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Recommendations for EIC applicants

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How to attract private investments

VC's typical Series-A investment criteria

Market Risks

Low

Right timing
Large market
Scalable business model
Customer validation
Strong traction

Execution Risks

Low

Strong leadership
Ability to attract new talent
Legal and Financial management

Technological Risks

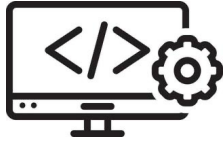
None

Innovative product
Product-market fit
Defensible IP



EIC accelerator help VCs to invest in technological breakthroughs by...

Supporting the development



Enabling Market Launch



Reducing technological risks



European
Innovation
Council



Recommendations for EIC Applicants

EIC Criteria

Excellence

Novelty

Timing

TRL 5/6

IPR

Impact

Scale-up

Broader impact

Competition

Commercial strategy

Key partners

Risk

Team capability

Workplan, milestones

Risk Level of Investment

Risk mitigation

Recommendations for EIC Applicants

- EIC is seeking ambitious and committed innovators.
- Be effective in the proposal and at the pitching.

Criteria 1.

- Novelty over existing. Significantly disrupt the existing or create new markets.
- Breakthrough innovation is a priority. Incremental innovations can get funded if they have a high impact.
- Relevance to the specific objectives of the challenge (for Challenges calls)
- Europe's technological autonomy (sovereignty)
- Timing is related to the market, Social and Tech trends. Examples are needed.
- Prove that you achieved TRL5 or TRL6.
- There should be a convincing IPR plan and FTO.

Recommendations for EIC Applicants

Criteria 2.

- Scaleup potential and commercial plan: Traction, customer interest.
- Market size: Can you estimate your economic impact with some numbers?
- Quantify your performance and estimate your quantifiable broader impact.
- Explain your contributions to the expected outcomes and impact set out in the Challenge.
- Did you identify all of your competitors and explain your strenght properly?
- Development partners and commercialization partners: provide real names, support letters!

Recommendations for EIC Applicants

Criteria 3.

- Team: Technical + Commercial co-founders? Any missing talent?
- Work Plan should be realistic. Don't under-estimate or over-estimate your critical tasks.
- Risk level of investment: Market Actors unwilling to invest alone.
- Risk mitigation should be comprehensive and not too generic.



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Thank you.

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