

**TURKEY<sup>in</sup> HORIZON 2020**  
COOPERATION IN INNOVATION CAPACITY BUILDING

**TURKEY IN HORIZON 2020**  
ALTUN/HORIZ/TR2012/0740.14-2/SER/005

**H2020 SME Instrument**  
**Project Writing Camp**

**Phase 1**  
**Proposal Section 4-5**

Serkan Bolat  
Mentor & Evaluator

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**TÜBİTAK**

## Section 4-5: Proposal Outline



- 4. Members of the consortium**
  - 4.1 Third parties involved in the project**
- 5. Ethics and security**
  - 5.1 Ethics**



## All Evaluation Criteria are Interconnected



### Impact (x1,5)

1. growth
2. overall strategy
3. European value
4. market demand
5. target users
6. social benefits
7. market & competition
8. commercialization plan
9. IPR

### Excellence

1. feasibility objectives
2. value for money
3. innovation roadmap
4. risks and opportunities
5. new market opportunities
6. state-of-the-art

### Implementation

1. resources
2. team
3. Work Plan

*Reference EU Publication*



## Relevant Sub-criteria

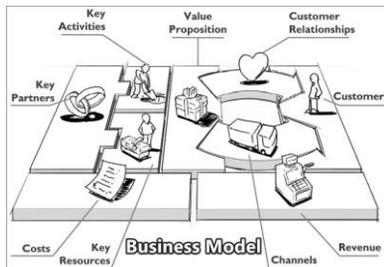
### Impact

2. overall strategy and experience of the SME(s)



### Implementation

1. resources and skills available
2. team knowledge/management experience



### Key highlights

- Company vision
- Team dedication
- Project history





# Questions?






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## Contact:

### Office Address

Turkey in Horizon 2020 Project  
No:6/2 Mustafa Kemal Mah. 2119. Sok.  
06520 Çankaya/Ankara, Turkey  
Tel: +90 312 219 69 80  
<http://www.turkeyinh2020.eu/>

Aleksander Bakowski  
[a.bakowski@idi.ie](mailto:a.bakowski@idi.ie)

Thies Wittig  
[t.wittig@idi.ie](mailto:t.wittig@idi.ie)

Odysseas Spyroglou  
[o.spyroglou@idi.ie](mailto:o.spyroglou@idi.ie)

Philip Sowden  
[P.Sowden@idi.ie](mailto:P.Sowden@idi.ie)





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