



From Research to Innovation

Opportunities in EIT & EIC

General Introductory Webinar

12 Mar 2024

Funding opportunities for transforming research findings into innovative solutions



 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




 YouTube

TurkeyinH2020 II

The official channel of "Turkey in Horizon 2020 Phase II" project. This account was produced with the financial support of the European Union and the Turkish...



 th2020.zendesk.com

Turkey in H2020 | Helpdesk



Our Team



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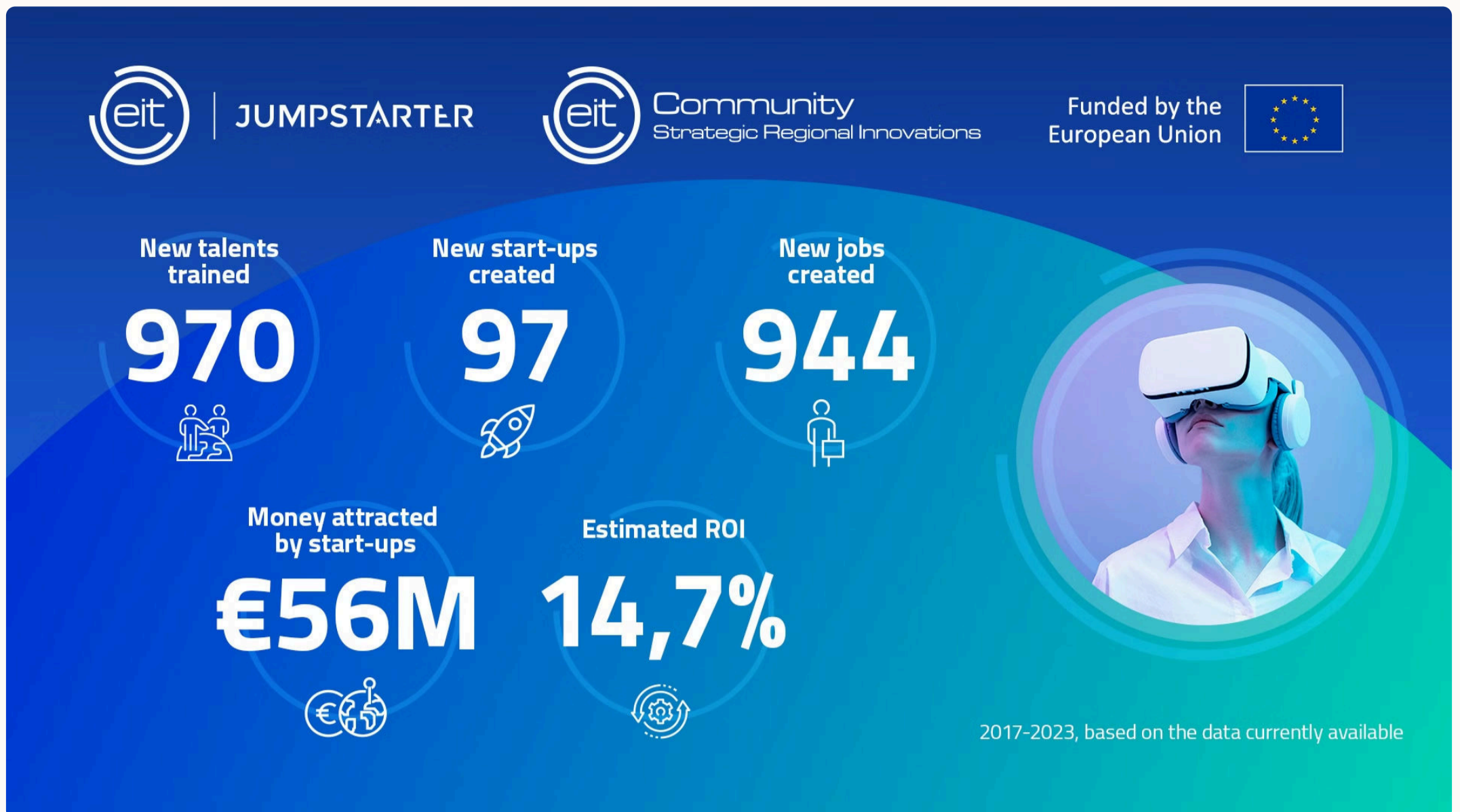
Innovation | Technology | R&D | Capacity Building |
Technical Assistance

- **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.



Opportunities beyond Research Actions

EIT Jumpstarter



What is it?

- A pre-acceleration programme designed to help scientists, researchers, innovators, and idea holders validate their innovative ideas and develop business skills to create and run their start-ups in innovative industries.
- Focuses on countries located in Central, Eastern and Southern Europe (moderate or emerging Innovators).

What does it offer?

- **Online Bootcamps (15 hours):** online modules on developing a business case for an entrepreneurial idea; pitching to investors, business-critical assumptions, and identification of next steps.
- **Learning group coaching:** support by experts to master the different topics while interacting, networking, and learning from fellow teams. Attendance of the team in learning group meetings is mandatory to proceed and pitch at the Online Pitch Day.
- **Online Thematic Pitch Day:** The pitch shall be either pre-recorded and sent in advance or will be recorded during the online event and evaluated by a team of experts powered by the EIT KICs. Teams will have the possibility to answer the jury's questions and based on their pitches and answers, the organisers will select the best performing, most committed 80 teams – 10 teams per each category – and invite them to attend the Local Joint Training, which takes place partially in person.
- **Local Joint Trainings (40 hours):** in various European locations to help teams test and validate their main assumptions set up in previous phase, enrich knowledge and practice new skills, master presentation skills, and how to set up a start-up. Business Plan considering the outcomes of the analyses prepared and delivered during the training.
- **Individual mentoring from industry and business experts:** The Local Joint Training will be organised partially in person. Small grants to cover travel and accommodation costs related to their participation in the training.
- **EIT Jumpstarter Grand Final:** 48 teams invited to deliver a pitch. Grouped into 8 categories (Health, Food, RawMaterials, InnoEnergy, Manufacturing, Urban Mobility, New European Bauhaus, and Rebuild Ukraine). Pitch in a public event in front of a jury panel, composed of experts appointed by the EIT Community. The top 3 winners awarded with financial prizes: 10K (1st), 5K (2nd), 2.5K (3rd).



EIC Short Application: 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

EIT Jumpstarter Application Form

- A simple and straight forward application form.

Team / Group's or Idea name

Please select the thematic area your idea refers to *

EIT Food
 EIT Health
 EIT Innoenergy
 EIT Manufacturing
 EIT RawMaterials
 EIT Urban Mobility
 New European Bauhaus
 Rebuild Ukraine

Team lead

Name *

First Name Last Name

Country of residence *

Citizenship *

Town or city **

Gender *

Male Female Other
 Rather not say

Email address *

Phone *

Country 0501 234 56 78

Role in a team (future start-up) *

General manager
 General researcher
 Financial manager
 Sales/marketing manager
 Visionary/ strategist
 Other (please, specify)

Role

Second team member

First Name Last Name

Country of residence

Citizenship

Town or city

Gender

Male Female Other
 Rather not say

E-mail address

Phone

Country 0501 234 56 78

Role in a team (future start-up)

General manager
 General researcher
 Financial manager
 Sales/marketing manager
 Visionary/ strategist
 Other (please, specify)

Role

Name and email of any additional team member

Name & email address per line

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Team related questions

Do you have a registered company related to this business idea? *

Yes No

Website (if available)

The development stage of your Team's Idea: *

Where does your development/idea originate from? *

Please, describe each member of your team, their strengths and competencies. *

Specify whether you need additional team members and what would be the missing competence you are looking for (EIT, together with their partners, are ready to assist you in strengthening your team): *

Current occupation of each team member *

Who of the team members is dedicated to developing a start- up

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Please, describe the current IP status of your development/idea *

Are you a student or graduate from an EIT-Labelled Programme? *

Yes No

Have you received funding earlier from any EIT organisation(s)? *

Yes No

What are your expectations for a start-up you create? *

This field is required.

Tell us about your idea in one sentence (Max. 100 words) *

0 of 100 max words.

Describe the problem you solve (Max. 100 words) *

0 of 100 max words.

Describe the solution you provide for that problem (Max. 100 words) *

0 of 100 max words.

Describe the market, size, problems and opportunities (Max. 100 words) *

0 of 100 max words.

Describe the competition (Max. 100 words) *

0 of 100 max words.

Tell us what makes your idea unique (Max. 100 words) *

0 of 100 max words.

Tell us why your team will be successful (Max. 100 words) *

0 of 100 max words.

Which country would you like to represent and fund your company in? *

Greece Other

What are your expectations from participating in the EIT Jumpstarter program? *

0 of 100 max words.

Would you join another programme by an EIT KIC after the Jumpstarter? *

Where did you learn about this opportunity? *

Terms & Conditions *



I accept the Terms and Conditions

Data Processing *

I accept that EIT Knowledge and Innovation Communities process my data
 I agree to join the EIT communication network and receive information about other EIT programs by email

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[SUBMIT](#)

 | JUMPSTARTER  Funded by the European Union

What are the key points?

- **Team:** Members, Role, Experience, Capacities, Completeness, dedication.
- **Idea:** Origin, Development stage. 1 Sentence pitch.
- **IP Status,** Prior funding.
- **Problem**
- **Solution**



EIC Accelerator - Short Proposal Form [Part B]

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



[1] Explain the problem and the solution

From Problem → Solution

- Describe the problem you have identified and explain why it is a problem and for whom.
- Describe the unsatisfied need of potential customers.
- How is this addressed today and what are the shortcomings to current solutions?

The Innovation: Solution/Products or Services

- **How your solution works**, its main features and what key areas are still subject to improvements/innovation
- **Value proposition**: explain what is unique and has breakthrough potential; how this addresses the problem; how it is better than existing solutions; and why now is the right time to bring it to the market.

Solutions in search for problems



Amazon Fire Phone (2014)

- Amazon's Smartphone to compete with iPhone and Android devices
- Failed due to high price, lack of differentiation, and buggy software.
- Considered a "me-too" product that didn't offer anything unique or compelling.



Segway Personal Transporter (2001)

- Two-wheeled, self-balancing electric scooter
- Hailed as a revolutionary transportation device, it never caught on with the public
- Users found it difficult to control and were concerned about safety
- Discontinued in 2009



Coca-Cola New Coke (1985)

- A reformulated version of Coca-Cola's flagship beverage
- Attempt to revitalize sales
- Publicly rejected, consumers are outraged over the change in taste
- The company was forced to reintroduce original formula within 3 months
- It didn't meet the needs of its target audience



The Juicero (2016)

- A \$400 juicer that squeezed juice from pre-packaged packets
- Widely mocked for high price and lack of utility
- Users could simply squeeze the packets by hand, making the juicer a completely unnecessary product.
- Considered a "solution in search of a problem."

Takeaways

- Identify **real needs** in the market before developing new products.
- Products that don't **address genuine customer pain points** are unlikely to succeed.
- Creating "solutions in search of problems" is a recipe for failure.



[2] Show your Market and your sales plan

- **Business model:** what will be your business model, including the revenue model: key activities, resources, customer relationship, channels, revenues, scalability, geographical market.
- Describe your **Go-to-Market Plan with milestones**. What are the existing key barriers preventing market entry, and how can you overcome these barriers?
- **Commercialisation strategy:** what is your marketing approach and pricing policy? (upload any letters of intent, if relevant).
- Describe the potential for scaling up (turnover, licensing).

Explain your Selling Proposition & Business Model

Highlight your unique selling proposition (USP). Identify what sets your product or service apart from the competition and highlight it in your narrative.



Apple iPod / iTunes

- **Selling proposition:** a **convenient music experience** built on a user-friendly portable music player (iPod) and a **digital music store** (iTunes) that lets users buy and download songs directly to their devices.

Superior listening Experience

Why it was better: The iPod offered a **superior listening experience** compared to traditional CD players, and iTunes provided a **hassle-free way to buy and manage music without the need for physical CDs.**



Hilti's Tool Fleet

- **Selling proposition:** provides construction businesses with **rental & leasing solutions and a preventive maintenance program**, paired with a great IT platform to reduce downtime and maximize tool utilization.

Access to the latest tools without ownership

Why it was better: Hilti's leasing approach gave consumers **access to the latest tools without ownership**, and its maintenance program kept tools in top condition, minimizing downtime and expenses.



DELL's Direct

- **Selling proposition:** a **personalized and cost-effective purchasing experience**, allowing customers to configure their PCs online or at retail stores and receive them directly, bypassing the traditional retail channel.

Eliminated the middleman

Why it was better: Dell's direct-to-customer model **eliminated the middleman**, offering lower prices and solutions tailored to individual needs.



Dollar Shave Club

- **Selling proposition:** high-quality razors at a fraction of the price of traditional brands like Gillette and Schick. A **subscription model eliminates the need to repeatedly purchase razors** at retail stores.

Convenience, affordable prices, great marketing

Why it was better: customers always have a fresh supply of razors delivered to their door (**convenience**), quality products at **affordable prices**, and a **great marketing message.**



[3] Team and management

- Present your team, including: the **track record of the founders** and key managers; available skills and experience; how you plan to ensure gender balance among your team members, including those in executive positions (at least CEO, CSO and CTO); missing skills identified (target recruitment); recruitment plans and employee retention plans designed to address the identified missing skills.
- **Governance:** describe your **board of directors**, consultants and advisors, and explain their added value and defined role in the project.
- Do you have an **Employee Stock Ownership Plan (ESOP)** in place to incentivise key non-founding members of your team?
- Describe your **capitalization table**

Build a Great Team...

A great team is essential for the success of a startup and must have:



Shared Vision

▼ Work together

Ensure everyone is working towards the same goal and that there is **no confusion or miscommunication**.



Skills

▼ Complementary Skills

Each member brings something unique to the table, and the team is well-rounded and capable of handling a variety of tasks.



Collaboration

▼ Communication Culture

Work together to solve problems and that there is a culture of open communication and feedback.



Resilience

▼ Motivation, Commitment

The team is resilient and able to overcome challenges. Members can adapt, willing to put in time and effort to overcome difficulties.

Amazing Teams

Some amazing teams from the history of business of old and new.



Ford Motors (1985)

▼ Efficiency

- **Background:** Facing mounting challenges and declining market share in the mid-1980s, Ford Motor Company embarked on a transformation journey, assembling a team of exceptional leaders to spearhead its revival.
- **Key Traits:** The 1985 Ford team exhibited exceptional leadership, operational expertise, and a deep understanding of the automotive industry.
- **Decisions that Changed the Game:** The team made bold decisions, including adopting lean manufacturing principles, investing in research and development, and focusing on quality and customer satisfaction.



Walt Disney

▼ Determination

- **Background:** During the golden age of animation, Walt Disney assembled a group of nine legendary animators, collectively known as the "9 Old Men," who were instrumental in shaping the studio's iconic characters and storytelling.
- **Unique Collaboration:** The 9 Old Men thrived on collaboration, sharing their expertise, pushing one another to innovate, and creating a culture of excellence.
- **Impact on Animation:** Their contributions revolutionized animation, shaping the art form and bringing beloved characters like Mickey Mouse, Donald Duck, and Snow White to life.



Salesforce

▼ Team Culture

- **Background:** Salesforce emerged as a pioneer in the customer relationship management (CRM) industry, transforming the way businesses interact with their customers.
- **Visionary Leadership:** Salesforce's success is closely linked to the visionary leadership of Marc Benioff, who championed customer-centricity and redefined the CRM landscape.
- **Embrace of Cloud Computing:** The company's early adoption of cloud computing enabled it to provide scalable and accessible solutions to businesses worldwide.



Netflix

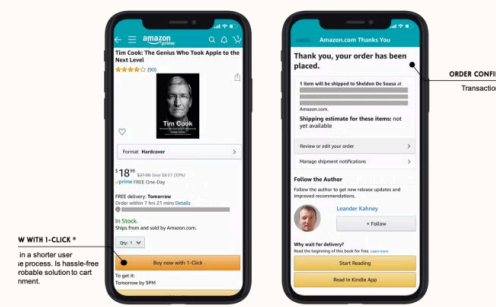
▼ Responsibility

- **Background:** In the early 2000s, Netflix disrupted the traditional entertainment industry by introducing the concept of streaming video on demand.
- **Adaptability and Innovation:** Netflix's success is attributed to its ability to adapt to changing consumer preferences, embrace technology, and continuously innovate.
- **Customer-Centric Approach:** The company's focus on customer satisfaction, data-driven decision-making, and personalized recommendations has fueled its growth and popularity.

Tell your story

Keep your message clear, simple, and repeatable. Avoid using technical jargon, and keep your language simple and easy to understand.

Be authentic. Be true to your brand and your values.



It Just Works (Apple)

- Simple and easy to understand
- Aspirational
- Consistent with Apple's brand image
- Backed up by Apple's products
- Successfully used in marketing campaigns

Just do it (Nike)

- Empowering and motivating
- Catchy and memorable
- Applicable to a wide range of situations
- Successfully used in marketing campaigns

One-Click Shopping (Amazon)

- Convenient and time-saving
- Easy to understand and remember
- Communicates the key benefit of Amazon's service
- Successfully used in marketing campaigns

Don't be Evil (Google)¹

- Sets a strong ethical standard for the company
- Differentiates Google from its competitors
- Raises the company's profile
- Successfully used in marketing campaigns



Wrap up

- Examine and explore all opportunities.
- Select the most appropriate.

1 European
Innovation
Ecosystems (EIE)

2 Cascading
Funding (FSTP)

3 EIT Jumpstarter

4 EIC Accelerator



Thank you.

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