



Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından finanse edilmektedir
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How will the changes affect the evaluation process?
Tips for convincing the expert evaluators to give a Go.

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Session Structure

- - **Module 1: Evaluation Process Changes or breakthroughs**
- - **Module 2: Tips for convincing the expert evaluators**

Evaluation Process Changes or
breakthroughs

Module 1

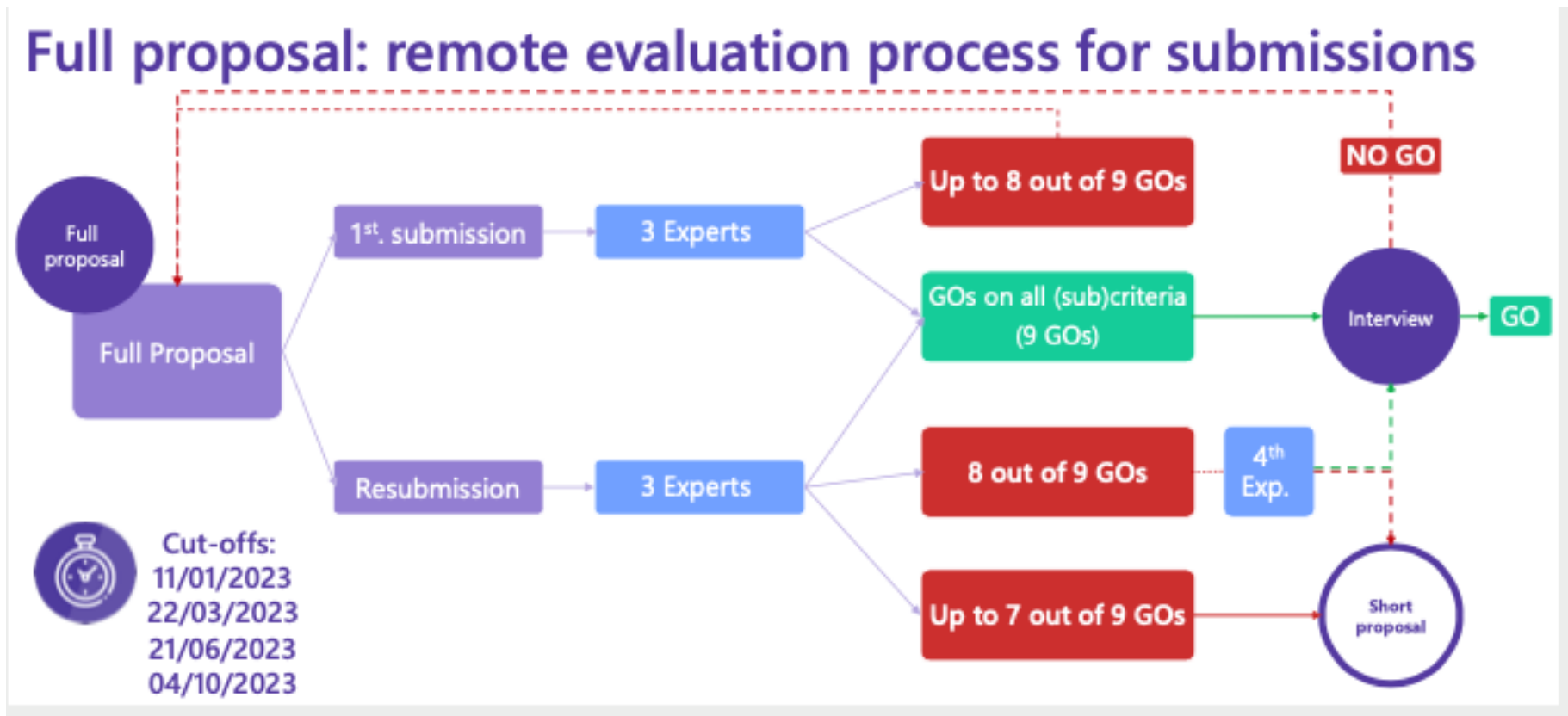




Key changes the last year in the evaluation process

- Comprehensive Training Material as briefing material
 - 113 slides!
- Live Training on half day (possibility to attend recorded session)
- Introduction of a quiz that doing it is mandatory in order to take part in the EIC Accelerator evaluation
 - 35 questions
 - Time sensitive
- One full day payment for evaluating one Full EIC proposal
- Under the following conditions a “Fourth Expert” is assigned if:
 - A proposal is a resubmission
 - 2 evaluators give a GO on all criteria = 6 GOs
 - The remaining evaluator gives a GO on 2 of the evaluation criteria and 1 NO-GO on one criterion, hence the applicants scores 8 GOs out of 9 overall
 - If the Fourth expert awards a GO on this criterion the applicant will be invited to interview, otherwise it will be rejected.

Full Proposal Evaluation Process (Step 3)



Source: EIC Briefing material for experts

Evaluation Focus



Source: EIC Briefing Material

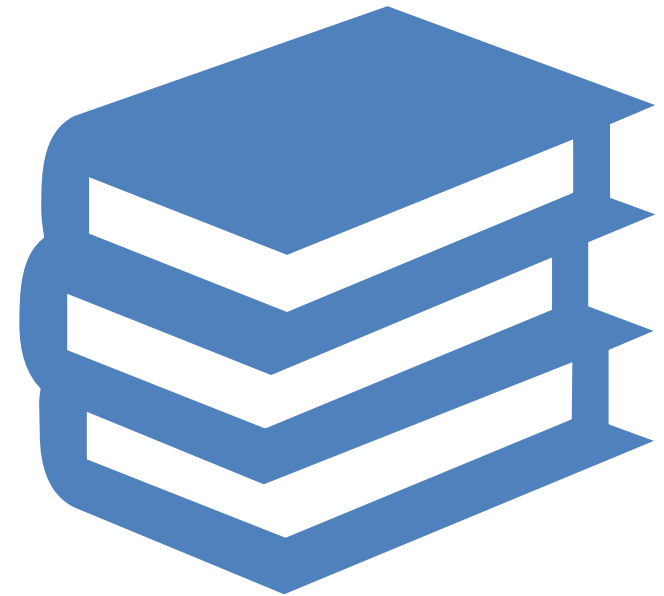
New Structure and alignment with evaluation criteria

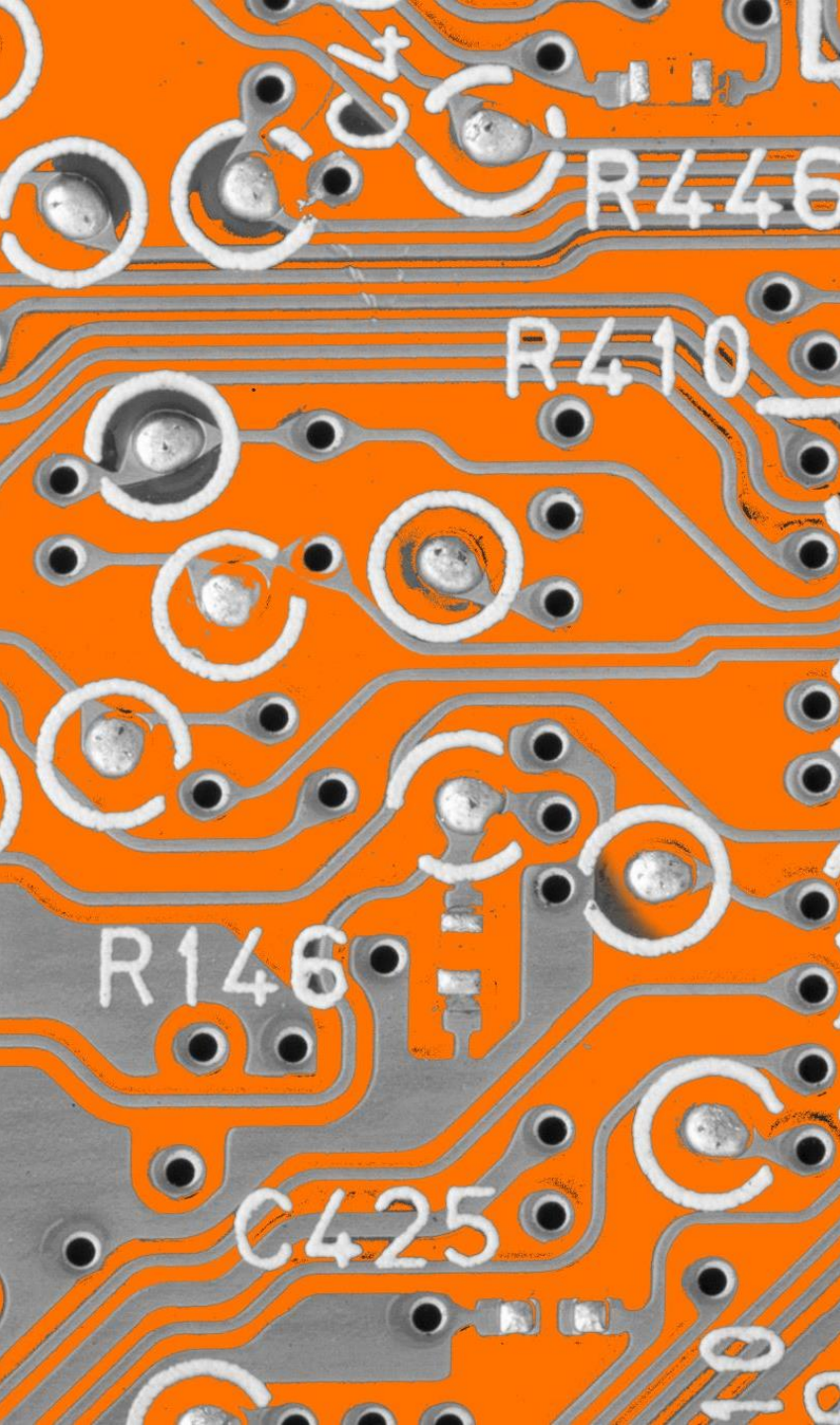
| Part B – Table of content | | Main evaluation criteria addressed |
|--|--|--|
| EXECUTIVE SUMMARY | | |
| PART 1 – BUSINESS CASE | | |
| 1 | COMPANY DESCRIPTION | EXCELLENCE |
| 2 | THE PROBLEM/MARKET OPPORTUNITY | |
| 3 | THE INNOVATION: SOLUTION/ PRODUCT OR SERVICES (USP) | |
| 4 | MARKET ANALYSIS AND COMPETITION ANALYSIS | IMPACT |
| 5 | MARKETING AND SALES PLAN | |
| 6 | TEAM AND MANAGEMENT | LEVEL OF RISK, IMPLEMENTATION AND NEED FOR UNION SUPPORT |
| 7 | RISKS | |
| 8 | FINANCIAL PLAN | |
| PART 2 – EIC SPECIFIC INFORMATION | | |
| 9 | IMPLEMENTATION PLAN | LEVEL OF RISK, IMPLEMENTATION AND NEED FOR UNION SUPPORT |
| 10 | HOW EU SUPPORT TAKES THE COMPANY TO THE NEXT VALUE POINT | |
| 11 | THE FUNDING REQUEST | |
| 12 | BROAD IMPACT | IMPACT |

Tips for convincing the expert
evaluators

Based on own experience and EIC
briefing material

Module 2





Module 2

Tips for convincing the expert evaluators

Based on own experience and EIC briefing material



Evaluation criterion Excellence

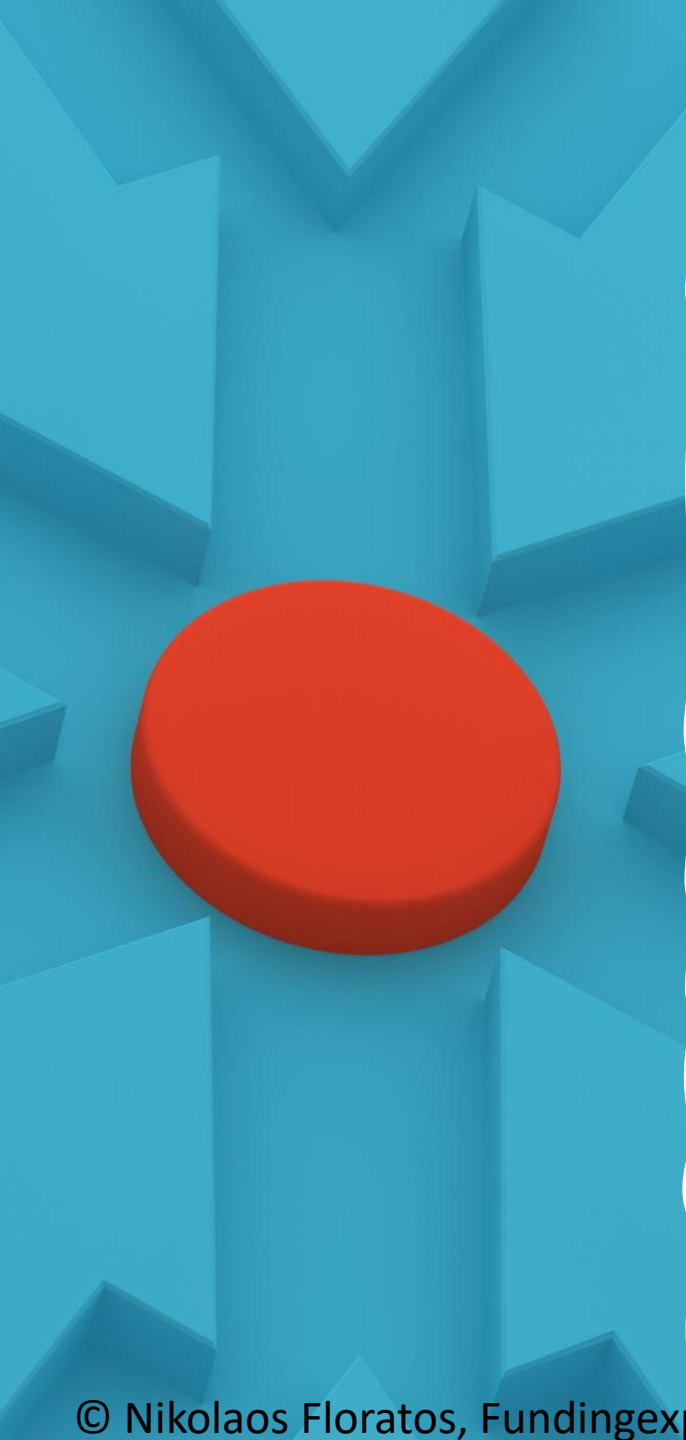
Tips for success in
Excellence

5 subcriteria




1.1 Does the innovation have a high degree of novelty – compared to existing products, services and business models – with the potential to create or significantly transform markets?

- Why is the innovation novel/breakthrough compared to the existing/alternative solutions?
- If it has a high degree of novelty does it come with a high chance of success and why?
- Why will it be successful in creating a new market or disrupting existing markets?
- Is it a high-risk/high-potential innovation idea?
- **Additional Consideration for EIC Accelerator Challenges ONLY:** How relevant are the proposal objectives in contributing to the specific objectives of the Challenge?



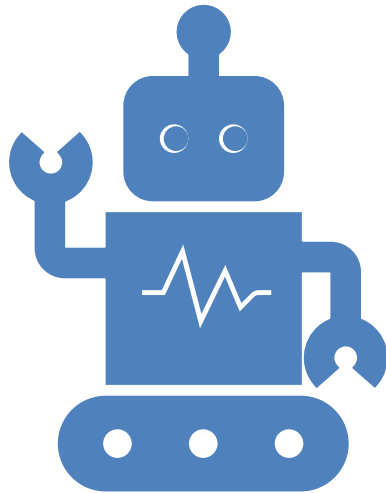
1.2 Is the timing right for this innovation in terms of market, user, societal or scientific or technological trends and developments?

- Does the applicant sufficiently explain the “necessity” and “urgency” of the proposed innovation?
- Will the innovation lose the first-mover advantage or its competitive edge if not funded now?



1.3 Is the innovation based on a technology or technologies that have been adequately assessed at least in a laboratory environment and relevant environments to characterise the potential and assess the level of risk (at least TRL 5/6)?

- Is the application sufficiently justifying the readiness of its technology/ technologies in a specific environment? Has it reached TRL 5 (i.e. completed TRL 4)?
- Is there a clear plan for the future technological development needed to deploy the solution?
 - Have the TRL-related risks been clearly defined and plan to mitigate them presented?



1.4 Is the technology developed in a safe, secure and reliable manner?

- Have the AI-based systems or techniques been developed in a safe, secure and responsible manner, with a clear identification of and preventative approach to risks?
- Is the project technically robust, accurate and reproducible, and able to deal with and inform about possible failures?
- Is the project socially robust and duly consider the context and environment in which they will operate?
- Is the project reliable and functions as intended, minimising unintentional and unexpected harm?



1.5 Does your company have the necessary Intellectual Property Rights to ensure freedom to operate and adequate protection of the idea?

- Are the intellectual property assets and rights as presented sufficient for the successful deployment?
- Are the measures to ensure commercial exploitation (“Freedom to operate”) well thought-through?
- Has the knowledge-protection strategy been clearly detailed and addressed?

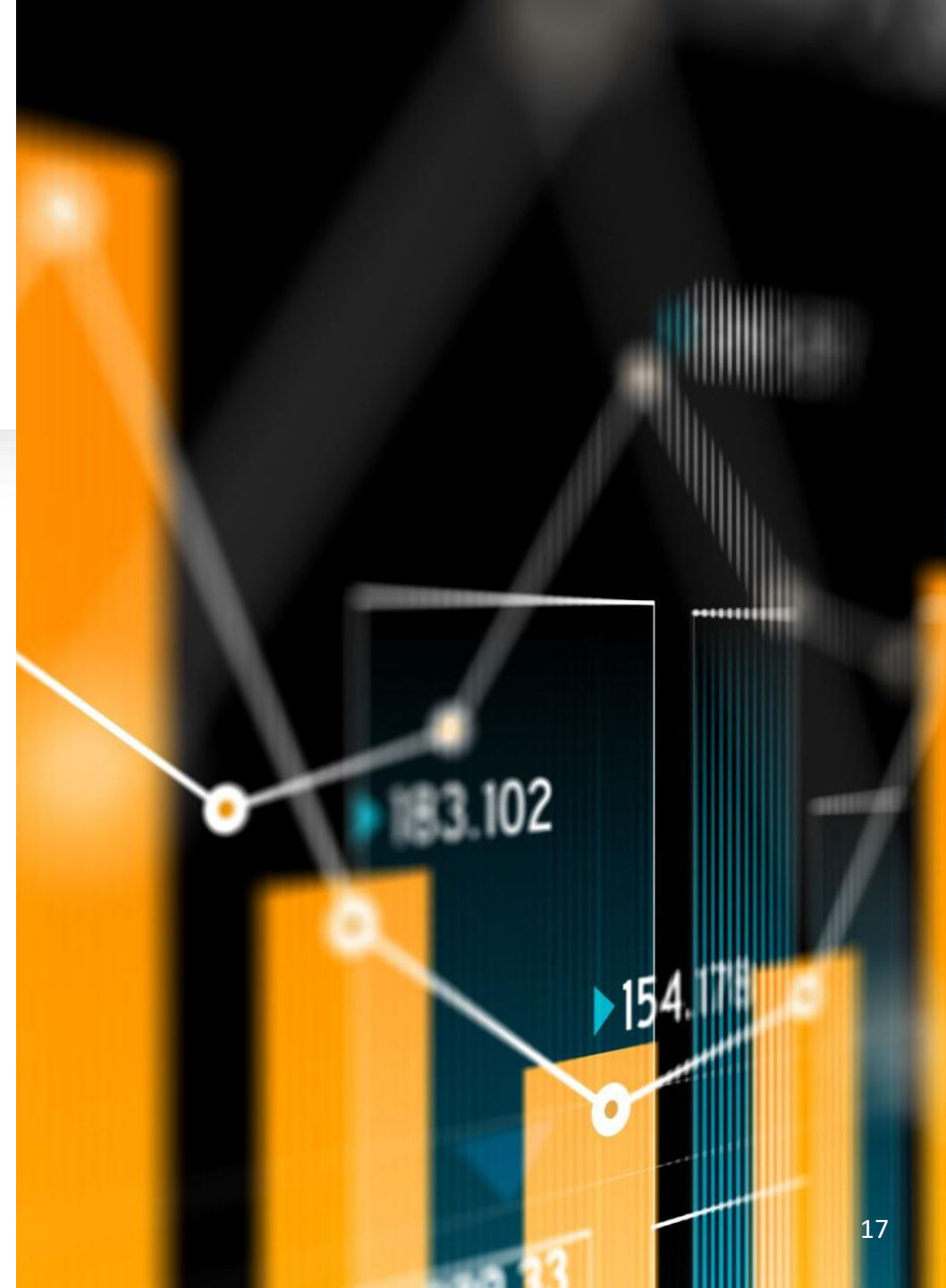


Evaluation criterion Impact

Tips for success in Impact
5 subcriteria

2.1 Does the innovation have scale up potential, including the potential to develop new markets and impact on the growth of the company? Are the associated financial needs well assessed and realistic?

- Is the target market / new market well presented?
- Is the impact the innovation will have on the company well thought-through? How will the innovation pay off to the company, i.e. does it have the potential to scale up?
- Do the estimated costs and financial needs to develop and deploy the project seem realistic?
- Is the business idea convincing and contains a reasonable timeline? Why?





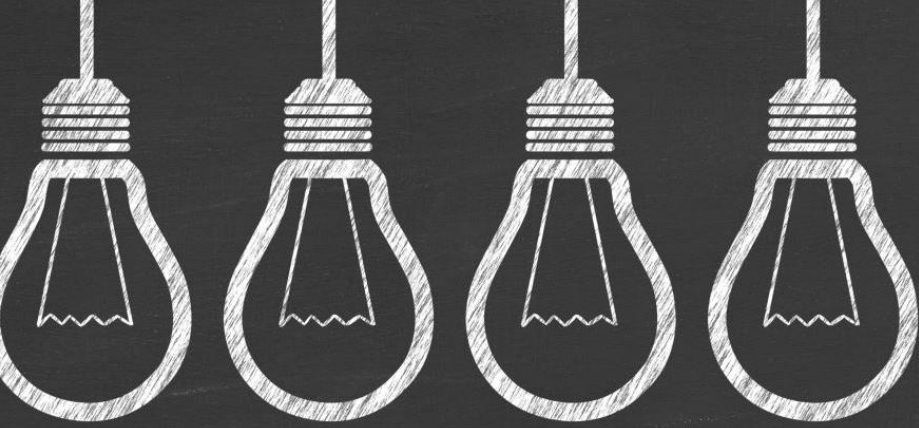
2.2 Will the innovation, if successfully commercialised achieve positive broader societal, economic, environmental or climate impacts?

- Will the innovation have real impact?
- Is the impact well defined, justified and quantified?
- Additional Consideration for EIC Accelerator Challenges ONLY: Does the proposed application have the potential to contribute to the specific objectives and achieve the expected outcomes and impacts set out in the Challenge?

2.3 Has the potential market for the innovation been adequately assessed, including conditions and growth rates? Has a competitive analysis been thoroughly performed, including identification of potential customers and relevant types of users, including women and men, definition of unique selling points and key differentiation from competitors?

- Has the SWOT analysis been properly performed?
- Has the exploitation plan to enter the market been adequately detailed?
- Have the major barriers preventing the company from entering the market been defined?
- Is the competition analysis well thought-through and provides solutions how to overcome competitors?





2.4 Is there a convincing and well thought-through strategy for commercialisation, including regulatory approvals/compliance needed, time to market/deployment, and business and revenue model?



- Will the innovation have real impact? Is the marketing approach adequately detailed? ▪ Is the Go2Market strategy of the start-up/ SME feasible and well thought through?
- Is the commercialisation strategy realistic?
- Can the company provide any proof of market traction?



2.5 Have the key partners required to develop and commercialize the innovation been identified and engaged, including their roles/competences and a sufficient level of commitment and incentivisation?

- Are the key partners clearly defined and identified, and their roles described?
- Are the key partners' interests and commitment taken into account in the project planning?
- Is there a clear strategy to effectively communicate and cooperate with key partners?



Evaluation criterion Risk

Tips for success in level of
risk, implementation &
need for Union support
4 subcriteria



3.1 Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing, including adequate representation of women and men?

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- Does the company have the team needed to implement the action already?
 - Are the roles within the team well defined and sufficient?
 - Are the missing competencies well defined and quantified?
 - Is the team motivated?
 - Does the motivation, as presented, sufficiently prove long-term commitment to the project?
 - Is the gender balance priority addressed in sufficient manner (refer to team composition description)

3.2 Is there a clear implementation plan with defined milestones, work packages and deliverables, together with realistic resources and timings?

- Are the stages of the implementation plan well described?
- Are the deliverables measurable?
- Is the time scale realistic?
- Are the resources to shared in the project well defined?
- Are the defined milestones sustainable in the long-run?



3.3 Does the nature and level of risk of the investment in your innovation mean that European market actors are unwilling to commit the full amount alone? Is there evidence that market actors would be willing to invest, either alongside the EIC or at a later stage?

- Does the company have the team needed to implement the action already?
- Are the roles within the team well defined and sufficient?
- Is the risk of the investment in the innovation well described and justified?
- Is there evidence that the company is not investment-ready according to current market risk appetite? (Having investors on board is not a condition, but if not, the reasons behind should be explored to ensure it is due to the level of risk and is not technology or team-related issues, for example)
- Are there any letters of intent confirming the market's interest and its reluctance to invest?
- Is there evidence that the EIC funding will de-risk the investment for potential future investors?

3.4 Have the main risks (e.g. technological, market, financial, regulatory) been identified, together with measures to take to mitigate them?

- Have these risks been well described and quantified?
- Is there a strategy to prevent the risks as presented?
- Is there a contingency strategy for the risks?





Congratulations!

You did it! You are familiar now with the evaluation tips for the EIC Accelerator