

Turkey in Horizon 2020 3 rd Proposal Writing Camp			
Developing a successful proposal for the H2020 SME Instrument Phase 2			
Agenda			
Date	4 – 6 October 2017	Time	09.30-17.00
Venue	Radisson Blu Sisli Hotel		
Address	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 2 proposal. Objectives of the seminar are:

- i) To understand requirements of the SME Instrument in detail;
- ii) To empower entrepreneurs and SME owners in presenting and promoting their ideas
- iii) To support SMEs in preparing all sections of their proposal;
- iv) 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

- i) Excellent command of English language
- ii) A mature concept and business ready for Phase 2

Additional note

This is **HIGHLY INTERACTIVE WORKSHOP**.

- i) Participant are **strongly** encouraged to bring their own laptops
- ii) Participants are expected to prepare and present their approach in every day of seminar.
- iii) **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

WEDNESDAY, OCT 4 TH				
Start	End	Subject	Speaker	Duration
09:30	10:00	Registrations / Welcome / Workshop Agenda	TUBITAK	0:30
10:00	10:30	SME Instrument: From Idea to Market <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	PRESENT YOURSELF – Short introduction of all participants [1]	PARTICIPANTS	0:30
11:00	11:15	Coffee Break		0:15
11:15	12:15	Section 1: EXCELLENCE Part 1 [2] <i>Problem, solution, concept, Ambition. The bigger picture. European Dimension.</i>	SNKE (YE)	1:00
12:15	13:00	Section 1: EXERCISE ON EXCELENCE [2E] <i>Is your idea disruptive? Is it suitable for SME Instrument? Self-Evaluation exercise and Discussion. (Group Work)</i>	PARTICIPANTS	0:45
13:00	14:00	Lunch Break		1:00
14:00	14:30	Section 1: EXERCISE ON EXCELENCE [2E] <i>Presentations by Participants and Discussion</i>	PARTICIPANTS	0:30
14:30	15:00	Research Methods: SOTA and Beyond [3] <i>How to research State of the Art and competition (patents, Projects, Competitors and Startups)</i>	SNKE (OS)	0:30
15:00	15:15	Coffee Break		0:15
15:15	15:45	Build you Concept Pitch [4] <i>What should a pitch contain, how should you present it.</i>	KE3 (OS)	0:30
15:45	16:30	Pitch Preparation Support <i>Group consultations and help teams to create their concept pitch.</i>	PARTICIPANTS	0:45

DAY 2

THURSDAY, OCT 5 TH				
09:30	10:00	Registrations / Coffee		0:15
10:00	11:15	PITCH IT: Pitches from participants – 5 minutes each & discussion	PARTICIPANTS	1:15
11:15	11:30	Coffee Break		0:15
11:30	12:15	Section 2: IMPACT – Business and Market [5] <i>Users, Market, Segments, Barriers, Risks, Business Model</i>	SNKE (SB)	0:45
12:15	13:00	Business Model Canvas & KPIs [6] <i>How to prepare your BMC and incorporate it in your proposal</i>	SNKE (YE)	0:45
13:00	14:00	Lunch Break		1:00
14:00	15:00	Group Work on Business Model Canvas <i>Prepare your Business Model Canvas for your project, including Quantitative KPIs</i>	PARTICIPANTS	1:00
15:00	15:15	Coffee Break		0:15
15:15	16:00	Section 2: IMPACT – Exploitation & Dissemination [7] <i>Dissemination, commercialisation of results, Revenue models, Partnerships, User engagement</i>	SNKE (SB)	0:45
16:00	16:45	Session 2: EXERCISE on IMPACT [7E] <i>An exercise for better understanding the impact. Market, Business Models, Exploitation and dissemination (Group Work)</i>	PARTICIPANTS	0:45
16:45	17:00	Wrap it up for the day	KE3 (OS)	0:30

DAY 3

FRIDAY, OCT 6 th				
09:30	10:00	Registrations / Welcome	TUBITAK	0:15
10:00	10:30	Session 2: EXERCISE on IMPACT [7E] <i>Present your Impact approach & BMC</i>	PARTICIPANTS	0:30
10:00	11:45	Section 3: IMPLEMENTATION [8] <i>Work plan, Management Structure, Work Break Down Structuring</i>	SNKE (OS)	00:45
11:15	12:00	Budgeting and Financial Projections [9] <i>Budgeting tools, Resources and Costs</i>	KE3 (OS)	00:45
12:00	12:15	Coffee Break		0:15
12:15	13:00	Section 3: EXERCISE ON IMPLEMENTATION <i>An exercise for better understanding of the Work Breakdown Structure, resources and budget</i>	PARTICIPANTS	0:45
13:30	14:30	Lunch Break		1:00
14:30	15:15	Sections 4 – 5: Applicants, Subcontractors, Ethical Issues [10] <i>Technical Issues, Consortium, Importance of Ethical Issues, Data privacy, gender issues (attention to the detail)</i>	KE3 (SB)	0:45
15:15	16:00	Evaluators approach [11] <i>Award Criteria, Tips and recommendations from SME Instrument evaluators & experienced SME consultants</i>	SNKE (YE)	0:45
15:15	15:30	Coffee Break		0:15
15:30	16:00	Interesting Insights from our SME consultations [12] <i>Strengths, Weaknesses, Opportunities, Threats</i>	SNKE (YE)	0:30
16:00	17:00	Wrap it up / Putting everything together	KE3 (OS)	0:30

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