



Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından finanse edilmektedir  
This project is co-funded by the European Union and the Republic of Türkiye



# HOW TO PREPARE WINNING SHORT PROPOSALS FOR THE EIC ACCELERATOR

What differentiates winners from losers

Serkan BOLAT

March 4, 2024 – SME Webinar 17



**Serkan BOLAT**  
SME & EIC Expert




 [linkedin.com/in/sbolat](https://www.linkedin.com/in/sbolat)



## Proposal Evaluator & Reviewer

-  1.000+ proposals  10+ years
-  170+ EIC Accelerator Short & Full Applications




## Consultant & Mentor

-  Management  Marketing  Innovation € Investment

## 25+ Year Work Experience

-  w/ SMEs, researchers, and founders
-  Former Navy Supply Officer

## PhD Dropout

-  Retail and Consumer Sciences, M.Sc.
-  Business, M.A.
-  Industrial Engineering, B.Sc.

## Disclaimer

This presentation with all the data, charts, projections, estimations, and opinion provided within is provided for informational purposes only, and should not be relied upon as proposal submission, legal, business, or investment advice. They may differ from those offered by other individuals, experts, institutions, or authorities. If you refer to this presentation after the indicated event date, its content may be entirely irrelevant. Official EU references, call documents, and program implementation rules may change without prior notice.

The European Commission, the European Innovation Council, the Republic of Türkiye Ministry of Industry and Technology, TÜBİTAK, or any member of Türkiye in Horizon 2020 Phase II Project Consortium as well as their affiliates can not be held responsible for any decisions, actions, or their consequences based on its content.

Although the best effort have been demonstrated to create the most reliable and relevant content, you should always refer to [EIC web page](#) and [EIC Calls](#) for up-to-date information and legal requirements.

# 1. Follow your own path. Challenge the status quo.

Is business development allowed in the Accelerator or is e.g. market study etc not advised (since these things needs to be known beforehand)?

Is a license agreement sufficient for a company to apply, develop and commercialise a technology? Or do you require the company to own the IP (patents)?

Is it necessary to provide justification for the company's financial contribution to EIC Accelerator? If yes, what specific information/ documentation is needed?

Is it allowed to apply for an idea for which a patent request has already been deposited?

Can you give examples of measures for involving and empowering key actors that have the potential to take the lead in translating research into innovations?

What are the conditions to apply for blended, is it necessary to have an investor ready to invest, or would it be ok to start conversations during the project?

On FTO: as may be known formal FTO is very expensive. Can you please instruct evaluators that such a study is not mandatory?

Can Project Management activities be covered by an external service provider? Is it an eligible cost?

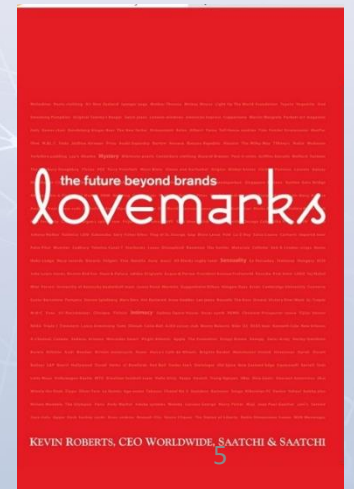
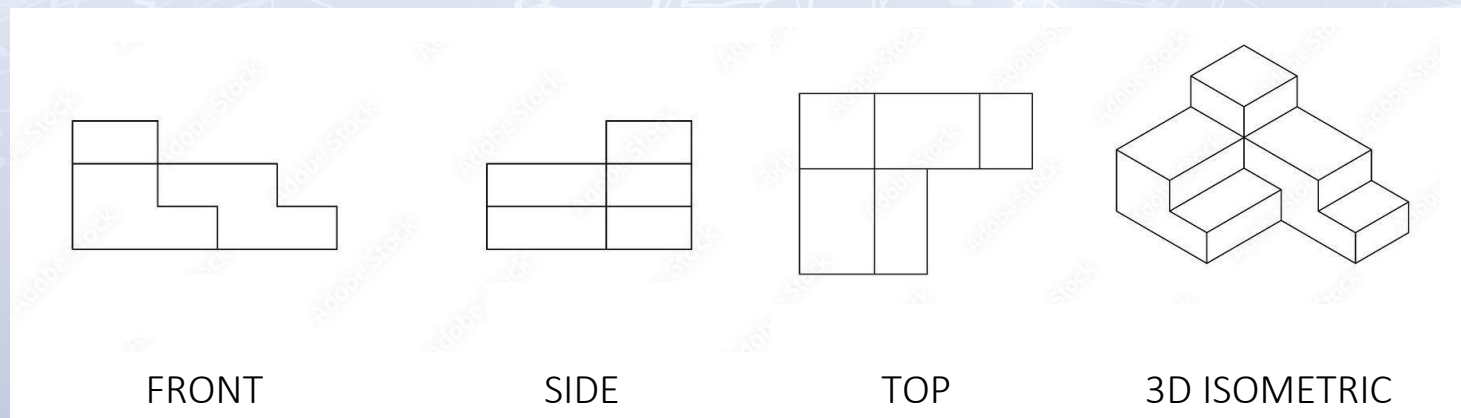
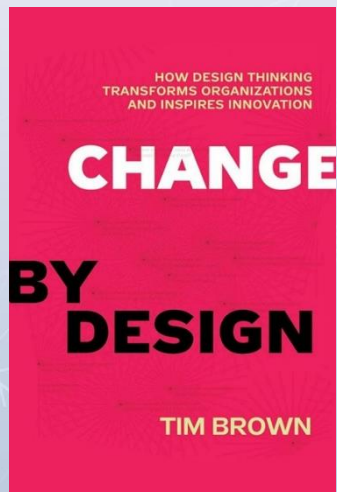
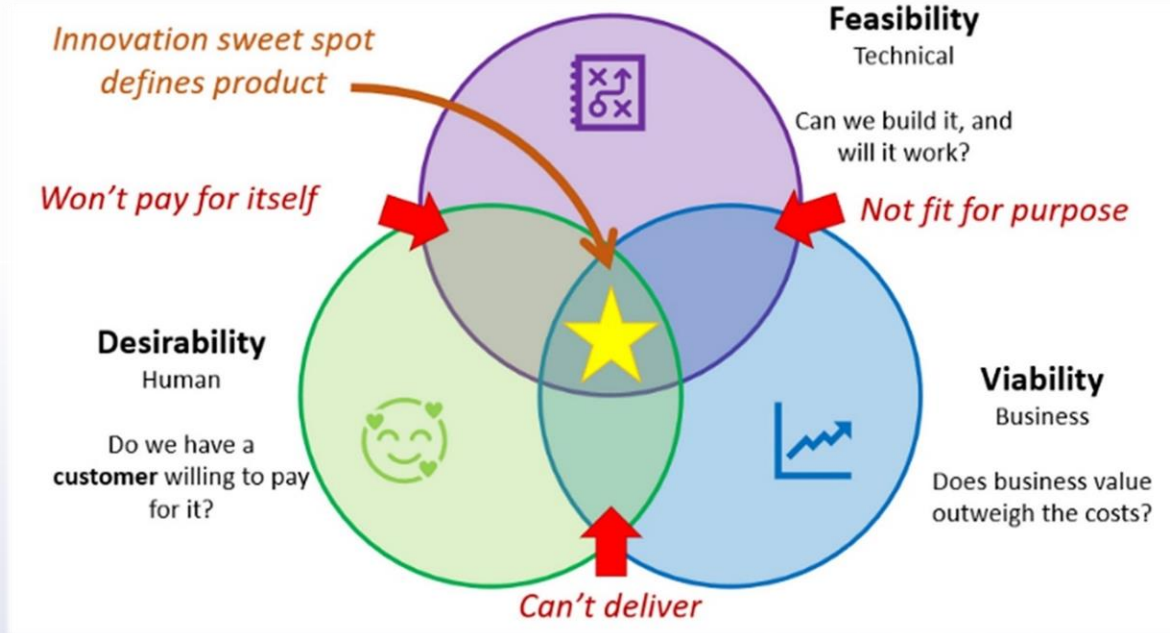
What is the EIC's stance on using AI tools in proposal writing?

*“If it is not specifically forbidden in [the Work Program](#), yes, you can do that. Whether it is useful or well seen by the expert evaluators, that's for you to judge. We cannot tell you.”*

**Timo Hallantie, Head of Unit, EISMEA**



## 2. Aspire beyond the technology



# 3. Turn your technology into a blessing

Welcome to the United Nations

## Artificial Intelligence – a blessing or a curse for sustainable development?

10 November 2023 – In recent years, the use of Artificial Intelligence (AI) has grown rapidly, affecting many industries and areas of human life. But should we view AI as a blessing or curse? How about its impact on social development and the global goals? We spoke with **Professor Daron Acemoglu** of the Department of Economics at the Massachusetts Institute of Technology, who shared his take.



The Economist

Menu | Search | Subscribe | Log in

Finance & economics | The Golden State's golden egg

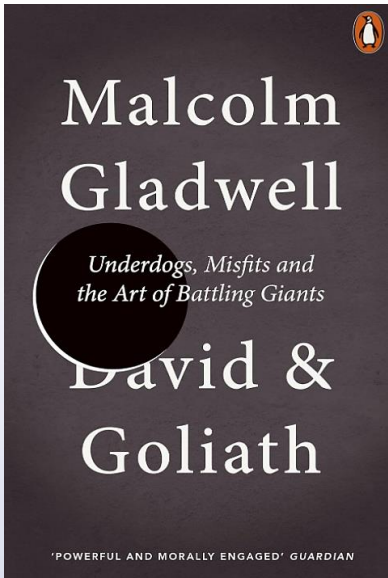
## Peter Thiel says California suffers from a “tech curse”. Is he right?

The state is fabulously rich and fabulously dysfunctional

*Technology Curse: The apparent paradox that a strong technology industry is associated with social dysfunction and declining standards of living rather than prosperity, happiness, and freedom.*



# 4. Find your unfair advantage



agility

scalability

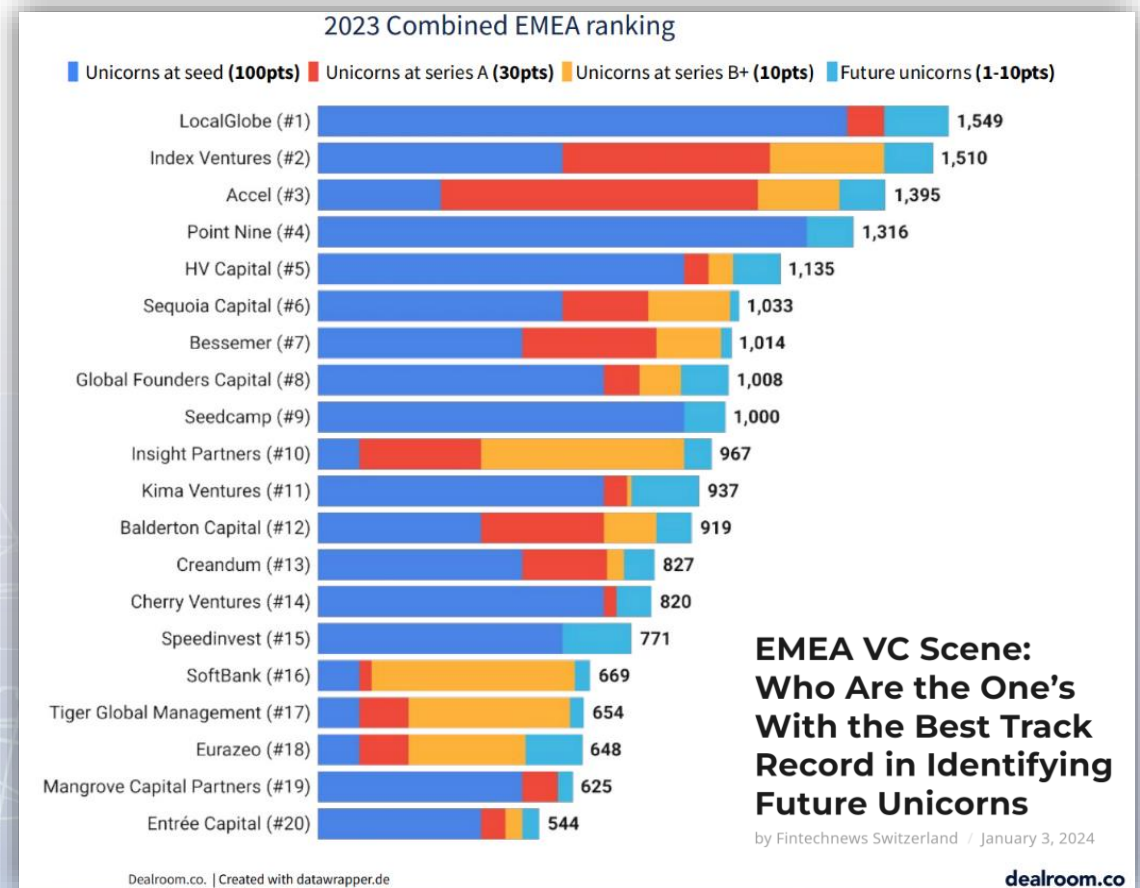
network effect

exclusive partnerships

economies of scale

first-mover advantage

building market entry barriers



# 5. Build your value creation network and synergies

Alignment with relevant EU/non-EU bodies,  
and European Acts and policies

[Strategic Technologies for Europe Platform \('STEP'\) & STEP](#)

[United Nations Sustainable Development Goals](#)

[The New European Innovation Agenda](#)

[Net Zero Industry Act](#)

[Chips Act](#)

[REPowerEU Plan](#)

[Mission Soil Platform](#)

[Fit for 55 package](#)

[European Green Deal](#)

[Farm to Fork Strategy](#)

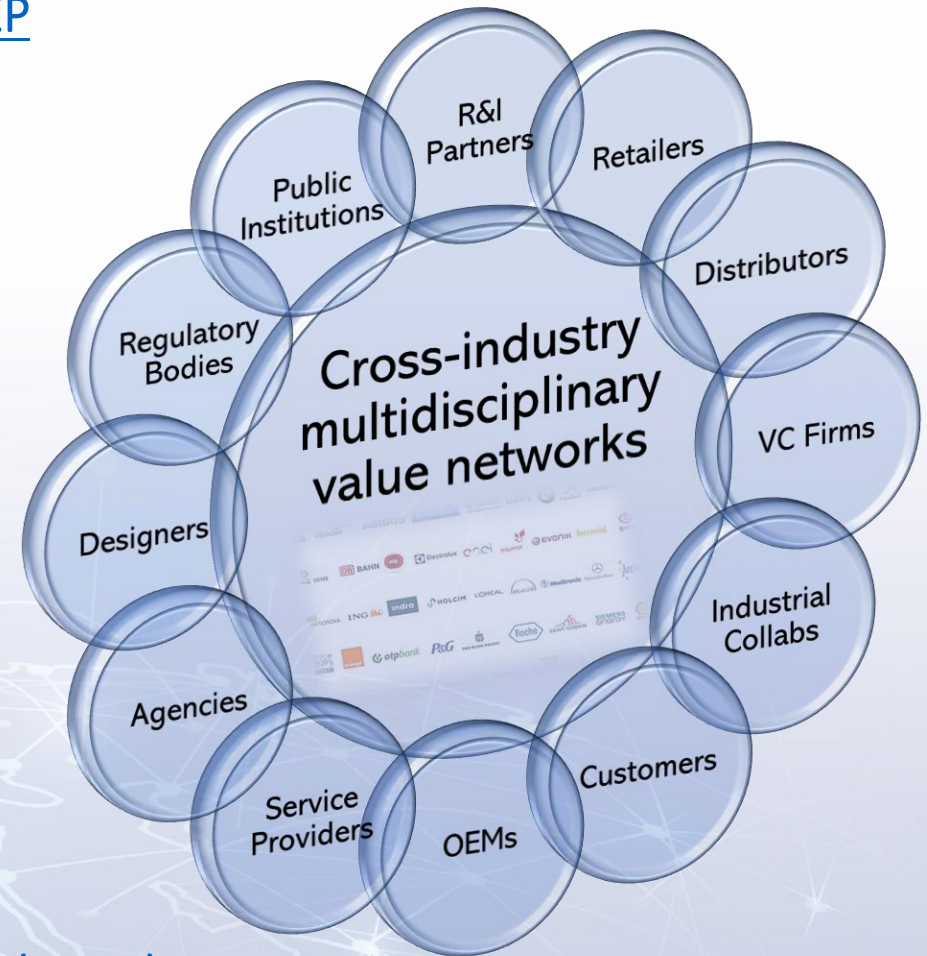
[Critical Raw Materials Act](#)

[Digital Decade Policy Program 2030](#)

[Health Emergency Preparedness and Response Authority \(HERA\)](#)

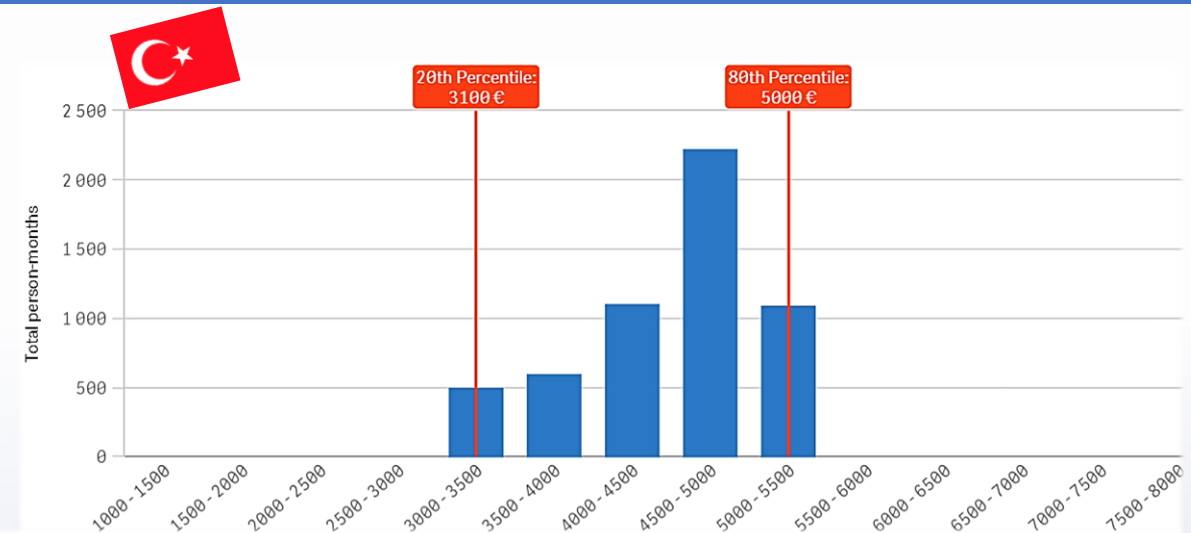
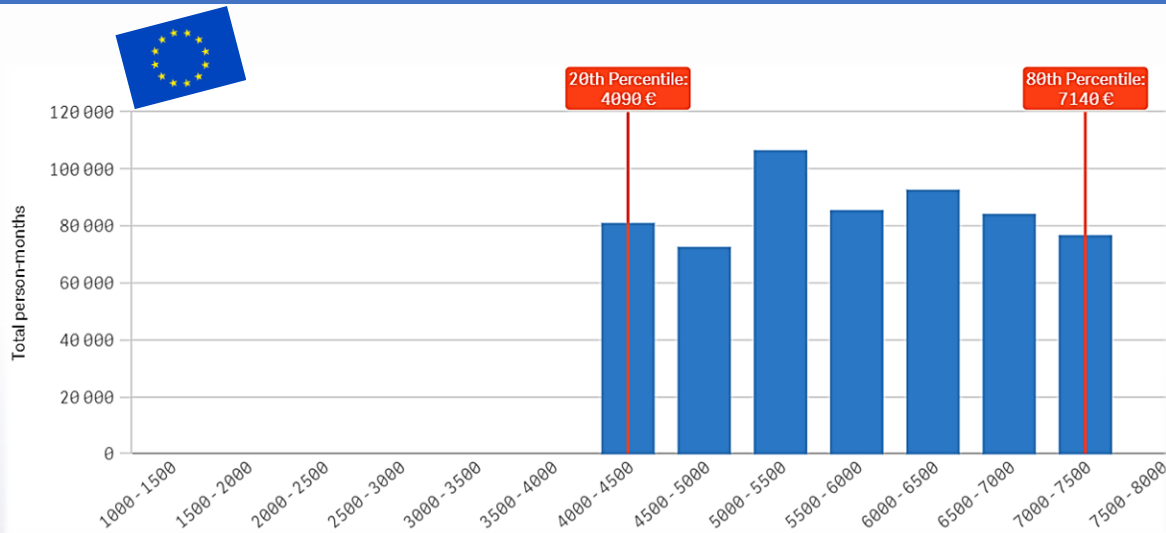
[Building an economy that works for people: an action plan for the social economy](#)

[An EU initiative on Web 4.0 and virtual worlds: a head start in the next technological transition](#)





## 6. Estimate and justify your costs carefully



SME - Average personnel costs per month in Lump sum grants, Horizon Europe ([Horizon Dashboard](#))

- ✓ Utilize **benchmarks** and **databases** to establish realistic cost estimates
- ✓ Ask for **quotes** from suppliers to substantiate cost projections
- ✓ Articulate why each cost item is **crucial** for a task
- ✓ Ensure the **best value for money** in (sub)contracted tasks
- ✓ Acknowledge and address **high inflation** rates
- ✓ Provide insights into relatively **expensive** costs
- ✓ Explain the need for **specialized** and **highly skilled** personnel
- ✓ Provide the **context for the rationale** behind the cost estimates

Do not compromise **project impact** for the sake of the budget.  
Avoid prolonged Work Packages to ensure **regular payments**.  
Provide cost **estimations** rather than precise figures.  
No need for budget amendments; maintain **flexibility**.



## 8. Use AI responsibly

**All proposals** involving the development, use, or deployment of **AI** must ensure that all AI-based systems or techniques need to be developed in a **safe, secure, and responsible** manner, with a clear identification of and preventative approach to **risks** and in accordance with the AI Act.

- ✓ socially robust, in that they duly consider the context and environment in which they operate
- ✓ reliable and function as intended, minimizing unintentional and unexpected harm
- ✓ safeguarding the physical and mental integrity of humans
- ✓ explain their decision-making process whenever a significant impact on people's lives is the case.

## 9. Embrace diversity and equality



**All EIC Beneficiaries** must promote **equal opportunities** between men and women and aim to achieve a **gender balance** in the project team to the extent possible.

Public bodies, research organizations, and higher education institutions **must** have a [Gender Equality Plan \(GEP\)](#).

Private for-profit organizations, **SMEs**, Non-Governmental, or civil society organizations are **exempted from** GEP requirement.



Public document



Dedicated resources



Data collection and monitoring



Training and capacity building

# 10. Reflect on the latest trends and data insights

**Innovation made in Europe**

**EUROPEAN INNOVATION COUNCIL SUMMIT 24**

18 - 19 MARCH 2024

#EICSUMMIT24

**European Innovation Council**

@EUeic

**HORIZON DASHBOARD**

**BEYOND THE FUTURE**

**PitchBook**

**EVERYBODY IS LOOKING INTO THE FUTURE!**

A literature review of reports on emerging technologies and disruptive innovation

EU Policy Lab

**CORDIS**

EU research results

**enterprise europe network**

**sifted** backed by FT

**TÜRKİYE DEVELOPMENT FUND**

ABOUT US OUR FUNDS

OUR FUNDS

- Regional Development Fund
- Development and Investment Bank of Türkiye Capital Fund
- Technology and Innovation Fund
- Innovative and Advanced Technologies Venture Capital Investment Fund
- Development Participation Venture Capital Investment Fund
- Development ODTÜ TEKNOKENT VCIF

**EIC TECH REPORT 2023**

BACKING VISIONARY ENTREPRENEURS

European Innovation Council

**SCIENCE | BUSINESS**

**dealroom.co**

**crunchbase**

ISSN 1831-940

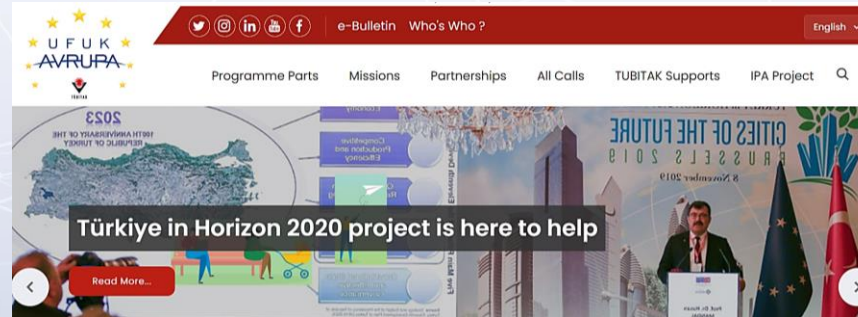
European Commission

ISSN 31662 E

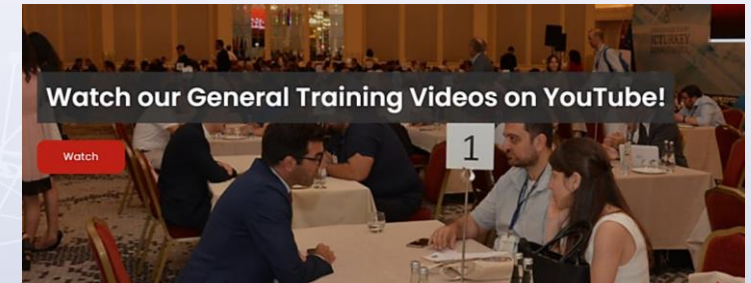
Joint Research Centre

# Thank you! Best Wishes!

## Any comments or questions?



[Türkiye in Horizon 2020/Europe web site](#)



[Help Desk](#)



[X \(Twitter\)](#)



[LinkedIn](#)



[YouTube](#)



[info@TurkeyinH2020.eu](mailto:info@TurkeyinH2020.eu)