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tarafından finanse edilmektedir
This project is co-funded by the European Union
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TÜRKİYE in
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

YOUR FIRST STEP TO BECOME A UNICORN
SUBMITTING A SHORT APPLICATION FOR EIC ACCELERATOR

Designing and communicating an innovation project as Short Application

Serkan BOLAT

Ankara
May 8, 2023 - SME Project Writing Camp 9

REPUBLIC OF TÜRKİYE
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE
SECTORS
PROGRAMME

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TÜBİTAK

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Evaluation Criteria

Excellence

- Innovation has a **breakthrough and market creating nature**. It is novel compared to existing offerings.

- **Timing** is right in terms of market, societal, and technological trends.

Impact

- The company has a high **scale up potential** and convincing growth vision consistent with its current tech and business maturity.

- Positive **broader impact** is ensured in societal, economic, environmental, or climate dimensions.

Level of risk, implementation, and need for Union support

- The **team** has the capability and motivation to bring the innovation to the market. There is a plan to acquire currently missing critical competencies.

"I would rather have questions that can't be answered than answers that can't be questioned."

Richard P. Feynman

- Be **authentic**; use your own words; there is no right or wrong answer.

  - Think from the **customer's** point of view; write to convince **investors**.

    - Keep details **just enough** to make evaluators ask for your Full Proposal.

      - Present your **perspective** and back it with **evidence**; avoid cherry-picked data.

        - Use **Full Proposal** mindset and terminology; avoid technical jargons and buzzwords.

          - Action plans and studies of **yours** are worth 1.000 more than **hopes** and **references**.

Table of Content

- Short Application Information

SOLUTION

FROM IDEA ➞ IDEATION ➞ DEVELOPMENT ➞ GO2MARKET ➞ TO MARKET

- What?
- Why?

- Who?
- How?
- How much?

- For whom?
- For what impact?

Proposal full title [200]

Innovation, USPs, target market, impact

Acronym of your project [50]

Code/brand name or abbreviation

Keywords

3 keywords from the list & free keywords

Abstract [1000]

Company intro, main customer problem, value proposition, past accomplishment, recent developments, impact/growth potential

SIP∆RL IN A NUTSHELL

SiPearl is developing the high-performance, low-power microprocessor that will be the heart of European supercomputers essential to Europe's technological sovereignty in strategic areas such as artificial intelligence, medical research, climate change mitigation, energy management.

CORDIS

Highly Efficient and Lightweight Input/output Open Silicon

▾ Fact Sheet

HELIOS

Grant agreement ID: 190183836

Start date
1 July 2022

End date
31 January 2026

Total cost
€ 25 650 001,25

EU contribution
€ 2 500 000

Coordinated by
SIPEARL

🇫🇷 France

SiPearl was spun off from the European Processor Initiative (EPI) with €7.4m of initial funding to develop high-end microprocessors and protect European chip sovereignty. In the past 2 years, SiPearl has partnered and contracted with Arm and other top-tier IP providers, secured a €4.6M order book and identified a €1.1Bn sales pipeline in Europe alone. SiPearl is currently raising an €80M+ Series A. We are confident to close this round by year-end based on the achievements of the past 3 months: lead term sheet from a lead corporate investor of our industry, 25M€ venture loan from the EIB, €15M follow-on grant from EPI and additional LOIs from several corporate and public investors. We are currently hiring 7-10 employees per month in Europe. This funding application relates to an additional €2.5M EIC grant + €15M EIC equity which is meant to support the development of our next generation HELIOS platform architecture that supports the new European Chips Act by reducing the cost and time of new chip designs."

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Digitising Hospitals For Better

Project: First modular, interconnected, data- and AI-driven software platform for the digitisation of patient care in the healthcare industry

In Europe, there are 36.6 doctors and 83.3 nurses per 10,000 inhabitants. Both professional groups spend 169 minutes of their working time every day on administrative tasks as patient care is not properly digitized. With our modular platform, we offer the first plug & play solution to digitise the entire patient documentation & treatment process while simultaneously automatically generating fully structured medical data. It is the first holistic approach that networks all hospital departments, connecting more than 40 operable applications. On the basis of the unique structured data, we develop a workflow engine that fully optimises and automates the treatment process as well as an AI-based diagnostic support system that assists doctors and nurses in diagnosis and treatment. Our software saves up to 10 minutes on administrative tasks per patient treatment and drastically improves the quality of care.

Project Type: Grant Only
Total budget: 3.558.750 €
EU Contribution: 2.491.125 €

AVELIOS MEDICAL

SONOPHORESIS SMARTPATCH

Project: Sonophoresis smartpatch for pain-free, controllable, and wearable transdermal drug delivery

Wearable SmartPatch is a unique needle-free drug delivery solution, based on a patented electronic system, that opens skin pores temporarily to deliver macromolecular drugs. It generates sound waves (Sonophoresis) that increase the size of the skin pores without pain or damage and passes drugs like insulin, heparin, or EPO (>50KDa) through, reaching the hypodermis and capillary vessels, without altering the pharmacokinetic profile of the drug. It has a durable part with 3-year warranty including the ultrasound generator, electronics, and battery, and a disposable and recyclable piece that encloses the adhesive and the drug reservoir with up to 2mL (average for 3 days of treatment), changeable in less than 2 minutes. The device can vary both the absorption rate and the depth reached depending on programmed stimulation parameters, which allows adaptation to different skin types and therapeutic uses. Our tests have shown absorption rates of at least 0,05 mL/minute on a 1 cm2 pig skin area

Project Type: Grant First
Total budget: 3.840.375 €
EU Contribution: 2.500.000 €

medicsen

Tfl SeaSprings

Project: Making access to the ocean affordable through our SeaSprings mooring solution

Tfl SeaSprings is a novel mooring solution for floating offshore structures, e.g. floating offshore wind turbines (FOWTs). State-of-the-art mooring systems mainly approach the complex offshore mooring challenge by increasing the system's strength. Our patent-pending Tfl SeaSprings innovation changes mooring system response to reduce peak loads by ~50% and wear and tear by ~30%. As a result, mooring systems can be significantly lighter, their lifespan can be extended, and it allows use of smaller deployment vessels with greater availability and a reduction of ~€170k/day on vessel hire. These factors all lower CapEx and OpEx, which can support FOWTs in reaching target levelised cost of energy (LCOE) of €90/MWh from €160/MWh. This makes SeaSprings a very attractive solution to FOWT developers and energy consumers. The smaller footprint, lighter chains and use of a semi-taut rather than catenary system, reduces environmental impact and crucially opens up new locations for deployment.

Project Type: Full blended
Total budget: 3.492.876 €
EU Contribution: 17.445.013 €

tfi

Naco Tech

Project: Novel nano coating process to empower the green hydrogen revolution

Hydrogen is a major opportunity in the switch to an eco-friendly economy. Today, it is produced from fossil fuels with high carbon emissions. A green alternative is converting excess solar and wind energy into hydrogen via a water electrolysis process. Hydrogen produced in this process is very aggressive chemically, so electrolyser components need protection with advanced coatings. Currently, most widely used coating deposition methods are outdated and not scalable due to high production costs and usage of precious and scarce metals (e.g. of the platinum group). Naco Tech developed a breakthrough proprietary high-speed ion-plasma magnetron sputtering technology (HMS) that enables efficient application of various types of coatings. Our solution stands out with better coating quality which doubles the lifespan of electrolysers. It reduces usage on scarce metals by up to 10X, and ultimately lowers costs of green hydrogen.

Project Type: Full blended
Total budget: 3.333.750 €
EU Contribution: 10.333.625 €

naco

Short Application Multiple-Choice Questions

Product | **Service** | **Brand new thing** | **Technology** | **Applied research and/or technological innovation** | **Private Organisation**

Indicate your current TRL (Technology Readiness Level) ❓ *

1   2   3   4   5   6   7   8   9

Indicate the TRL you intend to achieve at the end of your project ❓ *

1   2   3   4   5   6   7   8   9

An SME | **Industry** | **Obviously innovative and easily appreciated advantages to customer** | **Not yet existing but the innovation can create it (market-creating)** | **New Customers** | **Introduced as new to the market (commercial exploitation)**

Indicate your current BRL (Business Readiness Level) ❓ *

1   2   3   4   5   6   7   8   9

Indicate your Time-to-Market in years ? ❓ *

1   2   3   4   5   6   7   8   9   10

Would you say that the market targeted by this innovation is ... *

?	☰+	⌁	◎
Not yet existing and it is not yet clear that the innovation can create it	**Not yet existing but the innovation can create it (market-creating)**	**Emerging: there is a growing demand and few offerings are available**	**Mature: the market is already supplied with many products of the type proposed**

Please justify your choice *

Explain what your choice means to you, and

Reason by, for instance,

- considering the unsuitability of other options
- providing data and facts
- elaborating on the big picture, cause-and-effect relationships, and correlations

0/1000

To justify a statement means to provide evidence, reasoning, and/or supporting arguments to prove or show that the statement is true or valid.

The process of justifying a statement typically involves the following steps:

1. Clearly define the statement: Before justifying a statement, it is important to ensure that the statement is clear and well-defined. This involves breaking down the statement into its constituent parts, and identifying any key concepts or terms that require clarification.
2. Gather relevant information: To justify a statement, it is necessary to gather information that supports the statement. This can involve conducting research, analyzing data, reviewing literature, and consulting with experts.
3. Evaluate the evidence: Once relevant information has been gathered, it is important to evaluate the evidence to determine whether it supports the statement. This involves critically assessing the quality, reliability, and relevance of the evidence.
4. Develop supporting arguments: Based on the evidence gathered and evaluated, it is necessary to develop supporting arguments that demonstrate the validity of the statement. This involves constructing logical arguments that connect the evidence to the statement, and explaining how the evidence supports the statement.
5. Present the justification: Finally, the justification for the statement should be presented clearly and concisely, using language that is accessible to the intended audience. The justification should include a summary of the evidence, the supporting arguments, and any caveats or limitations that need to be acknowledged.

The statement that "the market targeted by this innovation is emerging; there is a growing demand and few offerings are available" can be justified by considering several factors:

1. Market research: A thorough analysis of the market trends and customer preferences can reveal that there is a growing demand for a particular product or service. This can be backed up by quantitative and qualitative data collected from surveys, focus groups, and other market research techniques.

2. Competition analysis: If there are few or no competitors in the market, it can be an indication that the market is still emerging and has potential for growth. This can also suggest that there is a gap in the market that the innovation can fill.

3. Technological advancements: The emergence of new technologies can create new markets or disrupt existing ones. If the innovation is based on a new technology that is not yet widely adopted, it can be an indication that the market is still emerging.

4. Demographic changes: Changes in population demographics can create new markets or change the demand for existing products or services. For example, an aging population may create a growing demand for healthcare services.

The statement that "the market targeted by this innovation is not yet existing but the innovation can create it (market-creating)" can be justified by considering several factors:

1. Unique value proposition: If the innovation offers a unique value proposition that does not currently exist in the market, it can create a new market. This means that the innovation can introduce a new product or service that solves a problem that was not previously addressed, or provide a new solution that is significantly better than existing offerings.

2. Disruptive technology: If the innovation is based on a disruptive technology, it can create a new market by replacing or fundamentally changing the way existing products or services are delivered. This can result in a shift in consumer behavior and preferences, leading to the creation of a new market.

3. First-mover advantage: Being the first to introduce an innovation that creates a new market can provide a significant advantage, as it allows the company to establish itself as the leader and build brand recognition before competitors enter the market.

4. Potential customer base: If there is a potential customer base that is not currently being served by existing products or services, the innovation can create a new market by targeting this segment with a tailored solution.

Describe your solution

Integrable · Smart · Interoperable · Connected · Upgradable

- **Your solution** in the making at a certain Technology Readiness Level.

- Its evolution, its current capabilities, and how it serves customers.

- Its association with your **Value Proposition**.

Value Proposition

Based on (**your unique capabilities**) , we offer (**your solution**) with (**key differentiators**) for (**target customers**) who need (**benefits**)

your unique capabilities	your solution	key differentiators	target customers	benefits
experience	product	main product features	customer profile	gains
expertise	service	superior advantages	user segments	achievements
research/discoveries	software	Unique Selling Points	primary clients	utilities
business model	platform	performance metrics		satisfactions
novel IP	experience	problem-solving capacity		
unfair advantages	medicine			

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Ideation
What?

What are the existing solutions and what are their limits?

❑ The gaps and opportunities for market creation or disruption.

❑ The brands and product features most valued by the customers.

In consideration of **your solution**, **target customers**, and the **benefits** you provide,

- Identify (1) your direct/indirect **competitors**

  (2) existing/emerging alternative **solutions**

"Don't aim to be the best, aim to be the only."
-Kevin Kelly

- Discuss their shortcomings from the **customer's** point of view

  i.e., low performance, high price, restricted availability, or unsuitable feature packs

- Acknowledge the **use cases** where your solution **may not be** the best choice for a customer segment.

- If there is hardly direct competition, elaborate on the **opportunities** and the **customer problems**

  i.e., market pull, customer demand, global challenges, or favorable trends

What is the problem you're trying to solve?

"A problem well stated is a problem half solved."
-John Dewey

➢ Pain point, challenge, need, or want experienced by **target customers**.

➢ Some problems already **well known**; some even **not recognized** yet.

➢ Show your in-depth **understanding** and robust **view** in a **Problem Statement**.

➢ **Problem Statement ↔ Value Proposition**.

Problem Statement

When (**use case**), (**target customers**) experience (**problem**) due to (**underlying roots**), which causes (**undesirable consequences**)

▪ Do not try to **invent a problem** for your solution.

"The best way to solve a problem is to remove its roots."
-John Dryden

▪ Is the problem really *a problem*?

▪ Is it up to you to solve the problem? (i.e., required regulations or attitude change)

▪ Is it **worth solving**? (i.e., multiple use cases, big market, growing problem, known roots, vital consequences for several stakeholders, and measurable aspects.)

Why it is new compared to the existing solutions?

- Based on frontier science, pioneering research, technological advances, or transformational business model

- Reframing the problem with radical thinking, following a novel development approach, progressing the state of the art, enabling something previously impossible, or creating unprecedented value in multiple dimensions.

How Accelerator (Jan 2023 cut-off) beneficiaries approached the new

✓ New generation of substrates to harness... have the power to revolutionize the status quo of...

✓ It is the first holistic approach that... On the basis of the unique..., we develop... that fully optimizes and automates... and... an AI-based... Our software... drastically improves...

✓ None of these... treatments can prevent... We developed... a unique... system... shifting the paradigm of... from... to..., improving patients' quality of... and saving billions of Euros...

✓ Hoverflies as a new class of managed pollinators for better quantitative and qualitative yields of...

✓ While quantum hardware is..., there is still no quantum software capable of... We are developing the first... software tool... and... advanced algorithms for... problems beyond the scope of classical resources.

✓ We invented a patented hybrid technology...which has enabled us to develop... the next generation of... The goal of this project is... to raise traffic to a new level of security... at a low cost.

✓ Today, the... tests... are too slow or not... doctors have no other option... We develop... world's first diagnostic test... which detects... with 100% accuracy and...

✓ Traditional glass fabrication produces... Moving towards... is increasingly more challenging... Our product... with its... patent-pending... technology, is the first commercial system that can... without the need of....

✓ ... treatments are not always the best option for... The industry now has extensive knowledge on... However, until now there has not been a... solution to... We created a technology... to make high-quality...

Why do you think it will be successful?

Ideas matter but execution wins.

Value Proposition

Based on (**your unique capabilities**), we offer (*your solution*) with (**key differentiators**) for (*target customers*) who need (*benefits*)

- ❖ Thinking beyond faster, cheaper, lighter, and better

- ❖ Solid assessment of a high-risk high-gain game and a risk mitigation plan

- ❖ Market-creating or disruptive novelties, market traction, proven demand, contracts, or LoIs.

- ❖ Your strengths & opportunities (SWOT), your Action Plan, or strategies

- ❖ Unique and compelling elements about your innovation and business model

- ❖ Sustainable/defensible competitive advantages

"Anything that won't sell, I don't want to invent.
Its sale is proof of utility, and utility is success."
Thomas Edison

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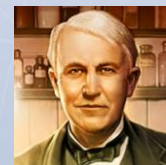
Why now?

Why not 5 years ago or 5 years later?
What was missing yesterday? What opportunities will not be there tomorrow?
Why today is the best time for you, your solution, and Europe?
What are the data and trends that indicate favorable changes or movements over time?

Emerging need/market
> i.e., new regulatory requirements, changing consumption patterns, future challenges, identified European priorities/goals, reshaped industries, or geopolitical developments.

Urgency
> i.e., despite constantly growing problems, there are still few solutions, non-European alternatives gain momentum and Europe had better act fast, or the problem has just appeared but became critical.

The innovation/solution has just become possible
> i.e., technological advances, new discoveries, permissive authorities/regulations, strong partnerships, availability of natural resources, or secured financing.

The first-mover advantage
> i.e., high novelties of the innovation, little competition, exponential growth potential, European market leadership is likely in a strategic area.
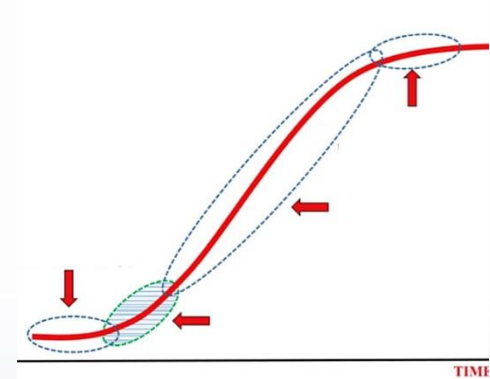
Do you have the team you need to implement the action?
If not, what competencies/skills are missing and how will you acquire them?

Your co-founders, existing/future team members

Their roles, suitability, motivation, and commitment

Gender equality

Recruitment plan for vacancies

Mentors, advisors, board members

What makes a successful startup team
- Hard skills, i.e., prior startup experience, product knowledge,
- Soft skills, i.e., shared entrepreneurial passion and strategic vision

Harvard Business Review

Tech Startups Need Non-Techies to Succeed

by Ndubuisi Ekekwe

To be suitable for a startup team, one needs to manage uncertainty, push the limits, and think like an owner

CEO Chief executive Officer

CTO Chief Technological Officer

CMO Chief Marketing Officer

Your winning team (optional)   + Add a team member

First name
Serkan   6/100

Last name
Bolat   5/100

Gender
♀ Female   ♂ Male   I prefer not to declare

Position
Innovation VP

Dedicated field
Solution

Domains of expertise (at least one is required)
× Marketing   × New Ventures   × Internationalization   × Lean startup

Why is this person fitted to work on this project ?
His track record, expertise, and vision are perfectly aligned with the requirements of our project.
99/150

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Who?

- Your value **co-creators** and their distinctive **resources**

- The **leverage** their commitment provides

- Your **orchestration** of the value chain
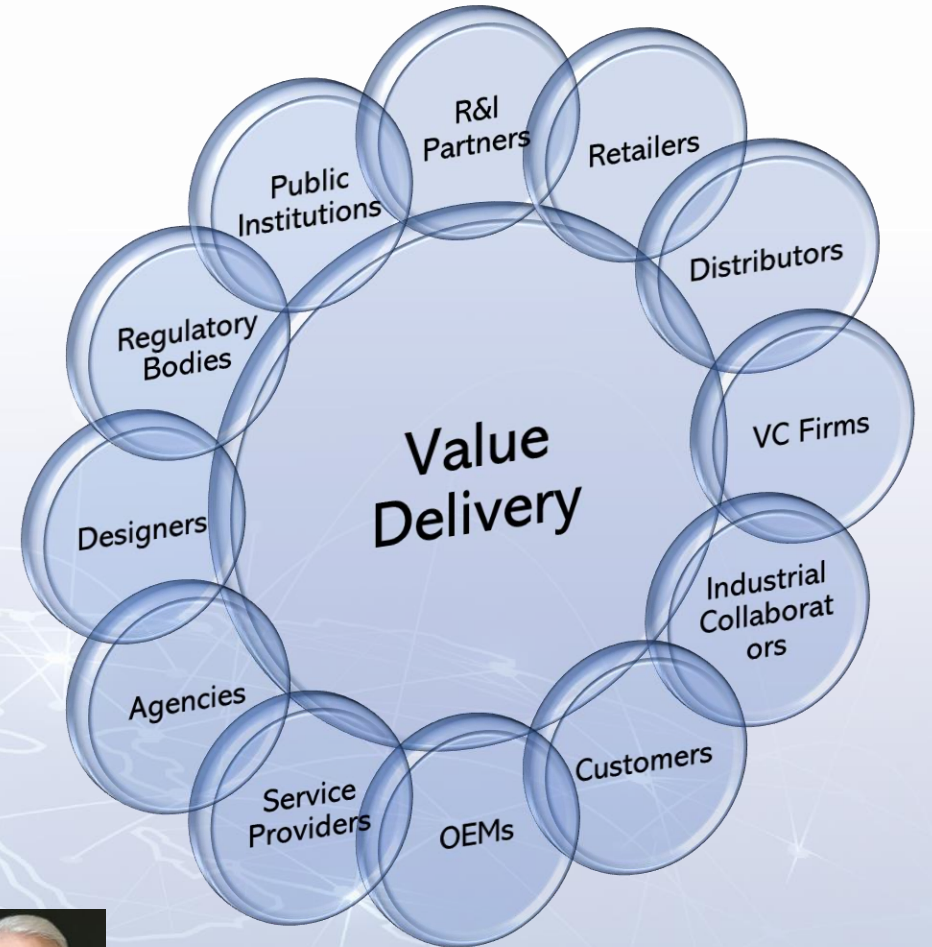
"Competition shifts from the functionality of a discrete product to the performance of the broader product system, in which the firm is just one actor."
-Michael Porter

Use cases / Features

➢ **Use case:** The reason (jobs to be done) your solution is bought for. Why, how, when, and where do customers use your solution?

➢ Your solution serves a use case through its **features.** What specific value does a feature provide?

➢ To develop the features, you need: -**knowledge** (i.e., scientific findings or know-how), and -**technology** (i.e., knowledge transformed into applications), either existed before or to be created during the project.

➢ Use cases / Features should reflect your **value proposition**.

➢ One feature can serve **multiple** use cases.

➢ Focus on **demanded** use cases and **innovative** features.

"Programs must be written for people to read, and only incidentally for machines to execute." -Harold Abelson and Gerald Sussman

Deliverables

product

prototype

technology

service

design

key feature

platform

demonstration

knowledge

software

plan

infrastructure

- What are the (max. 3) main outcomes of your project?

- How do you define, track, and manage them?

- How do they serve your
  - value proposition?
  - solution?
  - milestones?
  - business model?

What are the risks of failure?

Startup growth = Risk management

EIC welcomes high-risk high-gain innovations.

A **risk** is a challenge, threat, bottleneck, hardship, or barrier
that is primarily due to **external factors** with an estimated **likelihood** of occurrence and potential **effect**,
which you need to develop **mitigation method(s)** to prevent it or to minimize its effects.

Risks had better not be related to the team, its passion, and resourcefulness.

Risk 1   Delete risk

Select the type of risk ⌄

Description

0/500

+ Add new risk

Technological	missing feasibility elements, unproven product performance, interoperability issues, manufacturability challenges, AI shortcomings, cybersecurity breaches
Financial	unpredictable cost structure, VC reluctance to invest, exchange rate fluctuations, increasing interest rates, moderate willingness to pay
Commercial	intense competition, market entry barriers, low economies of scale, unknown market demand for certain features, emerging alternative technologies
Regulatory	uncertainties regarding AI regulations, product standardization/compliance issues in certain markets, inconclusive Freedom-to-Operate analysis
Social acceptance	slow market adoption, unfavorable consumer behavioral change, resistance to brand switching, low brand recognition,
Other	geopolitical developments, trade wars, potential new pandemic, natural disasters

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Why can't you do it without the EIC?
Why not other funding sources including national/regional public programs?

The Need for EIC Support in terms of

Monetary and **Non-monetary aspects**

Funding you need, its allocation and significance
i.e., hiring key engineers, reducing fixed costs, scaling fast, or growing fast

Your recent fundraising effort
i.e., VC investment, grant money, bank loans, revenue, or strategic partners

Why you cannot raise enough money
i.e., risk-averse VCs, early-stage technology risks, or limited market traction

Added value of the EIC
i.e., de-risking the investment, crowding-in co-investors, or being entrepreneur-friendly

Missing assets/capabilities and their significance
i.e., business network, market outreach, stakeholder trust, qualified employees, global partners, or regulatory compliance

How EIC support/BAS will empower you
i.e., increased trustworthiness thanks to EIC approval, ease of access to the necessary resources, or exclusive networking events

Development
How much?

Fundraising, valuation, and de-risking

Cap Table

- Current Technology Readiness Level
- Major risks to validate and key Milestones/KPIs to reach
- Utilization of other funding sources
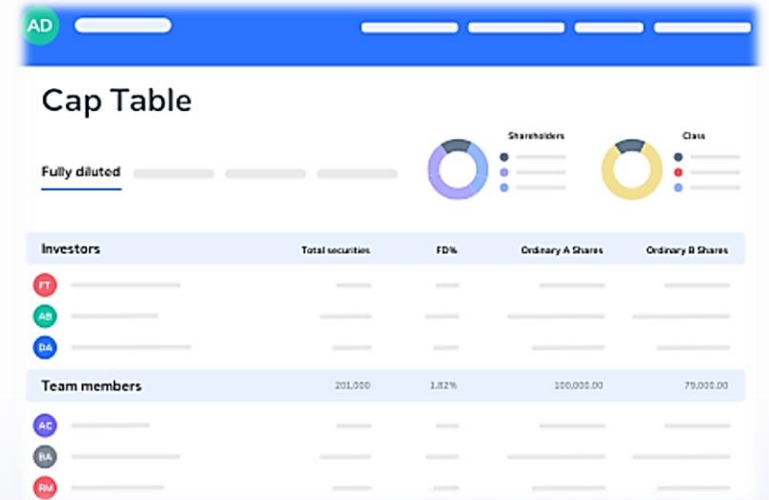
Grant < €2.5M   and   Equity <€15M

Grant first

Innovations that need **further validations** (a Key Milestone) before full market deployment

30% **co-financing** and subsequent **equity** support optional.

Grant-only

Innovations with **secured funding** for TRL 9 onwards.

Blended finance

Full blended

grant + equity for TRL 5 through 9

Equity-only

for TRL 9 onwards scaleup

Small mid-caps can apply for equity-only.

Development
How much?

Blended finance | **Grant first** | Grant only

TRL
FROM IDEA ➤ 5 ➤ 6 ➤ 7 ➤ 8 ➤ 9 ➤ TO MARKET ➤ Year 1 ➤ Year 2 ➤ Year 3

Innovation activities

How much do you think that the innovation activities related to your project will cost ?

total eligible costs | 3 000 000 €

Amount of grant requested to EIC

70% of total costs | 2 100 000 €

30% co-financing Total amount to be funded by other sources : 900 000 €

Please detail your other funding sources *

Our cash reserves are sufficient for 30% co-financing.

54/1000

Market Deployment/scale-up activities

How much do you think the EIC should provide you in the form of investment for the market deployment/scale up activities related to your project ?

500 000€   15 000 000€

2 000 000 € **EIC Fund**

This amount is purely indicative and does not represent any obligation.

If you have other ressources for market deployment, please specify the amount

2 500 000 € **co-investors**

Please detail your other funding sources *

We are about to finalize our negotiations with 2 VC firms that will co-invest with the EIC.

91/1000

Total grant asked to EIC	2 100 000 €	**70% of total costs**
Total investment asked to EIC	0 €	
Total investment potentially requested to EIC	2 900 000 €	**30% co-financing** + **EIC Fund**
Total asked to EIC	2 100 000 €	**70% of total costs**
Total investment from other source(s)	3 400 000 €	**30% co-financing** + **co-investors**

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Development
How much?

Blended finance · Grant first · **Grant only**

TRL
FROM IDEA → 5 → 6 → 7 → 8 → 9 → TO MARKET → Year 1 → Year 2 → Year 3

Innovation activities

How much do you think that the innovation activities related to your project will cost ?

total eligible costs   3 000 000 €

Amount of grant requested to EIC

70% of total costs   2 100 000 €

30% co-financing   Total amount to be funded by other sources : 900 000 €

Please detail your other funding sources *

Our cash reserves are sufficient for 30% co-financing.

54/1000

Market Deployment/scale-up activities

Total amount of other funding sources :

2 500 000 €   **co-investors**

Please detail your other funding sources *

We are about to finalize our negotiations with 2 VC firms that will invest in our company.

90/1000

Total grant asked to EIC	2 100 000 €	**70% of total costs**
Total investment asked to EIC	0 €	
Total asked to EIC	2 100 000 €	**70% of total costs**
Total investment from other source(s)	3 400 000 €	**30% co-financing** + **co-investors**

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What is your targeted market?

*a particular portion of the total population
to be the most likely to purchase*

Customer profile
- demographic, psychographic, geographic, behavioral
- interest (use cases / features)
- buying power
- access

Market size
- customers served, units sold, revenue generated

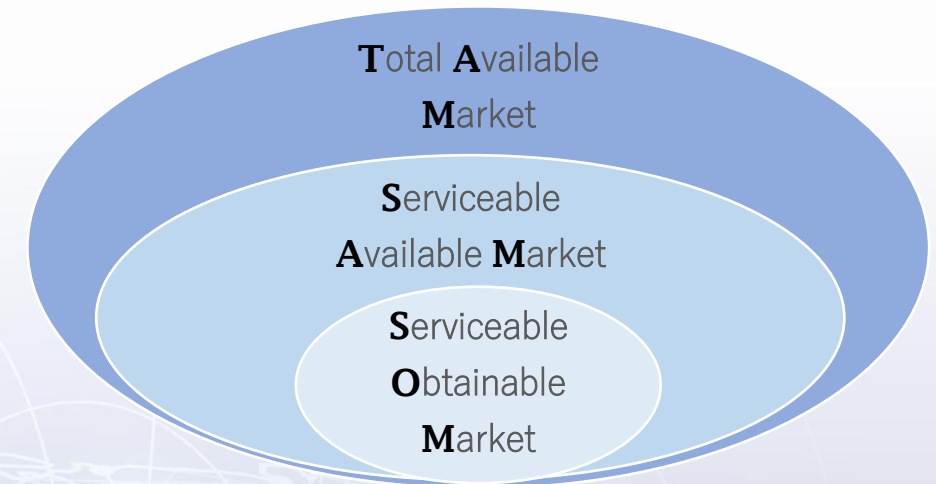**Rationale to choose this market**
- creating and capturing enough value consistently
- attracting, serving, satisfying, keeping customers (Net Promoter Score)

Any accomplishment so far
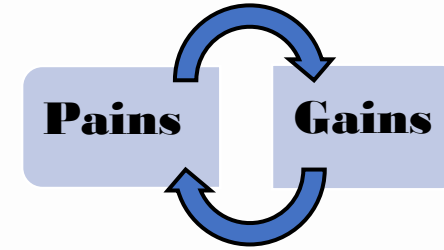- market traction, product-market fit, pilot studies, market research

Your next move
- recurring revenue, growth, profit, scaling
- repeatable business model, new solutions, other markets

Total **A**vailable **M**arket

Serviceable **A**vailable **M**arket

Serviceable **O**btainable **M**arket

Who cares about your innovation?

What's in it for whom?

- Customers
- Shareholders/Investors
- Suppliers
- Employees
- Local Communities
- Governments and Public Bodies
- NPOs/NGOs
- Global Environment

Pains ⟳ Gains

Who cares?
Market pull

Who *should* care?
Your push

What they care about?
Underlying reasons and emotions

How much they care?
Willingness to buy/pay
Spreading the word

How will you increase the attention to care?
Communication, branding, lobbying

Can you describe potential societal or industrial applications? Will your innovation have broader societal, economic, environmental, or climate impacts?

UN Sustainable Development Goals

Climate change
- Reduced carbon emission
- Energy savings
- Circular economy
- 'Do no significant harm' principle
- New European Bauhaus

Strengthening Europe
- Europe's technological and industrial sovereignty
- Pushing the state of the art in science and innovation
- Raising the bar in your industry
- New European legislations, standards, or practices

Impact pathways and KPIs

01 **Philanthropy**
- Donations to worthy social causes
- Volunteering

02 **Corporate Social Responsibility (CSR)**
- Compliance with community standards
- Good corporate citizenship
- "Sustainability"

03 **Creating Shared Value (CSV)**
- Addressing societal needs and challenges with a business model.

**What are the payoffs for your company in case of success?
How do you see your company in 5 years?**

Your view and estimations

- Growth strategies and risks

- Business and revenue model

- Market positioning

- Metrics and KPIs

Your progress towards your vision

Fundraising in next rounds

Reaching break-even point

Entering new markets

Developing new features/solutions

Scalability

Job creation

Revenue

Customers

Company Valuation

Profit
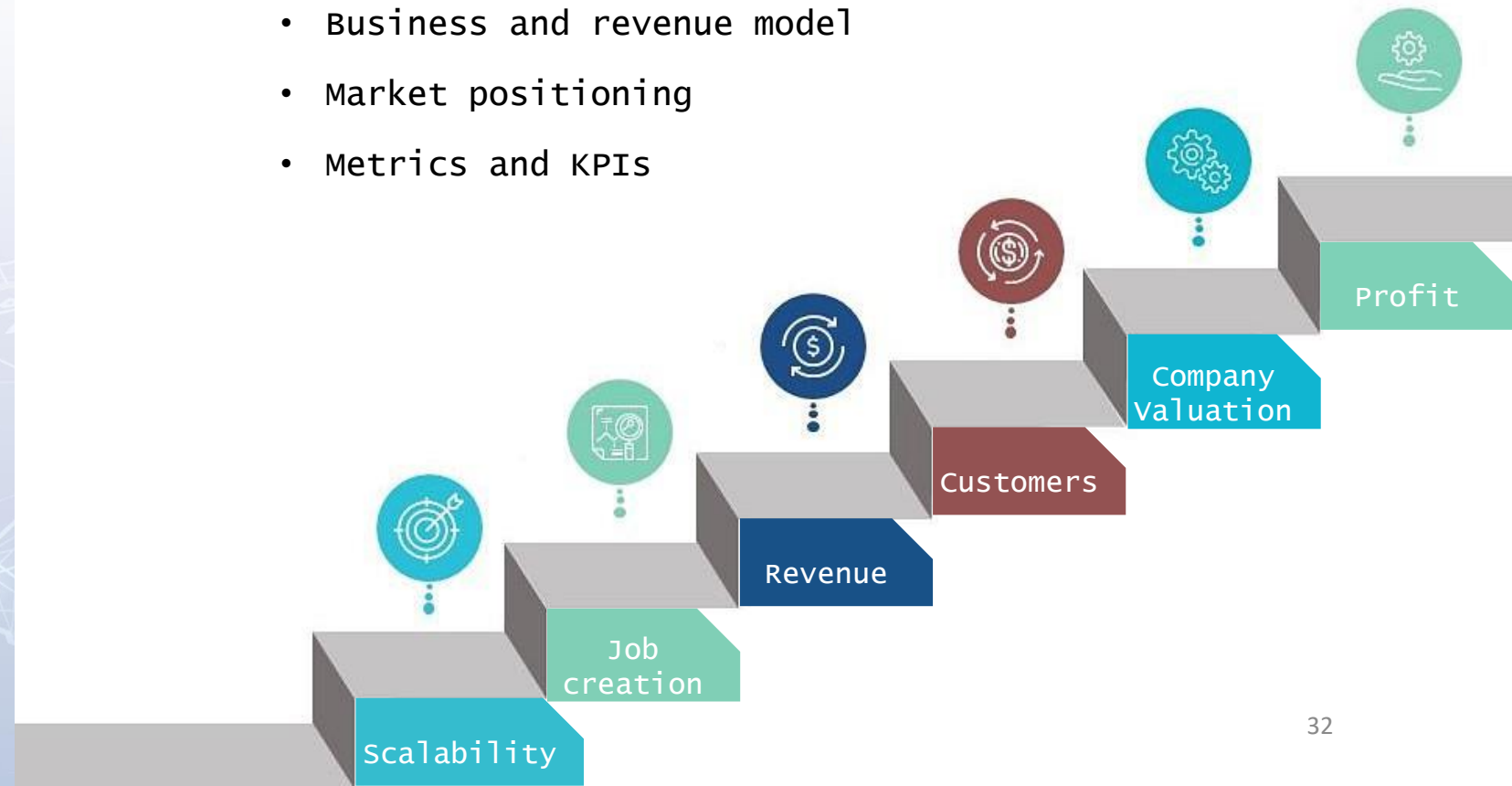
Congratulations. You have completed your short application.
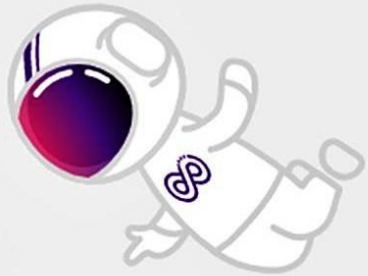
Now, click on the button below if you are ready to submit

Submit my proposal

- **Diagnostic results** and ratings can **barely** predict your success.

- You can **revise** most things in **Full Application**; no need for overthinking or perfection.

- Proposal writing requires **team effort**; a second opinion helps.

- Do not take anything for granted; **Go** means you have the attention for more.

- **No Go** does not prove you wrong.

- Take **Evaluation Reports** seriously, but do not overestimate them.

Thank you!
Any comments or questions?

All recordings and presentations of our previous events are accessible on our website:
Turkey in Horizon 2020 Phase II (Horizon Europe) Project

Follow us on social media where we share on our events, updates, and funding opportunities:
TÜBİTAK Ufuk Avrupa Programı   **TÜBİTAK Ufuk Avrupa Programı**

Please feel free to contact us if you have a question or would like to share your comments:
info@TurkeyinH2020.eu