy) with programmes that master individuals in EU funding programmes and advance successful **proposal developers** across Europe

- **Active** in european funding industry since 1997 (**24+ years**)

- **EC** expert/evaluator since 2003 (**18+ years**)

- **Trained and coached hundreds** of organisations and thousands of professionals on exploiting successfully EU funds and advancing their sustainability

- Globally **recognised** as one of the **most influential** and **inspiring speakers (**also speaker at United Nations Headquarters in New York) and **trainers** in European research with hundreds of speeches and trainings in 30+ countries including overseas

- Member of EBAN – European Business Angel Network

- **2000+** linkedin recommendations and endorsements as R&I Coach and trainer at https://www.linkedin.com/in/floratos/

- Organiser and host of the Horizon Europe virtual summit (www.horizoneuropesummit.eu/) with training sessions by 35 top experts in Horizon Europe topics

- **Multidisciplinary** educational background with **four university** degrees (B.Eng, BA, M.Sc, MBA)

- Passionate with training and evangelist of "**Anyone** can achieve **anything** with the proper training & coaching"

- **Phd** in student **engagement** and **online courses**

- **Master in decomposing complex concepts** into easily to understand and apply step-by-step recipes

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Quick Exercise

Please identify **via Chat**

- Your name

- Your **research specialisation/keywords (Research interests in one word each as specific as possible)**

- **Your involvement in previous H2020/Horizon calls**

- **Your expectations from the course**

Session Structure

- Module 1: Intelligence on EIC Transition info

- How to identify and exploit critical information related to the EIC Transition call of proposals

- Module 2: Intelligence call topics

- Intelligent analysis of the EIC Transition call of proposals and use it as the key building block of winning grant application
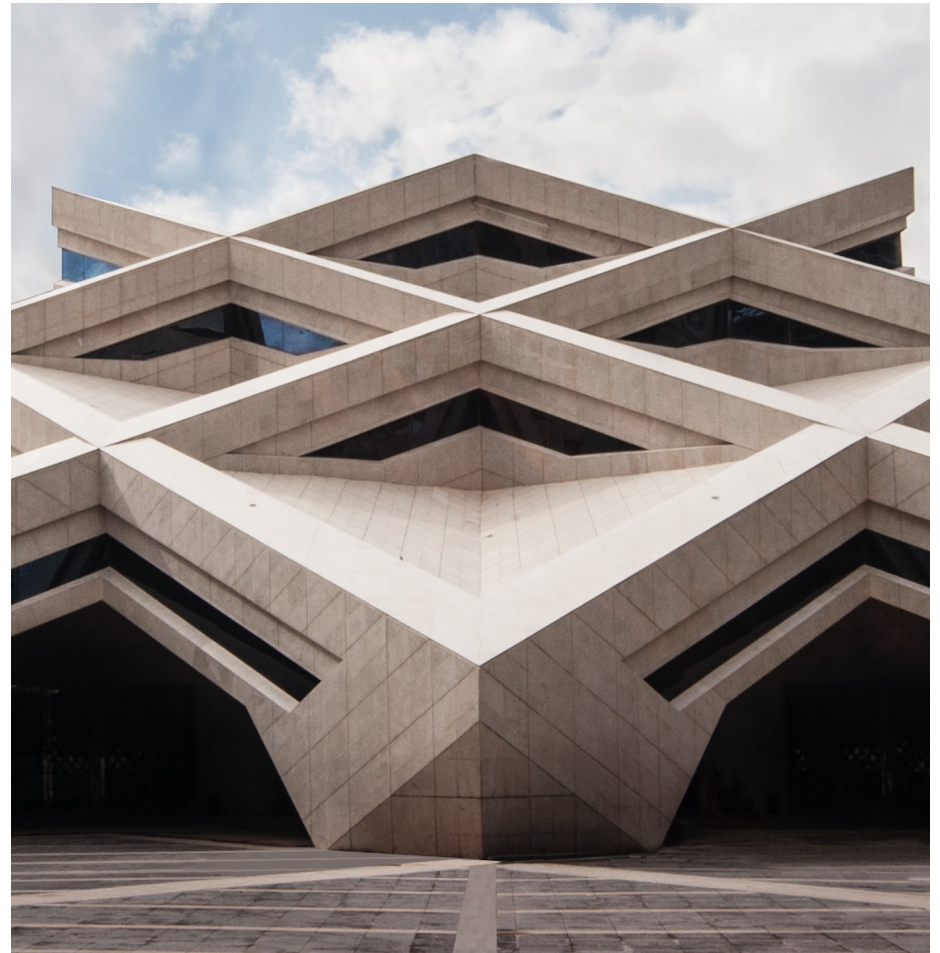
How applicants will have success in EIC Transition grant applications

Modules 1

EIC Transition info Intelligence

Intelligence behind Key Purpose

Why EIC Transition

Intelligence behind Key Purpose

Why

How

What

To support the maturation and validation of novel technologies beyond proof of principle (TRL 5-6) and business activities towards commercialisation

EIC Transition **Open**

EIC Transition **Challenges**

Bottom-up approach with no predefined topics

Top-down predefined thematic priorities aiming to establish portfolios of projects

Source: WP 2021-2022

Intelligence behind on who can apply

Applications are restricted to results generated by the following eligible projects:

- **EIC Pathfinder projects** (including projects funded under EIC pilot Pathfinder, Horizon 2020 FET-Open, FET-Proactive, FET Flagships

- **ERANETs projects** under the FET programme (including ChistERA, quantERA and FLAG-ERA)

- European Research Council **(ERC) Proof of Concept projects**

- Applicants will need to demonstrate that are the **owner or holder of the Intellectual Property** Rights (IPR), **or have the necessary right**s to commercialise the results from one of these eligible projects.

- Check the original project is eligible (e.g. started more than 12 months, or ended less than 24 months before the date of the Transition call deadline)

List of applicable projects or here no need to be a participant in that project but a declaration by the related coordinator/IP owner of the necessary IP rights to be included

High rate of ineligibility/inadmissibility

Ineligibility & inadmissibility	Reason	Total proposal	Rate
Challenges	16	73	22%
Composition of consortium	5		
Incomplete	11		
Open	46	219	21%
Composition of consortium	29		
Incomplete	9		
non eligible linked project	8		
Grand Total	62	292	21%

Source: EIC

Intelligence behind submission deadlines

- EIC Transition Open and Chal: **12 April 2023/27 Sept 2023**
- EIC Transition Challenges: **12 Apr 2023/27 Sept 2023**

If < threshold in **any one** of the three criteria, **allowed to resubmit once** in the following **12 months**

If < threshold in **two or more** evaluation criteria, **no resubmission** within the following **12 months**

Intelligence behind EIC Instruments
(from idea to market)

-Early Stage development idea
-Open: TRL 1-3, Challenge 2-4
-Max Grant: Open €3M, Challege €4M
-Open: Consortium min. 3 legal entities/countries
-Challenge: Single applicant or consortium

-Max grant: €2.5M
-Single Applicants
or consorium max.
5 legal entities

Max grant: €2.5M
Max Equity: €15M
Single Applicants

Fast-track from EIC Pathfinder & From Transition

EIC Accelerator ~ 2y

EIC Transition ~3y

EIC Pathfinder ~ 3y

| TRL 1: Basic Principles | TRL 2: Technology Formulation | TRL 3: First laboratory tests | TRL 4: System/Technology validated in lab | TRL 5: Technology validated in relevant environment | TRL 6: Technology demonstrated | TRL 7: Demonstrated system | TRL 8: System complete and qualified | TRL 9: Commercial system |

Basic Research

Market

Intelligence behind other opportunities for EIC Transition funded projects

EIC Transition projects or their beneficiaries are eligible for

- up to €50,000 grant (EIC Booster grant) :
  - to explore potential pathways to commercialization
  - for portfolio activities.
- to submit an EIC Accelerator proposal via the Fast Track scheme;
- to receive free access to a wide range of Business Acceleration Services (access to coaches/experts, investors, events, etc)

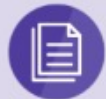# Intelligence behind latest EIC Transition statistics

Latest EIC Transition Statistics

European Innovation Council Transition Challenges & Open

Successful proposals | Deadline 28 September 2022

EIC Transition Open

- **27** PROJECTS CHOSEN
- **2.29 M** AVERAGE EU GRANT
- **12** COUNTRIES
  Top countries: Netherlands, Spain, Italy, France, Germany

EIC Transition Challenges

- **7** PROJECTS CHOSEN
  4 Green digital devices
  2 RNA-based therapies and diagnosis
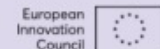 1 Process and system integration of clean energy
- **2.49 M** AVERAGE EU GRANT
- **5** COUNTRIES
  Top country: France

European Innovation Council

Source: EIC

Is the EIC Transition the next right tool for my project

- ✓ Starting TRL 3 or 4
- ✓ Is this **novel technology ready (e.g. validated its proof of concept in the lab)** for the next steps?
- ✓ Do you have the **IPR** of this technology?
- ✓ Have you performed **early market / competition explorations** ? (i.e. high demand, low competition)
- ✓ Do you have a motivated and diverse **team for commercialisation**? (i.e. for reaching TRL 9 and penetrating European and Global markets)

Intelligence behind key concepts

The 2 core elements of a Transition Proposal

The starting point in the project should is Proof of concept validated in the lab (TRL3/4)	**The technology track** **The business track**	The **end point** should be a <u>completely functional version</u> of the technology tested or demonstrated in relevant environment (TRL 5-6), supported by <u>a sound and implementable commercialisation strategy</u>.

Business Track

- The applicants should have **sufficient preliminary business case/business model and market analysis** for the application area(s) they have in mind at the proposal stage, based mainly on desk research.
- The **business case and business model will be further developed and refined during the project** duration, with **field and user research**, as to become a credible basis for entrepreneurship, business creation and investment.
- High-quality expertise, capabilities and motivation to **move decisively towards innovation** are needed in order to create a **unique commercial value from the emerging technology** and develop an attractive business and investment proposition **->** It is encouraged companies participate, including SMEs/start-ups outside the previous consortia that originated the results.

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Source: EIC

EIC Transition has 3 different implementation pathways

- A **focused collaborative project** to further develop strategic and high impact technologies towards specific applications while improving also the market readiness. This pathway is likely to require a collaboration among several applicants ('multi-beneficiary' approach) including SMEs, research performers and potential users/customers;

- An **individual SME (including start-ups, spin-offs)** identifies a market opportunity to apply the results of an EIC Pathfinder or ERC Proof of Concept project towards a specific market application. This pathway is likely to require, or lead to, a licensing arrangement with the SME and could also involve a collaboration between the result owner(s) of the EIC Pathfinder/ ERC Proof of Concept and the interested SME;

- A **team of entrepreneurial researchers within a research or technology organisation** who want to turn selected project results into a viable product by looking for a suitable business model or creating a start-up or spin-off company, and which may involve collaboration with the host research or technology organisation.

In some cases, the results may already be relatively close to market or ready for investment (e.g. often with higher TRLs) and would therefore normally not need significant further technological development and hence require lower amounts of funding.

CHOOSE THE RIGHT PATHWAY ▶

Source:EIC

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Intelligence behind Funding & Tenders Portal

Open Calls

Reference Documents

Latest Events

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home

Starting Point for EIC Transition

Funding and tenders (4)

Need help?

Sort by: Submission status

EIC Transition Challenge: Environmental Intelligence
HORIZON-EIC-2023-TRANSITIONCHALLENGES-02

Call for proposal   Grant

Programme	Horizon Europe (HORIZON)	Status	Open for submission
Type of action	HORIZON EIC Grants	Deadline model	multiple cut-off
Opening date	17 January 2023	Next deadline	12 April 2023 17:00:00 Brussels time

EIC Transition Challenge: Chip-scale optical frequency combs
HORIZON-EIC-2023-TRANSITIONCHALLENGES-03

Call for proposal   Grant

Programme	Horizon Europe (HORIZON)	Status	Open for submission
Type of action	HORIZON EIC Grants	Deadline model	multiple cut-off
Opening date	17 January 2023	Next deadline	12 April 2023 17:00:00 Brussels time

EIC Transition Challenge: Full scale Micro-Nano-Bio devices for medical and medical research applications
HORIZON-EIC-2023-TRANSITIONCHALLENGES-01

Call for proposal   Grant

Programme	Horizon Europe (HORIZON)	Status	Open for submission
Type of action	HORIZON EIC Grants	Deadline model	multiple cut-off
Opening date	17 January 2023	Next deadline	12 April 2023 17:00:00 Brussels time

Transition Open 2023
HORIZON-EIC-2023-TRANSITIONOPEN-01

Call for proposal   Grant

Programme	Horizon Europe (HORIZON)	Status	Open for submission
Type of action	HORIZON EIC Grants	Deadline model	multiple cut-off
Opening date	17 January 2023	Next deadline	12 April 2023 17:00:00 Brussels time

Source of all documents –
F&T - Reference Documents

Self-assess your EIC Transition solution based on EIC AI Diagnostic Platform

- **Login** to **submit** and EIC Accelerator proposal in [F&T portal](#) and select the **Diagnostic** Module
- Answer online all questions
- Once this information is complete, the AI-based IT platform provides
  - An assessment of your concept/idea against a large number of scientific publications, patents and successful European projects
  - A comprehensive diagnostic result on technical and market readiness of your concept/idea
  - Assessment of the team members in relation to their tasks
  - Best matching funding opportunities for your concept/idea

STEP 0

The questions of the Diagnostic module appear in the table below:

What?	What type of solution do you have in mind ?**
	What is the purpose of your project ?**
	Acronym of your proposal
	Describe your solution*
Why?	Describe the problem to be solved or the need(s) to be satisfied *
How?	Idea or technology based?**
	Functions/Use cases
	Add features
	Please describe between 1 to 3 main deliverables. A deliverable is a distinct output of the project, meaningful in terms of the project's overall objectives.*
	Indicate your current TRL (Technology Readiness Level)**
	Indicate the TRL you intend to achieve at the end of your project**
Who?	Who?**
	What is your sector of activity ?**
	Your winning team (optional)
For whom?	Describe your targeted market*
For what impact?	Indicate your current MRL (Market Readiness Level)**
	Indicate your Time-to-Market in years ?**
	Describe the potential societal or industrial application*

Intelligence from previously funded projects

Check [list of winning projects](#) from first EIC call

- **Identify** projects related to **your research focus**
- **Find** if possible **the project website** and identify **its profile**

EIC Transition Open and Challenges 2021 call					
Acronym	Title	Coordinating organisation	Country Coordinator	Duration (months)	Recommended EU contribution
L2D2	Laser digital transfer of 2D materials enabled photonics: from the lab 2 the fab	NATIONAL TECHNICAL UNIVERSITY OF ATHENS - NTUA	EL	36	2,499,975.00 €
ebeam4therapy	Very High Energy Electrons Beam for Radiotherapy	WEIZMANN INSTITUTE OF SCIENCE	IL	36	2,477,043.00 €
DiaDEM	Digital Discovery Platform for Organic Electronics Materials	THE UNIVERSITY OF LIVERPOOL	UK	36	2,153,808.00 €
FADEQ	Fully automated cell-free DNA extraction and quantification of liquid biopsies safely from Patient to Lab	BiopSense Ltd	FI	36	2,500,000.00 €
METATHERM	Meta-Antenna and Energy harvesting/storage modules development for autarkic sensors arrays	BERLINER NANOTEST UND DESIGN GMBH	DE	36	2,498,710.00 €
SiMulTox	Simultaneous Multiparametric MEA based platform for in-vitro chronic cardiotoxicity assessment with live-cell fluorescence imaging and electrophysiology.	Foresee biosystems srl	IT	24	786,875.00 €
INCYPROnext	INCYPRO: A key technology to enable the broad application of proteins in diagnostics and therapeutics	Incircular B.V.	NL	36	2,498,750.00 €
3P-Tec	3P-Tec - Three-parent breeding technology for plants of the future	UNIVERSITAET BREMEN	DE	40	2,498,828.00 €
PRISMA	MICRO-MECHANICAL PUMP FOR NEXT GENERATION INSULIN DELIVERY SYSTEMS	DANMARKS TEKNISKE UNIVERSITET	DK	36	2,499,838.00 €
INSPIRE	Innovating iN Smart Programmable IntegRatEd photonics	iPRONICS PROGRAMMABLE PHOTONICS, S.L.	ES	24	2,453,292.00 €
EarDiTech	Precision Hearing Diagnostics and Augmented-hearing Technologies	UNIVERSITEIT GENT	BE	36	2,499,416.00 €
PHRASE	Personalised Health cognitive assistance for RehAbilitation SystEm	EODYNE SYSTEMS SL	ES	36	2,496,674.00 €
TRANS2DCHEM	Transition of 2D-chemistry based supercapacitor electrode material from proof of concept to applications	UNIVERZITA PALACKEHO V OLOMOUCI	CZ	36	2,485,717.00 €
NEMILIES	NanoElectroMechanical Infrared Light for Industrial and Environmental Sensing	INVISIBLE-LIGHT LABS GMBH	AT	24	2,223,128.00 €
NanoVision	Photonic chip based high-throughput, multi-modal and scalable optical nanoscopy platform	CHIP NANOIMAGING AS	NO	36	2,489,571.00 €
B-BRIGHTER	Better Bioprinting by Light-sheet Lithography	MYCRONIC AB	SE	30	2,093,331.00 €
SHINTO	Self HealINg soft materials for susTainable prOducts	VRIJE UNIVERSITEIT BRUSSEL	BE	36	2,488,500.00 €
GA-VAX	Advancing a vaccine targeting genetic amyotrophic lateral sclerosis (C9orf72 ALS) to the clinical stage	DEUTSCHES ZENTRUM FUR NEURODEGENERATIVE ERKRANKUNGEN EV	DE	32	2,499,810.00 €
PCAVISION	Prostate Cancer Diagnosis, Localisation and Characterisation using Ultrasound	Angiogenesis Analytics BV	NL	24	1,950,000.00 €
SPECTRUM	SuPErConducTing Radio-frequency switch for qUantuM technologies	CONSIGLIO NAZIONALE DELLE RICERCHE	IT	36	2,499,222.00 €
GLUMON	Next generation in-blood glucose monitoring using non-invasive optoacoustic sensing	HELMHOLTZ ZENTRUM MUENCHEN DEUTSCHES FORSCHUNGSZENTRUM FUER GESUNDHEIT UND UMWELT GMBH	DE	48	2,499,710.00 €
Super-HEART	Super-HEART: a fault-tolerant and highly efficient energy hub with embedded short-term energy storage for high availability electric power delivery	CHRISTIAN-ALBRECHTS-UNIVERSITAET ZU KIEL	DE	36	2,499,267.00 €
THERMOBAT	A Ferrosilicon Latent Heat Thermophotovoltaic Battery	UNIVERSIDAD POLITECNICA DE MADRID	ES	48	2,575,920.00 €
PRe-ART-2T	Predictive REagent-Antibody Replacement Technology stage 2-Translation	ASTON UNIVERSITY	UK	36	1,782,485.00 €
HYPERIA	High-throughput hyperspectral imaging across the VIS-SWIR spectrum in a single device	NIREOS SRL	IT	24	1,500,000.00 €
SISHOT	Single-shot, ultrashort laser pulse characterization based on the dispersion scan technique	LUNDS UNIVERSITET	SE	36	2,071,778.00 €

Suggested profile of winning projects

- <u>Budget</u>: 2.5 M€ is the **standard maximum budget**,

- <u>Duration</u>: 36 months is the **standard maximum duration**

- <u>Early start</u> of the project after grant signature (if successful).

- higher amounts and longer durations should be an **exception** and very convincingly justified

Intelligence from EIC Transition Evaluation

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EIC Transition Evaluation

- **First remote evaluation phase by experts**
  - Average of the individual scores per criteria (excellence, impact, implementation)
  - Overall score sum of the three averages
  - Feedback 9 weeks after the call deadline
- **If successful, within 2x available budget, invited to a face-2-face interview**
  - You may bring only people mentioned in the proposal
  - Jury composed of max 6 members, may include 1 program manager
  - Convincingly pitch your proposal and answer clarifying questions
  - Recommends a Go/No Go, no change in the overall score

Evaluation Criteria per section

Excellence, Impact, Implementation

Evaluation Criteria Excellence

Excellence

- Technological breakthrough:
  - Does the technology have a high degree of novelty compared to other technologies available or in development?
  - Does the technology indicate the potential for novel application?
- Objectives:
  - How credible and feasible are the objectives [and KPIs] for the planned technology development?
  - How credible and feasible are the objective [and KPIs] for the planned business development process?
- Methodology:
  - Is the proposed methodology appropriate and sound, including consideration of the gender dimension in the envisaged application?
  - To what extent will potential users, customers or other stakeholders be involved to test potential demand and acceptability?
  - Is the technology developed in a safe, secure and reliable manner (especially for AI based systems)?.

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Evaluation Criteria Impact

- Credibility of the impacts:
  - To what extent the expected outcomes and impacts described are credible and realistic within the project and beyond?
- Economic and/or societal benefits:
  - To what extent does the proposed innovation creates substantial demand and new European or global markets?
  - To what extent is the proposed innovation expected to generate other positive impacts (employment, societal, environmental, scientific, etc.)?
- Investment readiness:
  - To what extent the proposed measures contribute to make the project outcomes investment ready (including through IP protection, partnership or market validation)?
- For EIC Transition Challenges ONLY:
  - To what extent the proposed application has the potential to impact on the specific objectives set out in the Challenge?.

Evaluation Criteria for Implementation

Implementation

- Quality and motivation of the team:
  - To what extent do the applicant(s) bring the necessary high-quality expertise, capabilities and motivation to move decisively towards innovation, create a unique commercial value from the emerging technology and develop an attractive business and investment proposition?
- Milestones and Work plan:
  - Are the milestones adequately and clearly defined (measurable, timed, etc.) to track progress along the pathway towards objectives?
  - How coherent and effective are the work plan (work packages, tasks, deliverables, timeline, etc.), the innovation methods and the risk mitigation methods, in order to reach the milestones and to achieve the project objectives?
- Allocation of resources:
  - How appropriate and effective is the allocation of resources (person-months and equipment) to tasks and partners?

Key points for success in EIC based on evaluators feedback

Technology Readiness Level:

- Level 3 is the starting point in the proposal, cannot be less
- Level 4 is preferred as to avoid surprises due to technological risks
- Novelty of the innovation with social and economical impact

Business validation:

- Preliminary Business and Market exploration must be integral part of the proposal
- Business Model validation and planning next steps is equally important to the technology development and cannot be delegated
- Very clear understanding of market/competition

Applicants must provide clarity on aspects related to

- Technical **milestones,**
- **IPR** ownership,
- budget and **allocation** of resources,
- **technical** and **business** risks
- **actual** and **expected** TRLs,
- **Interdependence** of workpackages and tasks
- the **future exploiting team**
- the **credibility of the business objectives**

Source: EIC

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EIC Transition Call Intelligence

Module 2

Intelligence behind Horizon Europe EIC Transition call

Workprogramme Sources

EIC Transition Open 2022
TOPIC ID: HORIZON-EIC-2022-TRANSITIONOPEN-01

Grant

General information

- General information
- Topic description
- Conditions and documents
- Partner search announcements
- Submission service
- Topic related FAQ
- Get support
- Call updates

Go back

General information

Programme
Horizon Europe Framework Programme (HORIZON)

Call
EIC Transition 2022 (HORIZON-EIC-2022-TRANSITION-01)   See budget overview

Type of action
HORIZON-EIC HORIZON EIC Grants

Type of MGA
HORIZON Action Grant Budget-Based [HORIZON-AG]   Open for submission

Deadline model
multiple cut-off

Opening date
01 March 2022

Deadline dates
**04 May 2022 17:00:00 Brussels time
28 September 2022 17:00:00 Brussels time**

Topic description

ExpectedOutcome:

EIC Transition aims at maturing both your technology and business idea thus increasing its technology and market readiness. The expected outcomes of an EIC Transition project are a) a technology that is demonstrated to be effective for its intended application and b) a business model, its initial validation and a business plan for its development to market. It is also expected that the intellectual property generated by your EIC Transition project is formally protected in an adequate way.

For more details, see the WP 2022.

Objective:

This topic has no predefined thematic priorities and is open to proposals in any field of science, technology or application. For any chosen field, EIC Transition projects should address, in a balanced way, both technology and market/business development, possibly including iterative learning processes based on early customer or user feedback. These activities should include, subject to the level of maturity of the technology, a suitable mix of research, technology development and validation activities to increase the maturity of the technology beyond proof of principle to viable demonstrators of the technology in the intended field of application (i.e. up to Technology Readiness Level 5 or 6). The activities must in all cases address market readiness towards commercialisation and deployment (market research, business case, prospects for growth, intellectual property protection, competitor analysis etc.) and other relevant aspects of regulation, certification and standardisation, aimed at getting both the technology and the business idea investment-ready.

Scope:

EIC Transition funds innovation activities that go beyond the experimental proof of principle in laboratory. It supports both the maturation and validation of a novel technology from the lab to the relevant application environments (by making use of prototyping, formulation, models, user testing or other validation tests) as well as explorations and development of a sustainable business case and business model towards commercialisation.

Expected Impact:

At the end of the EIC Transition project, it should be ready for the next stage, which can be to apply for EIC Accelerator (if you are a SME, including start-ups or spin-offs), to seek other investors or sources of funding, to enter licensing or collaboration agreements with third parties, or other routes to market deployment. In case the project is not led by an SME or commercial partner, the formation and spin out of a new company can be included as part of the activities. It will be expected to describe the intended pathway and route to market in the proposal, and to specify milestones and KPIs during the implementation of your project to assess progress towards the market.

show less...

Table of Contents

Source 1: Funding and Tenders Portal

Source 2: Reference Documents
Workprogramme Full Text in pdf

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Expected **Outcomes** from winning EIC Transition projects

Expected Outcomes are/is
- **Expected** by end of project (**EoP**)
- a **technology that is demonstrated** to be **effective** for its **intended** application and
- a validated **business model**, and a **business plan** for its deployment to market
- **Intellectual Property** generated by EIC Transition **project** formally protected (patent, trade secret, etc).

# Expected **Objectives** from winning EIC Transition projects

- **Increase** the **maturity** of the **technology** beyond proof of principle to viable demonstrators of the technology in the intended field of application (i.e. up to Technology Readiness Level 5 or 6)

- **Analyse market research, business case, prospects for growth, intellectual property protection, competitor analysis** etc for confirming market readiness towards commercialisation

- **Identify any regulatory requirements** (e.g. regulation approval, certification award and standardisation compliance) and necessary **actions for addressing them**

Expected Impacts from winning EIC Transition Projects

Expected **Impacts** are **benefits** from the **project results** and are

- **Expected** within **X years after Project End** (See Art. 26 in MGA and EIC funding opportunities)
- Addressing **societal needs/benefits**
- Creating **substantial demand** and **new** European/global **markets**
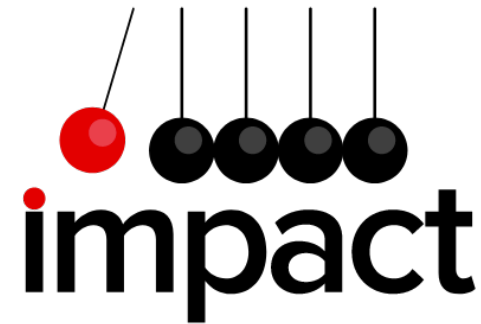
Congratulations!

You did it! You are familiar now with the essentials for success in EIC Transition proposals

Homework: Applied Knowledge is power

Knowledge is not power, applied knowledge is

Practice NOW and apply what you learned in class, e.g.

Option 1: Exploit free resources

- Login to EIC Accelerator F&T portal and select the Diagnostic Module in order to self-assess your technology
- Conduct a competitor's analysis related to your technology

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