



How to write a winning Short Application in EIC Accelerator

Mar 2024

How to Create Winning Short and Full Proposals for EIC Accelerator



by Odysseas Spyroglou



Turkey in Horizon 2020/HE Project



Our objectives:

- **Raise awareness** of Horizon 2020 and Horizon Europe R&I programmes.
- Provide the Turkish Research Area with **training, networking events, valuable documentation, and online tools.**
- Strengthen the **capacity** of Turkey in science, technology, and innovation.
- Facilitate the **integration** of the Turkish Research Area into the European Research Area.



Training Events

- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Webinars
- Project Writing Camps



SME Support

- 1-to-1 Support
- Project Writing Training
- Pitching Workshop
- Feasibility Reports
- Investment Readiness



Networking

- Brokerage Events
- International Study Visits
- Award Ceremonies
- Conferences
- Info Days



Tools

- Website
- Helpdesk
- Training Guides

Our Team



KONRAD NIERUBIEC
PROJECT DIRECTOR



ODYSSEAS SPYROGLOU
TEAM LEADER



NIKOLAOS FLORATOS
TRAINING COORDINATOR



SERKAN BOLAT
SENIOR SME EXPERT



ONUR KEMAL GÜNGÖR
SENIOR EXPERT



SELİN DOĞRUSÖZ
PROJECT OFFICER



NURKIZ YAPICI
PROJECT COORDINATOR



UYGAR BALTACI
PROJECT ADMINISTRATOR

Odysseas Spyroglou

Innovation | Technology | R&D | Capacity Building | Technical Assistance

- **Engineering** (AUTH, GR), **ICT** (Leicester U, UK) and **Financial** (LSE, UK) background.
- **23+ years of working experience** in R&I, EU funds, capacity building in 6+ countries (Greece, Ireland, Turkey, Bahrain, Serbia, Israel)
- Successfully implemented over 70 projects of +100m € value.
- Specialise in **Digital Transformation, Innovation Management, Risk Finance, Project Management & Quality, Intellectual Property** and reengineering **business processes**.
- Long term Mentor & Coach in over 30 companies.
- Experience as Non-Executive Director in public (Listed) companies.





A 3-step process

- Short Proposals → **submitted at any time** → Evaluated remotely by EIC expert evaluators (FCFS)
- Full proposal (invited SMEs) → access to **EIC business coaches** support → Assessed remotely by EIC expert evaluators.
- Interview with an EIC jury → Selected SMEs invited to **negotiate a Grant Agreement + Due Diligence** for investment.

1

Short Proposal

- Short Form
- Pitch Deck (10 slides)
- Video Pitch (3')

2

Full Proposal

- Full Business Plan
- Financial Plan (final structure)
- Pitch Deck (10 ')* [Updated](#)
- Video Pitch (3')* [Updated](#)

3

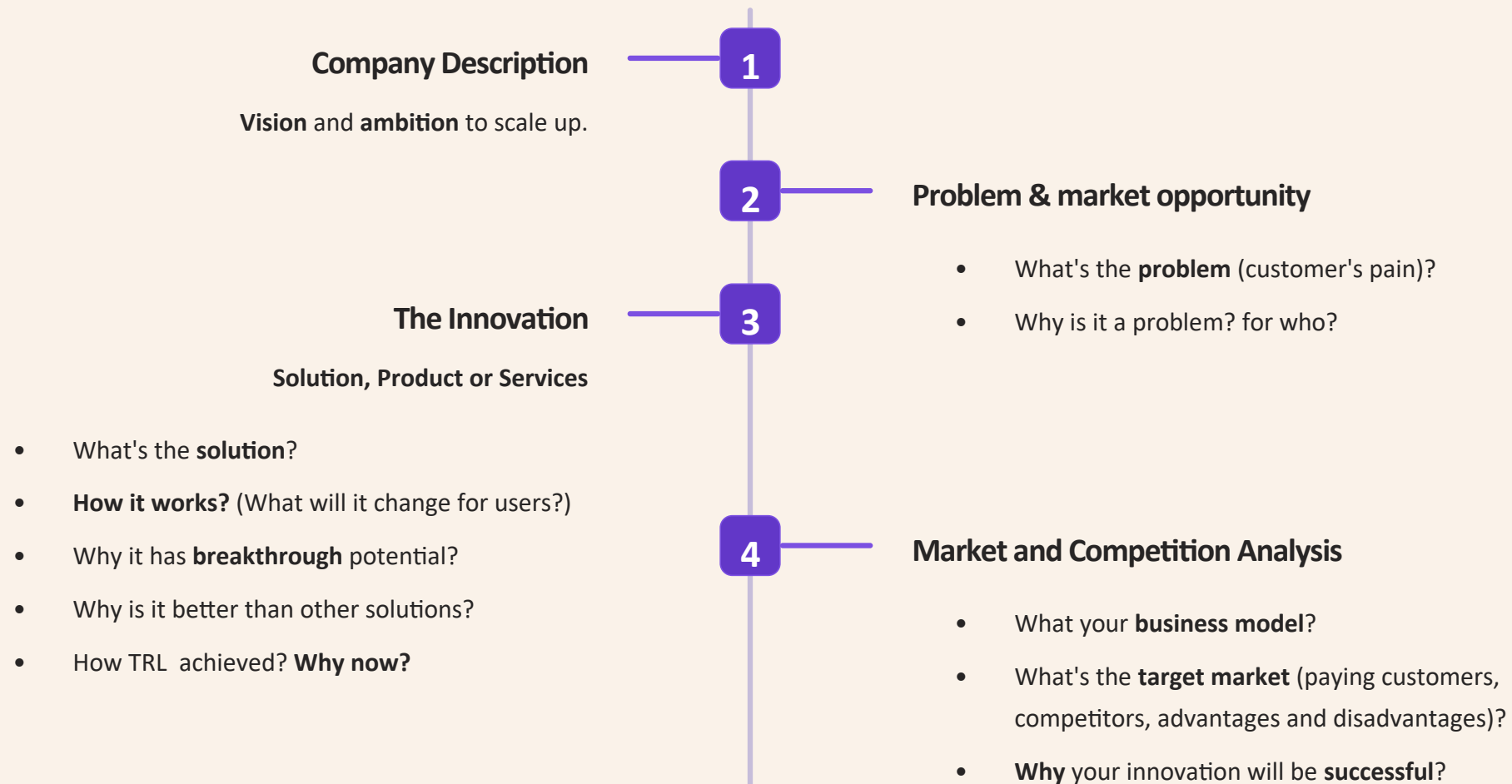
EIC Jury Interview

- Priority:
 - Gender balance:
Women-led companies
 - Submission date & time FIFO



1 Short Proposal Form [Part B]

First step in application process and determines whether your project will be selected for further evaluation.

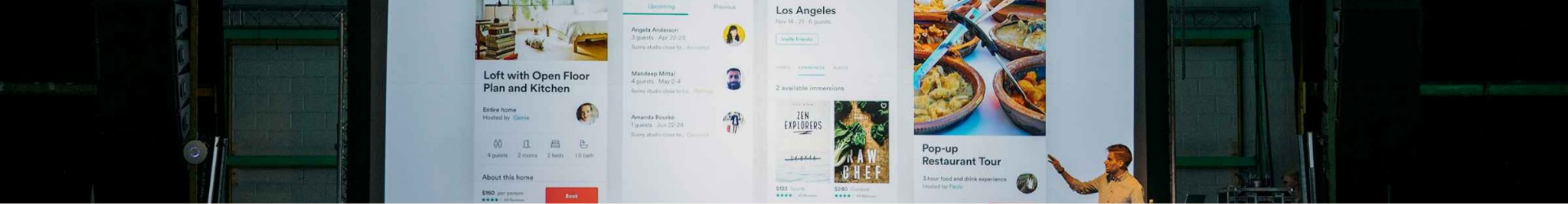




1 Short Proposal Form [Part B]

First step in application process and determines whether your project will be selected for further evaluation.





2 Creating the Pitch Deck

Cover Slide

[View more](#)

The Problem

[View more](#)

The Solution

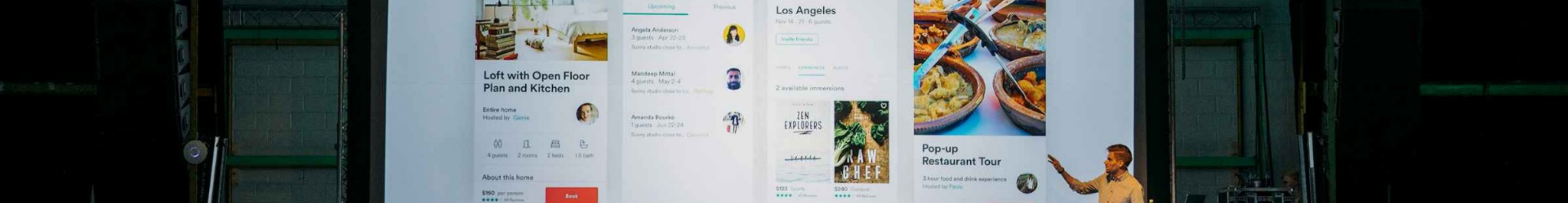
[View more](#)

The Company

[View more](#)

The Market (size)

[View more](#)



2 Creating the Pitch Deck

The competition

[View more](#)

The Development Roadmap

[View more](#)

The Business Model

[View more](#)

Conclusion

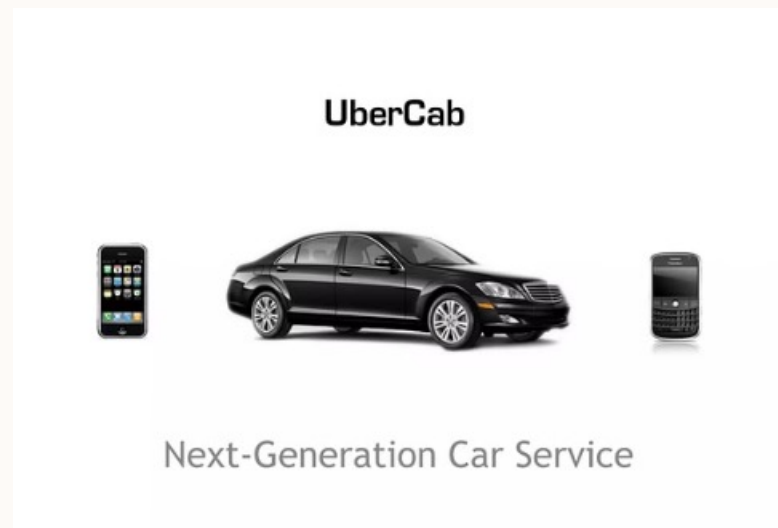
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Sources

[View more](#)

Cover Slide

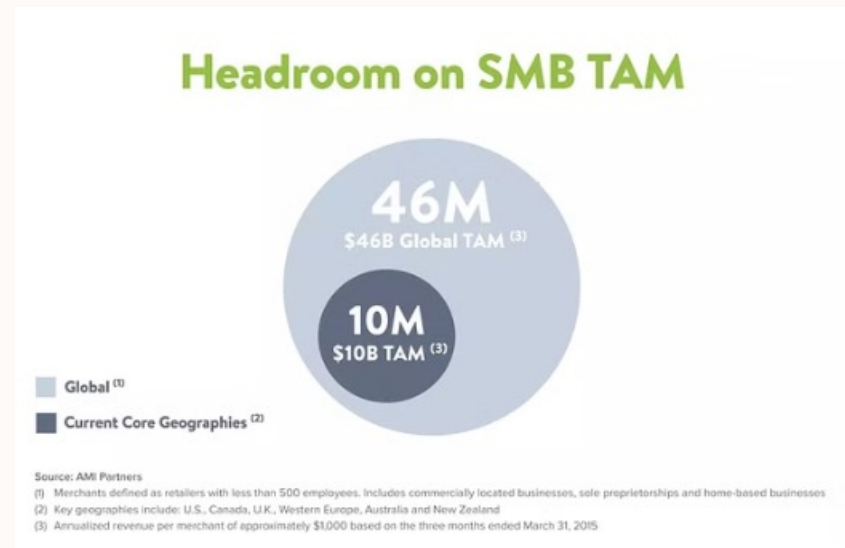
- Company name //
- Project title //
- What's the mission of the company (in a short sentence)



Uber // Touristeye // Coinbase

The Problem

- What's the problem to be solved? //
- What are the needs of the customers/users? //
- Quantify the problem. Give numbers. //
- How innovation helps? Give numbers (market needs, costs, etc.)



BuzzFeed find your new favorite thing Jonah Peretti
jonah@buzzfeed.com

Where We Are

- 2.5 million PVs and 700K UVs per month
- 30 million widget impressions per month
- Two editors produce all content using BuzzFeed technology
- Patent pending on core technology
- \$60K monthly burn
- "We looked at BuzzFeed and sensed the future." - CNN.com

The problem

- * Building meaningful relationships with customers is hard / impossible for SaaS providers (meaningful relationships → loyal customers → profitable customers and organic growth)
- * Building meaningful relationships requires: 1. customer discovery, 2. customer research, 3. customer communication, 4. relationship management
- * The current tools available are complex, ineffective, not built for SaaS... **there's no one tool to do customer relationship management and messaging for SaaS providers.**
- * (Even e-mail fails: generating targeted e-mail lists takes a lot of work, e-mail campaigns have terrible engagement because e-mail is out of context)

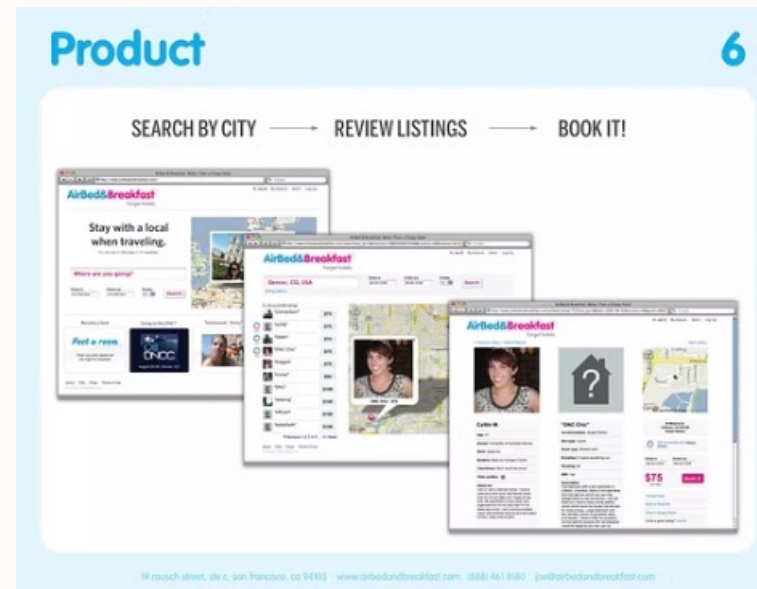


Shopify // BuzzFeed // Intercom

The Solution

Innovative idea/service/process (2/3 slides)

- What's your solution? Show images, screenshots, promising data. //
- Is it real? Is it working? (TRL 5/6) //
- Where are you now? (What you have done so far?) //
- What are the Key technologies? (IP assets, strategy)




Tinder (Matchbox) // Airb&b // Dropbox

The Company

- What's the team? (Gender dimension)
- Use photos, include roles (Founder, Man. Director, Fin. Director, etc.), expertise, value to the company.
- IF you miss skills: List profiles to be hired.
- Include company website (keep updated).
- Company Cap Table (Do you have investors on board?)

Team 11



Joe Gebbia, User Interface & PR
Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.

Brian Chesky, Business Development & Brand
Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.

Nathan Blecharcyk, Developer
Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard. Nate has worked at Microsoft, OPNET Technologies, and Batiq.

Michael Seibel, Advisor
Michael is the CEO and co-founder of www.justin.tv, a San Francisco based venture funded start up that delivers live video to the internet.

19 rouch street, 9e c, san francisco, ca 94103 www.airbnb.com 415 461 830 jeb@airbnb.com

The team

- * **Eoghan McCabe** (CEO, product, visual design), **Des Traynor** (COO, customer development, user experience design), **Ciaran Lee** (CTO, software engineering), **David Barrett** (front-end engineering).
- * Prolific speakers / bloggers about software design / development and SaaS business.
- * Ran **Contrast** for four years, a popular web software design consultancy.
- * Launched **Qwitter** and **Exceptional** (both acquired).



Team

- **Drew Houston – CEO**
S.B. MIT EECS; first line of code at age 6; first startup gig at 14; founded online SAT prep co after multiple perfect scores
- **Arash Ferdowsi – CTO**
S.B. MIT EECS (on leave); director of MIT programming competition; prior exp at Google



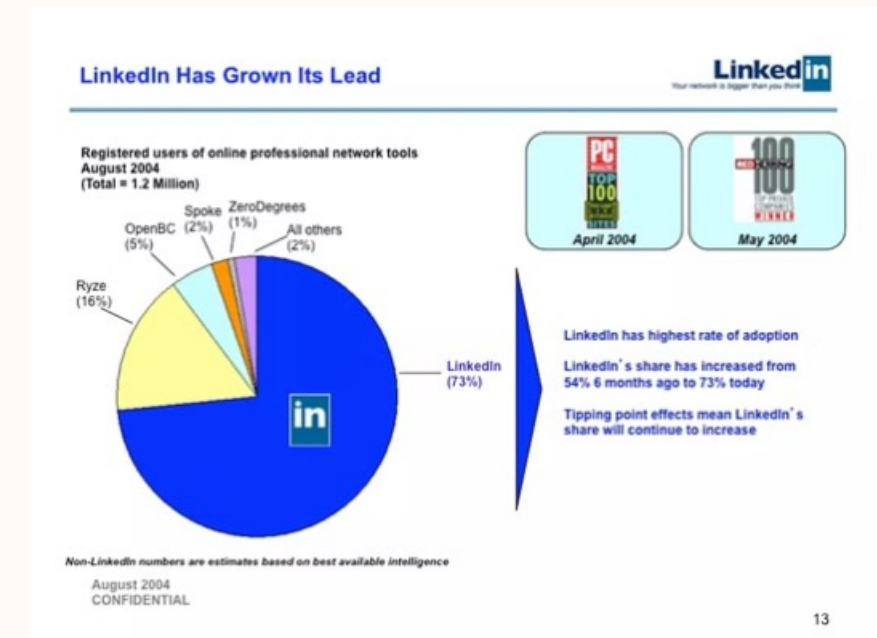
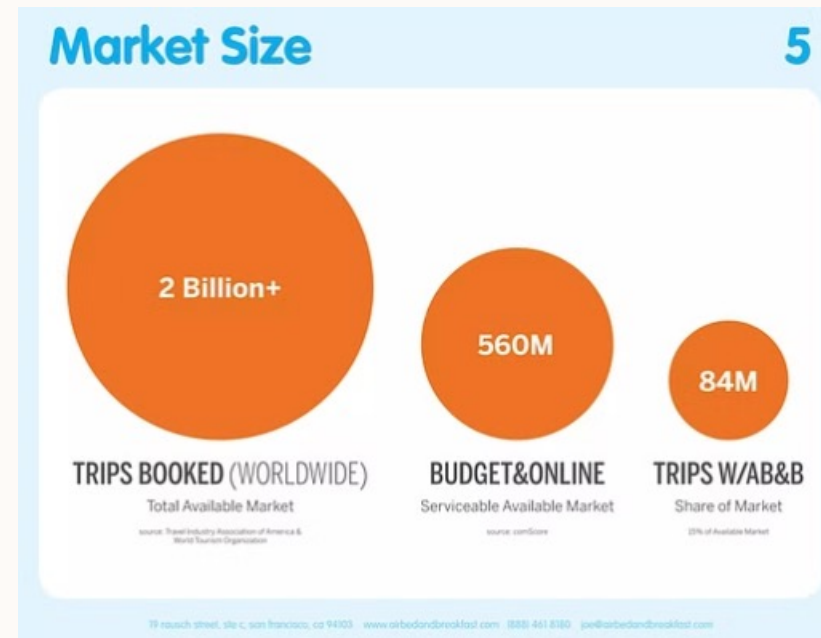
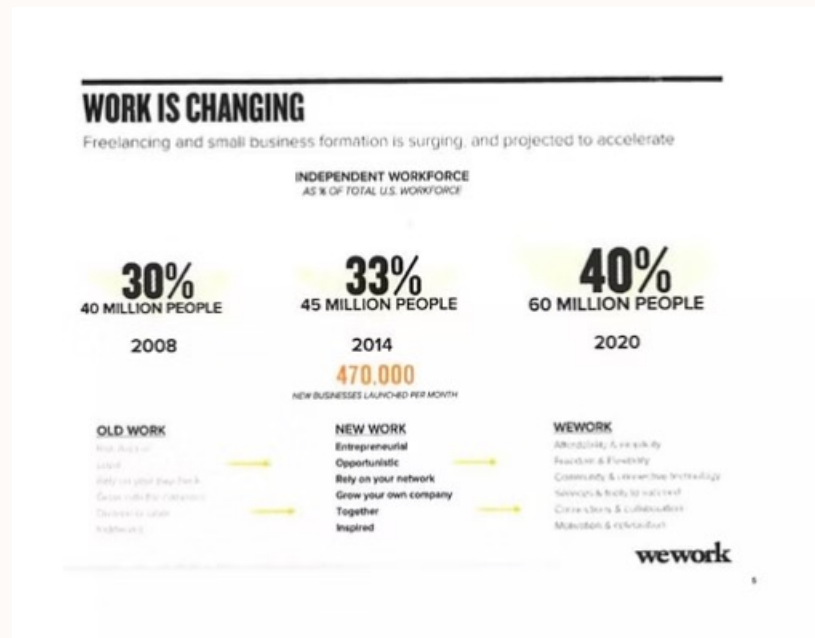
Moving into our first office, 5/14/07



www.getdropbox.com

The Market (size)

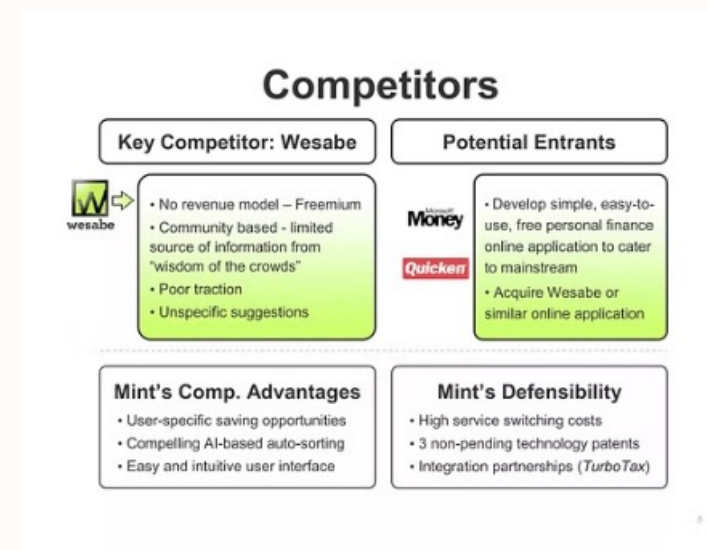
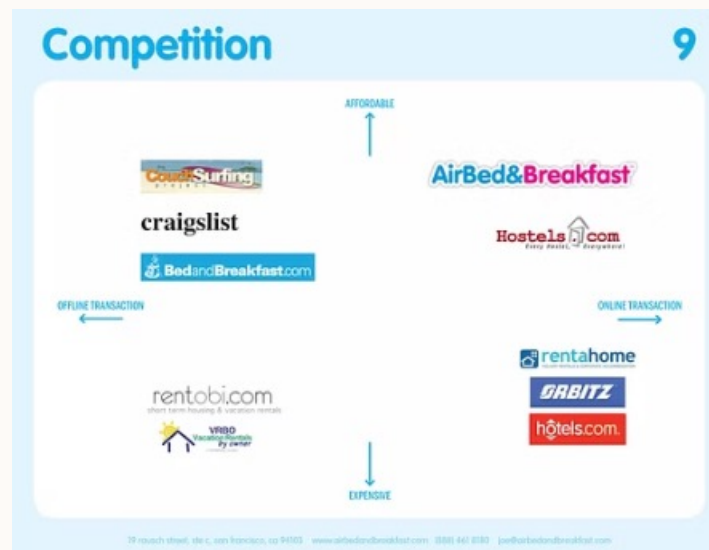
- What's the market opportunity? (Addressable target market, size, segmentation)
- What's the market outlook? (Visualise application form, Insert links to data sources)
- What's your beachhead market.



WeWork // Airb&b // LinkedIn

The competition

- Competitive solutions
- What's your unique selling point: what you do well and what customers want (needs).
- What's your competitive advantage (commercially, Technically)
- How do you compare with key competitors (no more than 5). Insert links to data sources if needed.



Competitors

	Dropbox	Carbonite, Mozy	Foldershare	box.net
Sync	✓	✗	✓	✗
Backup	✓	✓	✗	✗
Sharing	✓	✗	✓	✓
OS integration	✓	✓	✓	✗
Web access	✓	✗	☐	✓
Versioning	✓	✗	✗	✗

Airb&b // Mint // Dropbox

The Development Roadmap

- What's your financial projections for scale-up?
- How much?
- Why do you need EIC Accelerator?
- What will EIC cover / what the investment ?
- Why now?
- What's the next steps? (us table or graph)
- What's your Technology Readiness Level and Business Readiness Level?
- *Actual budget is required only in full proposal. Here only rough info.*

what we're looking for

- * \$600k convertible note
- * 18 months of runway to work on:
 - product-market fit
 - customer dev
 - early marketing efforts
 - profitability
- * Plan to raise further round in 12-18 months to turn up heat on marketing

Financing

- Raising 650K GBP to last until end of 2012
- Goals
 - Prove our model (back office, support, payments, etc), on the way to financial break-even
 - Increase average revenue per payment to to £3-£5
 - Develop a scalable customer acquisition strategy
 - Expand supported currencies (CHF, SEK/PLN), preparation for USD

TIMELINE

January

Initial concept, 50+ customer development meetings

February

Wireframed, designed, developed and launched Feb 27th

70 paying customers

\$84,000 annual revenue run rate

90% margins

Over 10,000 repositories reviewed

Over 1 billion lines of code reviewed

Milestones

- Launched web app
January 2011
- 55,000 users (\$150K revenue)
October 2011
- Launch the API
October 2011
- Integrated in 50 apps
December 2011
- 100,000 users (\$288K revenue)
January 2012
- 1 million users (\$3.6M revenue)
January 2013

2. Market for Opportunities: Existing Online Job Markets Are Large But Inefficient

	Revenue (2004E, \$M)	Average Unique Monthly Visitors (M)
Monster	515	18.2
Careerbuilder	175	14.5 (across Careerbuilder network)
Yahoo! HotJobs	34	12.8
LinkedIn	n/a	0.3 (up from 0.1 6 months ago)
Total Market	827	>20

20K+ contact requests per month

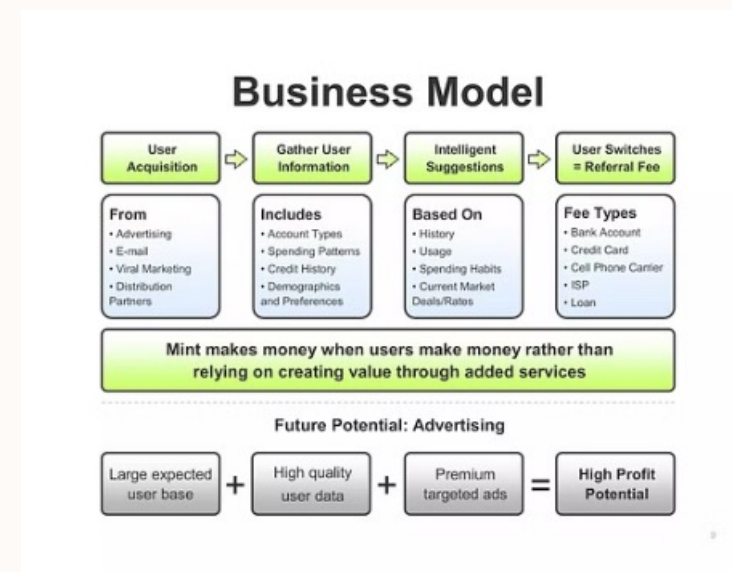
Employers will increasingly tap LinkedIn's rich profiles to find passive job candidates rather than pay Monster to access its resume database.

THE PRODUCT ROADMAP IS CLEAR

	Today	Q2	Q3	Q4	Q1	Q2	Q3
New Platforms		Android	iPad New iOS		Native Mac App		
New Integrations		HubSpot Base Zoho	Dropbox Google Drive Box	BOTS	Mailchimp Magento ConstantContact	Kissmetrics Mixpanel Segment	NetSuite Marketo Etc.
New Channels		Messenger	WeChat Whatsapp		Exchange		Other email providers
Enterprise Ready		SSO	Teams	SLAs	Custom Rights	Light Users	Advanced Reporting

The Business Model

- Which are the key elements of your business model?
- What's the market approach and revenue streams (B2B, B2C, SaaS etc.)?
- How are you going to earn money? (Sell or license)
- What's your unit economics? (Revenues per unit)
- Provide outlook for 2 - 3 financial years. Give key numbers (e.g. breakeven)



Business Model


- Freemium model with consistent 2% conversion from Free to Paid plans
- 5% churn equates to a LTV of \$240 and allows us to pay up to \$5 to acquire a free user
- At 1M users, our projected revenue is \$3.6M

Conclusion

- Summarise the most important information
- Why you are the right team (e.g. multidisciplinary expertise of the team, IP assets, onboard investors etc.).
- < 3 takeaway messages.

WHY NOW?!

1 Software eating the world, but engineering talent not at the same pace.



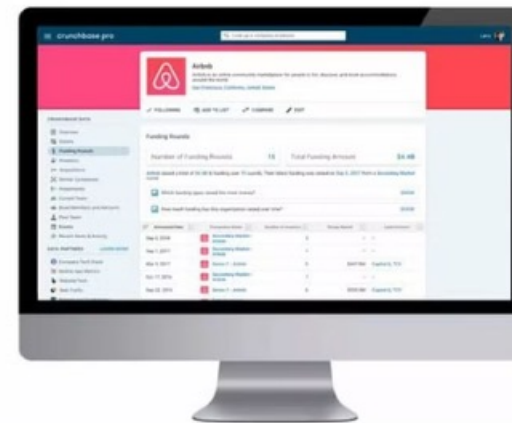
2 Huge shift to remote working.

"...in 2014, 3.2 million Americans worked remote."
The New York Times

"...by 2020, 40% of the U.S. workforce will be independent workers."
Elastic **oDesk**

13 proprietary & confidential **bliss**

Crunchbase: the LinkedIn for Companies



crunchbase

THE OPPORTUNITY

Slack proved that businesses are ready to buy good communication tools.
They're going after the internal communications market.

We're going after the bigger opportunity.
Front will own the external communications space.

Bliss // Crunchbase // Front

Sources



 Capbase Inc



What is a pitch deck? A Guide For Startups - Capbase

Discover the essential steps to create and present a compelling pitch deck for startup founders seeking investor funding.

 www.hubspot.com



12 Startup Pitch Deck Examples [+ Template]

Startup pitch decks are key to securing funds for growing your business. Study these successful pitch decks and use our template to help your startup grow.



3 Shooting the Video Pitch



Be clear and concise

Do not use terminology, acronyms, jargon. Speak clearly. Do not try to impress with your vocabulary.



Present the problem

Demonstrate the problem, show why it is important. Use photos, video clips, etc.



Address your Audience

Consider who you talk to (evaluators). Remember what they look for (Criteria).



Show, don't just speak

Use visuals to demonstrate the product. Show how it can be used. Present functionality.



Describe the solution

Explain what you bring to the table. How it works. What value it brings.



Practice. Practice. Practice.

Be relaxed. Know your subject. Build a narrative.

Some good examples

[View more](#)


Some good examples

 TruVoice from Corporate Visions (Formerly Primary Intelligence) 

15 Perfect Video Elevator Pitches

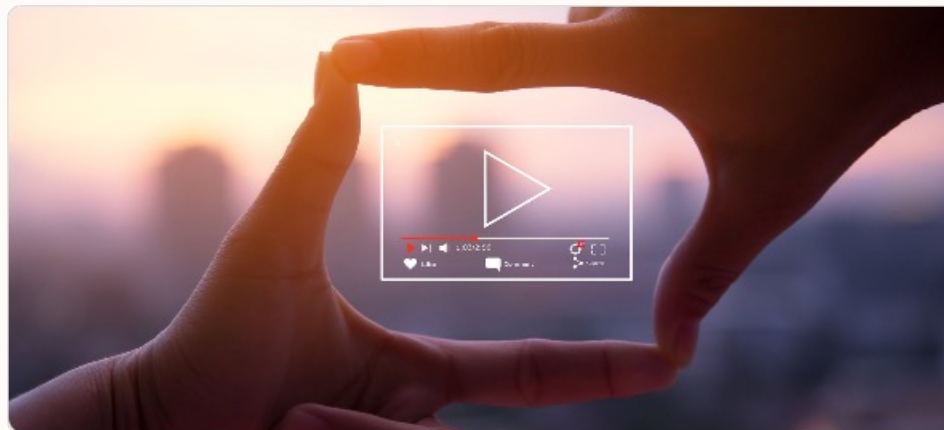
15 Perfect Elevator Pitches Explaining the value of your product or service can be difficult, especially when you only have a few minutes (like that



50 www.alexanderjarvis.com 

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Watch successful funded startup founders pitch video their companies and learn how you can raise money from venture capitalists too.



E Entrepreneur 

Use This Game-Changing Tool to Make or Break Your Pitches To Investors

Get ready to win over investors and captivate your audience with video, the best tool for conveying your message and value



Wrap up

Table 6. Evaluation elements for EIC Accelerator Open and Challenges at short proposal stage
Excellence
Excellence of the company: Does the company has the vision and ambition to scale up?
Novelty and breakthrough character of the innovation: Does the innovation have breakthrough character and a high degree of novelty compared to existing solutions?
Technology readiness level: Has the innovation reached TRL 5 (i.e. it has been tested in the relevant environment)?
Timing: Is the timing right for this innovation in terms of market, users, societal or scientific of technological trends and developments?
Impact
Competitiveness and demand: Is the innovation better than what the competition proposes, and is the solution bringing sufficient added value to trigger demand from potential customers?
Market development: Does the innovation have the potential to develop new markets or significantly transform existing ones?
Broader impact: Will the innovation, if successfully commercialised achieve positive broader societal, economic, environmental ⁷⁰ or climate impacts?
Level of risk, implementation, and need for Union support
Team: 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?

- Study the **Evaluation Criteria**.
- Find a convincing **narrative**.
- Follow the same narrative in all 3 presentation media.
- Be **informed**.
- Be **consistent**.
- Be **authentic**.
- Be **patient**.
- Be **prepared**.



Thank you.

Office Address

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