

<b>Turkey in Horizon 2020</b> 3 <sup>rd</sup> Proposal Writing Camp			
<b>Developing a successful proposal for the H2020 SME Instrument Phase 1</b>			
<b>Agenda</b>			
<b>Date</b>	2 – 3 October 2017	<b>Time</b>	09.30-17.00
<b>Venue</b>	Radisson Blu Sisli Hotel		
<b>Address</b>	19 Mayıs Cad. No 2 Sisli/ Istanbul		

## Aims and Objectives

The main aim of the seminar is to support competitive and promising SMEs with a mature idea to prepare and submit a strong H2020 SME Instrument Phase 1 proposal. Objectives of the seminar are:

- To understand requirements of the SME Instrument in detail;
- To empower entrepreneurs and SME owners in presenting and promoting their ideas
- To support SMEs in preparing all sections of their proposal;
- To learn how to approach such a call and be able to apply such approach in other proposals as well

## Target Audience

Entrepreneurs, Start-ups, promising SMEs with a mature idea suitable for the SME Instrument

## Requirements

- Excellent command of English language
- A draft concept note of the idea

## Additional note

This is **HIGHLY INTERACTIVE WORKSHOP**.

- Participant are **strongly** encouraged to bring their own laptops
- Participants are expected to prepare and present their approach in every day of seminar.
- Presentations and handouts will be uploaded to our helpdesk before the event.** To access them please register to our helpdesk <http://helpdesk.turkeyinh2020.eu> and post a question requesting access.

*Please keep in mind that times in the agenda are indicative. Since this workshop is designed to be as interactive as possible, we will adapt it according to the flow of the workshop!*

## DAY 1

MONDAY, OCT 2 <sup>TH</sup>				
Start	End	Subject	Speaker	Duration
09:30	10:00	Registrations / Coffee / <b>Welcome</b>	TUBITAK	0:30
10:00	10:30	<b>SME Instrument: From Idea to Market</b> <i>A Short introduction to the SME Instrument and its uniqueness. Disruptive Innovation. (Eligibility, SME Topics, Roadmap, Calls, Dates, Phase 1 Template) [1]</i>	KE3 (OS)	0:30
10:30	11:00	<b>PRESENT YOURSELF</b> – Short introduction of all participants [1]	PARTICIPANTS	0:30
11:00	11:15	Coffee Break		0:15
11:15	12:15	<b>Section 1: EXCELLENCE [2]</b> <i>Problem, solution, concept, ambition, European Dimension</i>	SNKE (YE)	1:00
12:15	13:15	<b>Session 1: EXERCISE ON EXCELLENCE [2E]</b> <i>Is your idea disruptive? Is it suitable for SME Instrument? Self-Evaluation exercise and Discussion. (Group Work)</i>	PARTICIPANTS	1:00
13:15	14:30	Lunch Break		1:15
14:30	15:15	<b>Section 2: IMPACT – Business and Market [3]</b> <i>Users, Market, Segments, Barriers, Risks, Business Model</i>	KE3 (SB)	0:45
15:15	15:45	<b>Business Model Canvas &amp; KPIs [4]</b> <i>How to prepare your BMC and incorporate it in your proposal</i>	SNKE (YE)	0:30
15:45	16:00	Coffee Break		0:15
16:00	16:30	<b>Build you Concept Pitch [5]</b> <i>What should a pitch contain, how should you present it.</i>	KE3 (OS)	0:30
16:30	17:00	<b>Pitch Preparation Support</b> <i>Group consultations and help teams to create their concept pitch.</i>	PARTICIPANTS	0:30

## DAY 2

TUESDAY, OCT 3 <sup>RD</sup>				
09:30	10:00	Registrations / Coffee		0:15
10:00	11:00	<b>PITCH IT:</b> Pitches from participants – 5 minutes each & discussion	PARTICIPANTS	1:00
11:00	11:15	Coffee Break		0:15
11:15	11:45	<b>Section 2: IMPACT – Exploitation &amp; Dissemination [6]</b> <i>Dissemination, commercialisation of results, Intellectual Property, knowledge protection and regulatory issues</i>	SNKE (SB)	0:45
11:45	12:45	<b>Session 2: EXERCISE on IMPACT [6E]</b> <i>An exercise for better understanding the impact. Market, Business Models, Exploitation and dissemination (Group Work)</i>	PARTICIPANTS	1:00
12:45	13:15	<b>Section 3: IMPLEMENTATION [7]</b> <i>Work plan, Management Structure, Budget, Resources</i>	KE3 (OS)	0:30
13:30	14:30	Lunch Break		1:00
14:30	15:15	<b>Sections 4 – 5: Applicants, Subcontractors, Ethical Issues [8]</b> <i>Technical Issues, Consortium, Importance of Ethical Issues, Data privacy, gender issues (attention to the detail)</i>	SNKE (SB)	0:45
15:15	15:45	<b>Evaluators approach [9]</b> <i>Award Criteria, Tips and recommendations from SME Instrument evaluators &amp; experienced SME consultants</i>	SNKE (YE)	0:30
15:45	16:00	Coffee Break		0:15
16:15	16:45	<b>Interesting Insights from our SME consultations [10]</b> <i>Strengths, Weaknesses, Opportunities, Threats</i>	SNKE (YE)	0:30
16:45	17:00	<b>Wrap it up / Putting everything together</b>	KE3 (OS)	0:15

## Workshop Speakers

KE3 **Odysseas Spyroglou**, M.Eng., MSc., PMP.  
Key Expert. IPR, Legal & Financial Issues // Turkey in Horizon 2020 Project

SNKE **Yasemin Erdal**,  
Senior Non Key Expert. Project Ass. Director // Turkey in Horizon 2020 Project

SNKE **Serkan Bolat**  
Senior Non Key Expert