This project is co-financed by the European Union and the Republic of Turkey

Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/IH/SER/TR

Accelerator - Project Writing Training for SMEs

Ankara, 12th February 2020

http://www.turkeyinh2020.eu

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

TÜBİTAK

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Welcome/TÜBİTAK support for SMEs

Merve Diyar – NCP SME / TÜBİTAK

http://www.turkeyinh2020.eu

Horizon 2020
EIC- SME Instrument NCO Facilities

Merve DİYAR
Tarık ŞAHİN

Horizon 2020 SME Instrument
National Contact Points
ncpsme@tubitak.gov.tr

Ankara
12 February 2020

Web Site

https://ufuk2020.org.tr/

Web Site

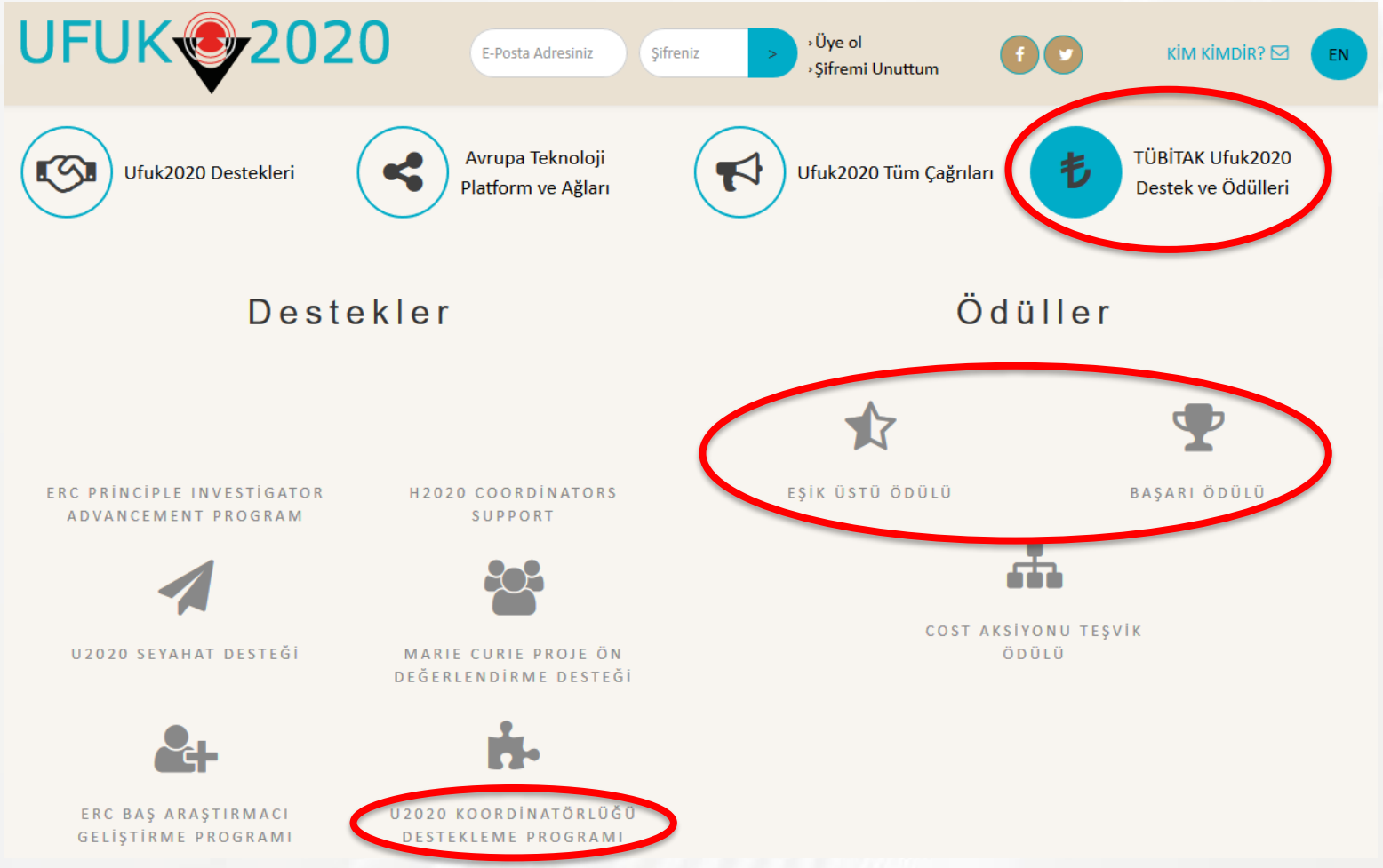
https://ufuk2020.org.tr/

Web Site - Communication

https://ufuk2020.org.tr/

H2020 Coordinators Support

https://ufuk2020.org.tr/



Koordinatörlüğü Destekleme Programı

DESTEK PROGRAMININ TANIMI VE KAPSAMI

Koordinatörlüğü Destekleme Programı, AB ÇP'ye koordinatör olarak başvuruda bulunacak, Türkiye'de faaliyet gösteren kuruluşlarda görev yapmakta olan proje koordinatör adaylarına ve onların ekiplerine yönelik bir destek programıdır.

- Program kapsamında beş alt destek bulunmakta olup bu alt destekler Konsorsiyum Kurma Amaçlı Seyahat Desteği, Konsorsiyum Kurma Amaçlı Organizasyon Desteği, Proje Yazma-Sunma Eğitimi Desteği, Proje Yazdırma Desteği ve Proje Ön Değerlendirme Desteği'dir.
- Koordinatörlüğü Destekleme Programı'na yapılan genel başvurunun onaylanmasının ardından alt desteklerin her biri için yeni başvuru yapılması ve TÜBİTAK'tan onay alınması gerekmektedir. Bu başvurularda hizmet alınacak uzman kişi/kuruluşun kriterlere uygunluğu veya eğitim/seyahat/organizasyon gerçekleştirilecekse amacına bakılarak değerlendirme yapılmaktadır.

ALT DESTEKLER

- Konsorsiyum Kurma Amaçlı Seyahat Desteği, potansiyel koordinatör adaylarının ve proje ekip üyelerinin, proje önerileri kapsamında konsorsiyum oluşturabilmeleri için toplantılara veya etkinliklere katılımları ve/veya Avrupa Komisyonu nezdinde görüşmeler gerçekleştirmek amacıyla kullanabilecekleri destektir. Onaylanan her bir koordinatörlüğü destekleme programı başvurusu kapsamında, en çok dört seyahat desteklenir.
- Konsorsiyum Kurma Amaçlı Organizasyon Desteği, koordinatör adayının ve kendi araştırma ekibi üyelerinden bir kişinin,

Destek Sorumlusu

Başvuru
Değerlendirme
Uzman Kişi ve Kuruluşlar
Ödeme
Yükümlülükler ve Kısıtlar
Gerekli Dokümanlar

Alan Anasayfa

https://ufuk2020.org.tr/

ALT DESTEKLER

- Konsorsiyum Kurma Amaçlı Seyahat Desteği, potansiyel koordinatör adaylarının ve proje ekip üyelerinin, proje önerileri kapsamında konsorsiyum oluşturabilmeleri için toplantılara veya etkinliklere katılımları ve/veya Avrupa Komisyonu nezdinde görüşmeler gerçekleştirmek amacıyla kullanabilecekleri destektir. Onaylanan her bir koordinatörlüğü destekleme programı başvurusu kapsamında, en çok dört seyahat desteklenir.
- Konsorsiyum Kurma Amaçlı Organizasyon Desteği, koordinatör adayının ve kendi araştırma ekibi üyelerinden bir kişinin, yurtiçi veya yurtdışında düzenleyecekleri ve en çok iki gün sürecek konsorsiyum toplantıları için verilen destektir.
- Proje Yazma-Sunma Eğitimi Desteği, koordinatör adaylarının proje fikirlerini yazılı bir projeye dönüştürebilmelerine ve Avrupa Komisyonu'na sunabilmelerine olanak sağlamak amacıyla, söz konusu koordinatör adaylarının veya proje ekip üyelerinden en fazla iki kişinin bu konuda tecrübeli kuruluşlardan alacakları eğitimlere katılım ücretlerini ve etkinliğe katılıma ilişkin seyahat masraflarını kapsar.
- Proje Yazdırma Desteği, kriterlere uyan uzman kişi ve kuruluşlardan proje yazdırma hizmeti alınması için verilen destektir.
- Proje Ön Değerlendirme Desteği, koordinatör adaylarının yazılı hale getirdikleri proje önerilerini, Avrupa Komisyonu'na sunmadan önce, kriterlere uyan uzman kişi veya kuruluşlara inceletmeleri için verilen destektir.

Accelerator – Built on SME Instrument

- **Individual SMEs with high-risk, high-growth potential** aimed at creating new markets and at technology demonstration (TRL 6) level.
- **Substantial funding** for the last stages of development
  - Product/Service development, trials, prototyping, validation, demonstration an testing in real-world conditions, market conditions
- **Bottom-up**: all sectors, products, services, new business models
- **Grant**
  - **€0.5 - 2.5 million** (funding rate 70% of total cost of project)
- **With equity option (blended finance)**
  - Plus **up to €17.5 million**

Cut-off Dates

18 March 2020

Green Deal

19 May 2020

07 October 2020

This Green Deal topic specifically concentrates on those innovations that fuel the societal transition towards sustainability while supporting EU's competitiveness and leadership in clean technologies.

Projects must support the Green Deal implementation by significantly contributing (and proposals must quantitatively estimate that contribution) to at least one of the following sustainability goals:

- Increasing the EU's climate mitigation and/or adaptation ambition;
- Supplying clean, affordable and secure energy;
- Transitioning of industry to a clean and/or circular economy (including waste prevention and/or recycling);
- Building and renovating in an energy and resource efficient way;
- Accelerating the shift to sustainable and smart mobility;
- Transition to a fair, healthy and environmentally-friendly food system;
- Preserving and restoring ecosystems and biodiversity;
- Realising a zero pollution ambition and a toxic-free environment.

Teşekkürler!

ncpsme@tubitak.gov.tr

https://ufuk2020.org.tr

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 Phase II

Aleksander Bakowski – Team Leader

http://www.turkeyinh2020.eu

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

This project is co-financed by the
European Union and the Republic of Turkey

Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Dr. Aleksander Bakowski

Team Leader, Turkey in Horizon 2020 Phase II Project

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon2020: Phase II
Support to Turkish participation in the EU Framework Programmes for Research and Innovation

Aleksander Bakowski, Team Leader

Ankara, 12th February 2020

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Turkey in Horizon 2020 Phase II
Key Project Objectives

- Provide support to Turkish participation in Horizon2020
- Strengthen capacity of Turkey in Science, Technology and Innovation
- Facilitate integration of the Turkish Research Area to the European Research Area through increasing participation in Horizon2020
- Variety of activities; **Knowledge Diffusion**; **Raising Awareness**; **Networking**; **Training events**; **Publications**; **Online Tools**; etc.

Commenced 07.01.2019; closes: 07.01.2022

Web site: **http://www.turkeyinh2020.eu/**

Turkey in Horizon2020

Return Amount: €177,0m as of December 2019.

816 Turkish participants (0.64%)
EU = €177.0m (0.36%)

97 SMEs (137 participations) in funded projects
EU = €29m.
49 in SME Instrument
EU = €9,6 m.

145 Coordinators
EU = €48 m.

586 projects with Turkish participation (2,2%)

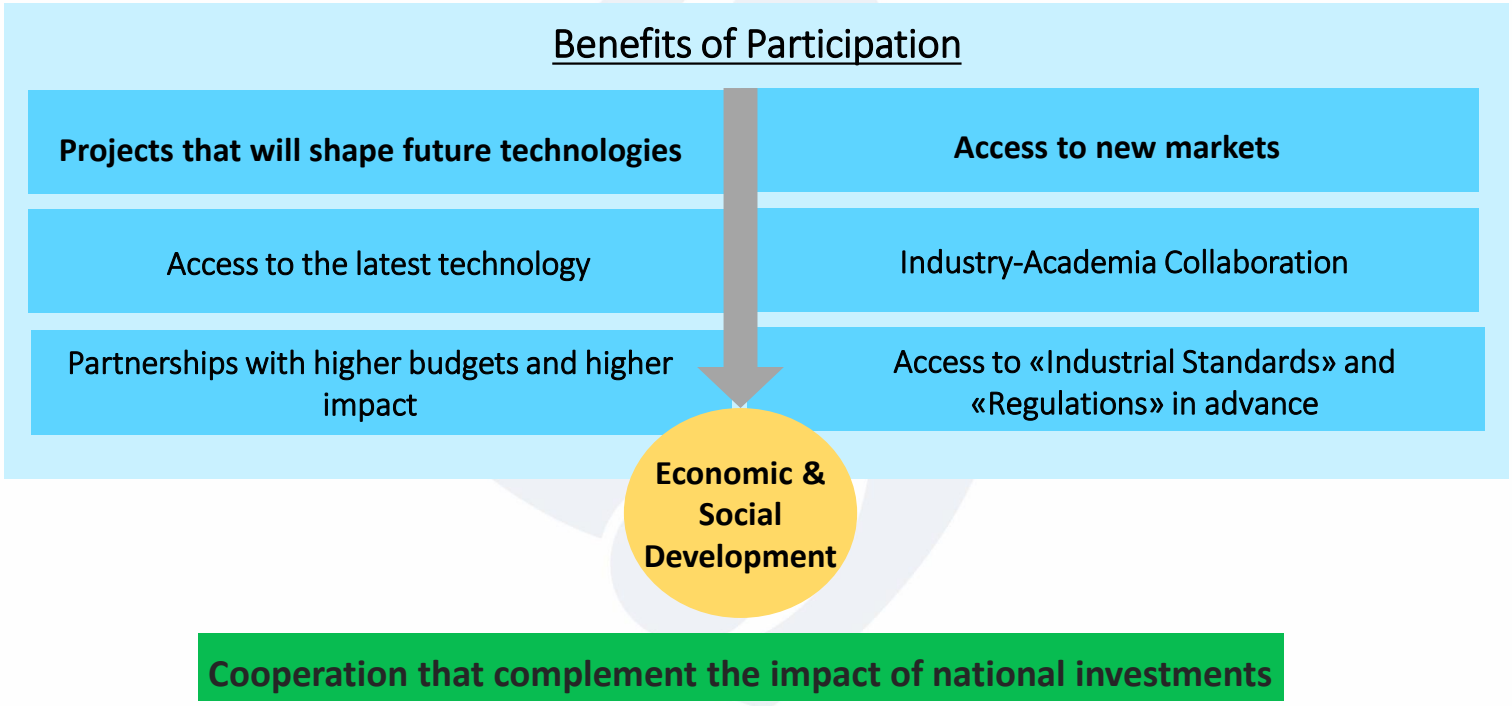
17.3%

SME

21.4%

LE

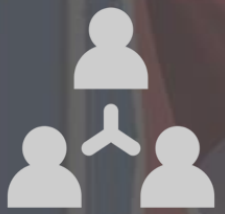
Why to participate in Horizon2020?



Our project is here to help…

Training Events

- Information Multipliers
- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Lobbying
- Project Writing Camps



SME Support

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

Networking

- Brokerage Events
- International Study Visits
- Award Ceremonies
- Conferences
- National Adisory Groups

Tools

- Website
- Training
- Helpdesk
- Guides

Turkey in Horizon2020

Return Amount: €167,9m.

768 Turkish participants (0.64%)

EU = €167.9m. (0.36%)

130 SMEs in funded projects
EU = €29m.
43 in SME Instrument
EU = 9,5 m.

145 Coordinators
EU = €48 m.

558 projects with Turkish participation (2.2%)

17.3%

SME

21.4 %

LE

Project Launch Event & Information Multipliers Trainings

Schedule:

- Launch & IMS 1: April, 2019, Ankara
- IMS 2: Sep, 2019, Istanbul
- IMS 3 & 4: 2020, Ankara & Istanbul
- IMS 5 & 6: 2021, Ankara & Istanbul

Description / Objectives of the Events:

- A 2-day event dedicated to IMs.
- Familiarise IMs with advanced H2020 issues
- Proposal development & Consortium Building
- Innovation, Business Management
- Impact of H2020 proposals
- Commercialisation of H2020 results

Training: Preparing proposals for H2020 & Horizon Europe

Events	Type of training	Year	Participants	Content
6+3	General & Introductory Trainings	2020, 2021	600+300	General information about the new programme (Horizon 2020 & Horizon Europe)
12	Focused Group Trainings	2019, 2020	360	Proposals development in specific thematic priorities, new Green Deal call
3	Project Writing Camp	2019, 2020	60	Proposal writing
3	Access to Risk Finance	2020, 2021	300	Innovation funding schemes, business Support
2	Trainings on lobbying	2020, 2021	100	Lobbying on programme and proposals level
3	IPR Trainings	2020, 2021	300	Intellectual Property for H2020

General & Introductory Trainings for HE

Schedule (start date June 2020):

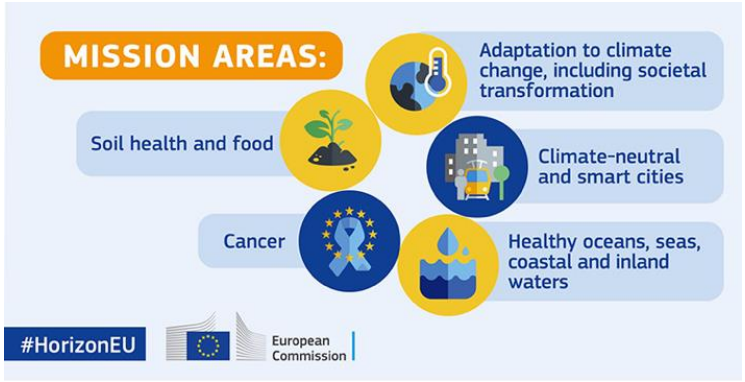
- GIT 1 – 5, 2020
- GIT 6, 2021

Description / Objectives of the Events:

- 1-Day Introductory Event
- Raising Awareness on TARAL for HE opportunities
- Intro to eligibility, rules, calls, themes etc.

Audience:

- Newcomers to Horizon Europe
- Inexperienced researchers



Focus Group Trainings

Schedule:

- FGT1 Clean Sky, May 2019, Ankara
- FGT2 Security, May 2019, Ankara
- FGT3 Energy, May 2019, Istanbul
- FGT4 ERC, Sep 2019, Ankara
- FGT5 ICT, Oct 2019, Ankara
- FGT6 PRIMA MED, Dec 2019, Ankara
- 6 more FGT events in 2020

Description / Objectives of the Events:

- A 2-day event designed for experienced Stakeholders.
- Increase participation in H2020 & HE
- Deliver Specific Knowledge on project preparation
- Training organised under specific thematic areas.
- Green Deal call event planned

Proposal Writing Camps

Schedule:

- PWC1 TWINNING, Jul 2019, Ankara
- PWC2 ERC, Oct 2019, Ankara
- 1 more PWC event in 2020 (IF of MSCA)

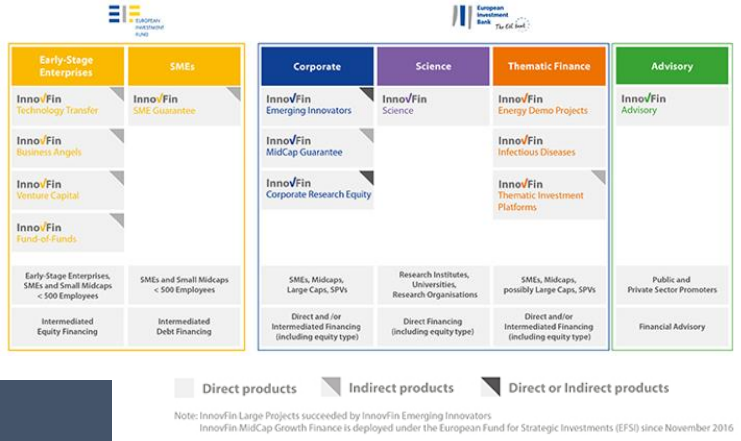
Description / Objectives of the Events:

- 5-Day Proposal Writing for Coordinators.
- Familiarisation with specific theme/call
- Develop proposal framework & specific context
- Targeted on specific H2020 & HE calls

Access to Risk Finance

Schedule:

- ARF1, April 2020, Istanbul
- ARF2, Sep 2020, Istanbul
- ARF3, 2021, Istanbul



Description / Objectives of the Events:

- 1-Day high profile event.
- Present and explain available EU Finance Instruments for innovators (InnovFIN)
- Increase awareness in SMEs and industry of new financial instruments

Audience:

- Financial Intermediaries, Finance Professionals (VC's, Business Angel Networks, Banks etc.)
- SMEs, startups & Entrepreneurs

Photos from Previous Turkey in H2020 Project (2016-17)

IPR Trainings

Schedule:

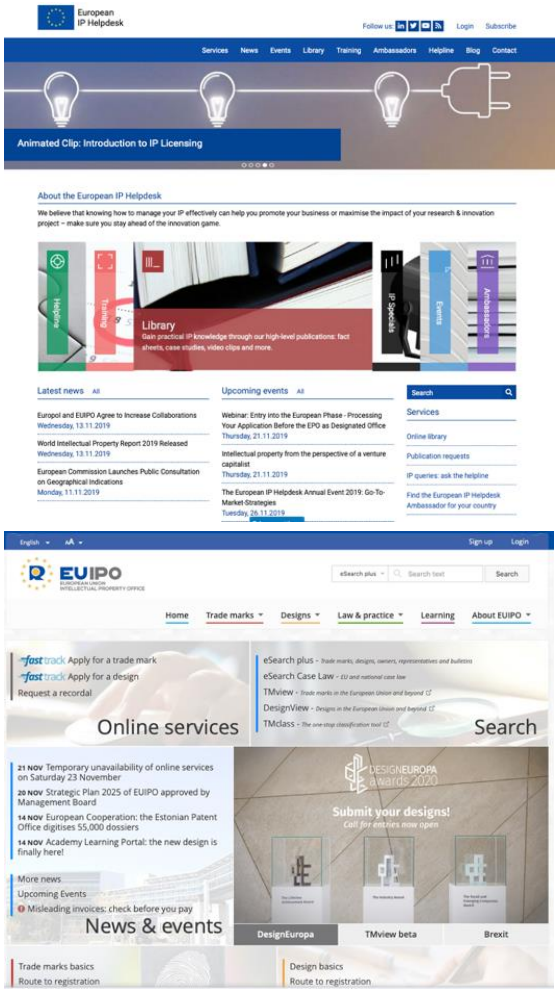
- IPR1, May 2020
- IPR2, Oct 2020
- IPR3, 2021

Description / Objectives of the Events:

- 2-Day highly specialised event for experienced researchers
- Detailed analysis of IPR issues in Horizon 2020 & Horizon Europe
- Exploitation, Commercialisation of Results

Audience:

- Experienced Researchers, Legal professionals, IPR practitioners



Training on Lobbying

Schedule:

- LOB1, June 2020
- LOB2, 2021

Description / Objectives of the Events:

- 1-Day highly specialised event
- Help individuals increase their knowledge on EU institutions and agencies
- understand how to lobby on programme level and through European Partnerships

Audience:

- coordinators, experienced researchers, senior officials, NCPs

Support to SMEs

- Project Writing Training
- Project Writing Camps
- Investment Readiness Training
- Pitching Workshop
- Webinars
- One-to-One Consultancy Support
- Feasibility Report Consultancy

Support to SMEs for Horizon 2020

No	Activity	Year	No. of participants	Content
50	1-to-1 Project Writing consultancy support	2019-21	50	Consultations to improve the quality of SME Instrument project proposals
6	Project Writing Camps	2019-21	120	Proposal preparation workshops for selected SMEs
12	Project Writing Trainings	2019-21	600	General SMEI proposal writing training
9	Webinars	2019-21	225	For newcomers to SMEI
1	Pitching Workshop	2020	30	For high growth potential start-ups who may be invited to pitch to the EC
1	Investment Readiness Training	2019	30	For SMEs who may be pitching to investors
10	Feasibility Report Consultancy	2019-21	10	SMEs which have been awarded “Seal of Excellence” from EC

Project Writing Training for SMEs

Schedule:

- 4 events x 1 day held in 2019 (Ankara, Istanbul, Izmir & Adana)
- Target 200; 222 attended
- 4 more events in 2020 (Feb, Mar, Jun, Jul) and 4 in 2021 – targeted at 50 attendees each

Description / Objectives of the Events:

- General guidance on proposal development and authoring
- Explanations and exercises on EC proposal structure
- Review of evaluation process focusing on what evaluators look for
- Shared experience with Turkish proposal developers

Project Writing Camps for SMEs

Schedule:

- 2 events x 1 day held in 2019 (Ankara & Istanbul)
- Target 40; 67 attended
- 2 more events in 2020 (Jan, Mar) and 2 in 2021 – targeted at 20 attendees each

Description / Objectives of the Events:

- Guidance on each proposal element, based on EC structure
- Review of evaluation process focusing on what evaluators look for
- Share experience with successful Turkish SMEs
- Short evaluation meetings with project experts to review proposals in preparation

Investment Readiness Training for SMEs

Schedule:

- 1 Event over the course of the Project
- Held in Istanbul on 17th July
- Target 30; 53 attended

Description / Objectives of the Events:

- Presentations/discussions with venture capitalists, bankers and other funding bodies
- Feedback from funding institutions on what makes a potential investment attractive to backers
- Guidance on how to bring out the best in the content of pitches to potential investors
- Guidance on pitching techniques to optimize their impact

Pitching Workshop for SMEs

Schedule:

- 1 Event over the course of the Project
- To be held in Istanbul on 28 April 2020
- Target 30 attendees

Description / Objectives of the Events:

- Presentations/discussions with EC officials involved in judging process
- Feedback from Turkish judges on what the judging panel look for in SME pitches
- Guidance on how to bring out the best in the content of pitches to EC judges
- Guidance on how to optimize the impact of pitches

Judging by Unknown Author is licensed under CC BY-SA

Webinars

Schedule:

- 3 Webinars in 2019
- 3 held so far (28/03 & 23/07 & 10/12) attracted overall audience of 260 against 75 target
- 3 more webinars in 2020 (Feb, April, Nov) and 3 in 2021

Description / Objectives of the Webinars:

- Aimed at newcomers to H2020 and EC programmes
- Topics selected by TÜBİTAK; Web1 on 'What is SMEI?', Web2 on 'Accelerator' programme
- Format: introduction to TÜBİTAK services for SMEs, followed by main presentation then live questions – 2 hours overall
- Presentations and questions/answers placed on project web site

One-to One Consultancy Support

Target audience:

- High-growth, high-tech SMEs
- With proposals that have not reached the EC pass mark
- 50 SMEs will receive 2 days of consultancy in 2020/21

Description / Objectives:

- Undertake self-assessment exercise
- Identify issues within the businesses – especially those that affect their proposals
- Provide ‘Road Maps’ for the SMEs to use in developing their businesses
- Improve their proposals so that they will have a better chance of funding success

Feasibility Report Consultancy

Target audience:

- High-growth, high-tech SMEs
- With proposals that have received EC 'Seal of Excellence'
- 10 SMEs will receive up to 4 hours of consultancy in 2020-21

Description / Objectives:

- Undertake self-assessment exercise
- Identify issues within the businesses – especially those that affect their proposals
- Provide 'Road Maps' for the SMEs to use in developing their businesses
- In-depth improvement of proposals and presentation using external partners to look at markets, customers, technology, finance, etc.

Networking Activities

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

Networking & Knowledge Diffusion on Horizon Europe

Event	Type of training	Year	Participants	Content
2	Brokerage events	2019	300	Collaboration opportunities, F2F meetings, Consortia building
20	International Study Visits from TARAL to EU key players	2019, 2020, 2021	200	Networking and projects partnerships
20	National Advisory Group Meetings	2019, 2020, 2021	300	Strategic approach to partnership & Horizon Europe
3	Annual Award Ceremony	2020, 2021	450	Awards for successful H2020 participants
1	Horizon Europe Launch Conference	2020	300	International launching conference on Horizon Europe
3	Info Days on Horizon Europe (HE)	2020, 2021	300	Info days to present HE

Brokerage Events

Schedule:

- ICTurkey2019, Istanbul, Jul 2019
- Cities of the Future, Brussels, Nov 2019

Description / Objectives of the Events:

- Networking & Face to Face meetings
- New partnership opportunities
- New collaborations in H2020

Event	Participants	Meetings
ICTurkey2019	431	> 1000
CoF2019	298	> 700

International Study Visits

Schedule:

- ISV1, SECURITY / CERTH / Thessaloniki, GR / Jul 2019
- ISV2, R&I Days / Brussels, BE / Sep 2019
- ISV3, SOCIAL SCIENCES / ZSI / Vienna / Dec 2019
- ISV4 – 12 / Jan: AI, Manufacturing, Feb: HEALTH, March: ICT, SECURITY, Apr: NMBP/ Germany, Greece, Italy, Spain, Portugal, UK, Netherlands, Serbia/ in 2020
- ISV13 – 20 / HORIZON EUROPE MISSIONS & THEMES / Multiple locations / in 2021

Description / Objectives of the Events:

- Networking & consortium building between EU & TR researchers
- Face to Face meetings to discuss specific calls and opportunities
- Visit to successful H2020 players
- Exchange of knowledge and ideas, concept development

National Advisory Group Meetings

Schedule:

- NAG1 – Batteries, Apr 2019
- NAG2 - Rare Diseases, Nov 2019
- NAG3 – IPA Projects, Nov 2019
- NAG4 – ESCEL, Feb 2020
- NAG5 – TR Municipalities, Feb 2020
- NAG6 – HORIZON EUROPE, May 2020
- NAG7 – CANCER Mission, Jun 2020
- NAG8 – 11, 2020
- NAG12 – 20, 2021

Description / Objectives of the Events:

- A “platform” to support exchanging views between Turkish stakeholders
- Invite key speakers from Europe to present the new Horizon Europe opportunities
- Establish connections between Turkish and European stakeholders
- Exchange of knowledge and ideas, concept development

Award Ceremonies

Schedule:

- AWC1,2 : 2020
- AWC3 : 2021

Description / Objectives of the Events:

- Promote the success of achieved stakeholders
- Create a positive trend among Turkish R&D stakeholders
- Show to community that policy makers and responsible government bodies are aware of outstanding accomplishments
- Recognition motivates organisations and individuals to strive to do better
- Chance for celebration and reflection

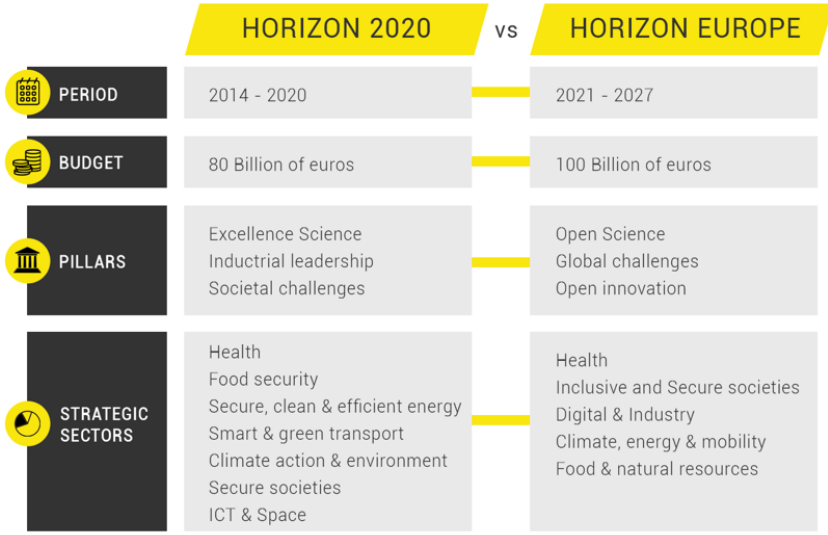
Horizon Europe Launch Conference & Info Days

Schedule:

- HEC : Sep-Dec 2020
- INF 1 - 3: 2021

Description / Objectives of the Events:

- 1 high profile conference to mark the start of Horizon Europe calls
- 3 Infodays to promote participation in HE, explain differences between H2020 and HE, present calls and thematic areas

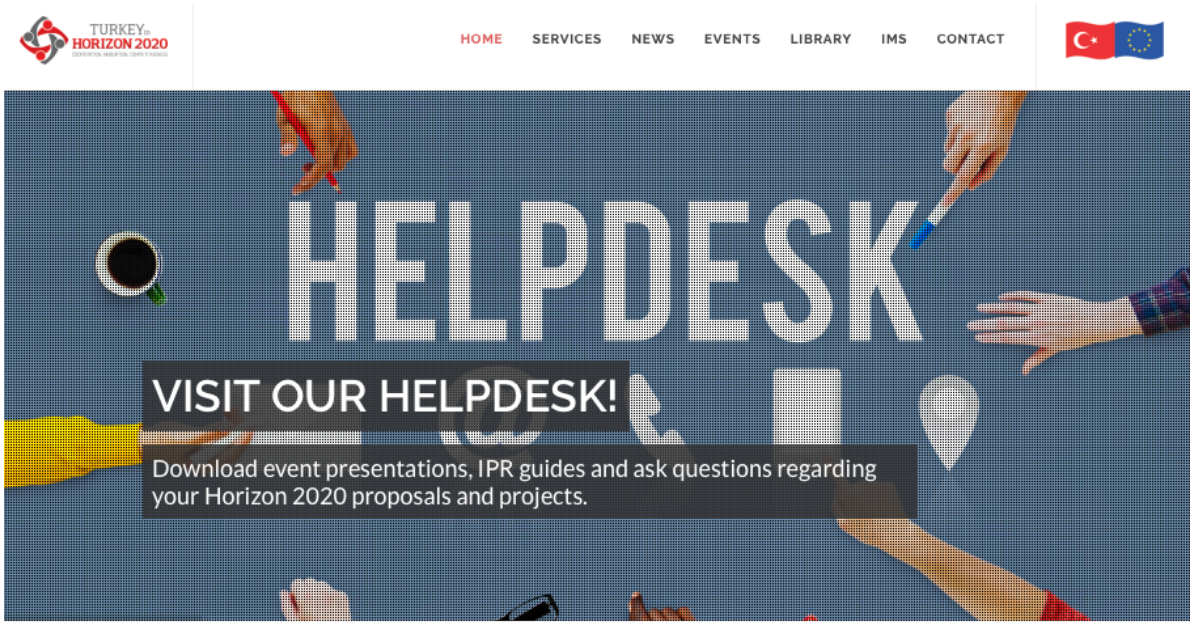


HORIZON EUROPE NEW FEATURES

- Support of cutting edge with the creation of a European Innovation Council
- Multiple of impacts through a mission-oriented approach and citizen participation
- More open innovation
- A new approach to partnerships
- Simplification of regulations and administrative burdens

Make use of our Online tools:

- Website
- Helpdesk
- Guides



WELCOME TO THE OFFICIAL PAGE OF "TURKEY IN HORIZON 2020" PROJECT!

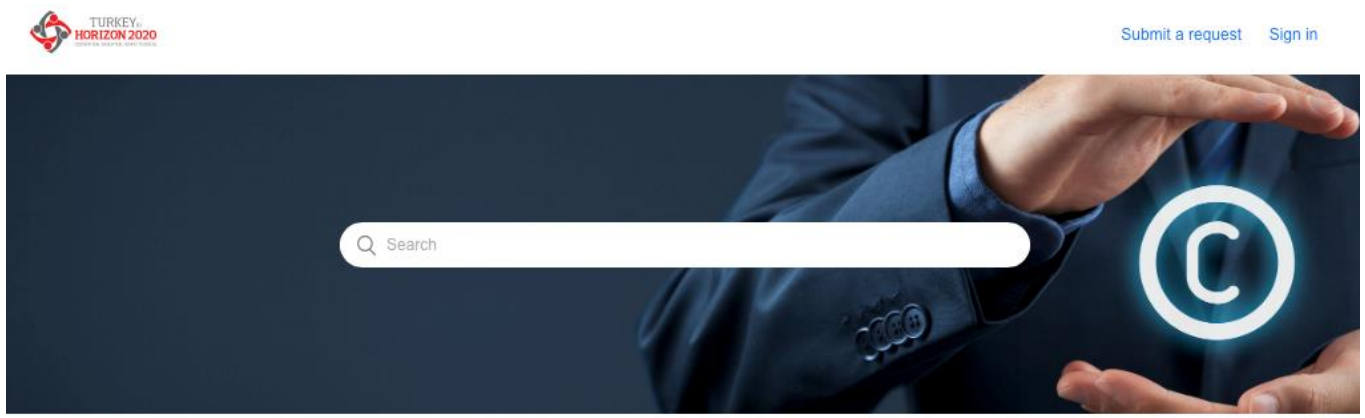
// Download our Intellectual Property and Legal & Financial Guides for Turkish Participants! Available in English and Turkish.// We are here to support Turkish public and private organisations, industry and SMEs to maximise their benefits from Horizon 2020, the European Union programme for Research & Development. Turkey has an excellent opportunity to increase the participation of its SMEs, foster innovation and bring together researchers and entrepreneurs from Europe and Turkey. The project offers workshops & training, consultancy services, legal, financial and IPR support for Horizon 2020 proposals through a helpdesk, evaluation services plus collaboration and communication tools for networking with the Information Multipliers!

Latest News

Horizon 2020 Cities of the Future 2019

10 Sep 2019

http://turkeyinh2020.eu



Where to start with Horizon 2020

This section explains in simple words where to start and how to exploit successfully funds from the largest European ...

Training & Networking Events (Phase II)

This is the section of all the training & networking activities under the Turkey in Horizon 2020 Phase II project (20...

Training Events (2016-2017)

Presentations & Training materials from the previous Turkey in H2020 Project (2016-2017). Training Events, guidance a...

Proposal Development

In this section you can find Proposal Development guidelines, administrative manuals, statistics and anything related...

Legal & Financial Issues

Consortium Agreement, Grant Agreement, Budget, Costs and Legal & Financial Issues related to H2020.

Intellectual Property (IP) Guide

A dedicated area of our Helpdesk exclusively for Intellectual Property Rights and related issues in Horizon 2020.

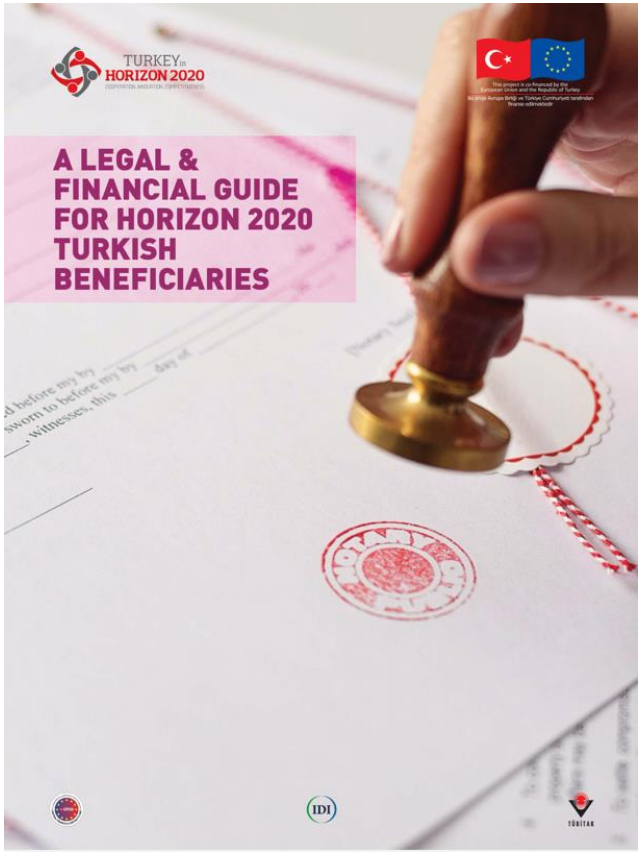
Promoted articles

ISV-3: SOCIAL SCIENCES International Study Visit to ZSI, Vienna

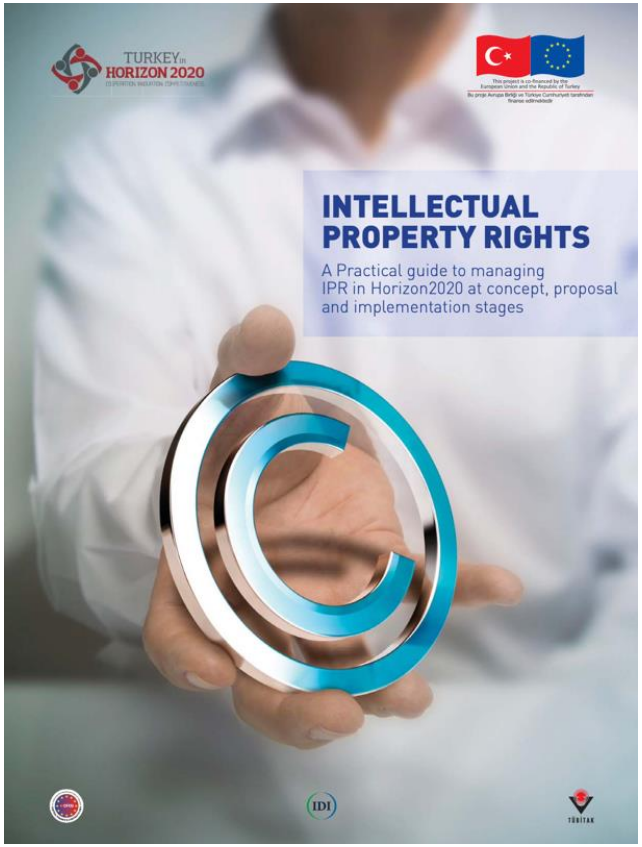
PWT-SME-4: Project Writing Training for SMEs

FGT-5: Focus Group Training on ICT

http://helpdesk.turkeyinh2020.eu



http://bit.ly/TH2020-Legal



http://bit.ly/TH2020IPR

Plans for the next 3 months: February

Activity	Event No	Location	Date planned	Thematic Area	Reference document/ comments
A2.4 VISITS TARAL	ISV5	Thessaloniki	2020, February 10-14	ICT/HEALTH	
A1.3.2 Proposal Writing Training for SMEs	PWT5	Ankara	2020, February 12	SME Accelerator	Eastern Anatolia
A1.3.2 Proposal Writing Training for SMEs	PWT6	Istanbul	2020, February 14	SME Accelerator	Western Anatolia
A2.5 Advisory Group Meetings	AGM4	Istanbul	2020, February 18	ECSEL	ECSL JU key players, ECSEL success stories, EXCEL calls, presentation of project ideas - 3 parallel sessions. Venue Boğaziçi University.
A1.2.3 Focused Group Trainings	FGT7	Ankara	2020, February 17-18 or 20-21	Health	Workprogramme 2020
A1.2.3 Focused Group Trainings	FGT8	Ankara	2020, February 25-26	INNO SUP	Workprogramme 2020
A2.4 VISITS TARAL	ISV6	Madrid	2020, March 9-13	Security	
A.1.2.5 Access to Risk Finance	ARF1	Istanbul	2020, April (tbc)	Access to Risk Finance for SMEs	The aim of the event is to increase awareness in SMEs for new financial instruments available.

TH2020 Team of Experts

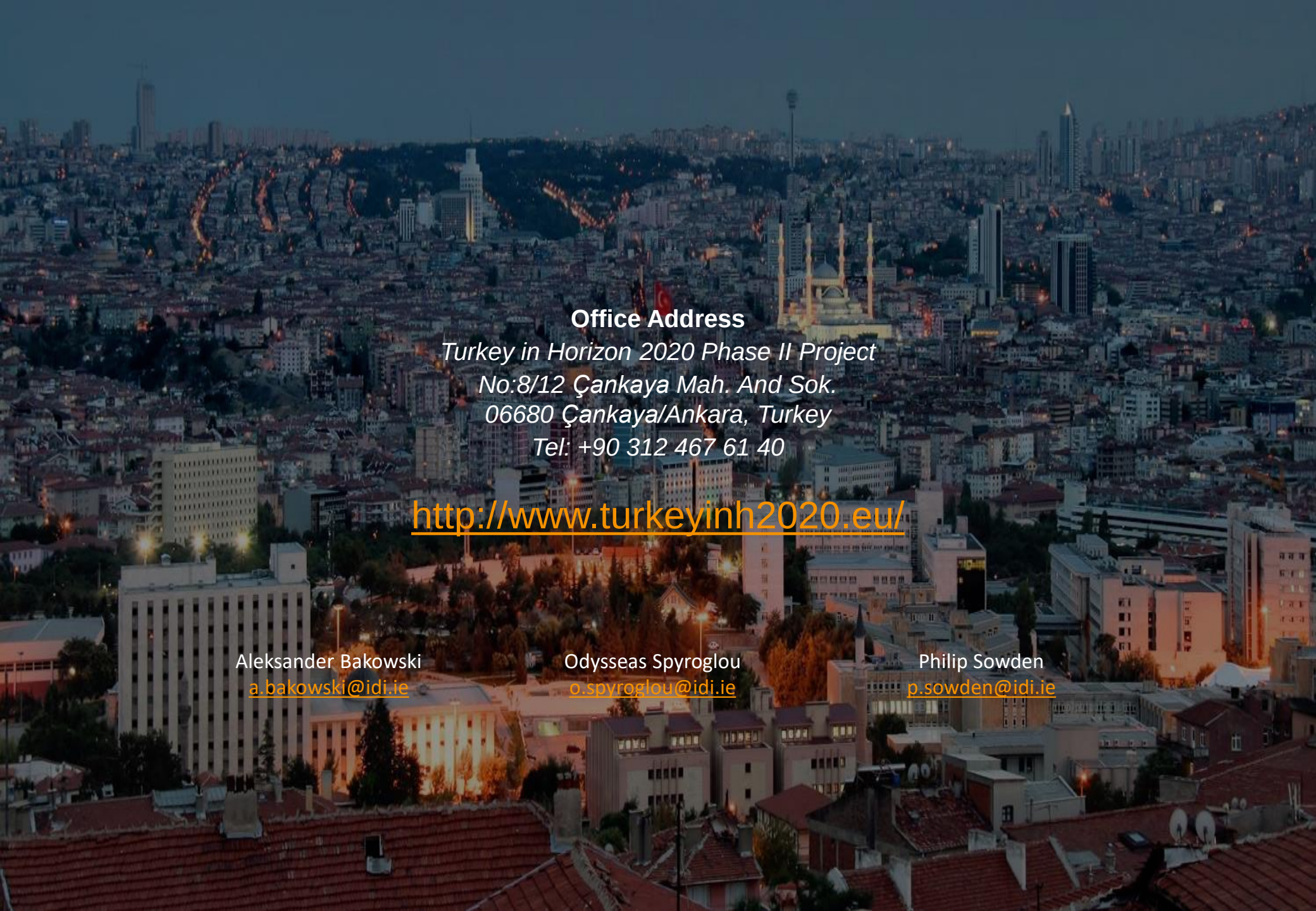
DR ALEKSANDER BAKOWSKI
TEAM LEADER
a.bakowski@idi.ie

ODYSSEAS SPYROGLU
LEGAL & FINANCIAL EXPERT
o.spyroglou@idi.ie

PHILIP SOWDEN
SME EXPERT
p.sowden@idi.ie

GRIGORIS CHATZIKOSTAS
TRAINING COORDINATOR
g.chatzicostas@idi.ie

YASEMIN EDA ERDAL
SME INSTRUMENT EXPERT
yerdal@idi.ie



Office Address

Turkey in Horizon 2020 Phase II Project
No:8/12 Çankaya Mah. And Sok.
06680 Çankaya/Ankara, Turkey
Tel: +90 312 467 61 40

http://www.turkeyinh2020.eu/

Aleksander Bakowski
a.bakowski@idi.ie

Odysseas Spyroglou
o.spyroglou@idi.ie

Philip Sowden
p.sowden@idi.ie

This project is co-financed by the
European Union and the Republic of Turkey

Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 Phase II

Philip Sowden – SME Key Expert

http://www.turkeyinh2020.eu

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

Presentation:

Horizon 2020 and the SME Instrument

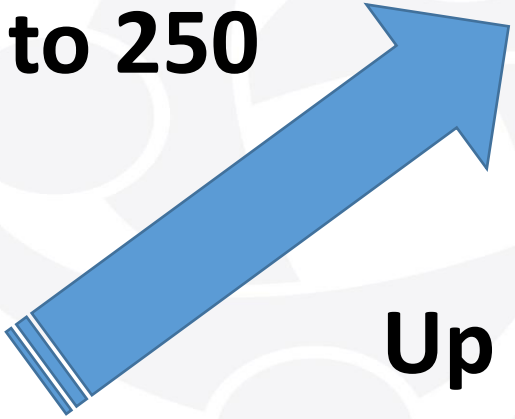
Transition from SMEI to Accelerator

The ‘Green Deal’ Initiative

Horizon 2020 Framework Programme…

H2020 is mainly aimed at SMEs…

1 to 250



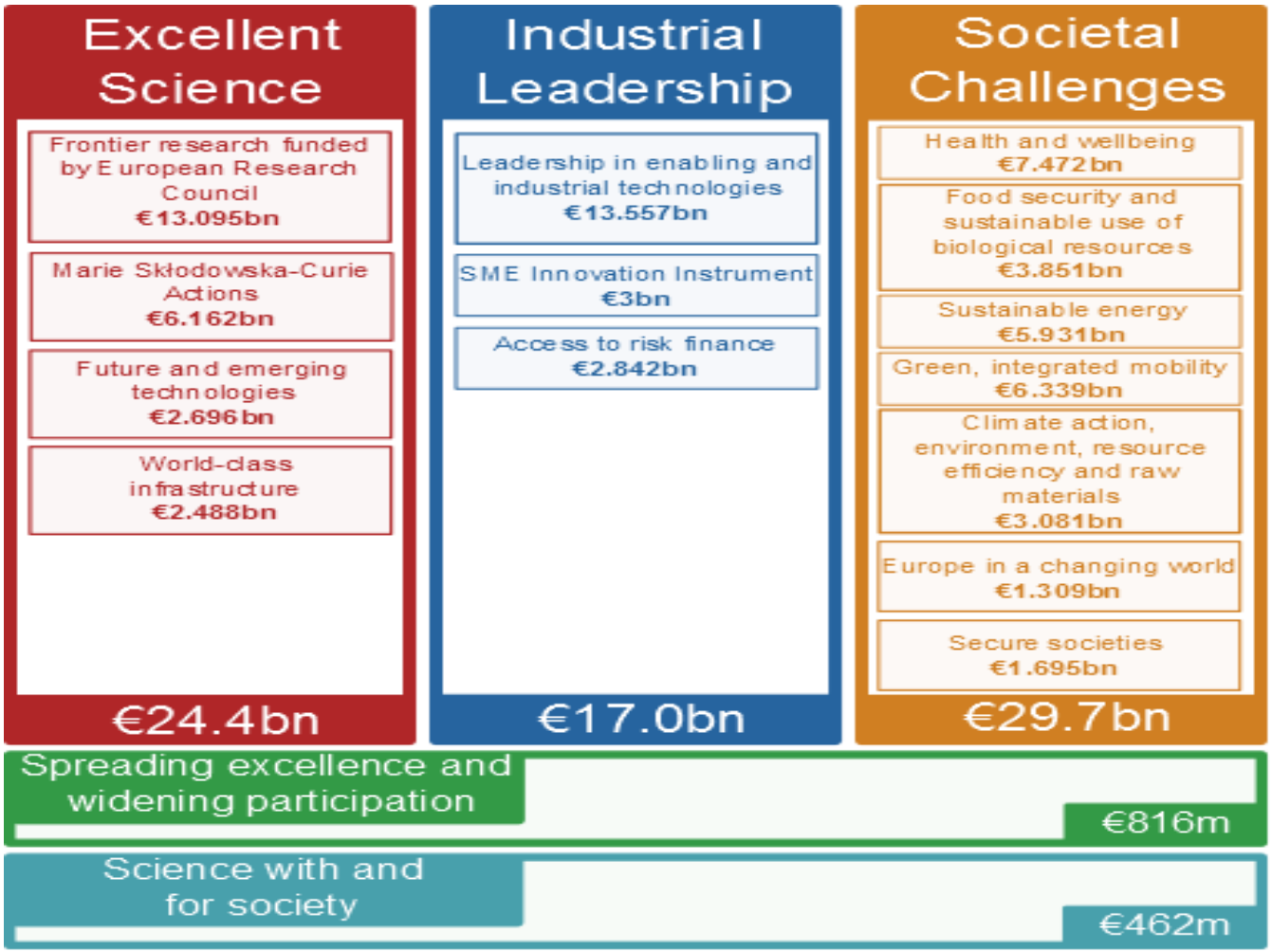
Up to €50m turnover

SMEs are very important to Turkey

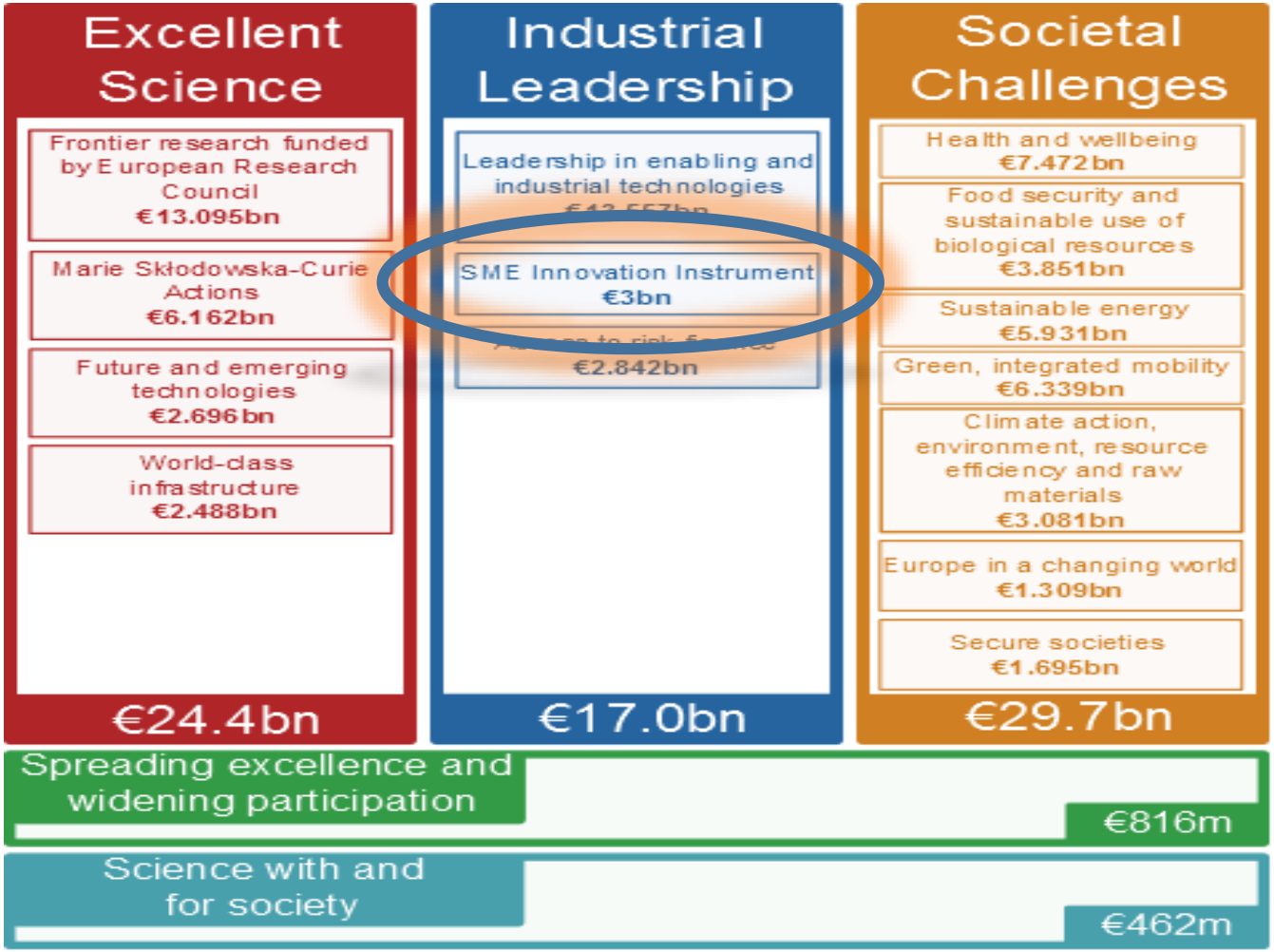
92% of Enterprises
78% of Employment
53% of GDP

Successful SMEs…

Horizon 2020



Horizon 2020



Horizon 2020

European Green Deal

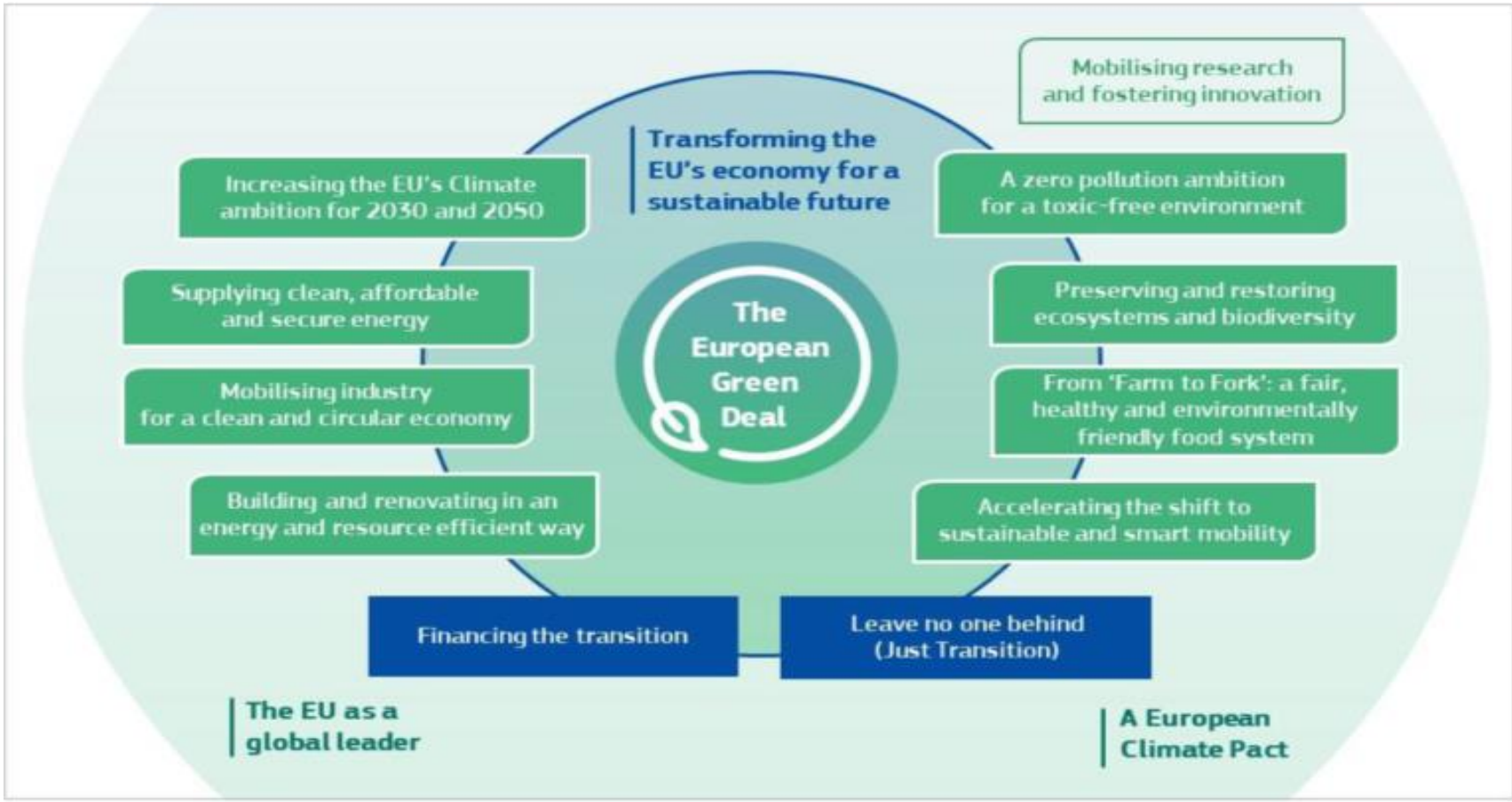
AIMS…

- Europe to become first carbon neutral continent by 2050
- Protect human life, animals and plants by cutting pollution
- Help companies become world leaders in clean products and technologies
- Help ensure a just and inclusive transition

‘Circular Economy’

‘Circular Economy’

Horizon 2020



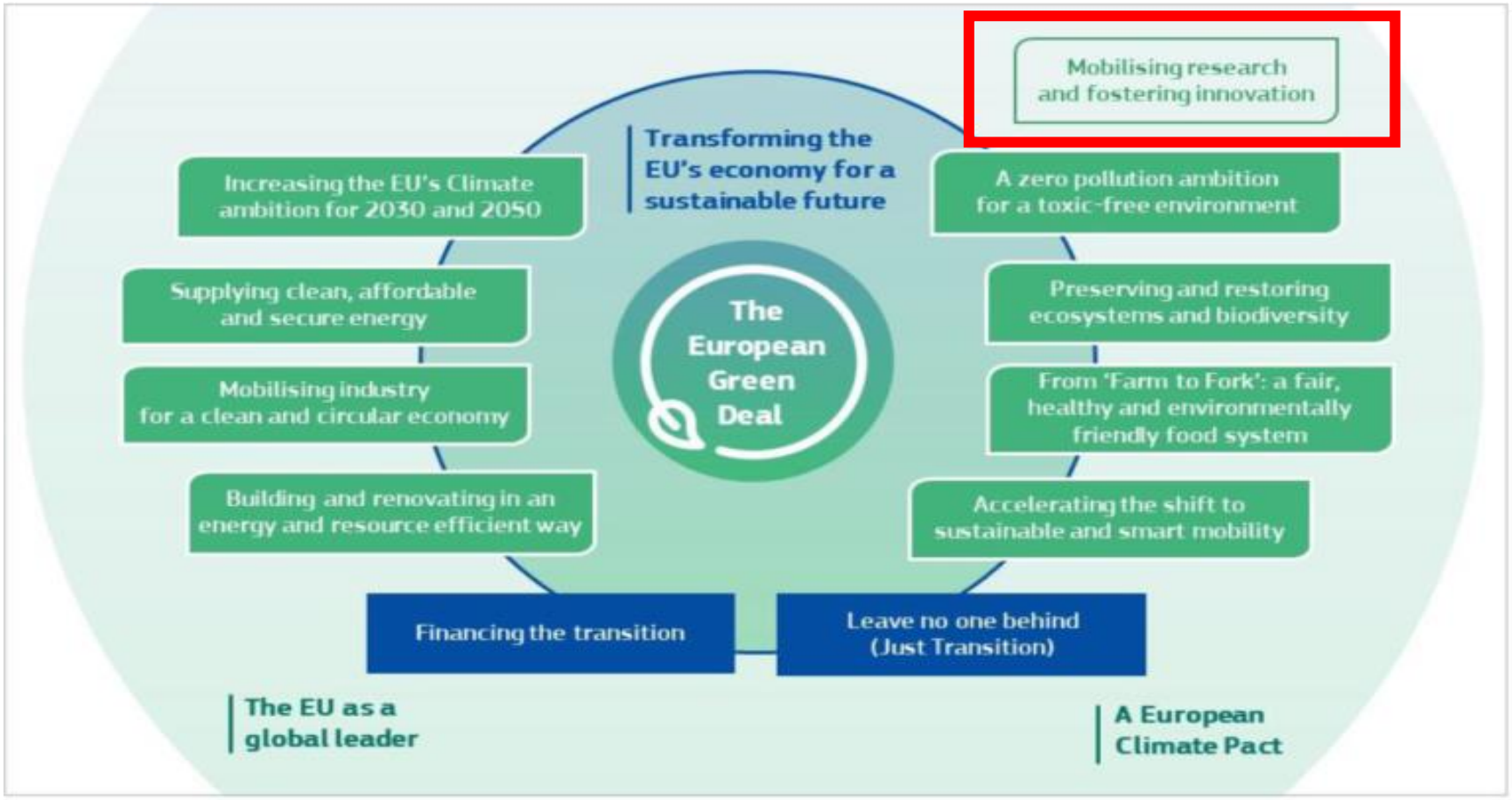
European Green Deal

- Will stimulate 1 Trillion Euros of public and private sector investment by 2030
- **1,000,000,000,000** Euros

European Green Deal

- Stricter **emissions** standards for vehicles and industries
- Revamped **energy** taxes
- New rules on **subsidies** for companies
- Environmental import tax/measures to prevent use of regions with lower regulations
- Mechanism of 100 billion euros to **help most affected regions**
- Switch to **greener farming practices**
- Measures to **prevent loss of biodiversity**
- Tougher **air quality** standards and a **water quality** action plan

Horizon 2020

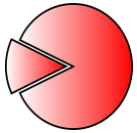


Transition from SMEI to Accelerator…

The SME Instrument so far…

5400 Companies

€2.9bn. spend



5% - 8% success rate

See SME Instrument Accelerator Data Hub:
https://sme.easme-web.eu

#EU_eic

European

eic INNOVATION

Council

Accelerator…

SMEI changed to *Accelerator* ahead of introducing Horizon Europe…

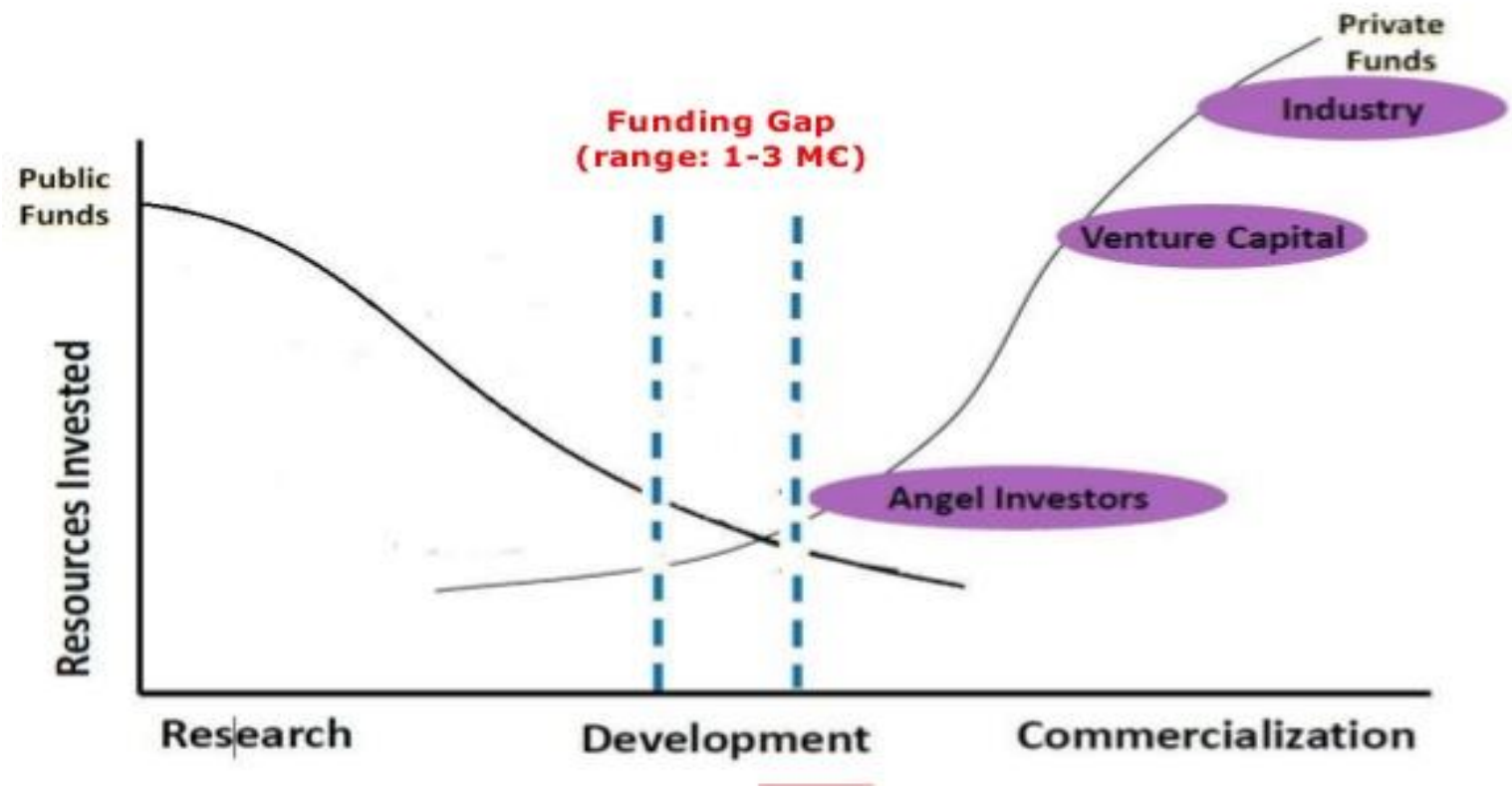
- **‘Horizon 2020’** will run up until 31st December 2020

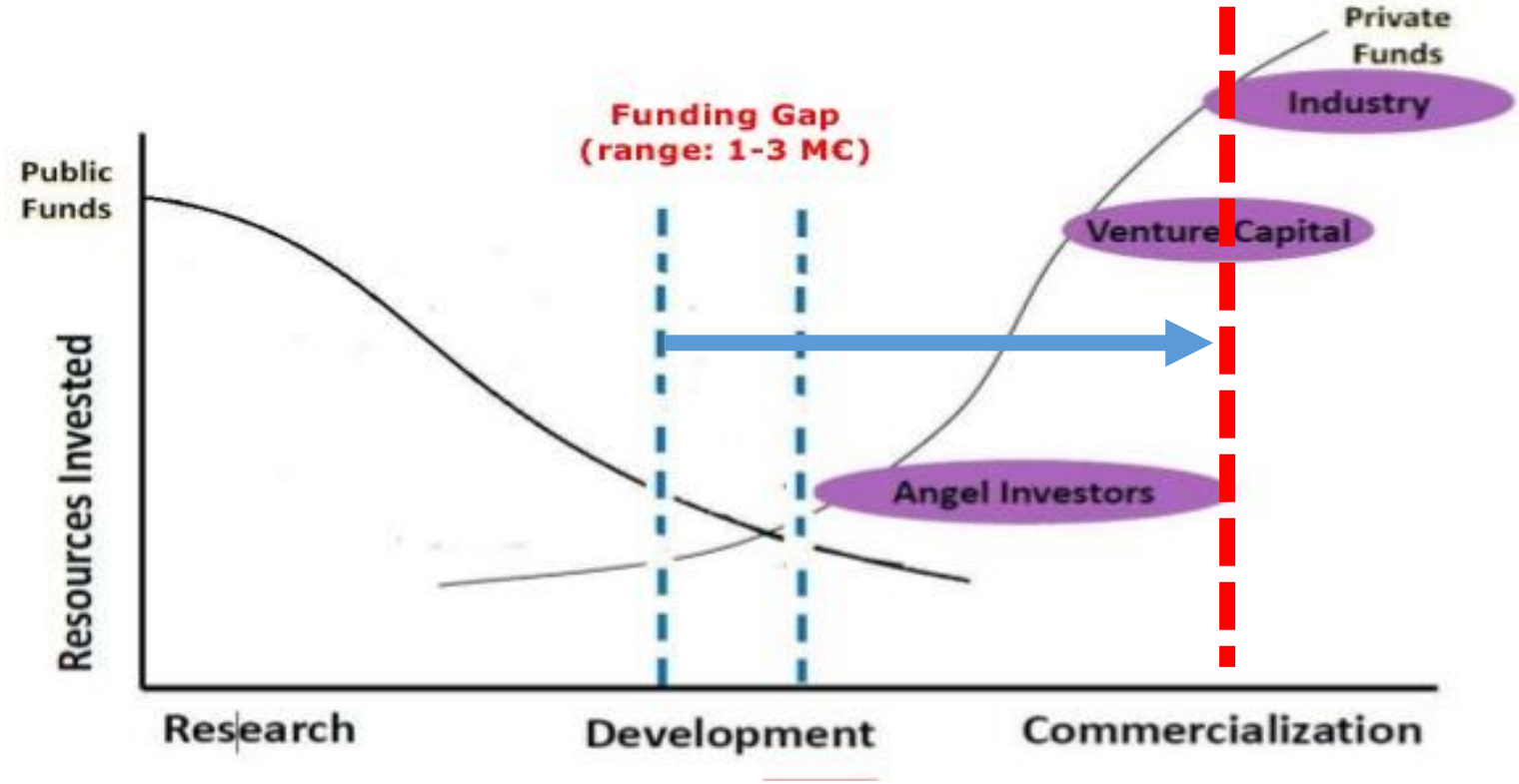
- **‘Horizon Europe’** will then run for 6 years

- **'Horizon 2020'** will run up until 31st December 2020

- **'Horizon Europe'** will then run for 6 years

What is the role of Accelerator?


Private
Funds
Industry
Funding Gap
(range: 1-3 M€)
Public
Funds
Venture Capital
Resources Invested
Angel Investors
Research
Development
Commercialization


Private
Funds
Industry
Funding Gap
(range: 1-3 M€)
Public
Funds
Venture Capital
Resources Invested
Angel Investors
Research
Development
Commercialization

Key criteria for Accelerator projects…

Product, service or business model is:

1. Cross-border
2. High growth
3. Disruptive
4. Close to market
5. Scalable
6. At the prototype stage

1. Cross-border

- European dimension
  - Relevance to Europe – innovation, jobs, knowledge, etc.
  - Analysis of target markets
  - Look at competitors
  - ‘Fit’ with European goals

2. High Growth

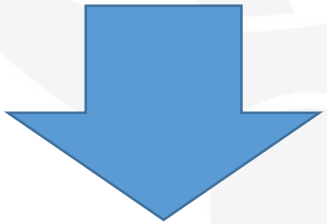
The OECD defines a **high growth** business as:

'A firm with 10 or more employees that grows employees or turnover by an average 20%+ per year for 3 consecutive years.'

- Potential for high growth as a result of the project is also taken into account

Four Related Criteria

3. Disruptive
4. Close to market
5. Scalable
6. At the prototype stage



At Technology Readiness Level - TRL 6 - or above

MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL

How technology ready is your service/product?

Technology Readiness Levels as adapted by the CloudWATCH2 project

Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL

CloudWatch
Think Cloud Services for Government, Business & Research

www.cloudwatchhub.eu

CloudWATCH2 has received funding from the European Union's Horizon 2020 programme DG CONNECT Software & Services, Cloud. Contract No. 644748

MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL

How technology ready is your service/product?

Technology Readiness Levels as adapted by the CloudWATCH2 project

Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL

CloudWatch
Think Cloud Services for Government, Business & Research

www.cloudwatchhub.eu

CloudWATCH2 has received funding from the European Union's Horizon 2020 programme DG CONNECT Software & Services, Cloud. Contract No. 644748

Degrees of Innovation

- **INCREMENTAL**

  Small changes which influence market share; the progressive advance of a product

- **STEP-CHANGE**

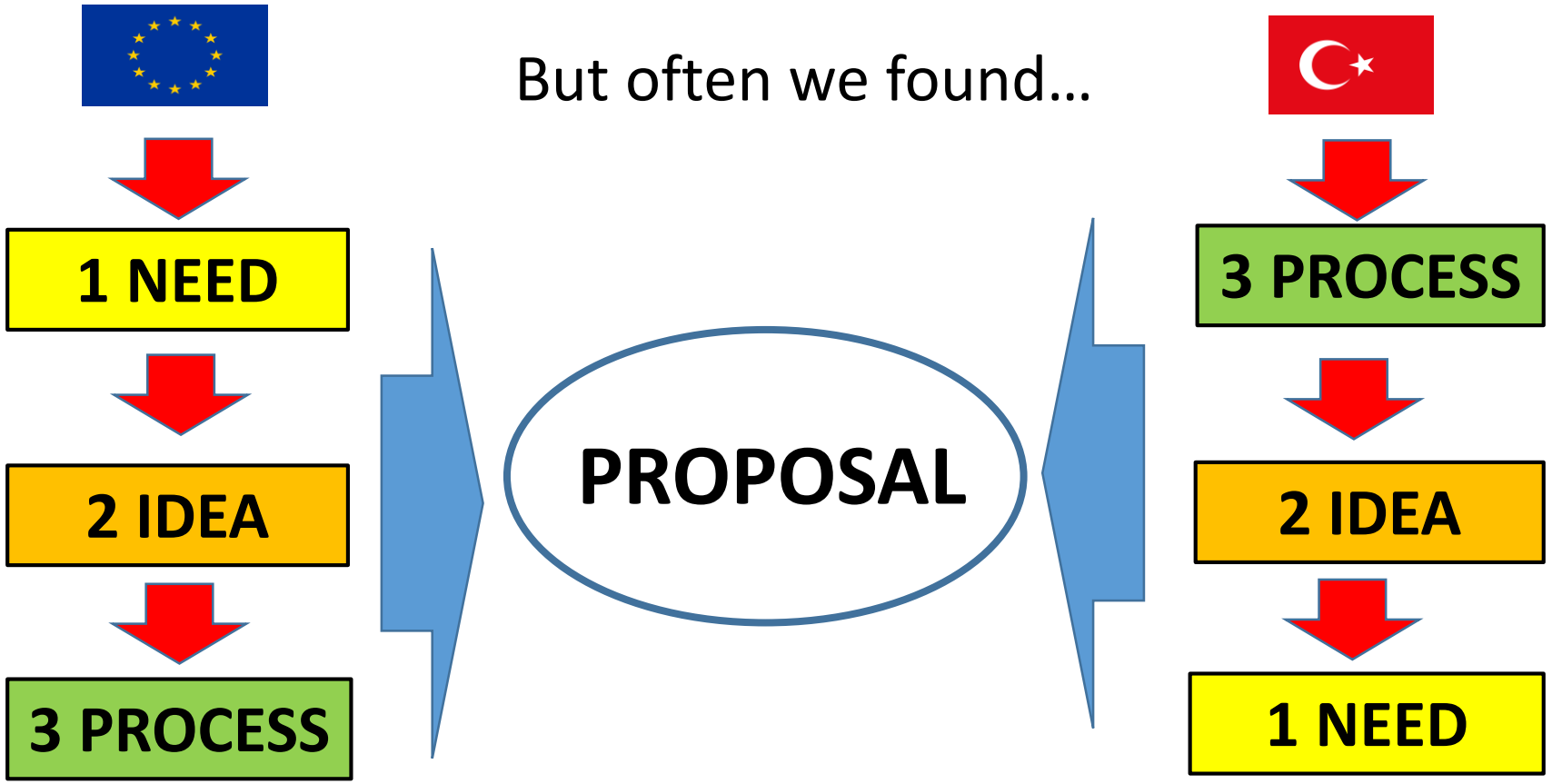
  More significant changes by adding new technology to give a major market lead

- **DISRUPTIVE** (Criterion 3)

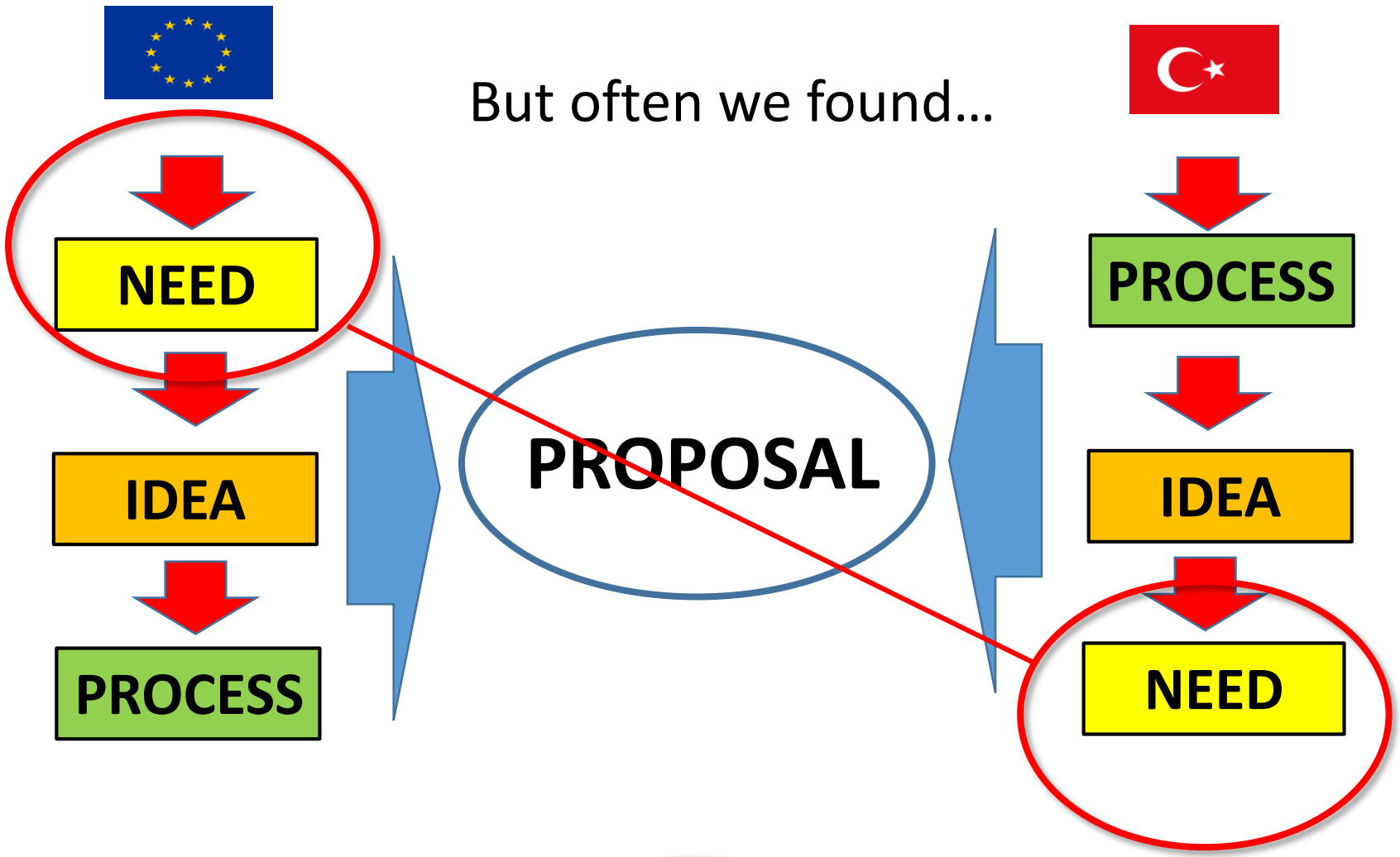
  Creates new markets and value networks by disrupting the existing ones

3 - Disruptive Innovation

So, when it comes to H2020 proposals…



A problem of perception!



Criterion 4 – 'Close to Market'

TRL 6 - PROTOTYPE SYSTEM – Tested in intended environment; prototype close to expected performance.

TRL 7 - DEMONSTRATION SYSTEM – Operating in working environment at pre-commercial scale

TRL 8 - FIRST OF A KIND COMMERCIAL SYSTEM – All issues resolved and ready for market

TRL 9 - FULL COMMERCIAL SYSTEM – Fully available for market entry

Criterion 5 – 'Scalable'

'Demonstrates an ambition to significantly scale up production'

- Able to move from final prototype to mass sales:
  - Own production
  - Production under licence
  - Joint venture

Criterion 6 – 'Minimum - at the Prototype Stage'

Same basic logic…

- Lack of finance for breakthrough & disruptive innovators – Start-ups, SMEs, Entrepreneurs
- Estimated total equity-funding gap = €70bn.
- Many SMEs can't find high-risk capital needed to get to private investor stage
- ***ACCELERATOR* bridges this gap in finance and risk-taking**

Same basic focus…

- Three key aspects:
  - **EXCELLENCE**
  - **IMPACT**
  - **IMPLEMENTATION** - Quality and efficiency
- High growth potential, **high-risk** applicants
- Disruptive innovations
- Sound **business plans**

Same 3 Key Award Criteria…

EXCELLENCE: Does the project have high innovation potential beyond 'State of the Art'?

IMPACT: Does the project meet the pressing needs of European and global markets?

IMPLEMENTATION: Does the project have a coherent and efficient workplan, excellent team and strategic fit?

Major policy shifts…

- Greater emphasis on **COMMERCIALISATION**
- …even more emphasis on **IMPACT**
- **NO** thematic areas
- **OPEN calls**
- Greater involvement in **private sector financing**
- EC will also invest **venture capital**
- Seen as supporting SMEs which need **'One last push'** before scaling up to market-ready products
- Longer term - move from **grants** to **equity** investments

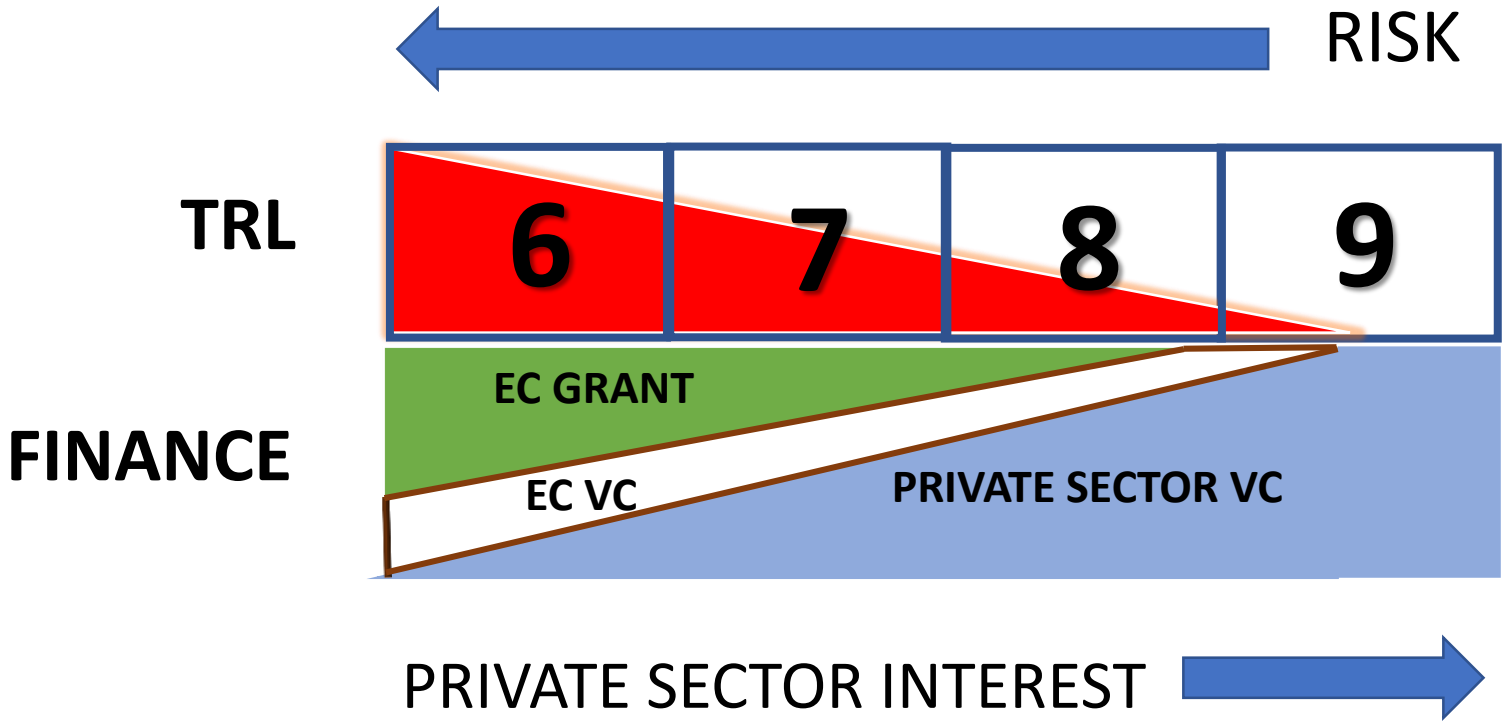
So what is the funding?…

- **Phase 1** grant support disappeared in 2019
- **(Phase 2)** grant support of **70%** up to **€2.5m** is available to projects at **TRL 6, 7 & 8**
- **'Blended Finance'** is also offered to projects at **TRL 6, 7 & 8**
- Private sector/EC equity only is offered to projects at **TRL 9**
- **Phase 3** as before; coaching and mentoring is available to all

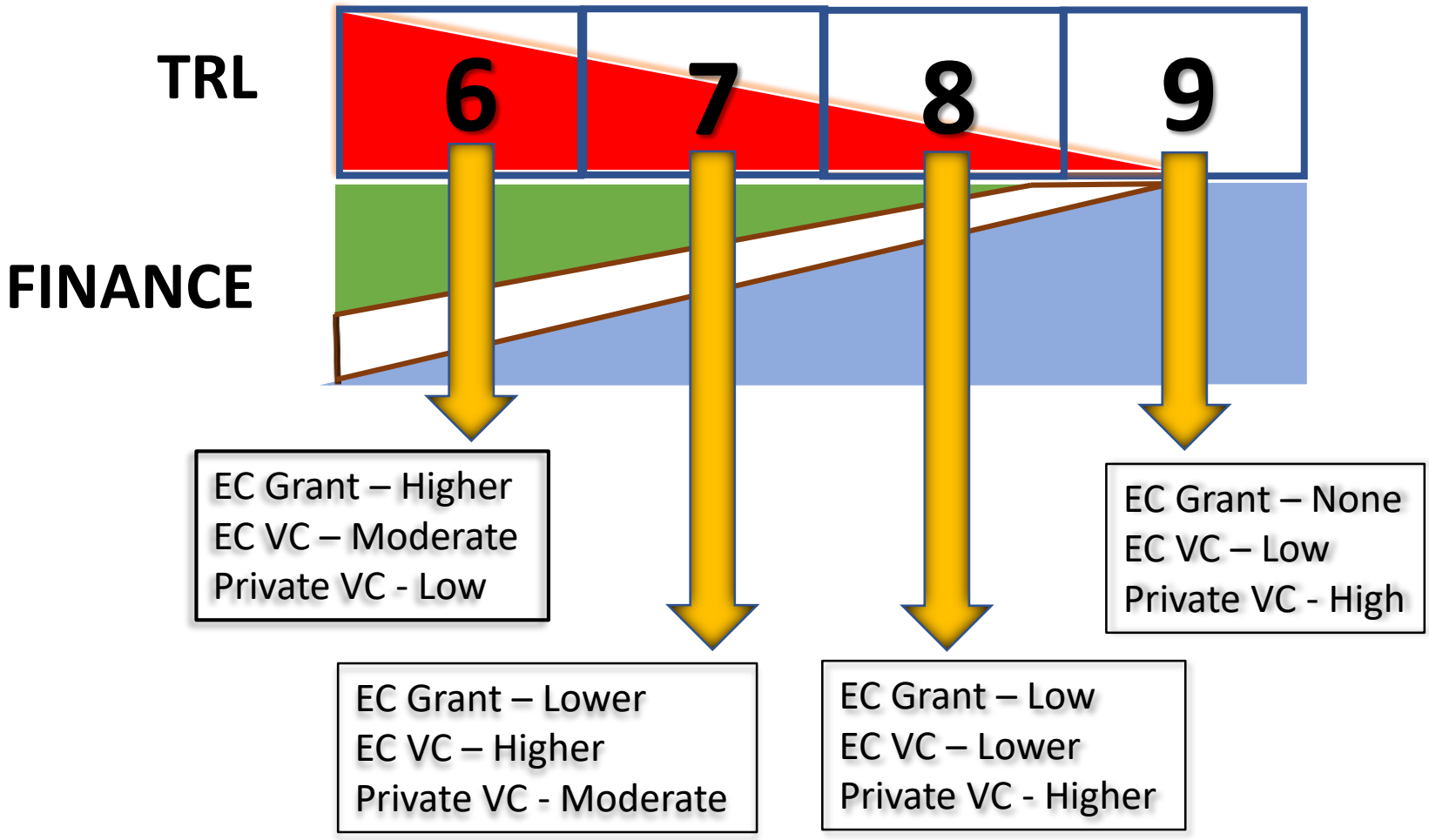
‘Blended Finance’

- A new development to get more engagement with private sector and better use of EC funding
- Grant plus loan and/or equity investment of up to **€15m**.
- EC to use a ‘Special Purpose Vehicle’ (**EIC Fund**) to make investments where private sector consider risks too great
- Any income to EC from equity investment will be put back into programme to fund further projects

Blended Finance; Risk versus Finance



Blended Finance – What are your chances?



Blended Finance has complexities…

- Applicants must decide on proposal submission if they are prepared to consider BF if offered
- If ‘No’, they may be offered a straight grant, but if rejected there will be no offer of BF
- EC will consider all applications for suitability for BF
- If applicants have agreed to consider BF and EC consider it suitable, they will decide on financing mechanism to be offered
- If due diligence fails; any grant offer will be withdrawn

So, TRL is far more important…

- Essential to correctly assess your TRL(s) - this will be the key to the type of funding offered
- Applicants agree to consider blended finance if evaluators conclude that project is suitable
- Investment part will be subject to **due diligence** by SPV (EIC Fund) team and/or private sector

‘Due diligence’…

An investigation before entering into an agreement or contract…

- Review of product, market, customers
- Assessment of accounts; debts, turnover, profits, assets
- Management team
- Patents
- Ownership
- Etc.

…gives confidence that investments will be safe and expectations will be realised.

Remember, if equity investors are involved…

More cash, but…

- Greater scrutiny
- Greater adherence to milestones and results
- Pressure for a good return, to be achieved quickly
- Involvement in management

BUT!

- Quicker to market
- Commercial approach
- More saleable company/product
- Possibility of more investment

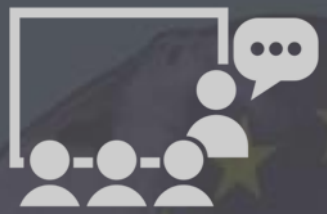
Application process

1 REGISTER – Qualify as SME?

2 SUBMISSION - EVALUATION - INTERVIEW if selected

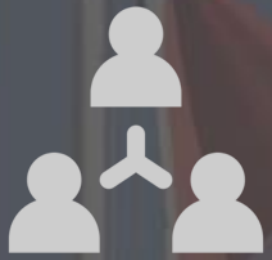
3 DECISION – Grant 4 months, Grant + Equity; longer

Our project is here to help…



Training Events

- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Webinars
- Lobbying
- 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

Especially for SMEs

- 50 SMEs x 20h one-to-one Project Writing Support
- 12 Project Writing Trainings for SMEs (1-day) [7]
- 6 Project Writing Camps for SMEs (1-day) [3]
- 9 SME Instrument Webinars [6]
- 1 Pitching Workshop for SMEs [28/04]
- 10 Feasibility Reports for Innovative SMEs
- 1 Investment Readiness Training [completed]

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Contact us…

Office Address

Turkey in Horizon 2020 Phase II Project

No:8/12 Çankaya Mah. And Sok.

06680 Çankaya/Ankara, Turkey

Tel: +90 312 467 61 40

http://www.turkeyinh2020.eu/

Aleksander Bakowski
a.bakowski@idi.ie

Odysseas Spyroglou
o.spyroglou@idi.ie

Philip Sowden
p.sowden@idi.ie

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 Phase II

Yasemin Eda Erdal – SMEI Expert

http://www.turkeyinh2020.eu

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Yasemin Eda Erdal

‘Turkish experience of SME needs in H2020 – an overview’

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

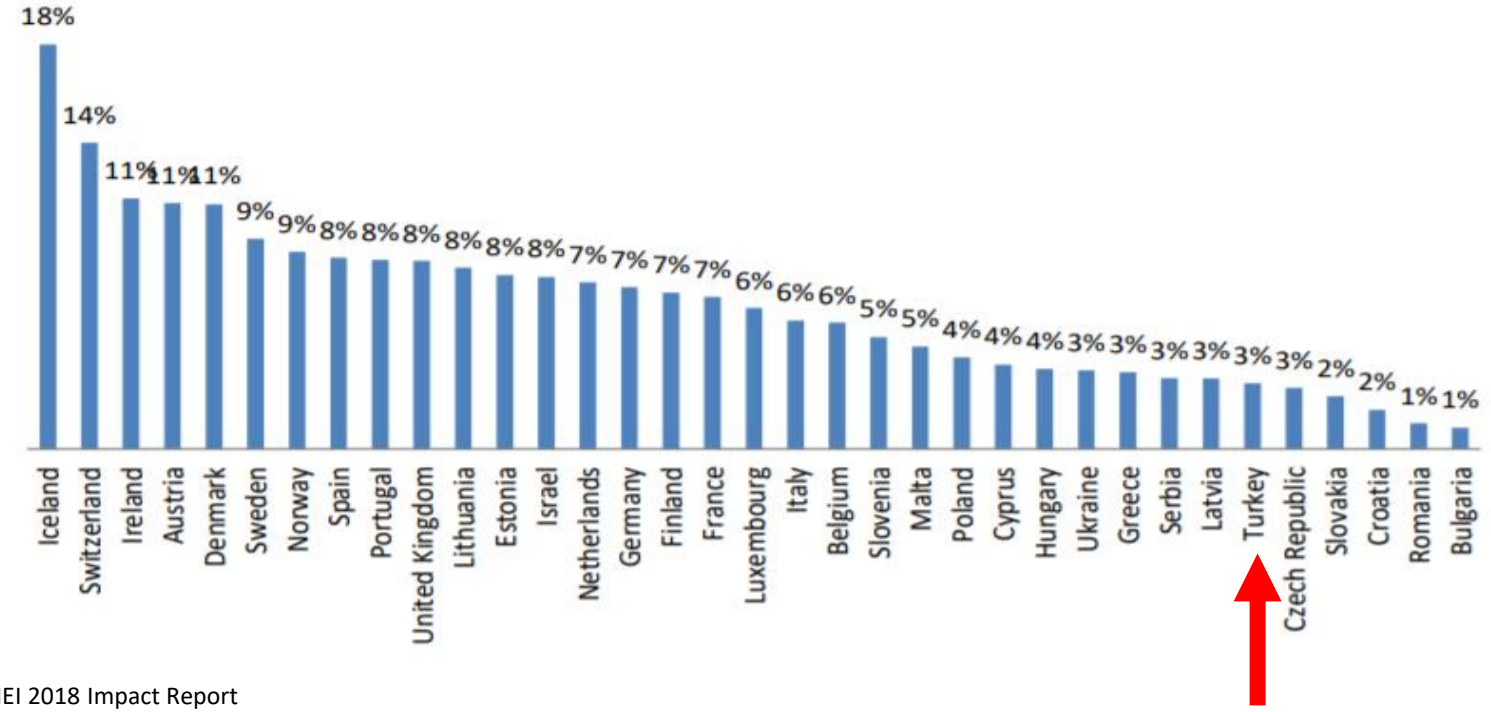
COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Short Bio

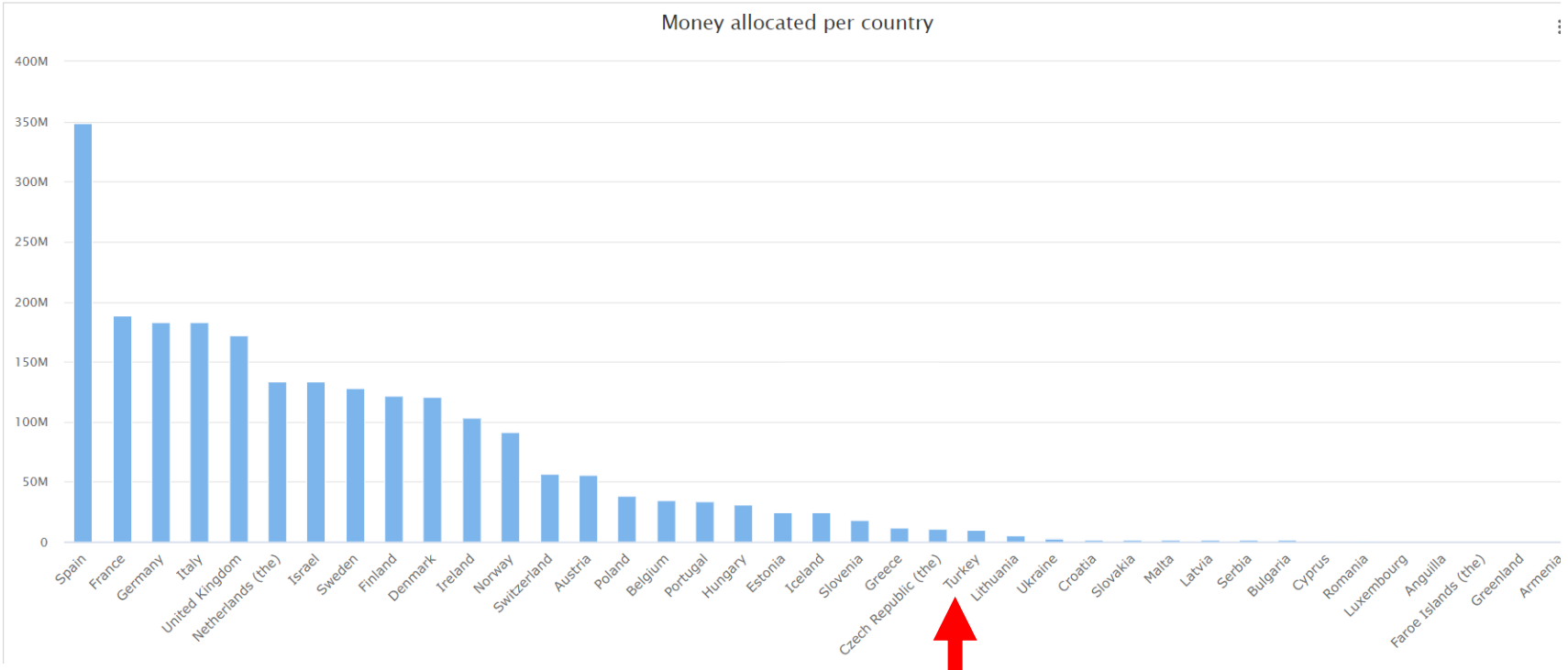
- Deputy Project Director of Turkey in H2020 Project and Manager of IDI's Turkey Office;
- Over 14 years of professional experience in Technology Transfer, Innovation Management, Proposal Evaluation
- Worked for 9 years in largest technoparks in Turkey
- Between 2014-2018 acted as an External Evaluator for H2020 SME Instrument Programme and for H2020 Fast Track to Innovation Programme.
- Evaluated close to 300 proposals
- Has written 12 succcessful proposals (7 Phase 1 & 5 Phase 2) and 20 proposals above threshold (Seal of Excellence)

Success Rate of Turkey vs. EU Average



Source: EASME SMEI 2018 Impact Report

Money Allocated per Country in SME Instrument (2014-2019)



9.811.800,23 €

Statistics of Turkey in SME Instrument / EIC Accelerator (2014-2019)

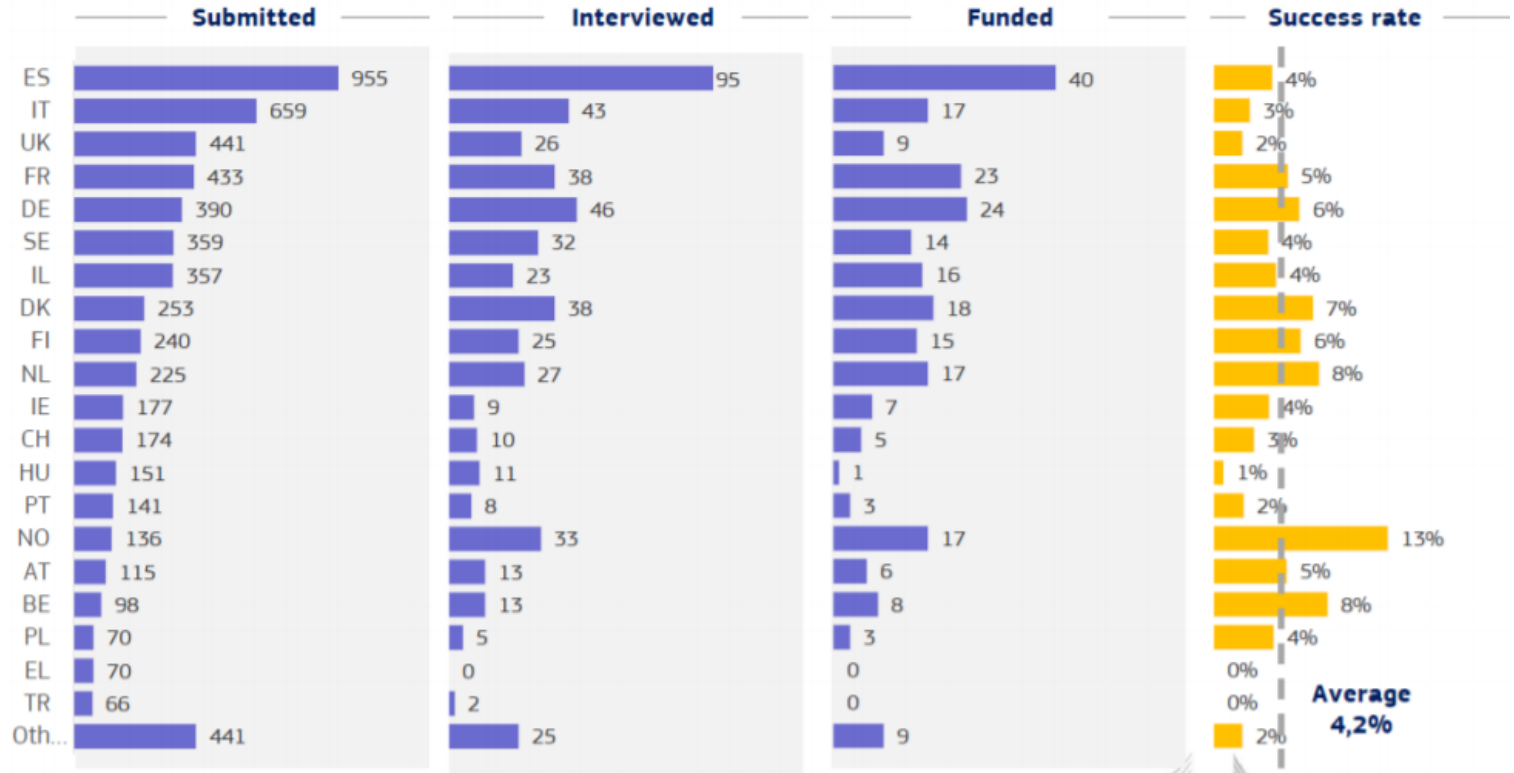
Phase 1

Year	Number of Winners from Turkey
2014	3
2015	4
2016	4
2017	8
2018	7
2019	16

Phase 2

Year	Number of Winners from Turkey
2014	3
2015	1
2016	1
2017	3
2018	0
2019	1

EIC Pilot Phase-2 - Statistics by country in 2018



What could be the reasons behind this low success rate?

Most companies are lacking strategic views

- Not fully aware of their potential- less ambitious
- Too easily satisfied with ‘more of the same’ –some don’t want to grow!
- Sometimes there is poor ‘absorptive capacity’- not open to outsiders’ recommendations/ view/opinion
- Little awareness of what competitors are doing
- Short-sighted on markets and what influences them
- Little investment in marketing or product development– prefer things they can get hold of!
- Many businesses still do very well despite these issues – but they could do so much better!

Some examples from the SME visits in the previous project

- Proposed product already exist in several countries
- They don’t use company’s main expertise- sector or technology wise
- Not their core target market or customer base
- Too much investment is needed than they could provide– time & money wise- *not sustainable!*
- Company too busy to bother with strategy and H2020 bids
- Confusing business/revenue model
- Meanwhile, not enough manpower to market internationally- Often managed wholly by technical people

To sum up

- Prefer to deal with national R&D grants
- No formal business strategy-
- Simply respond to customer requirements – the customer takes over the control
- Not product oriented: instead project based business model
- Poor/unbalanced spread of management skills
- Technology and R&D is what really excites them!

But it is not desperate at all !

- Good talent, very smart engineers
- Very good technologic developments at Technoparks
- Increase of national VCs and private funds, which increase the motivation of tech companies to be more market oriented
- TUBITAK is very supportive during H2020 application process both in technical and financial terms; very motivating coordinator supports and awards

(https://ufuk2020.org.tr/en/supports-and-awards)

What should be done?

- Essential to go through this review process before attempting a formal application and be committed to make the investment
- Essential data should be gathered ahead of formal business plan
- Good foundation needed before building a bid!
- Without this process a bid simply becomes a time-consuming form-filling exercise to win funding

How could we improve it through trainings?

- Accelerator proposal is not just a regular grant proposal it is the business plan of your company
- So the application process needs a change in the mindset of the SME founders/ managers
- It needs more than participating to a 1-2 days trainings. So be ready to commit more!
- Now be Honest! How many of you have a regularly updated 1-3-5 years BP/ strategy document of your company?
- You have to be fully involved in the preparation of your proposal even if you work with a professional consultant
- No external person can know your business strategy better than you. They can just guide you!

My experience with successful trainings

- Participation of a decision maker/ company owner in the trainings not a developer/IT person/ accountant
- Active involvement during the training
- Not just listening but implementing & collaborating and most importantly SHARING!
- Coming to the trainings prepared; having studied the proposal template, having prepared your draft answers for each question
- Sharing your project not only with the trainers but with other participants. Trying to get everyone's feedback on your project idea.
- If you can't commit 1 full day focused only in the training without being interrupted by emails, messages and other daily work you may not benefit.

Experience of Turkish SMEs with Pitching

- The most important criteria the judges will be evaluating will be TEAM TEAM TEAM
- Some real life examples from the Team related questions:
  - Who is the CEO?
  - What is the task allocation among company shareholders? Is there a balanced team dynamic?
  - Who will sell the product?
  - Does the person in charge of sales has any sales experience in that spesific sector
  - What % of team members consists of women?
  - Why there are so few women in your team?

Pitching (Cont.)

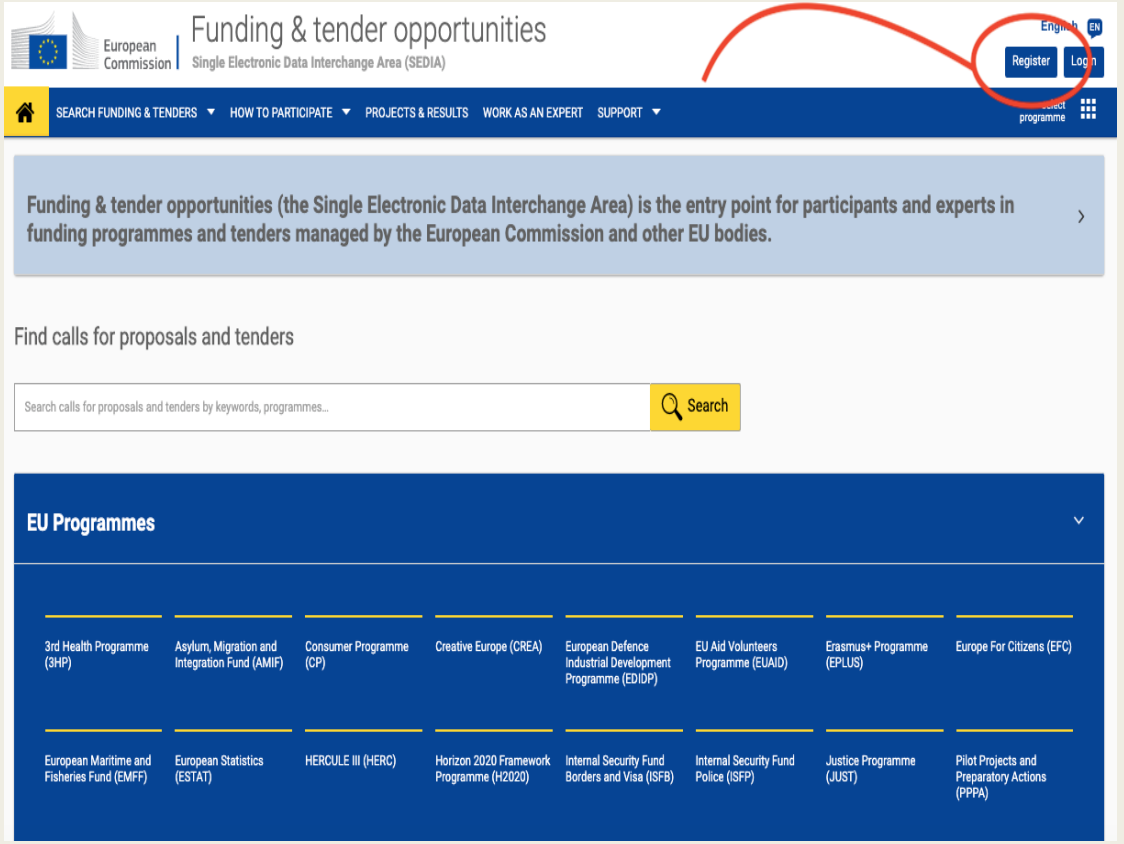
- Business and Revenue Model comes next!
- Give real life examples from your use case
- Convince judges with your real numbers such as the traction numbers of your beta, number of visitors etc- especially for B2C model
- Or tell them about your existing relation/connection to your potential customers if you are in B2B
- Be consistent and confident with your cash flow assumptions- judges may do calculation during your pitch and may tell you that your CF expectations are not realistic!
- Final Recommendation- Practice makes perfect!
- Try to make as many pitches as possible in front of VCs even if you are not actually looking for one

Thank you!

FUNDING & TENDER OPPORTUNITIES

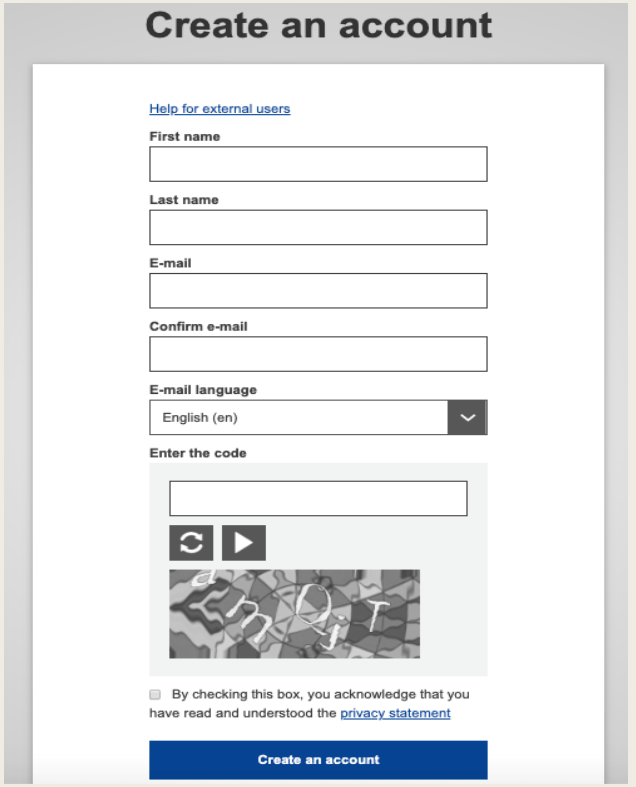
EUROPEAN COMMISSION
Project application and follow-up portal

Website: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home



Click !

Step 1: Create a new user



Step 2: You will receive a confirmation e-mail. Confirm your email and create your password.

Dear [redacted]

You have been registered in EU Login.

Your email address is [redacted]

To create your password, follow the link below:

this link

You have a maximum of 24 hr, starting from the time that this message was sent, to create your password, but you are encouraged to do so immediately if possible. After this time, you can make another request by following the same link: you will then need to re-enter your username and confirm your request.

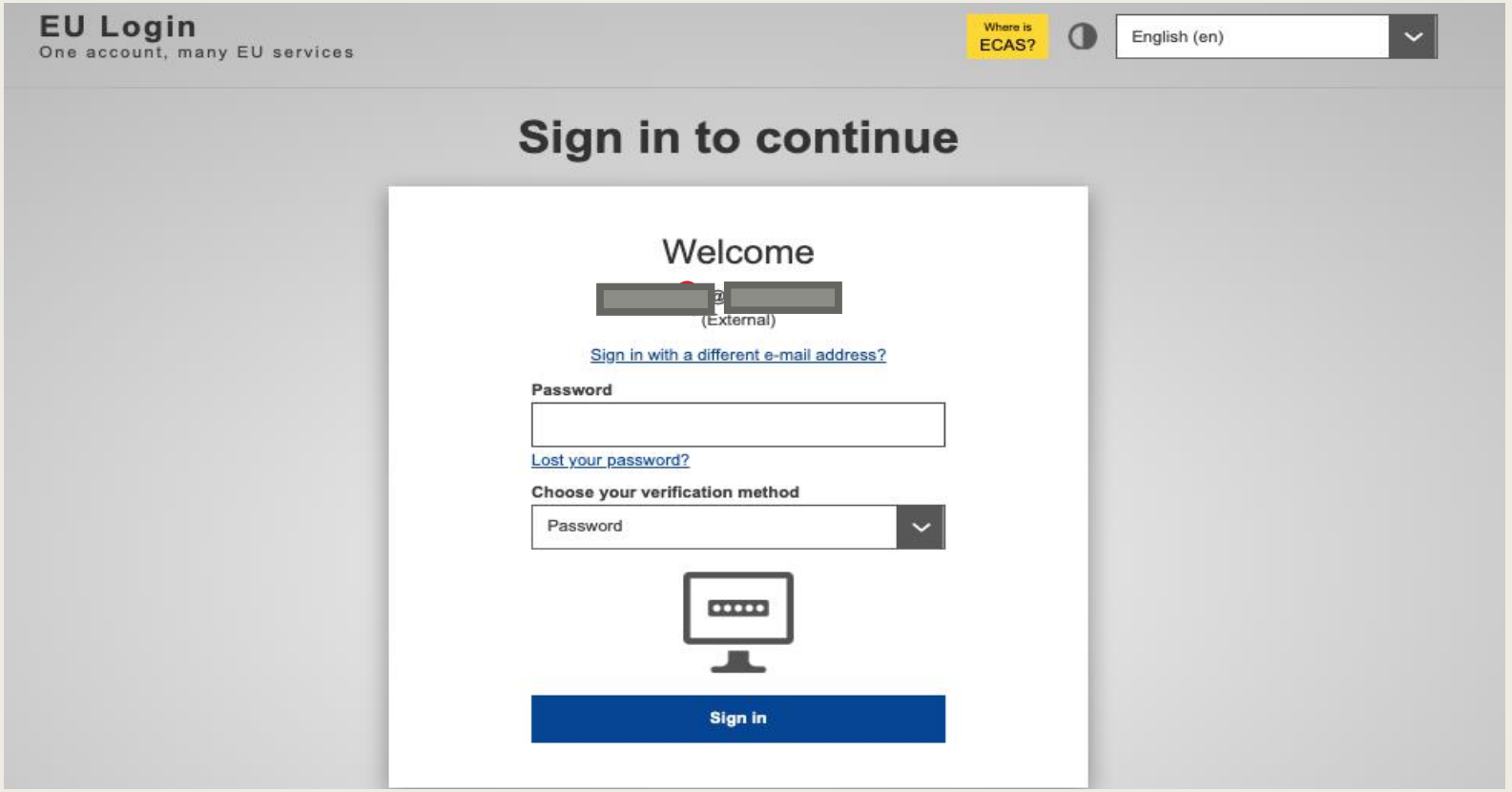
If the above link does not work, you can copy the following address (make sure the complete address is copied!) and paste it into your browser's address bar:
https://webgate.ec.europa.eu/cas/init/initialisePasswordLogin.cgi?wayf.domain=external&wayf.remember=checked&wayf.submit=Select&uid=n002oz0j&resetCode=y0FEIb1yacy0MoCwqTaAzzoGzZ64R9N4OpCJr0TkN3Bq&service=https%3A%2F%2Fec.europa.eu%2Finfo%2Ffunding-tenders%2Fopportunities%2Fapi%2Fauthentication%2Flogin.html%3Ffrom%3Dhttps%3A%2F%2Fec.europa.eu%2Finfo%2Ffunding-tenders%2Fopportunities%2Fportal%2Fscreen%2Fmyarea%2Fproposals

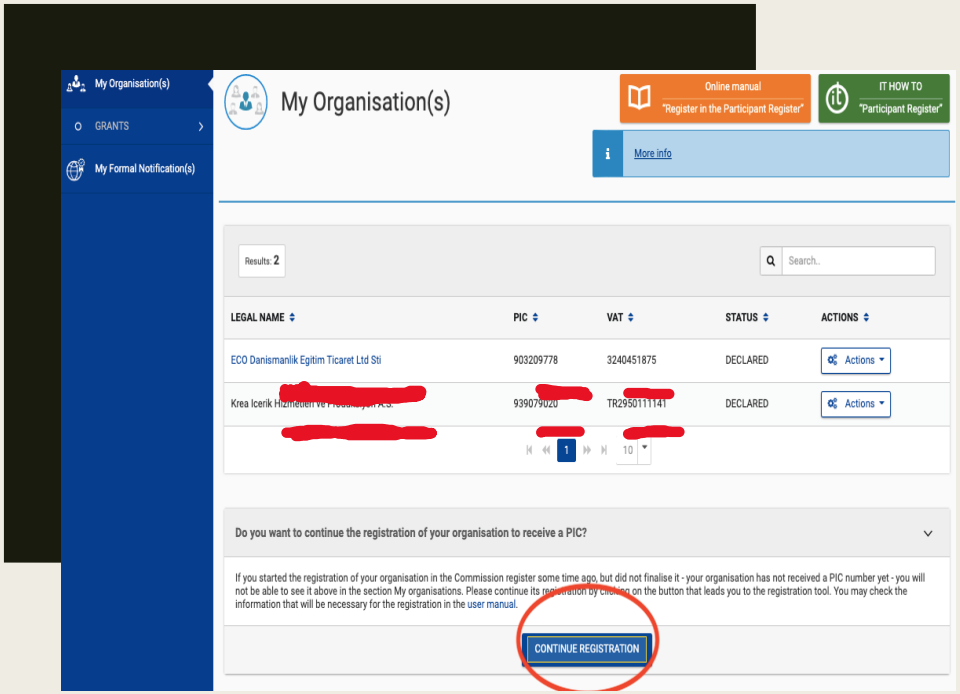
Instead of replying to this message, if you have a problem, please follow the help or contact information on the site where you were trying to register.

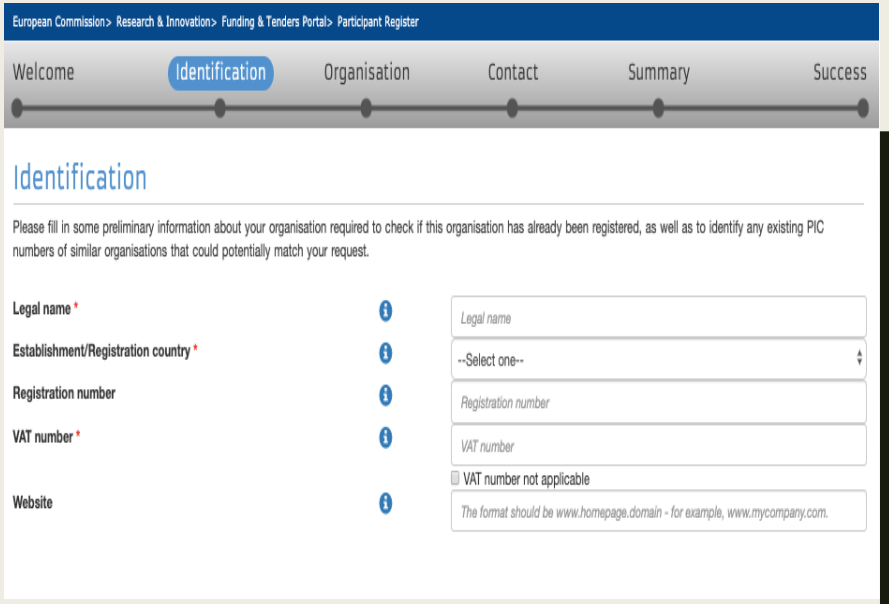
Note that it may take up to 5 minutes after reception of this mail before the above-mentioned site will recognize your registration.

Sent to you by EU Login

Step 3: Login with your email and password





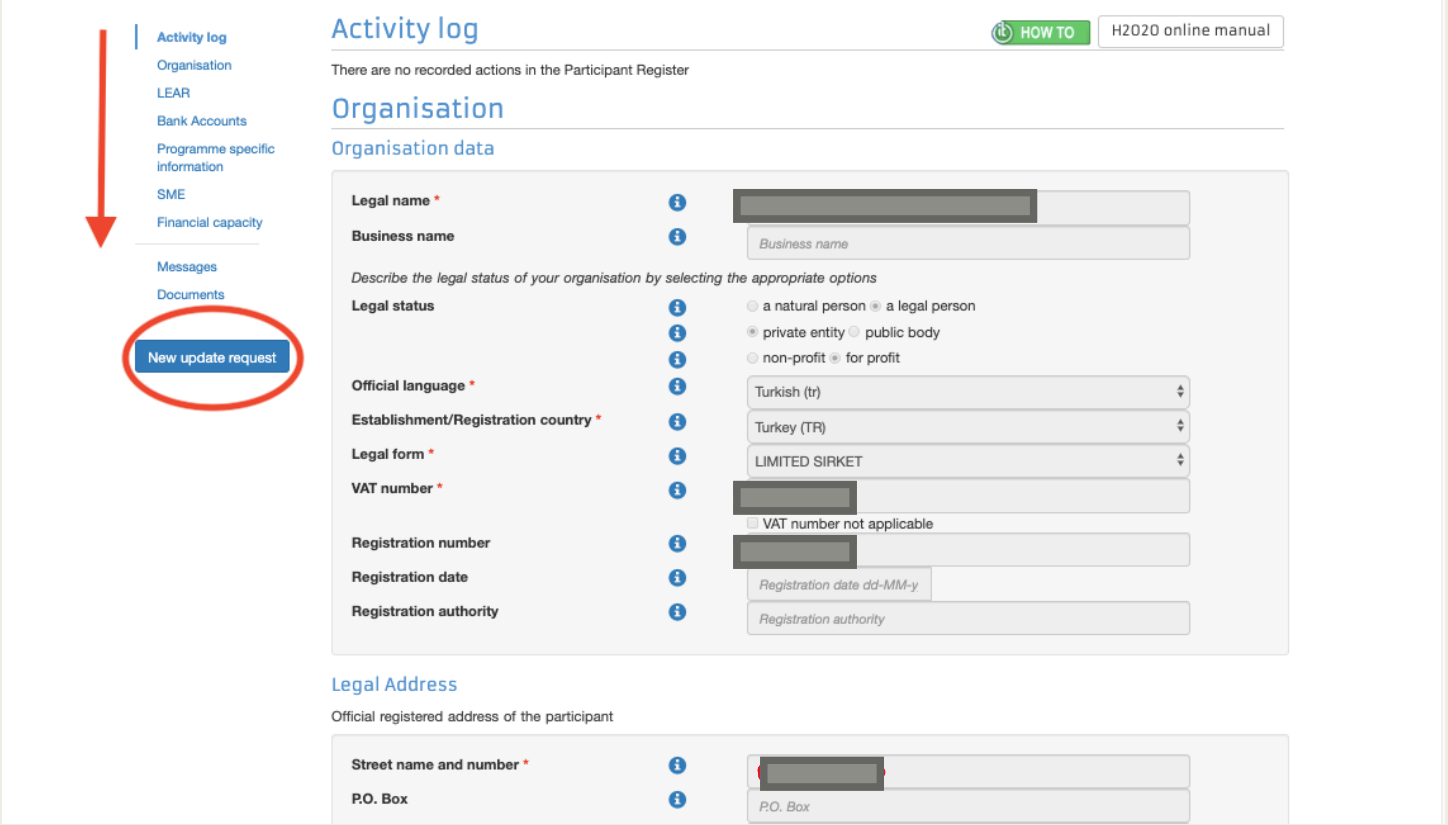


STEP 4: Register your company

Click !

❑ Modify Organisation

Complete your company information and register the



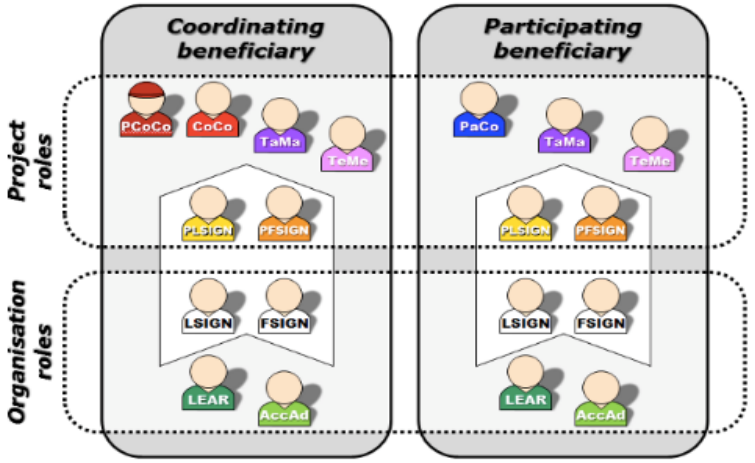
Click !

❑ LEAR IS IMPORTANT !

Define your roles in the project and organization. Click !

Roles - Overview

The picture below shows all the roles involved in managing projects and organisational data on the Funding & Tenders Portal.



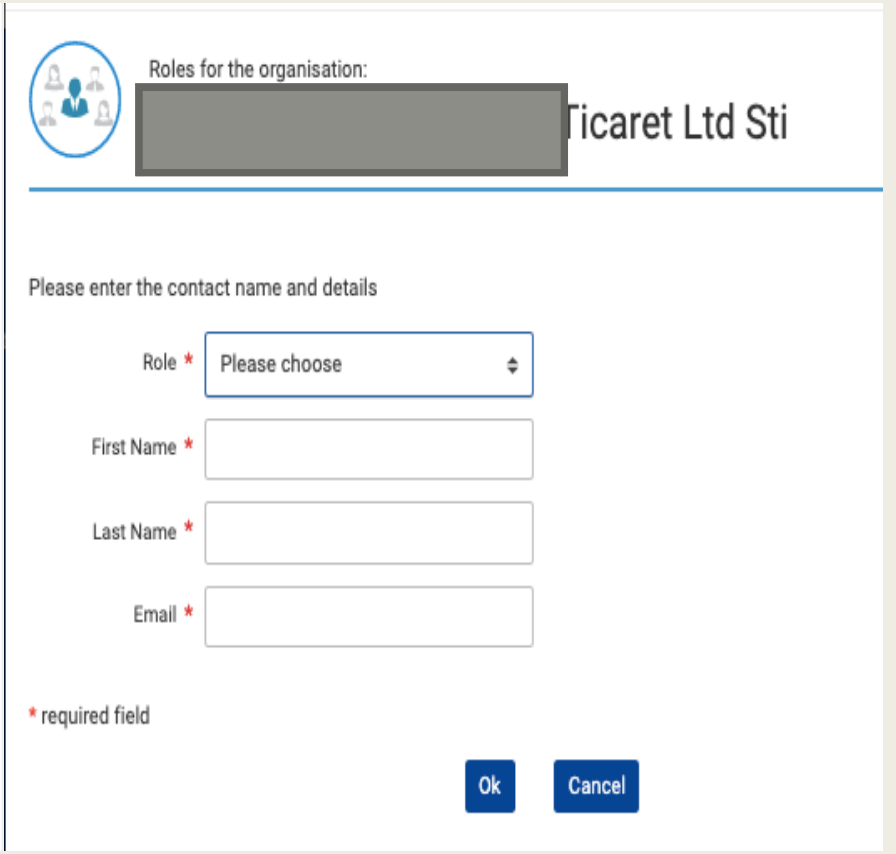
ORGANISATION ROLES

1. Legal Entity Appointed Representative (LEAR)

LEAR is the main administrative contact between an organisation and the Commission appointed by an organisation.

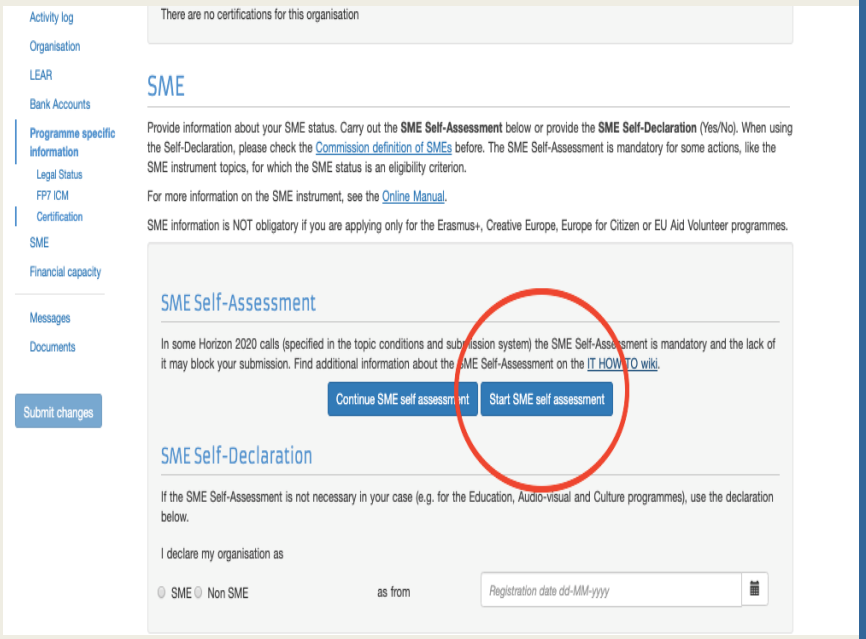
LEARs have system rights to:

- update their organisation's data on the Funding & Tenders Portal
- appoint (/revoke) representatives of their organisation to electronically sign a grant agreement
- appoint (/revoke) representatives of their organisation to electronically sign financial statements for project costs
- appoint (/revoke) Account Administrators within their organisation to help LEARs in their work

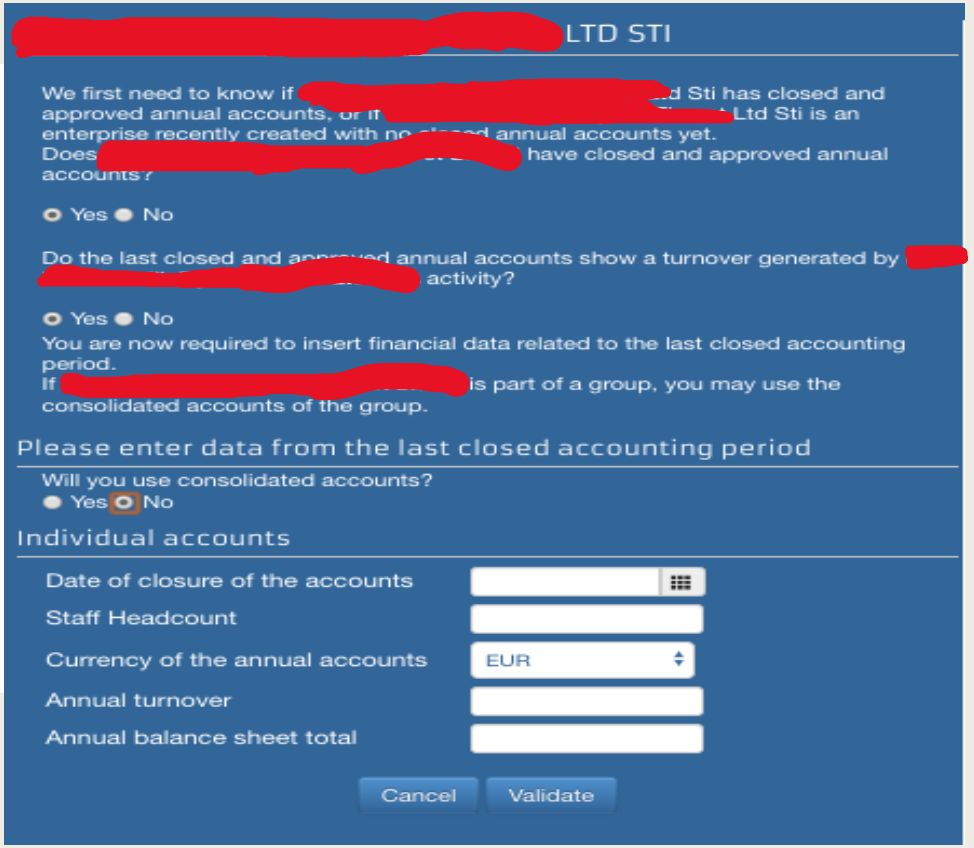


STEP 5: SME VALIDATION

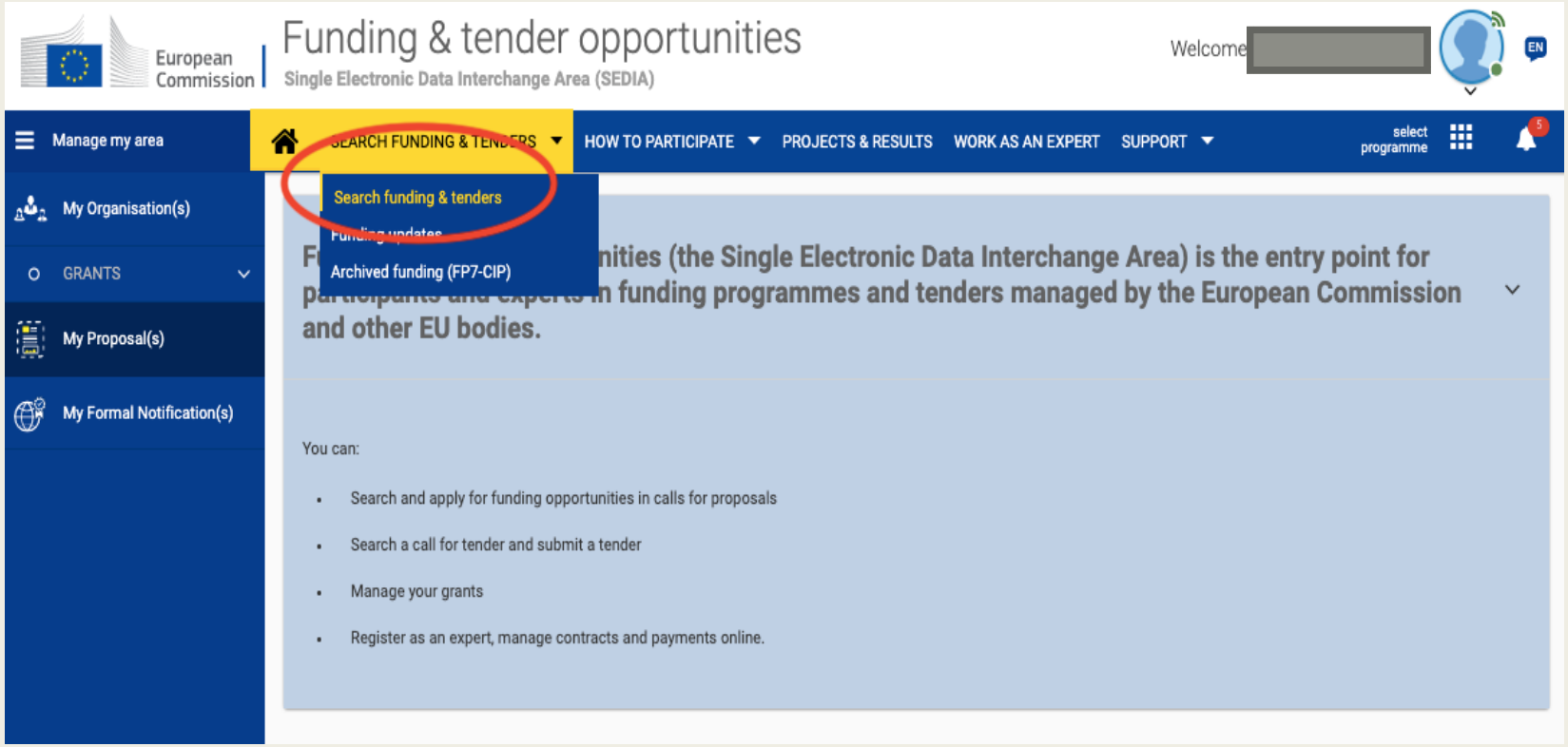
To apply for the SME Instrument Program, you must verify that you are a SME.



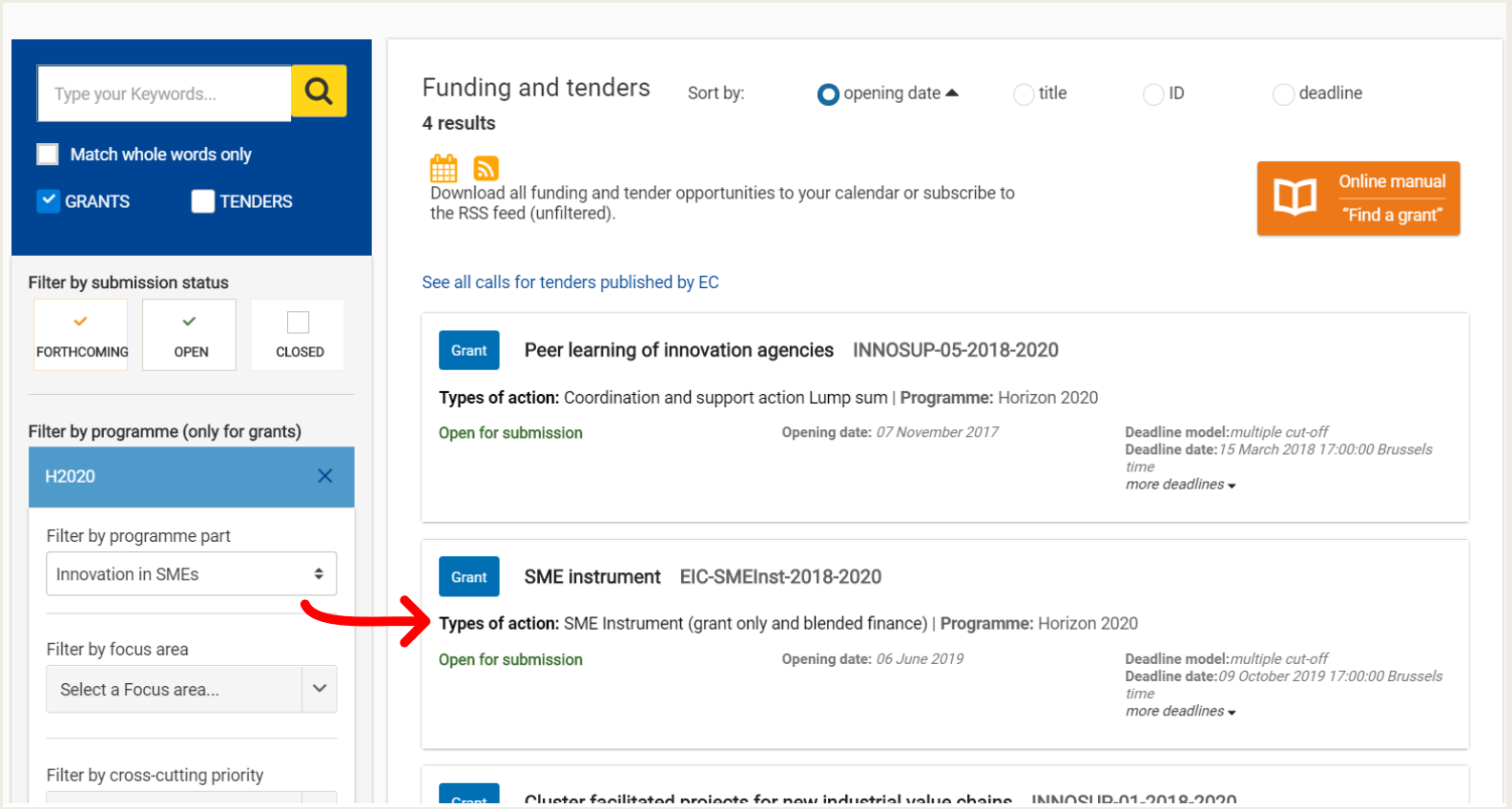
Click !



STEP 6: Let's apply for H2020 EIC Accelerator!

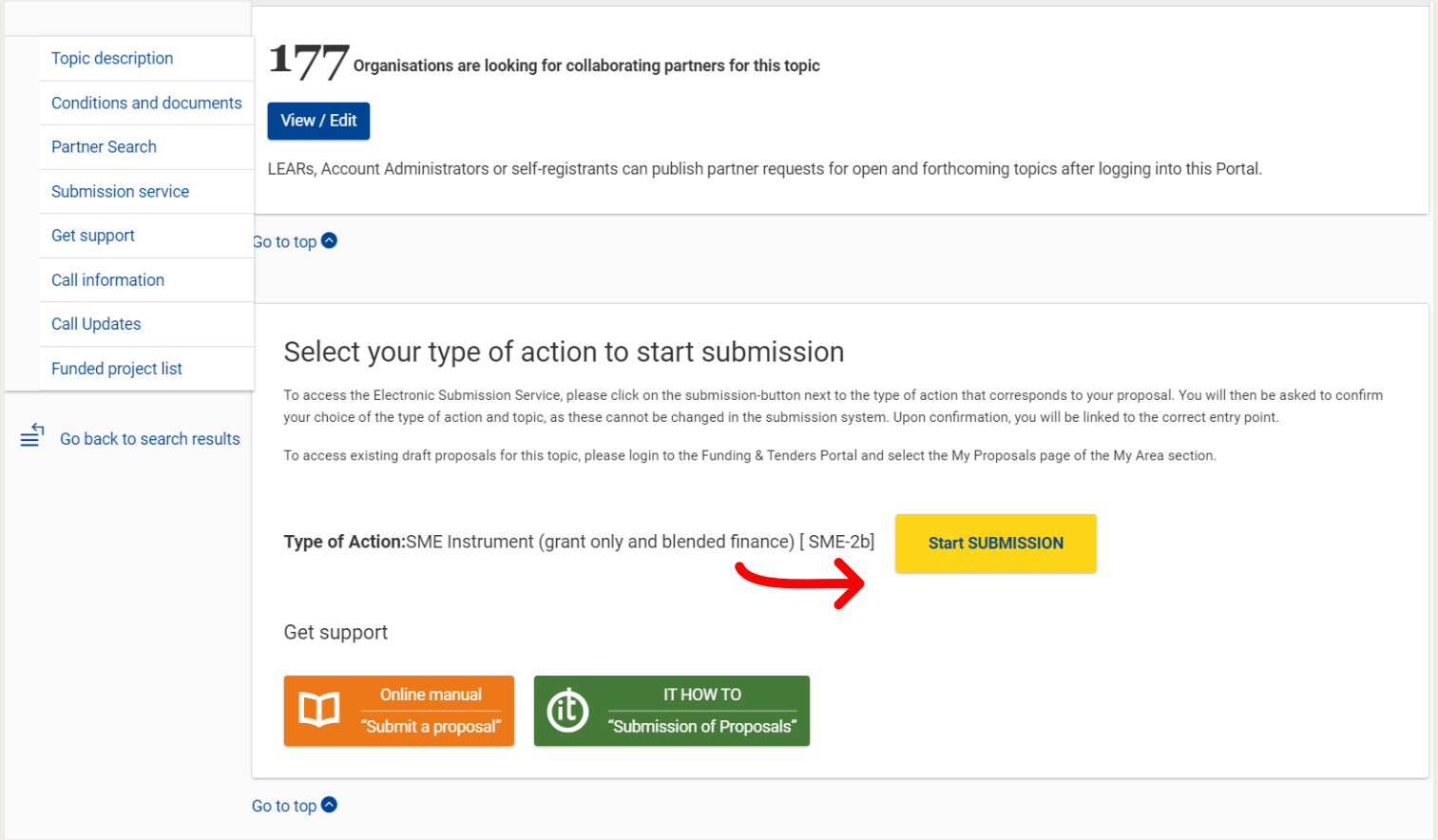


You can filter open calls in this section.



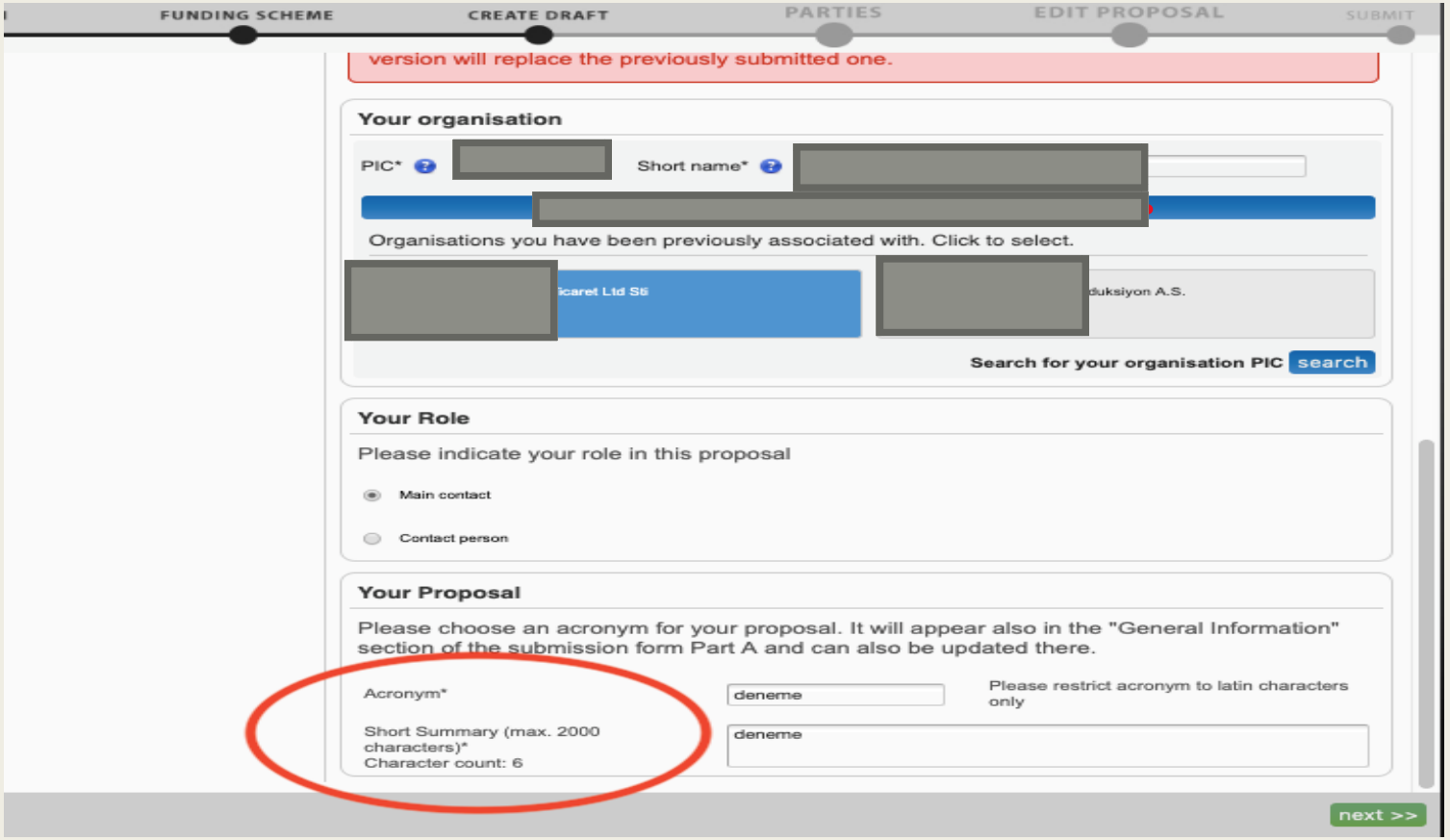
Click !

Select SME Instrument as Type of Action.



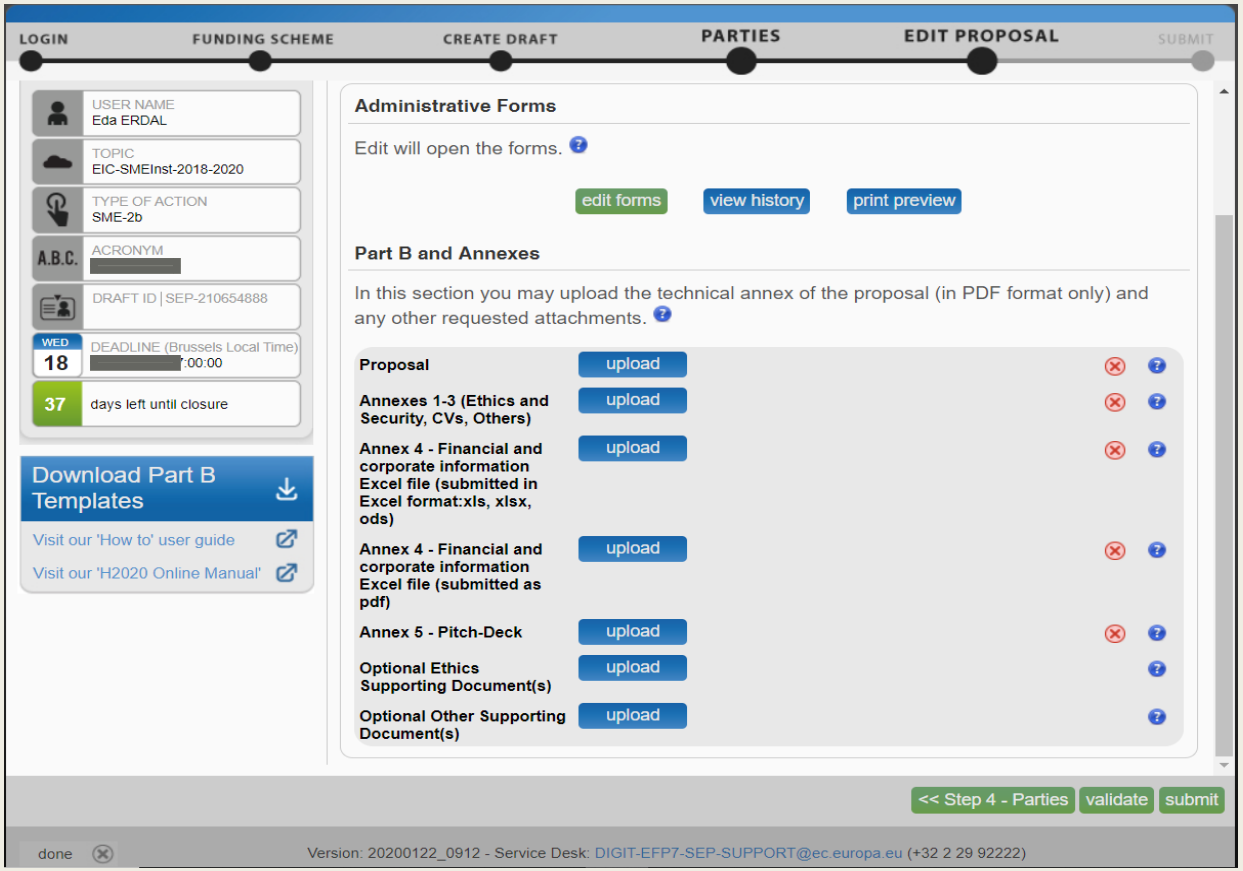
Click !

Select your company and start entering your project data.

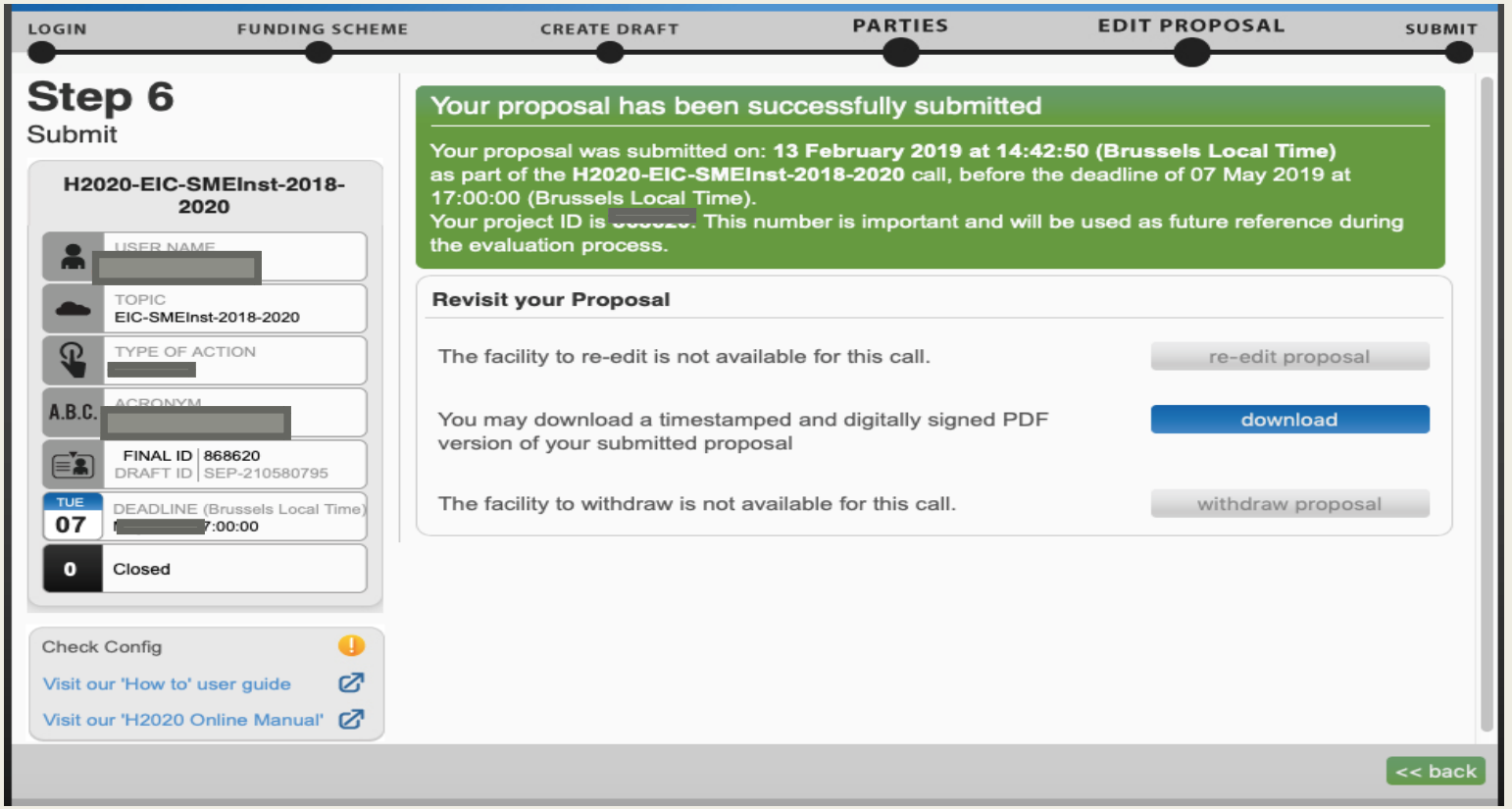


Click !

Fill in the Administrative Form.
Add Annexes in the PDF format, only Annex 4 in Excel format.
“Validate” to ensure all forms are uploaded successfully and finally press the "Submit" button.



After the submission, the green box will appear along with the Project ID



Checklist for the Submission

- Register your company to the EC participant portal and get your PIC number
- SME Validation Test (Obligatory)
- Financial Capacity Check (Optional before the submission, Obligatory before the contract signature if you are granted the project)
- Prepare your Abstract (Short project summary- max 2000 characters)

For EIC Accelerator (SME-2b):

Prepare:

- Proposal in PDF

Proposal Template: https://ec.europa.eu/research/participants/data/ref/h2020/call_ptef/pt/2018-2020/h2020-call-pt-eic-sme-2-2018-20_en.pdf

- Annexes 1-3 (Ethics and Security, CVs, Others)
- Annex 4 - Financial and corporate information Excel file (submitted in Excel format and PDF separately)
- Annex 5 - Pitch-Deck
- Validate and complete the submission

THANK YOU!

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

TURKEY in HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Accelerator - Project Writing Camp for SMEs

Ankara, 12th February 2020

http://www.turkeyinh2020.eu

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Expectations from the today's event

Grigoris Chatzikostas – Training Coordinator

http://www.turkeyinh2020.eu

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

Horizon 2020 SME Instrument (EIC Accelerator) – Project Writing Training for SMEs

Understanding the evaluation process and expectations of evaluators

Grigoris Chatzikostas

Training Coordinator

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

TÜBİTAK

Grigoris Chatzikostas

Training Coordinator in "Turkey in Horizon 2020 – Phase II" project

Managing multi-national and cross-sectoral consortia, **writing proposals for EU funding and coordinating large-scale projects** that promote tech-enabled entrepreneurship in various sectors such as agrifood, ICT, environment, health, manufacturing, entrepreneurship etc.

Training, coaching, mentoring and supporting researchers and innovators on issues related to proposal writing for EU funding opportunities, project management of EU funded projects, IPR management and entrepreneurship, in countries such as Greece, Serbia, Bulgaria, Turkey, Tunisia, Poland etc

15yrs

Experience in EU projects

1st position in Serbia in attracting H2020 funds

100+ m€

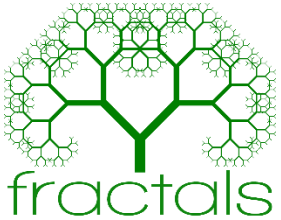
Total value of projects managed

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

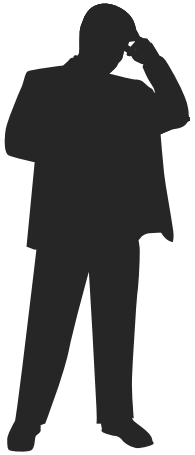
TÜBİTAK

PROJECTS (INDICATIVE)



EVALUATION EXPERTS: GENERIC ADVICE

For most evaluators, English is not their first language.



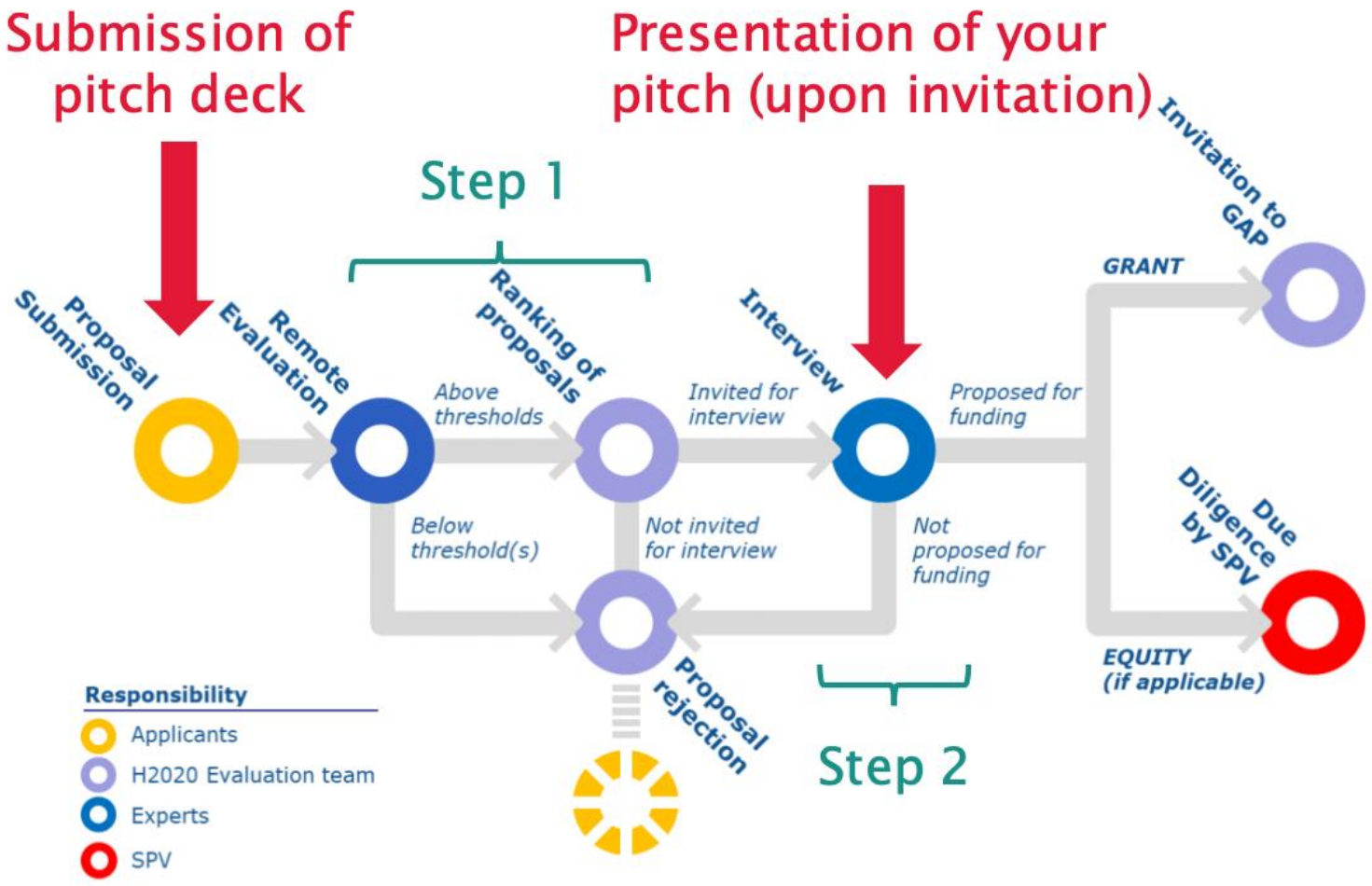
Evaluators are human! They can get bored, tired, ill, confused...

The proposal must be easy to follow, even by a non-expert.

It must be easy for the evaluators to find the key points relevant to the Call and to the evaluation criteria.

Evaluators might not have time to read every word of your proposal.

EIC ACCELERATOR EVALUATION PROCESS



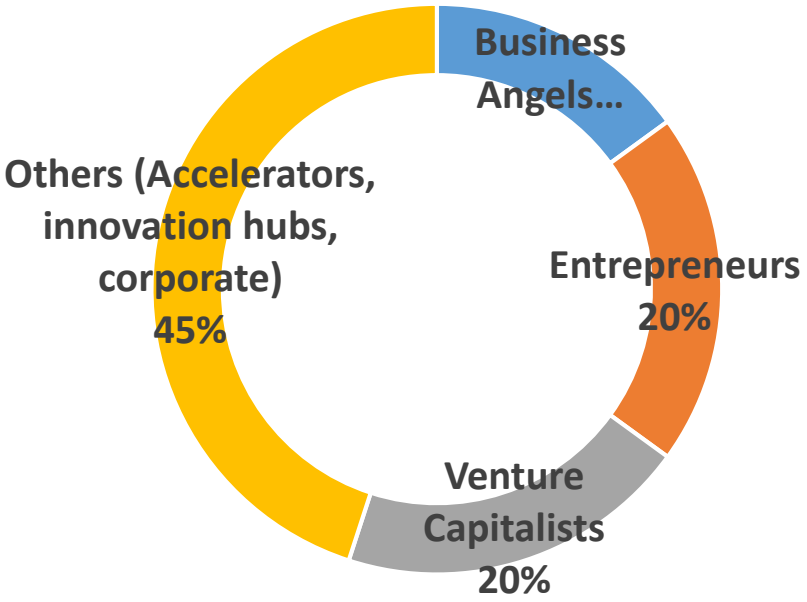
EIC ACCELERATOR EVALUATORS: WHO ARE THEY?

FIRST STEP: INDEPENDENT EXPERT EVALUATORS

Remote Evaluation

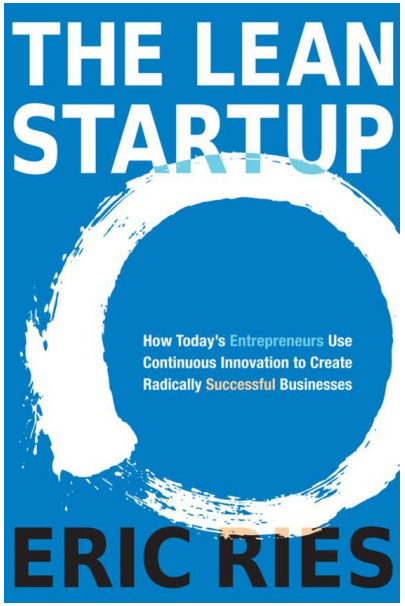
- Technology
- Business
- Finance

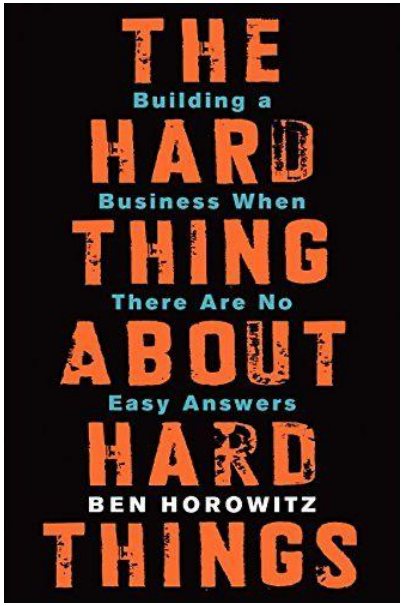
SECOND STEP: JURY

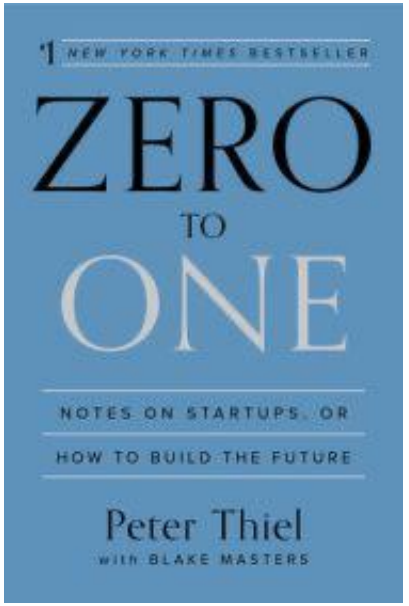


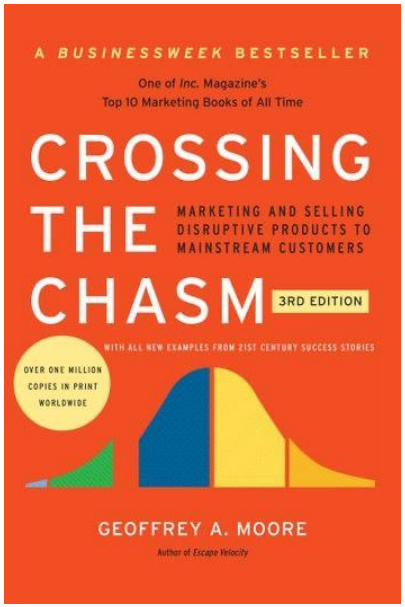
https://ec.europa.eu/easme/en/section/sme-instrument/evaluations-eic-accelerator-sme-instrument#inline-nav-1

EIC ACCELERATOR EVALUATORS: HOW THEY THINK?

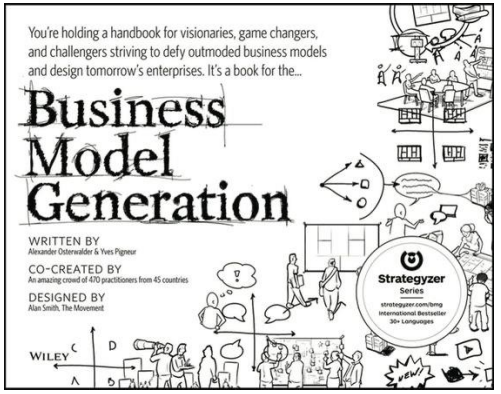






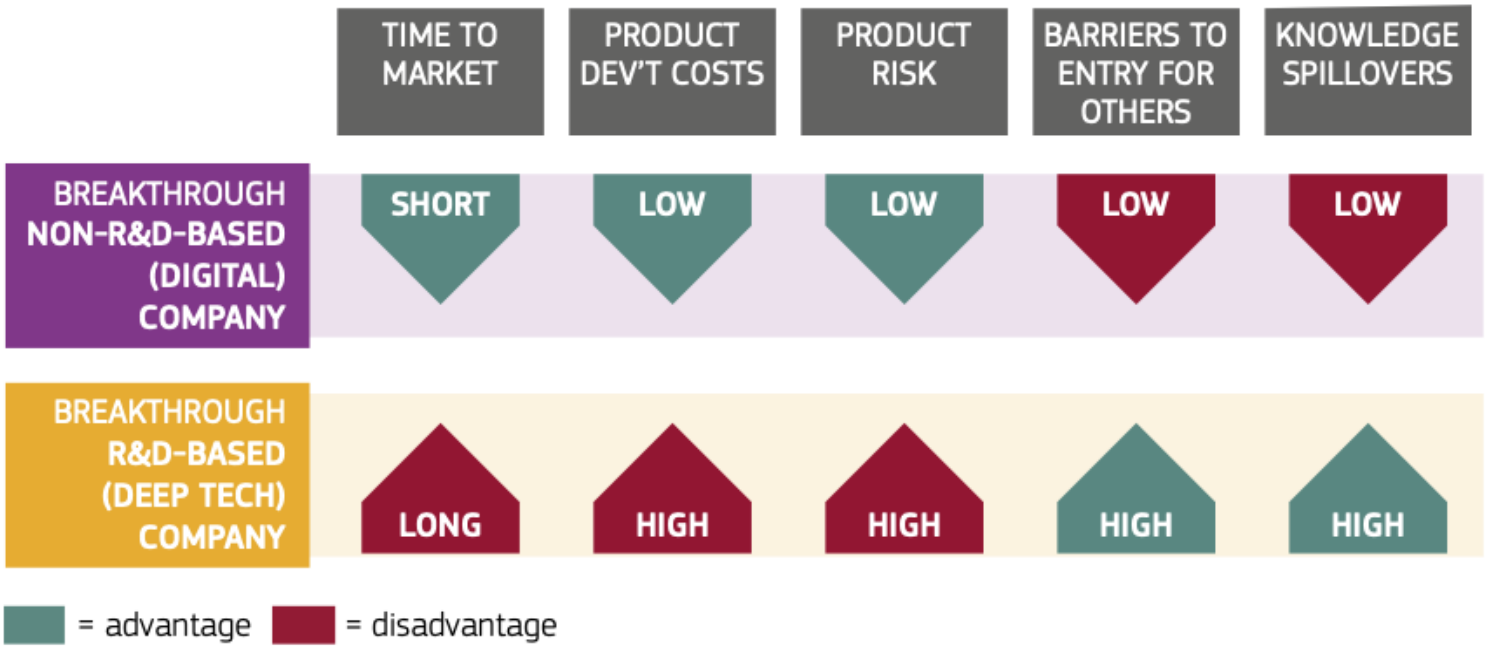


SUGGESTION



MANY OTHER GOOD BOOKS

EIC POLICY BAKGROUND: FAST



It's time for Europe to act FAST!

EIC POLICY BAKGROUND: FAST

1. Funding. — Breakthrough innovation, in particular deep tech, requires large investments, over a significant time period. This is the kind of finance that is missing in Europe and presents a systemic failure: venture capital is too small, fragmented, short term, concentrated on digital, not enough oriented towards deep-tech and lacking critical mass for patient capital. Bank lending, Europe's predominant investment channel and inherently risk averse, is not adept at supporting breakthrough and deep-tech innovation. Public support for innovation – including EU support - is perceived as complex, slow, designed for R&D and fails to bridge the gap to private investment.

NON - BANKABILITY

Non-bankability: “The inability to attract sufficient funding” due to the high-risk level or a market failure”

- No revenues and no assets at all
- Not enough assets to be able to generate revenues
- Not yet profitable commercial activities
- Not yet attractive to other investors

An applicant may have secured on its side **co-investors ready** to partially finance the project activities, **on the condition of receiving additional investments** such as EICs’. In such a case, the company shall **not be considered as bankable.**

NON - BANKABILITY

RISK vs POTENTIAL

If the level of **risk** is high but **so is the potential**, the project will be deemed non-bankable and therefore can be supported by the EIC Fund.

It is expected that the financing granted by the Enhanced EIC Pilot will **decrease the level of risk,** hence attract co-investors that would otherwise abstain.

WHY IS THE PROJECT NON-BANKABLE?

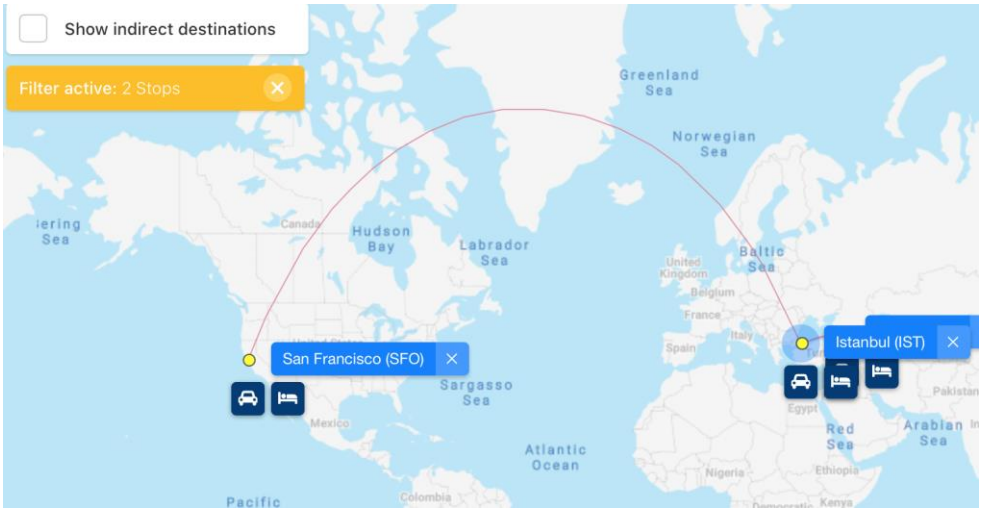
- ❑ Lack of attractiveness from business perspective?
- ❑ Result of a systematic risk capital market gap?
- ❑ Present shareholding structure being a constraint?

EIC POLICY BAKGROUND: FAST

2. Awareness. — Europe needs a flagship initiative on breakthrough innovation that can attract the best innovators and connect local and sectorial ecosystems.

EIC POLICY BAKGROUND: FAST

3. Scale. — Europe needs continental scale to compete at global level. It cannot compete with the US or China on the basis of national and local initiatives. European start-ups should not be forced to relocate to the US to access larger financing rounds.



SCALABILITY

Scalability: A company's ability to maintain or improve **profit margins** while **sales volumes** increase.

HOW TO DEMONTRATE SCALABILITY?

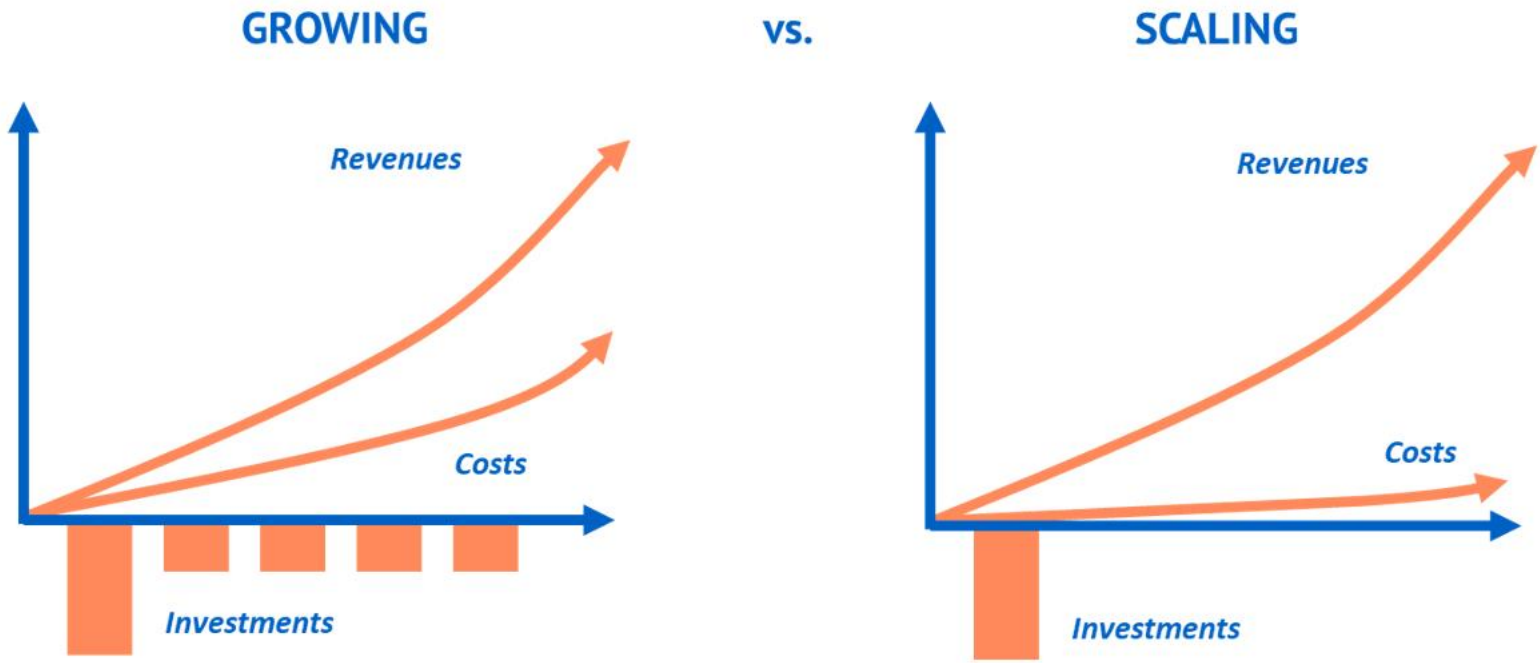
- ❑ Scalable business model
- ❑ Motivated and capable team
- ❑ Substantial demand
- ❑ Favorable market conditions
- ❑ Well defined financial needs
- ❑ Realistic financial projections

DRIVERS OF SCALALING

Light Asset Base | **Automated Process** | **Low-cost labor** | **Replication potential**

SCALABILITY

Scalability as such refers to the degree to which revenues can be increased without proportionally increasing investments in production or infrastructure. In other words, scalability is about increasing productivity, **creating more output with the same input.**



SCALABILITY RISKS

Scaling too fast, hurting customer experience

GROUPON

Capital intensive battles for leadership and existence

Lime

BIRD

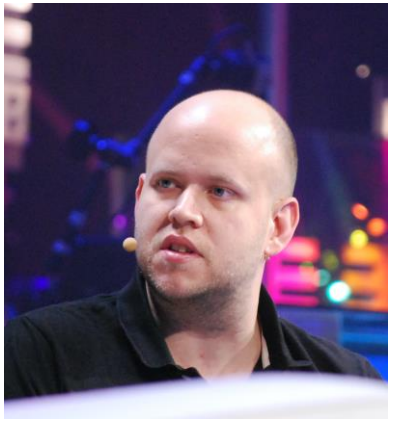
voi.

Scaling for its own shake (premature scaling)

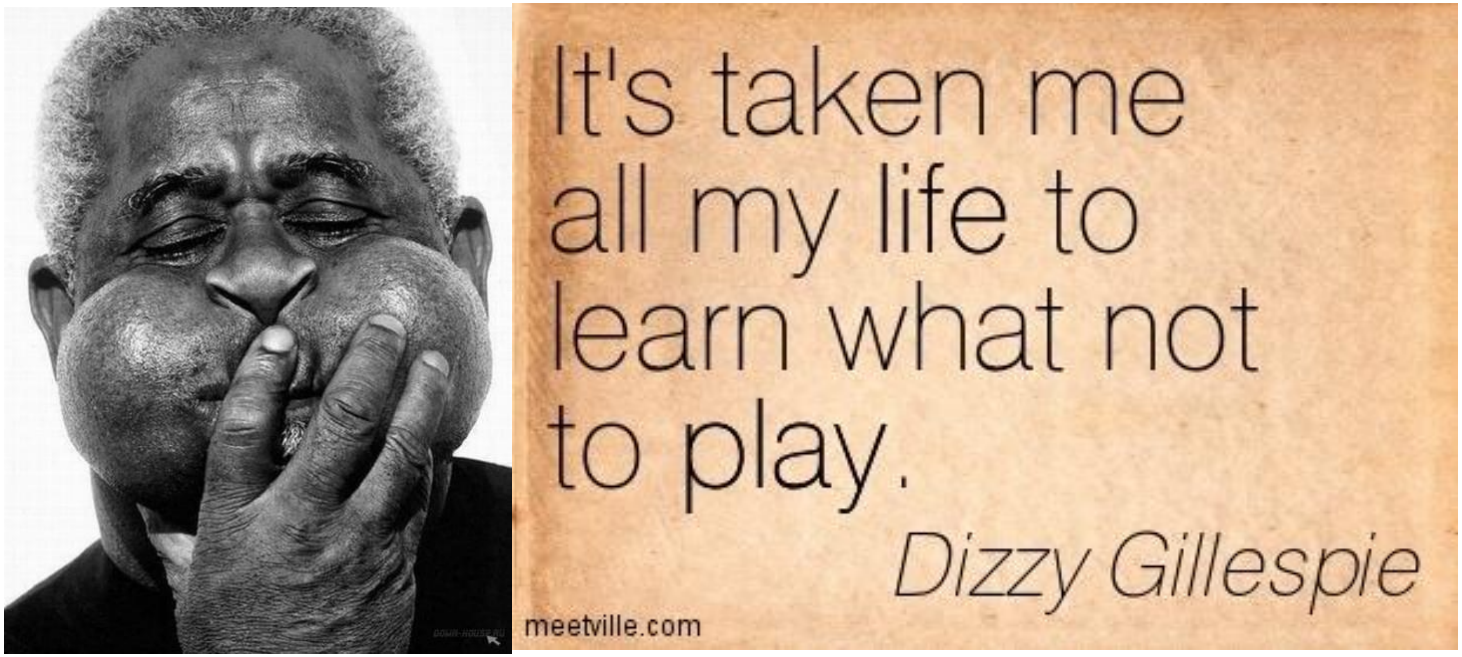
wework

EIC POLICY BAKGROUND: FAST

4. Talent. — Europe needs role models and champions. Its funding needs to empower people, create a culture of risk-taking and stimulate entrepreneurship rather than encouraging risk avoidance and paper shuffling.



PRACTICAL TIPS FOR SUBMISSION



PAGE LIMIT: 30 PAGES

PRACTICAL TIPS FOR SUBMISSION

DOs

- Ask different people to check the whole text
- Make sure formatting is according to specs
- Make sure .pdf looks like word document
- Look at all questions in the platform upfront so that you have answers

DOWNLOAD AND CHECK AFTER YOU SUBMIT!

DON'Ts

Keep the proposal in separate files

Use different computers/ versions of software

Forget to fill in all tables and Sections

Submit the last moment of the deadline

MAKE IMPORTANT CHANGES IN THE LAST MOMENT

TIP: Start making trial submissions a couple of days before the deadline to test the system, BUT make sure that at the end you have the correct version uploaded!

Contact:

Office Address

Turkey in Horizon 2020 Project

And Sokak 8/12 Akasya Apt. 06680 Çankaya/Ankara

06520 Çankaya/Ankara,Turkey

Tel: +90 312 467 61 40

http://www.turkeyinh2020.eu/

info@TurkeyinH2020.eu

Teşekkür ederim!
Thank you!

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

Horizon 2020 SME Instrument (EIC Accelerator) – Project Writing Training for SMEs

Section 1: Excellence

Grigoris Chatzikostas

Training Coordinator

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

EIC Accelerator Pilot – Proposal template

Document 1 - Proposal template

Summary

1. Excellence

- Idea and solution
- Innovativeness
- Stage of development

2. Impact

- Market and customers
- Commercialisation strategy
- External Strategic Partners
- Intellectual property
- Scale up potential
- Key Performance Indicators
- Broader impact

3. Implementation

- Team and capabilities
- Financing needs
- Equity (if blended finance requested)
- Need for EIC support
- Risks
- Approach
- Work packages, deliverables, milestones
- Resources

Document 2 - Annex 1 – 3

- Annex 1 – Security and Ethics;
- Annex 2 – CVs
- Annex 3 –Others

Documents 4 and 5

Annex 4 – Financial and corporate information Excel file

Annex 5 – Pitch-deck

INTRODUCTION

Describe your innovation **in no more than 200 words,** avoiding jargon or technical language.

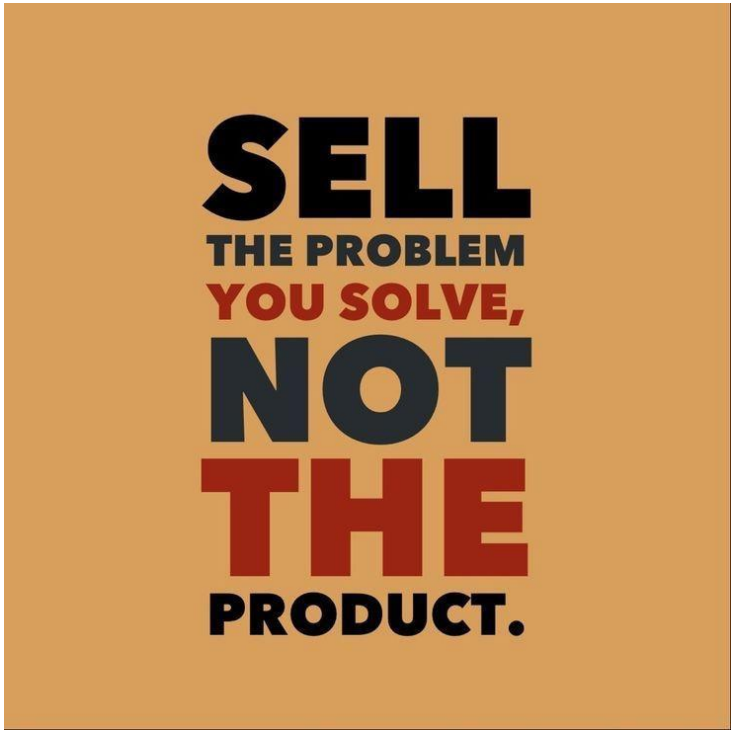
Briefly explain, **in no more than 200 words,** how your innovation relates to the overall strategy of your company.

IDEA AND SOLUTION:

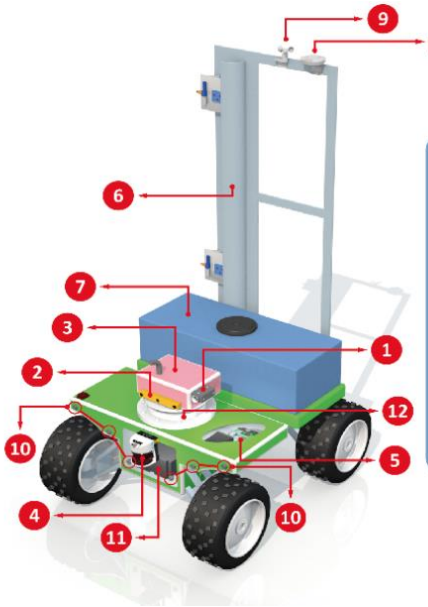
Innovation in detail

What are the objectives

What are the challenges or problems – business, technological or societal (climate change, environment, gender dimension, etc.) - that you seek to address by bringing your innovation to market.

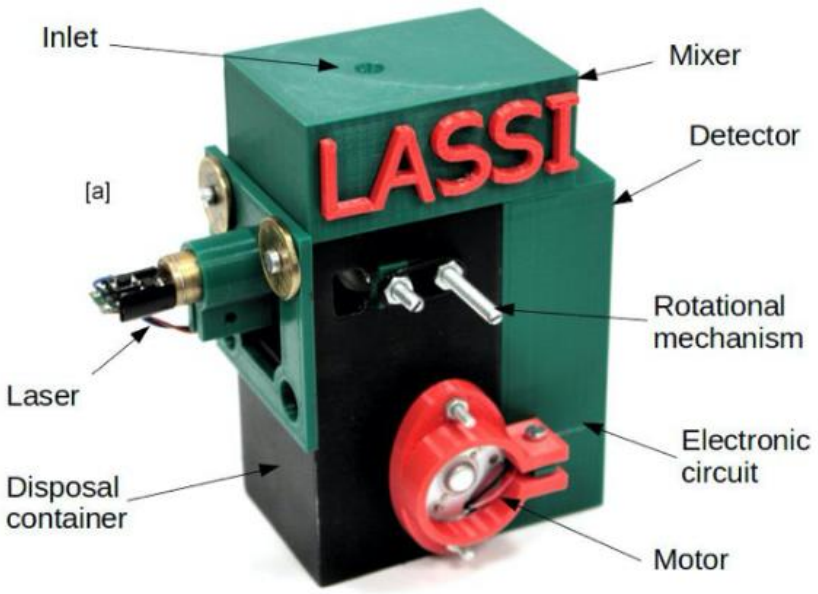


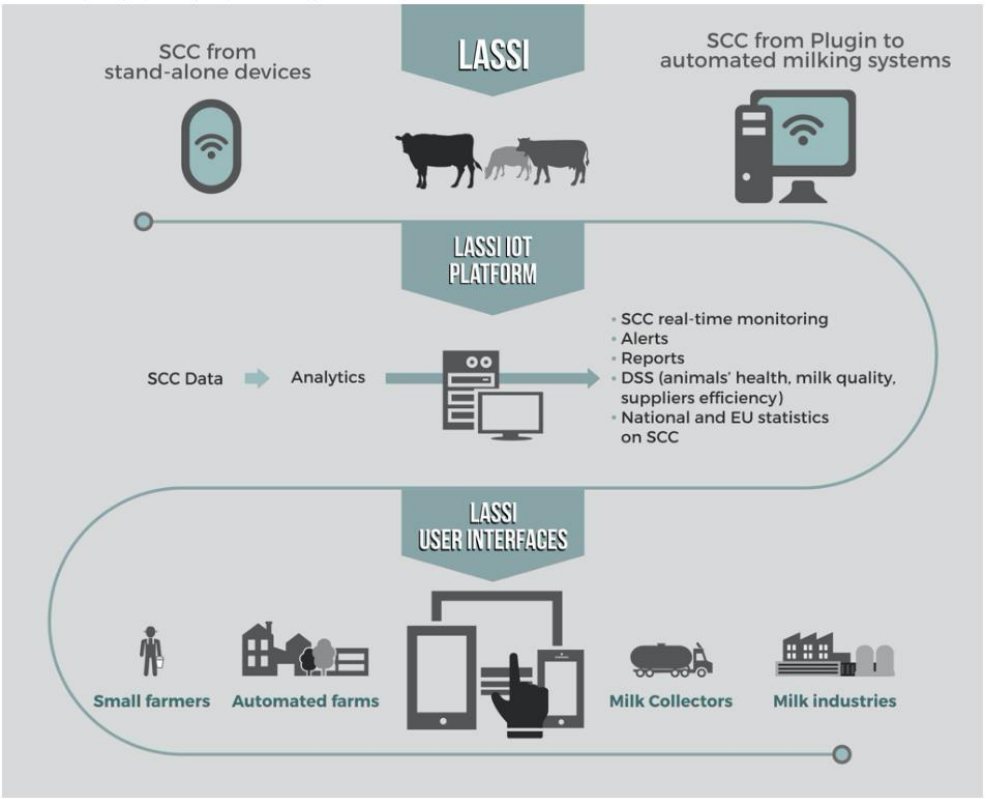
INNOVATION IN DETAIL



1. Multispectar camera
2. Stereo-camera
3. LIT-MS
4. LIDAR
5. Robot electronics compartment
6. Spraying mast with nozzles
7. Spraying tank (130l)
8. GNSS antenna
9. Meteo sensor
10. Sonar ring
11. Batteries
12. Rotating base for the perception sensors (1,2,3)

INNOVATION IN DETAIL





OBJECTIVES

Your objectives MUST be in line with call objectives!

- ✓ How will you verify that each objective has been met?
- ✓ What measures will be used?
- ✓ How does each objective relate to the call?

Make clear clasification (if aplicable)

- ✓ Industrial objectives
- ✓ Economic objectives
- ✓ Social objectives

For each objective also record:

- ✓ Relationship to the call: **Achievable**
- ✓ Critical assumptions:
- ✓ (Timescales will be added later): **Time bound**

OBJECTIVES

GO ***The general objective of the project is to transform the existing Somatic Cell Counter prototype (TRL 6), based on flow cytometry coupled with fluorescence techniques, to a market-ready comprehensive solution (TRL 9) providing analysis, monitoring, and reporting on animal health and milk quality to dairy farmers and the dairy industry.***

The starting point for the project is the prototype of a Somatic Cell Counter based on fluorescent flow cytometry, which has been tested in the lab and in a real world environment, with excellent performance in both cases. Based on this, two pre-production prototypes will be developed (the **LASSI Somatic Cell Counter devices:** a stand-alone device and a unit that will be integrated in Automatic Milking Systems). The devices will be bundled with an Internet of Things (IoT) platform (the **LASSI platform**) into the **LASSI solution**, which will provide services such as analysis, monitoring, and reporting on animal health and milk quality. The LASSI solution will provide **dairy farmers** with a Decision Support System (DSS) on animals' health, reports on animals' health history and milk quality logs, enabling them to rapidly diagnose mastitis by knowing the somatic cell count on individual cows, and save costs. The **dairy industry** will use the LASSI solution for determining remotely SCC on bulk milk quantities before loading it for transport, and for monitoring the quality of farms they cooperate with.

The specific objectives of the project are:

O1 ***Advanced and specific development that will evolve the existing prototype to two separate pre-production prototypes:***

- ***Stand-alone, portable, handheld SC Counter;***
- ***Live measurement unit to be integrated into the milking system.***

Based on the core device, **two pre-production prototypes** will be developed. The **handheld** device targets the issue of bulk milk quality control at the time of milk purchase from farmers. The **live measurement unit** will be developed to be integrated into Automatic Milking Systems (AMS), allowing continuous monitoring of SCC at the time of milking. The advanced development will include perfection of various system parts: lens, detector, rotational mechanism, and cleaning mechanism, in order to further improve the SC Counter's performance. Furthermore, it will include the design of the housing for both devices, and the implementation of the automatic sampling system for the automatic SC Counter.

Objective	Key Performance Indicators (KPIs)	Target values
O1: Prototype *Development*	Time to design and integrate the industrial prototype of the handheld device	6 months
	Time to design and integrate the industrial prototype of the automatic device	6 months
	Improvement of the accuracy of the device	±7%
O2: Solution *Development*	User interfaces meet usability needs of the users	85%
	Acceptance of the proposed services by users	90%
O3: *Validation*	No. of full systems for milk quality control installed	1
	Number of full systems for cow health control installed	1
	Success rate of the performed system validation tests	90%
	No. of devices manufactured for testing (handheld)	10

THE PROBLEM

QF4 Please tell me to what extent you are worried or not about the following issues.
Answer: Total 'Worried'
"Higher levels of Worry"

Pesticide residues in fruit, vegetables or cereals		Residues like antibiotics or hormones in meat		Pollutants like mercury in fish and dioxins in pork		Cloning animals for food products	
EU27	72%	EU27	70%	EU27	69%	EU27	65%
EL	91%	CY	92%	CY	85%	EL	76%
CY	90%	EL	87%	IT	83%	IT	75%
LT	88%	LT	84%	LT	82%	LU	75%
...		...		...		...	
SE	59%	UK	53%	NL	57%	EE	48%
NL	53%	SE	50%	UK	51%	IE	48%
UK	53%	FI	48%	SE	46%	MT	48%

Figure 1: Pesticide residues – The major food-related concern of European citizens (Source: Eurobarometer 354)

THE PROBLEM

The Big Picture

1) Population growth

2) Shifting economic power

3) Environmental concerns

... BUT STILL

We use protein for	If we don't replace it = deficiency symptoms
• Bone, muscle, skin, organs, hormones, enzymes • Brain chemistry – cognition and mood • We need protein approximately every 3-4 hours to stimulate the thyroid and to balance blood sugar levels • Metabolism • Specific amino acid functions	• Loss structures e.g. skeletal muscle • Brain chemistry imbalance • Fatigue, loss energy • Slower metabolism, weight loss or gain • Mood imbalance • Cognitive dysfunction (ie. reduced focus, memory)

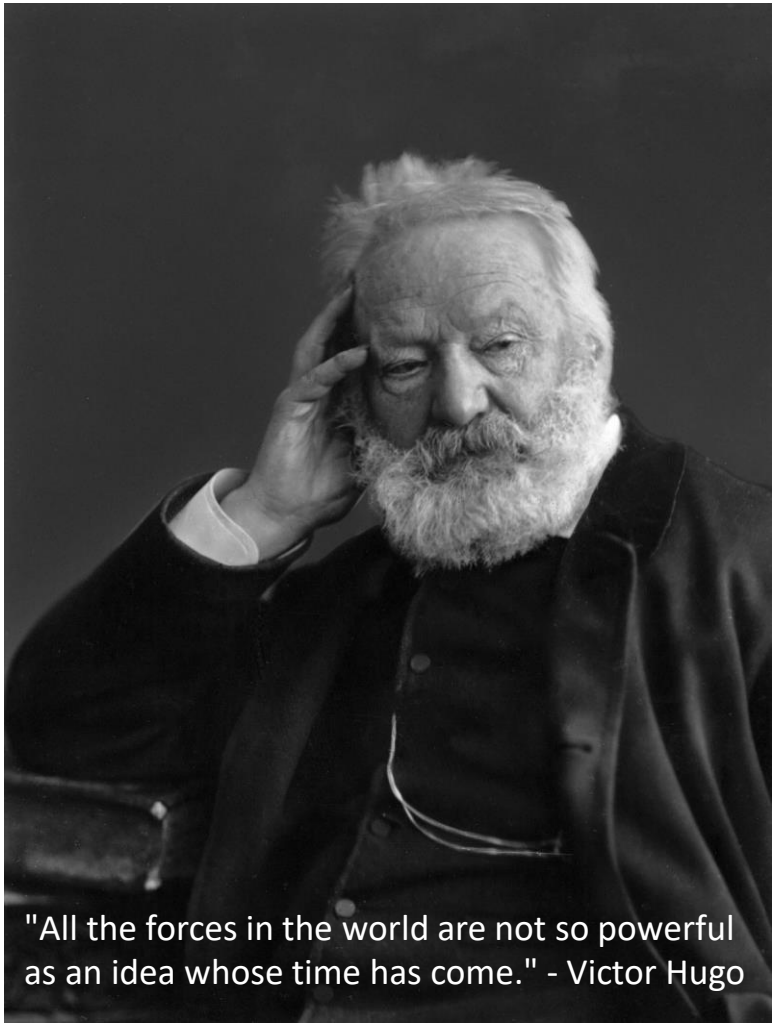
THE ALTERNATIVE PROTEINS CONCEPT

Types are classified based on sources: Insect based, Plant based, Lab grown meat

INNOVATIVENESS

How is your innovation better or significantly different than other existing alternatives?

Why is the timing right for your innovation?



"All the forces in the world are not so powerful as an idea whose time has come." - Victor Hugo

COMPARISON TO EXISTING ALTERNATIVES

Table 6: Technical characteristics of the competitive solutions

	Test tape method (*Porta SCC*)	**California Mastitis Test (CMT)** (*Ekomilk SCAN*)	**Automatic counting based on image cytometry technology** (DeLaval Cell Counter)	**Automatic counting based on flow cytometry technology** (*Fossomatic™ FC*)	**LASSI**
Measuring speed	45 min for regular, and 5 min for quick test	4 min/measurement		200, 300, 400, 500 or 600 samples/hr	100,000 to 1,000,000 somatic cells per ml in laboratory conditions in less than 60 seconds
Measuring range	100.000 – 3.000.000 somatic cells/ml	90.000 – 1.500.000	10.000 to 4.000.000 somatic cells/ml	0 – 10 mill cells/ml	100,000 to 1,000,000 somatic cells per ml
Sample intake	2 ml	10 ml	Approx 60 µl in the cassette / Measuring volume: Approx 1 µl	2.5 ml (programmable 2.0 – 5.0 ml)	2 ml
Required sample temperature	0 - 8°C	15° - 30°C	10° - 40°C	30 - 42 °C	15 – 25 °C
Sample types	Bulk tank or individual sample	Bulk tank or individual sample		Cow's, goat's, sheep's milk and other	Any type of milk, bulk or individual animal.
Dimensions (HxWxD)		20 x 26 x 29 cm	23,5 x 23,6 x 24,9 cm	63 x 85 x 68 cm	10 x 10 x 5 cm
Weight	Digital reader ~ 200 g Tapes – N/A	< 4,5 kg	4.1 kg	100 kg	<1kg
Power supply	N/A - manual	AC Power Supply voltage 220V +10%/-15% / DC Power Supply voltage 12V to 14,2V		100 - 240 VAC, 50/60 Hz	12V DC power supply
Portable	Yes - handheld	Yes - tabletop	Yes – tabletop	No	Yes - handheld
Customers	Dairy farmers & milk industry companies	Dairy farmers & milk industry companies	Small milk laboratories and dairy farmers	Laboratories	Dairy farmers & milk industry companies
User level	Non-expert	Non-expert	Non-expert	Expert	Non-expert
Price range	<100 €	1 – 3 k €	<10 k €	> 10 k €	250 €

TIMING: HYPE CYCLES

• **Innovation Trigger:** A potential technology breakthrough kicks things off. **Early proof-of-concept stories** and media interest trigger significant publicity. Often **no usable products exist** and **commercial viability is unproven.**

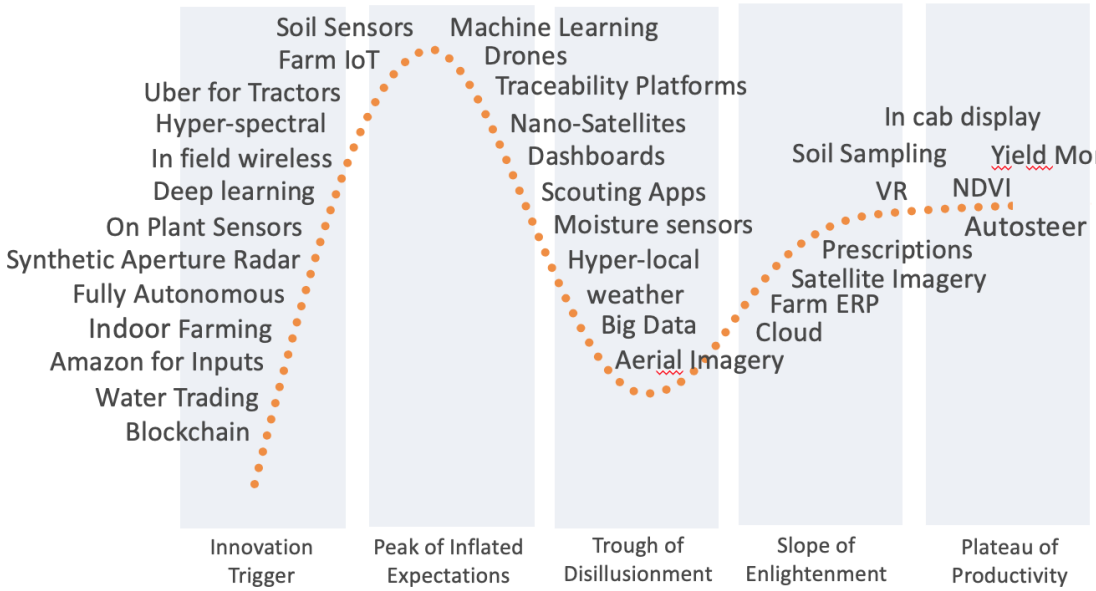
• **Peak of Inflated Expectations:** Early publicity produces a **number of success stories** — often accompanied by scores of failures. Some companies take action; many do not.

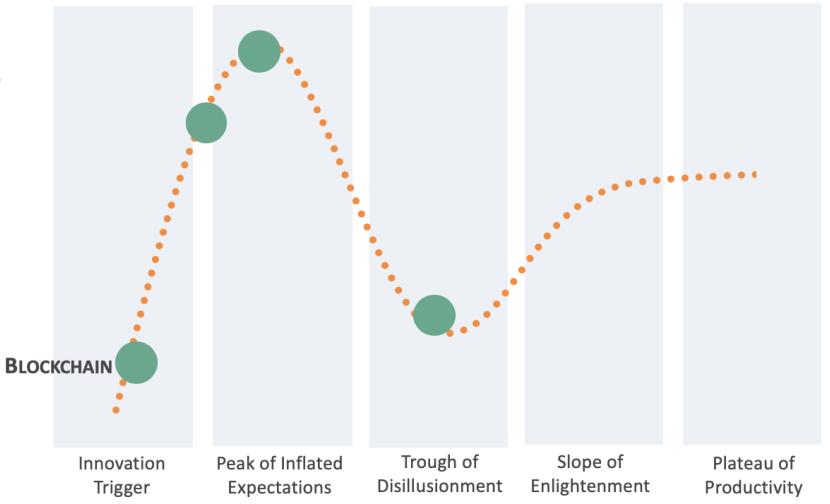
• **Trough of Disillusionment:** Interest wanes as experiments and implementations **fail to deliver.** Producers of the technology shake out or fail. Investments continue only if the surviving providers improve their products to the satisfaction of early adopters.

• **Slope of Enlightenment:** More instances of how the technology can benefit the enterprise start to crystallize and become **more widely understood**. Second- and third-generation products appear from technology providers. More enterprises fund pilots; conservative companies remain cautious.

• **Plateau of Productivity:** Mainstream adoption starts to take off. Criteria for assessing provider viability are more clearly defined. The technology's **broad market applicability and relevance** are clearly paying off.

TIMING: HYPE CYCLES



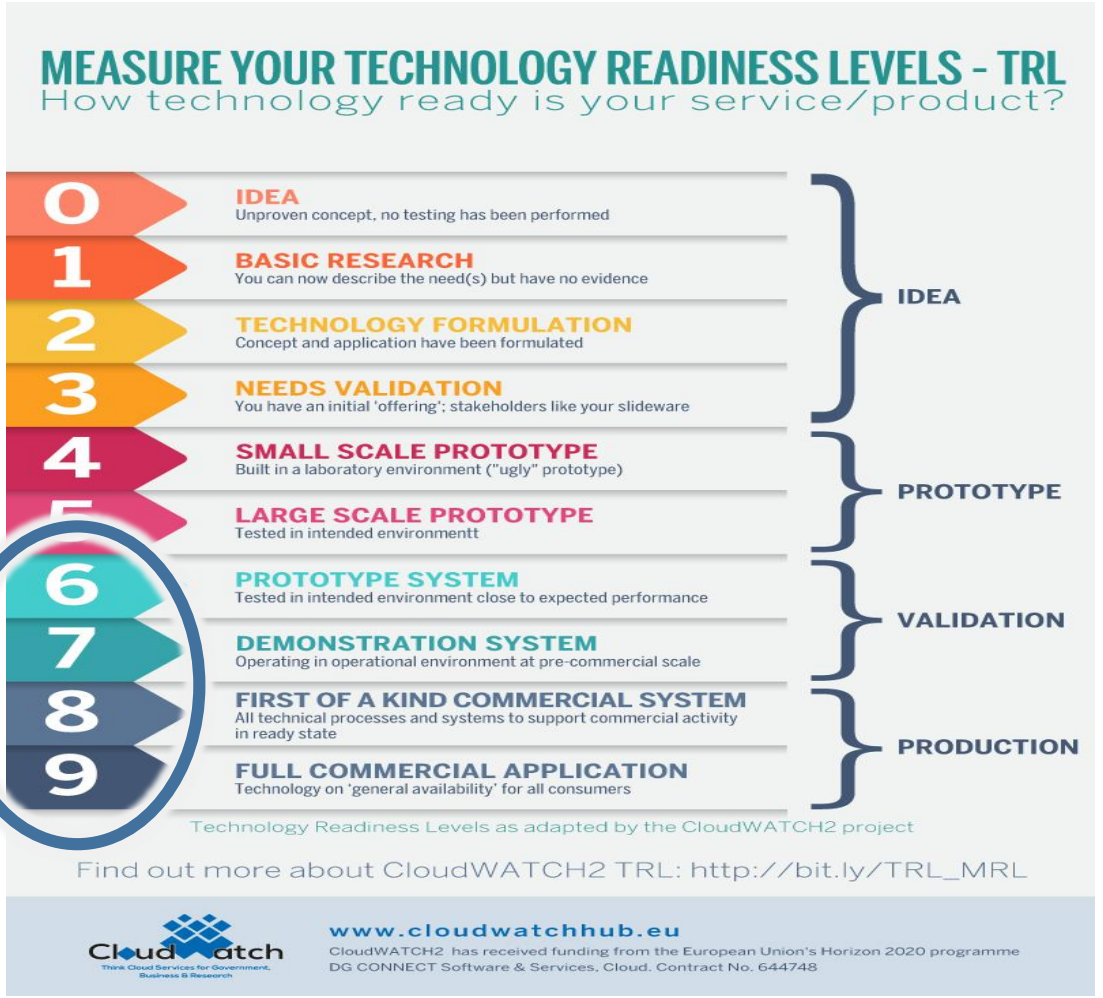


STAGE OF DEVELOPMENT:

Current stage of development) Technology Readiness Levels),

Activities and results achieved so far.

Next steps planned to take this innovation to the market?



CURRENT STAGE OF DEVELOPMENT

Status

Initial set of services ready:

- Irrigation optimization (irrigNET)
- Pest control (**trapNET**)
- Crop disease prediction (alertNET)
- Image based analysis of fields (fieldNET)
- Machinery and asset control (fleetNET)
- Asset management in orchards (boxNET)
- Farm activities log book (activityBOOK)

13 supported crops

Prediction of 12 diseases

Monitoring of 2 types of pests

Pilot deployments done over the last two years

Onboarding customers in progress

ACTIVITIES AND RESULTS ACHIEVED SO FAR AND NEXT STEPS

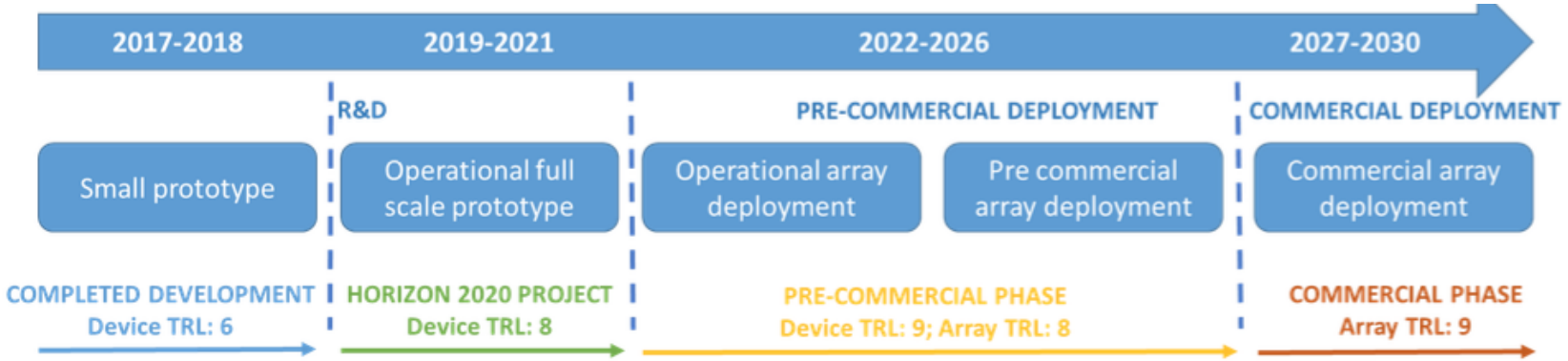


***Figure 9**: Project stages*

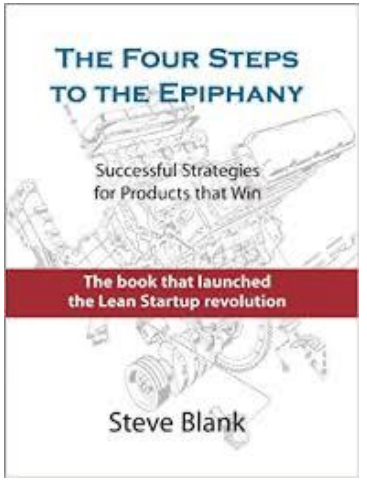
To expand team	Business development Sales and marketing, Software development Agriculture and supply chain domain experts
To expand functionality	New digital farming micro-services End-user solutions for new domains (cattle, storage of crops) Product passport with sensing capabilities

FEASIBILITY

- Technological
- Practical
- Economic

Product Development Process

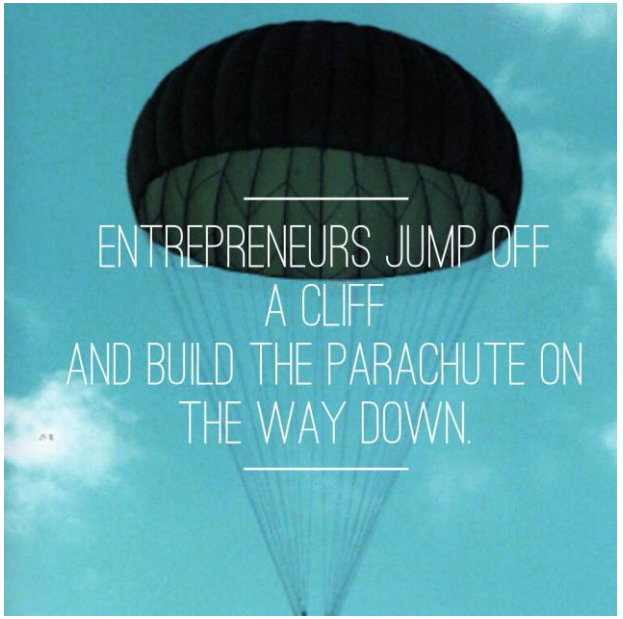
Customer Development Process



Customer Discovery	**Customer Validation**	**Customer Creation**	**Company building**
Concept / Seed	Product Development	Alpha/Beta test	Launch / 1st Ship

RISKS

The EIC Accelerator supports **high-risk,** high-potential small and medium-sized enterprises and innovators to help them develop and bring onto the market new innovative products, services and business models that could drive economic growth.



RISKS

Only brief description

Mitigation measure to be presented in Section 3

EIC projects must be risky!

Description of risk
Development risks arising from not achieving the set objectives for the LASSI hardware and software solution
Incomplete understanding of customer use cases which can cause a misfit of the solution to the users' need
Customer take-up below expectations

CRITERIA

High-risk/high-potential innovation ideas that have something that nobody else has. It should be **better and/or significantly different** to any alternative. Game-changing ideas or breakthrough innovations are particularly sought after. It's **high degree of novelty** comes with **a high chance of either success or failure.**

Realistic description of the **current stage of development;** at **least TRL 6**, or something analogous for non-technological innovations and clear outline of **steps planned to take this innovation to market**.

Highly innovative solution that goes beyond the state of the art in comparison with existing or competing solutions, including on the basis of costs, ease of use and other relevant features as well as issues related to climate change or the environment, the gender dimension and any other benefits for society.

CRITERIA

Very good understanding of both risks and opportunities related to successful market introduction of the innovation from both technical and commercial points of view. Documentation on the **technological, practical and economic feasibility of the innovation**. ***The 'feasibility' aspect is closely examined if you are invited to present your proposal.***

Objectives for the innovation proposal as well as the **approach and activities** to be developed are **consistent with the expected impact** (i.e. commercialisation or deployment resulting in **company growth**). Appropriate definition provided of specifications for outcome of project and criteria for success.

Taken as whole, to what extent the 'Excellence' elements are **coherent and plausible**

Contact:

Office Address

Turkey in Horizon 2020 Project

And Sokak 8/12 Akasya Apt. 06680 Çankaya/Ankara

06520 Çankaya/Ankara,Turkey

Tel: +90 312 467 61 40

http://www.turkeyinh2020.eu/

info@TurkeyinH2020.eu

Teşekkür ederim!
Thank you!

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Accelerator Project Writing Training for SMEs

'Please complete the event evaluation form'

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

Horizon 2020 SME Instrument (EIC Accelerator) – Project Writing Training for SMEs

Section 2: Impact

Grigoris Chatzikostas

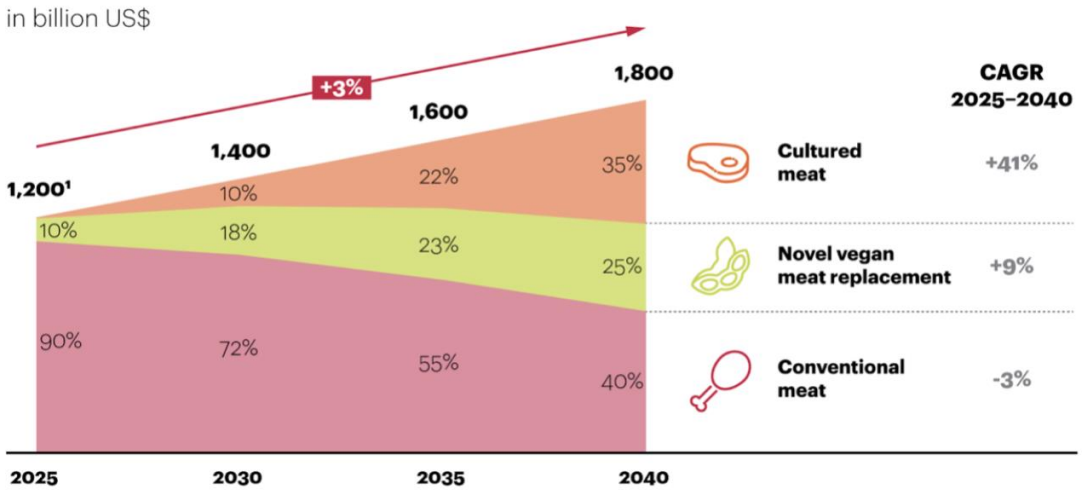
Training Coordinator

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

MARKET AND CUSTOMERS

- Market assessment (inc. conditions and growth rate)
- Potential customers
- Unique Selling Points
- Differentiators

Agriculture land globally: **5,000,000,000ha**	Number of farms globally: **570,000,000**
Number of farms with more than 10ha: **14,200,000 (1.320.000.000ha)**	Smart packaging market in 2022 **36.2 billion USD**

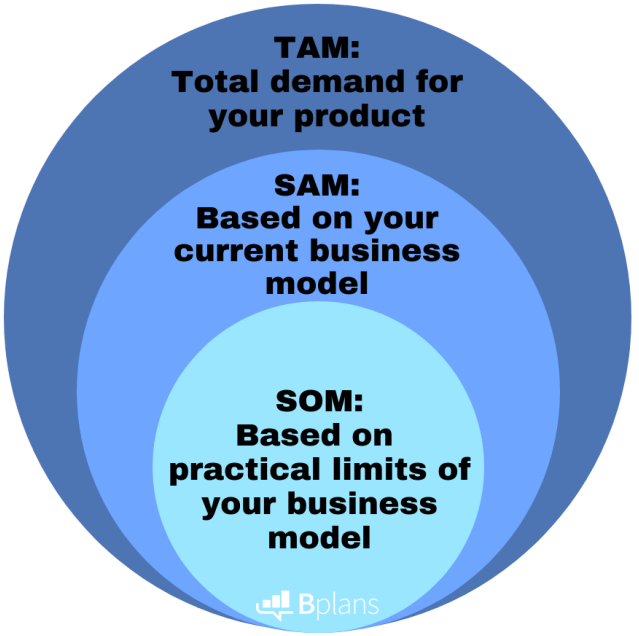


MARKET ASSESSMENT: TAM SAM SOM

TAM: Total Available Market
Focus on: Total market / size
Example: **Total Agricultural Robotics Market**

SAM: Serviceable Addressable Market
Focus on: Your own technology/ services
Example: **Total market for spraying robots** (Segment of total agricultural robotics market)

SOM: Serviceable Obtainable Market
Focus on: Which realistic market share can be obtained by myself considering: competition, trends, expected demand/forecast, countries, my sales/distribution channels and other market influences?)
Example: **My realistic goal** to sell spraying robots to farmers.



POTENTIAL CUSTOMERS

MARKET SIZE

		Number of farm holdings			Utilised agricultural area in ha			Standard output (EUR)			Livestock units on holdings with livestock		
	Avg Farm Size	All Farms	Very small & Small Farms	Large Farms	All Farms	Very small & Small Farms	Large Farms	All Farms	Very small & Small Farms	Large Farms	All Farms	Very small & Small Farms	Large Farms
Spain	24,1	965.000	758.000	52.000	23.300.000	3.559.000	12.939.000	35.979.000	16.129.000	9.049.000	14.502.000	7.409.000	3.051.000
Ireland	35,5	140.000	60.000	5.000	4.959.000	658.000	1.152.000	5.013.000	652.000	887.000	5.929.000	899.000	795.000
Serbia	4,5	650.000						5.300.000			1.800.000		
France	58,7	472.000	202.000	98.000	27.739.000	1.164.000	17.170.000	56.914.000	10.977.000	24.481.000	21.871.000	2.787.000	9.741.000
Germany	58.6	285.000	128.000	35.000	16.700.000	1.257.000	9.514.000	46.252.000	7.301.000	20.440.000	18.407.000	3.938.000	6.802.000
Italy	12	1.010.000	880.000	15.000	12.099.000	4.171.000	3.259.000	43.794.000	20.066.000	7.608.000	9.374.000	3.340.000	1.991.000
The Netherlands	27,4	67.000	38.000	2.000	1.848.000	255.000	369.000	20.498.000	9.216.000	2.066.000	6.602.000	2.983.000	446.000
EU-28	**16**	**10.841.000**	**9.353.000**	**337.000**	**174.614.000**	**32.276.000**	**90.966.000**	**331.105.000**	**107.887.000**	**110.792.000**	**130.174.000**	**40.046.000**	**40.609.000**

Note: Very small and small farms are defined by a utlised agricultural area <20 ha; large farms are defined by a utilized agricultural area with over 100ha

Figure 5 Market Size Statistics

MARKET SEGMENTATION

Customer Segment	Solution	Functionality	Pricing Policy	
CS-A1: small dairy farms	Stand-alone device & IT Platform	Test Milk Quality Instantly & Remotely	Device € 250	Platform € 100 Yearly Subscription
CS-A2: Medium and large-sized farms	Stand-alone device & IT Platform	Test Milk Quality Instantly & Remotely	Device € 250	Platform € 100 Yearly Subscription
CS-A2: Medium and large-sized farms	Live measurement Unit & IT Platform	Integrate to milking system	Device € 350	Platform € 150 Yearly Subscription
CS-B: Dairy industry	Stand-alone device & IT Platform	Test Milk Quality Instantly & Remotely	Device € 250	Platform € 1.500 Yearly Subscription
CS-C: Milking Systems Industry (AMS)	Live measurement Unit & IT Platform	Integrate to their milking systems and resale	Device € 300	Platform € 100 Yearly Subscription

UNIQUE SELLING POINTS AND DIFFERENTIATORS

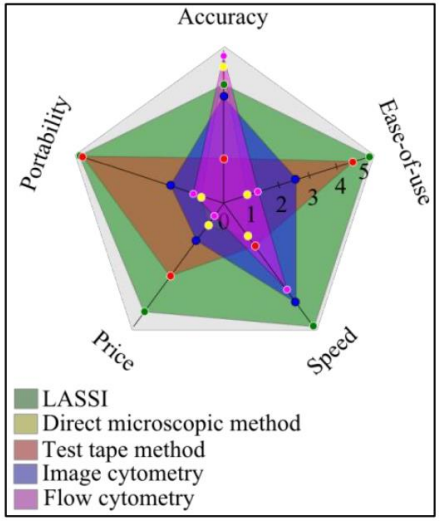
"A unique selling proposition or point (USP) refers to the **unique benefit** exhibited by a company, service, product or brand that **enables it to stand out from competitors.** The unique selling proposition must be a feature that highlights product benefits that are **meaningful to consumers.**

Unique value proposition of LASSI:

LASSI combines the advantages of the state-of-the-art solutions into a disruptive innovative solution. **High accuracy** and **high speed** are accomplished by using fluorescent flow cytometry, the fastest and alongside direct microscopy, the most accurate method for determining the SCC. **Ease-of-use** is achieved by automation of the sample preparation and cleaning processes. **Low price** is achieved with innovative design and use of readily available components to create a novel device. Additionally, LASSI handheld SC counter is **portable** due to its small size and it is the first handheld SC counter based on flow cytometry.

Table 4: Overall characteristics of existing solutions

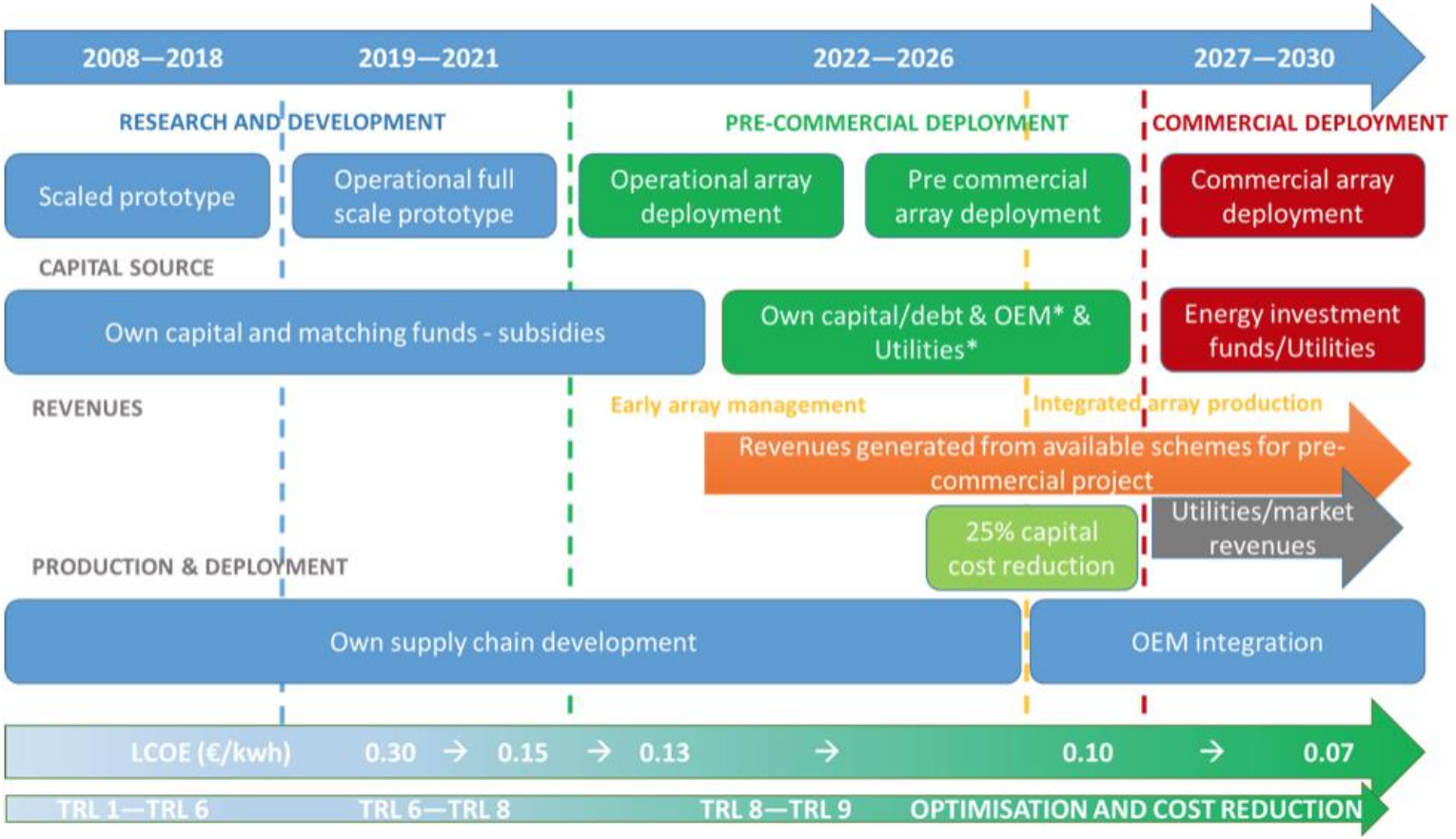
	Accuracy	Ease-of-use	Speed	Price	Portability
Test tape method	Low	Yes	Slow	Low	Yes
California Mastitis Test (CMT)	Low	Yes	Slow	High	Yes
Automatic counting based on image cytometry technology	High	Moderate	Fast	High	Yes
Automatic counting based on flow cytometry technology	High	No	Fast	High	No
LASSI	**High**	**Yes**	**Fast**	**Low**	**Yes**



COMMERCIALIZATION STRATEGY

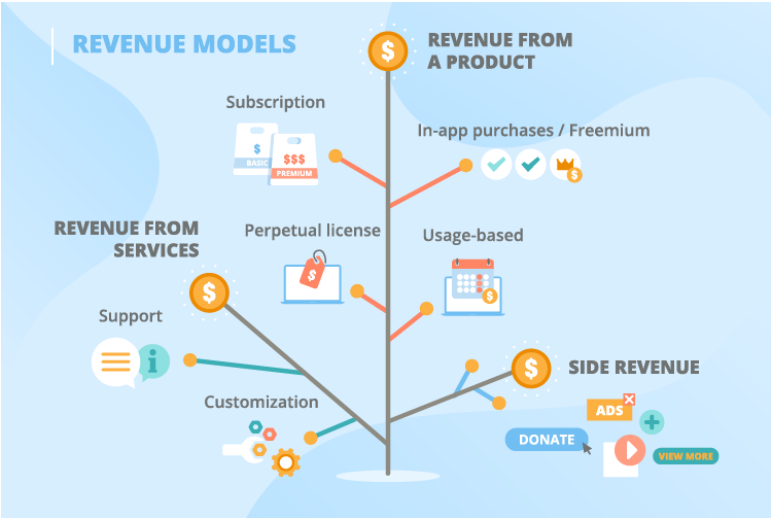
- Strategy for commercialization
- Regulatory approvals/compliance needed
- Time to market/deployment
- Revenue model

COMMERCIALIZATION STRATEGY



REVENUE MODEL

A revenue model is a framework for generating revenues. It identifies which **revenue source** to pursue, what **value** to offer, how to **price** the value, and **who pays** for the value.



SALES	Year 1
CS-A1: Small farmers	
P1: Stand Alone Device & IT Platform (Sales)	**180.000,00 €**
Number of new customers	300
Number of stand alone devices sold	600
Number of IT Platform Subscriptions	300
CS-A2: Medium and large-sized farms	
P1: Stand Alone Device & IT Platform	**337.500,00 €**
Number of new customers	250
Number of stand alone devices sold	1.250
Number of IT Platform Subscriptions	250

REVENUE MODEL – THE CASE FOR HARDWARE STARTUPS

HARDWARE AS A SERVICE

Sale or lease of a device that only works when a recurring fee is paid

Meraki (acquired by Cisco)
"IT guy in a box"

HARDWARE-ENABLED SERVICES

Same as previous, but service is optional

Meural
Digital art frame

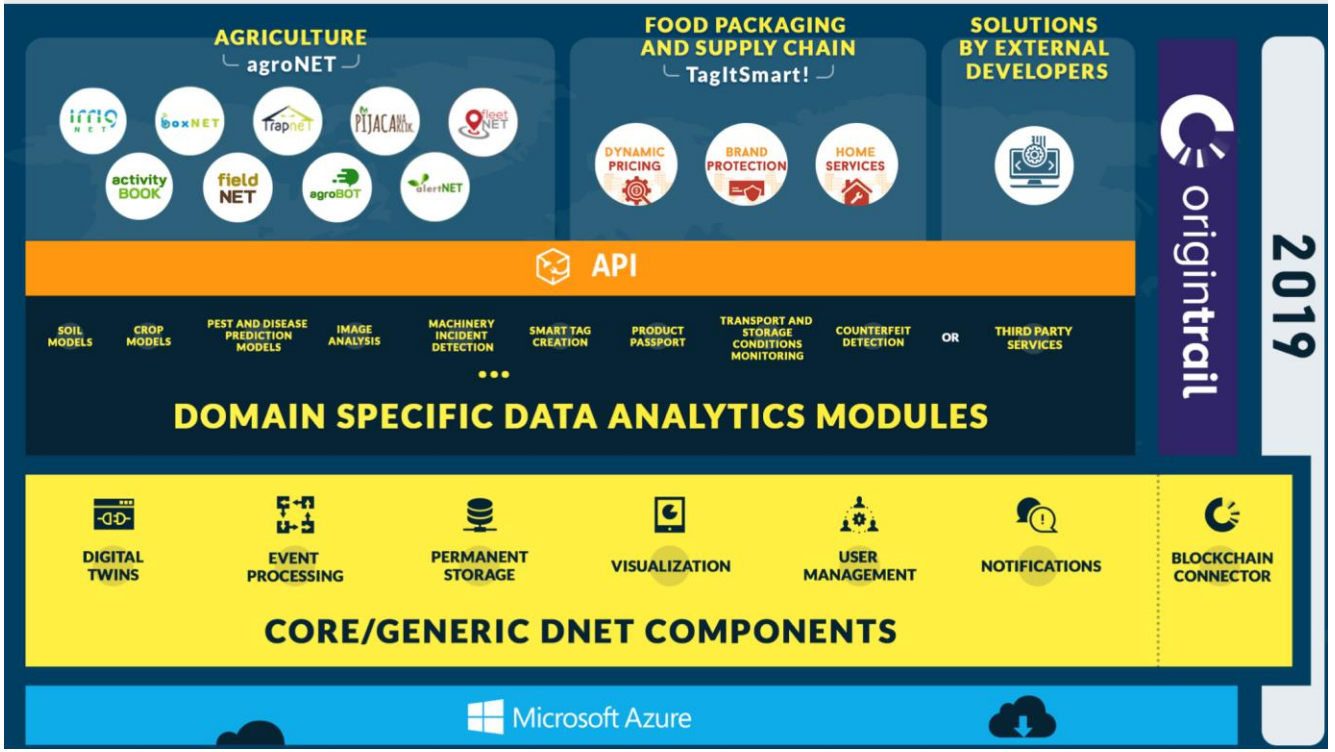
CONSUMABLES

One-time sale of hardware, continual sale of consumables

Kindle
Amazon earning from content

EXTERNAL STRATEGIC PARTNERS

- Key partners required to develop and commercialise your innovation,
- What their roles/competences are
- To what extent they are already committed and incentivized



LETTERS OF INTENT

From relevant organizations
Custom (explain their interest in the letter)
Singed by decision makers
Scanned copy in Annex 3

Generali Osiguranje Srbija a.d.o.
Vladimira Popovića 8
11070 Beograd / Srbija
T +381.11.222.0.555
F +381.11.711.43.81
kontakt@generali.rs
generali.rs

INOSENS.rs

26th February 2018

To Whom It May Concern:

As a Head of Department for insurance in Agriculture atGenerali Osiguranje Srbija ADO, I am greatly interested in the activities undertaken by the BEACON project submitted by KARAVIAS, in response to the topic DT-SPACE-01-EO-2018-2020 –"Digitising and transforming European industry and services (DT)" of the Horizon 2020 Programme.

The proposal aims to deliver agricultural insurance services into a commercial service package that will enable insurance companies to alleviate the effect of weather uncertainty when estimating risk for Agricultural Insurance products, reduce the number of on-site visits for claim verification, reduce operational and administrative costs for monitoring of insured indexes and contract handling, and design more accurate and personalised contracts by using Earth Observation data and weather intelligence, matching them with Blockchain technology and Smart Contracts applications.

As we are interested to supplement our services with advanced insurance solutions, BEACON will give us the opportunity to use current, historical and forecast EO and meteorological data, so that we enhance the estimation of the undertaken risks and crop losses and design the premiums with greater accuracy.

For the reasons above I am writing to confirm our interest in collaborating with BEACON, helping to define requirements, test and validate the proposed solution as well as being able to make use of the envisaged solution.

Best regards,

Mr. Nemanja Beranski
Generali Osiguranje Srbija ADO

Akcionarsko društvo za osiguranje GENERALI OSIGURANJE SRBIJA, Beograd, Vladimira Popovića 8
Matični broj 17198319
PIB 100001175
Društvo pripada Generali grupi upisanoj u Registar osiguravajućih grupa Italije koji vodi IVASS

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

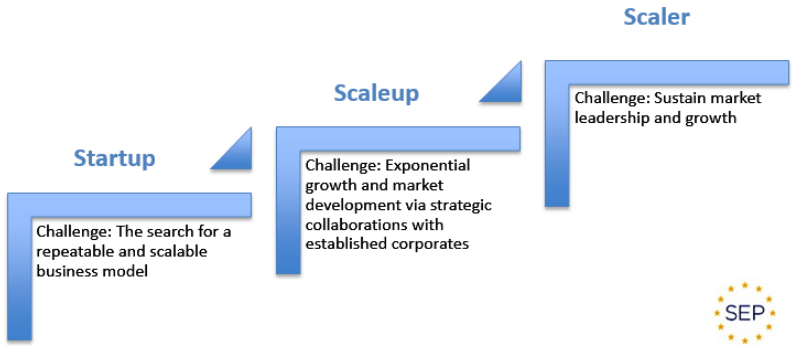
INTELLECTUAL PROPERTY

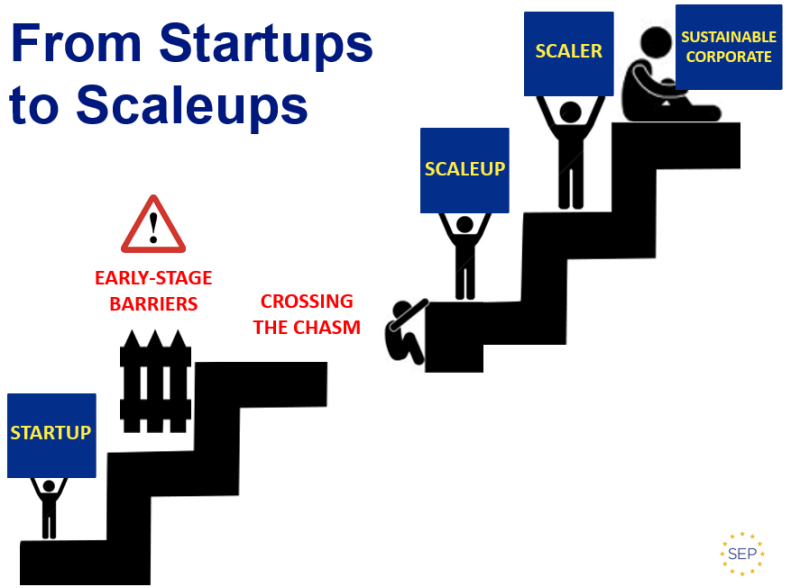
- Specify your Intellectual Property Rights in relation to your innovation.
- What are the key assumptions
- What measures are needed to ensure freedom to operate (e.g. IP, etc.)?

Broader area	Patent	Description
SCC detectors	US2015253302 (A1)	Based on microflow cytometry and impedance measurement. Static microchannels suffer from clogging and fabrication tolerances. Market potential questionable.
	US2014139834 (A1)	Approximation based on two-variable equation. Not very precise.
	CN102819765 (A)	Image cytometry based counter.
	US2012310541 (A1)	Apparatus for dielectric spectroscopy of milk. Not ideal for determining SSC.
	CN1789983 (A)	Colorimetric method of detecting somatic cells in liquid phase. Cumbersome sample preparation.
	US6307362 (B1)	Somatic cell analyser based on detection of sodium ions. Unreliable technique.
Methods for detection	NZ608803 (A)	A method for discrimination of cells, no device is discussed.
	NZ580123 (A)	An indirect method, based on detection of oxygen levels in milk.
	JP2010230363	A method based on active oxygen detection. Market take-up unlikely.
	WO2010079469 (A1)	Method based on CMT. There are commercially available solutions using this method. Accuracy is not very high.
	WO2005018414 (A2)	A method based on detection of nucleic acid in milk.
	US2008057596 (A1)	Colorimetric method of detecting somatic cells, similar to PortaSCC, but in liquid phase.

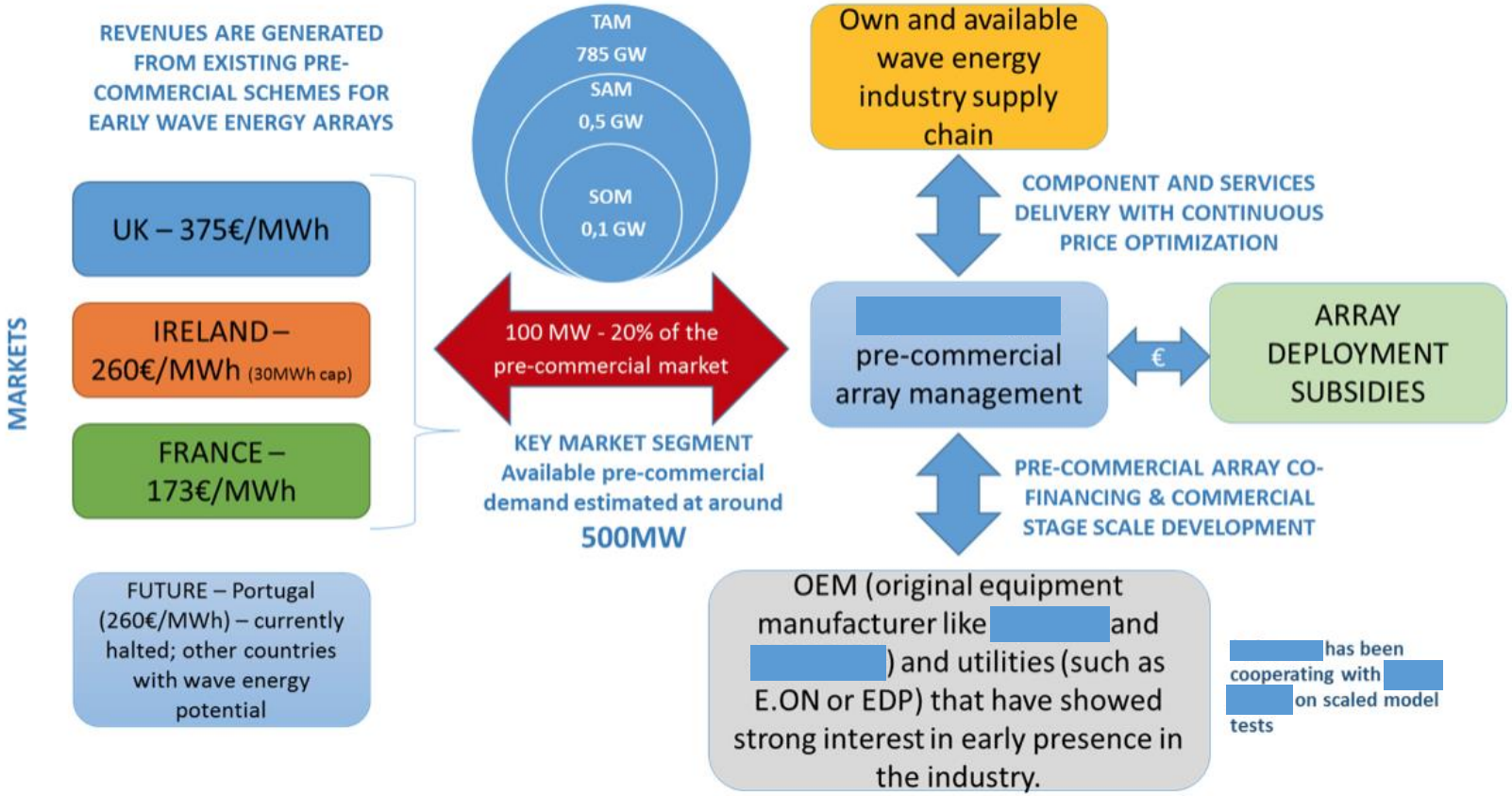
SCALE UP POTENTIAL

- How you intend to scale up your innovation, including the potential to develop new markets
- What the impact of the innovation on the growth of the company will be.





SCALE UP POTENTIAL - NEW MARKETS



IMPACT ON GROWTH OF THE COMPANY

	Current Situation	After KATANA
Market Share	<1% of Serbian market	3% of Serbian market 1st marketplace for PA solutions in Europe
Customer base	Private companies: Delta Agrar, Plantaže, Victoria Group and MK Group Public sector organizations: Regional Government of Vojvodina (Dept. Of Agriculture) and the Waters of Vojvodina organization	PA solutions providers from all over Europe (500+ customers)
Local Business Portfolio	4 paying customers, all in Serbia	+10 paying customers in Serbia
International Business Portfolio	None	500 paying customers in Europe
No. of Employees	3	12
Business Activities	ICT Technologies for Agriculture	ICT Technologies for Agriculture
Potential Turnover Increase (%) and (k€)	-	+150% +750k EUR

KEY PERFORMANCE INDICATORS

KPIs for the expected outcomes and the related success criteria for the innovation (i.e. the technological, practical, economic, market)

Current values and the target values at specified dates (breakeven point, etc.).

Key Performance Indicators (KPIs)	Target values
Project Success Indicators	
% of outage due to changes (planned unavailability)	<3%
% of actual uptime	>97%
AgI Process cycle-time decrease (%)	60%
BEACON market readiness	
% of automation workflow achieved on AgI company level	90%
% of automation workflow achieved on AgI supply chain level	80%

BROADER IMPACT

- Societal,
- Economic,
- Environmental
- Climate impacts

be if your innovation if successfully commercialised?

Under this framework MOZART contributes in high priority issues in the EU Environmental Agenda related to agriculture, as reflected in various legislative documents such as the **Framework Directive on the Sustainable Use of Pesticides (2009/128/EC)**, which demands all Member States to adopt National Action Plans setting quantitative objectives, targets, measures and timetables to reduce risks and impacts of pesticide use on human health and the environment. Other relative EU legislative and/or institutional initiatives in the field include **Directive (2009/127/EC) with regard to machinery for pesticide application** (for the first time, the Directive will also cover certain environmental protection requirements) and of course the **Common Agricultural Policy (CAP)** and more specifically the cross compliance scheme that couples subsidies to farmers with environmental criteria.

GREEN DEAL

GOOD FOR BUSINESS = GOOD FOR ENVIRONMENT

CRITERIA

Convincing specification of the potential to create new markets or create market disruption together with a convincing specification of the **substantial demand** (including willingness to pay) for the innovation. The total **market size** envisaged.

Convincing description of **targeted users or customers** of the innovation, how their needs have been addressed, why the users or customers identified will want to use or buy the product, service or business model, including **comparison with what is currently available, if anything at all.**

Realistic and relevant analysis of **market conditions** and **growth-rate**, competitors and competitive offerings, key stakeholders, clear identification of opportunities for market introduction, market creation or disruption (e.g. via new value-chains).

CRITERIA

A realistic and relevant description of how the innovation has the **potential to scale-up the applicant company**. This should be underpinned by a **convincing business plan** with a clear timeline and complemented, where possible, by a track-record that includes financial data. ***The 'potential to scale-up' aspect and associated financial needs are closely examined if you are invited to present your proposal***

Alignment of proposal with overall strategy of applicant SME and commitment of the team behind them. Demonstration of need for commercial and management experience, including understanding of the financial and organisational requirements for **commercial exploitation** as well as key third parties needed.

Realistic and relevant **strategic plan for commercialisation**, including approximate time-to-market or deployment. Activities to be undertaken after the project. ***The 'commercial strategy' aspect is closely examined if you are invited to present your proposal.***

CRITERIA

The **European/global dimension** of innovation with respect to both commercialisation and assessment of competitors and competitive offerings.

Evidence of or realistic measures to ensure **'freedom to operate'** (i.e., possibility of commercial exploitation), convincing **knowledge-protection strategy**, including current IPR filing status, IPR ownership and licensing issues. **Regulatory and/or standards requirements** addressed.

Taken as whole, to what extent the 'Impact' elements are **coherent and plausible**.

Contact:

Office Address

Turkey in Horizon 2020 Project

And Sokak 8/12 Akasya Apt. 06680 Çankaya/Ankara

06520 Çankaya/Ankara,Turkey

Tel: +90 312 467 61 40

http://www.turkeyinh2020.eu/

info@TurkeyinH2020.eu

Teşekkür ederim!
Thank you!

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Accelerator Project Writing Training for SMEs

'Please complete the event evaluation form'

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

Horizon 2020 SME Instrument (EIC Accelerator) – Project Writing Training for SMEs

Section 3: Implementation

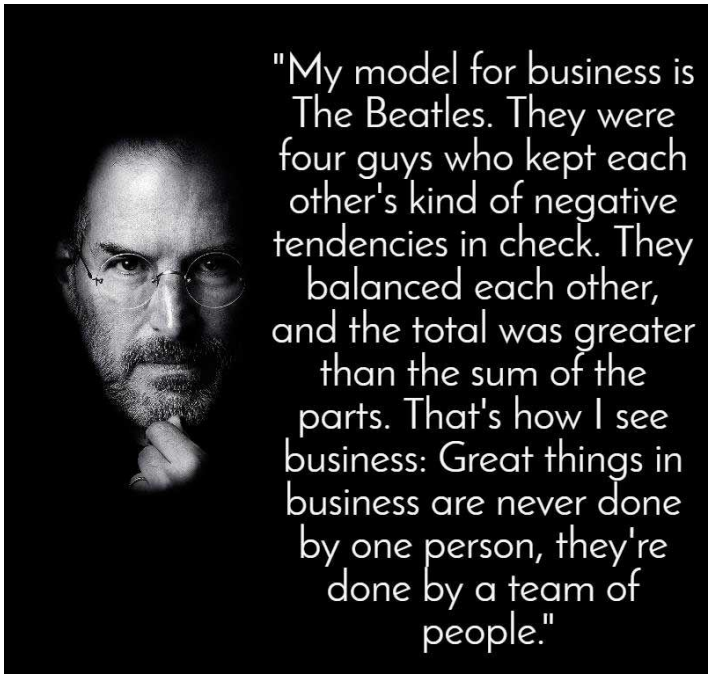
Grigoris Chatzikostas

Training Coordinator

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

TEAM AND CAPABILITIES

- Team
- Different roles and commitment
- Achievements/experience (strategic, technical and commercial) in relation to your innovation
- Role of the company's owner(s) if not part of the team.
- Shareholding and stock options of team members (including owners).
- Strengths and weaknesses of the team
- Plans to acquire currently missing competencies
- Incentives for team members



ROLES AND COMMITMENT

Team Member (Name and Surname)	Position	Department	Function/ key competencies	Commitment (from 1-100% where 100% is full time, i.e. no other commitment outside of the company)
	CEO			?
	CTO			
	COO			
	CMO			
	Other?			

ACHIEVEMENTS AND EXPERIENCE

Strategic (CEO)
Technical (CTO)
Commercial (CMO)
...In **relation** to your innovation

Download Photo

Website

LinkedIn

Ben Horowitz is a cofounder and general partner at the venture capital firm Andreessen Horowitz. He is the author of the *New York Times* bestsellers, *The Hard Thing About Hard Things* and *What You Do Is Who You Are*. He also created the a16z Cultural Leadership Fund to connect the greatest cultural leaders to the best new technology companies, and enable more young African Americans to enter the technology industry.

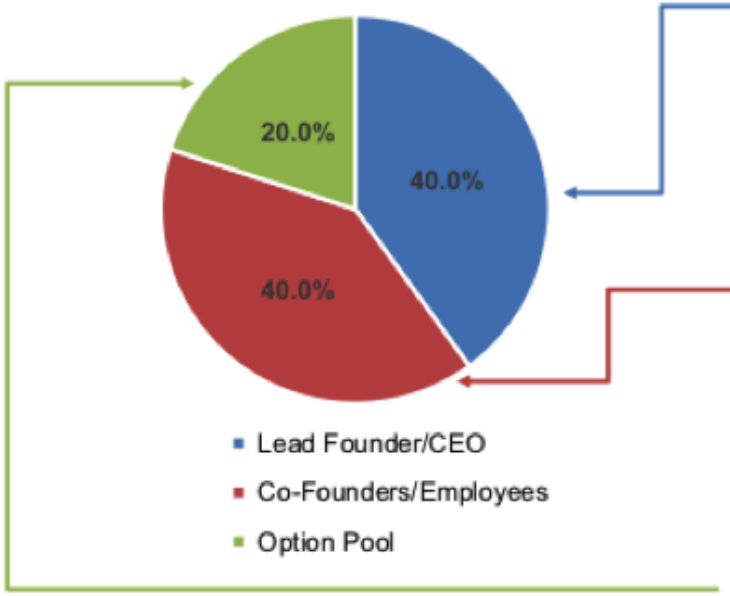
Prior to a16z, Ben was cofounder and CEO of Opsware (formerly Loudcloud), which was acquired by Hewlett-Packard for $1.6 billion in 2007, and was appointed vice president and general manager of Business Technology Optimization for Software at HP. Earlier, he was vice president and general manager of America Online's E-commerce Platform division, where he oversaw development of the company's flagship Shop@AOL service. Previously, Ben ran several product divisions at Netscape Communications. He also served as vice president of Netscape's widely acclaimed Directory and Security product line. Before joining Netscape in July 1995, he held various senior product marketing positions at Lotus Development Corporation.

Ben has an MS in Computer Science from UCLA and a BA in Computer Science from Columbia University.

SHAREHOLDING

INITIAL FOUNDER SPLIT

Example Initial Cap Table



- Initial CEOs/Lead Founders typically get the largest chunk of ownership
- These Founders are day-to-day
- Initial Equity ranges from 30-60% of the company

- Co-Founders and key employees includes founding scientists, C-level execs, VP, and any initial employee
- Investors will typically like to see an initial team in place before investing in a company

- Initial option pools are set up to incentivize new hires
- A company typically refreshes their option pool at every financing round and targets 15-25%

STOCK OPTIONS OF TEAM MEMBERS

An **employee stock ownership plan (ESOP)** is an employee benefit plan that gives workers ownership interest in the company. Startups often use ESOPs as a corporate-finance strategy and to **incentivize employees, align their interests with those of their shareholders and compete against large companies in attracting talent.**

TYPICAL PRE-FINANCING EQUITY

Position	Range %
Founding CEO	30-60%
Active Founding Scientist	**20-40%**
Passive Founding Scientist	**1-5%**
University Founding Equity	2-20%
Professional CEO (Series ~A/B)	5-10%
C-Level	2-5%
Lead Engineer / Scientist	1-2%
Engineer (5+ years)	0.66-1.25%
Engineer (Junior)	0.2-0.66%
Ind. Board Member/Advisor	1%

- Titles range from CTO, CEO, Chief Scientist
- Many are part time, but spend at least 30% of their time at the startup
- Get 20% median and 25% mean initial equity
- The most highly compensated are founding scientist CEOs, which is rare
- Active Founding Scientist are more typical in tech companies (less common in biotech)

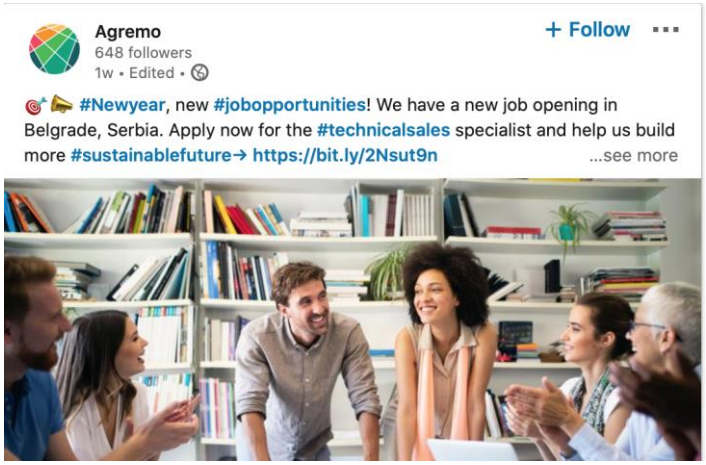
- Titles range from nothing, Advisor, Scientific Advisory Board to Chief Scientist
- Spending very little time day to day at the startup and some are not in touch with their companies at all
- Get less than 5% initial equity

STRENGTHS, WEAKNESSES AND MISSING COMPETENCIES

CREDIBLE AND REALISTIC ASSESMENT

STRENGHTS	WEAKNESSES
Technical know - how	Lack of sales/ marketing skills
Long-term previous collaboration	Limited contacts in Europe
Commitment	Lack of hierarchy
….	….

AMBITIOUS PLANS



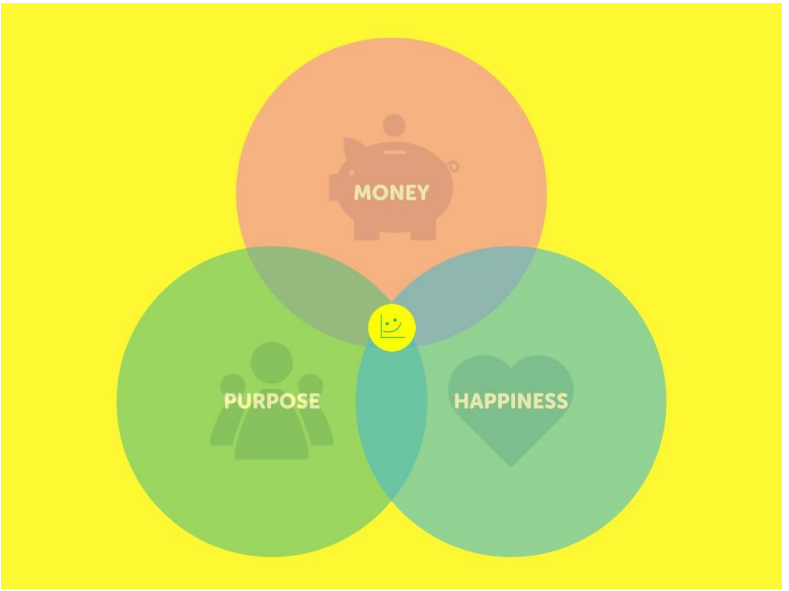
INCENTIVES

FINANCIAL INCENTIVES

- Salaries
- Stock options
- Bonus (based on targets)
- Other?

NON-FINANCIAL INCENTIVES

- Flexible working hours
- Training/ travelling
- Team-building activities
- Company car
- Working environment
- **Working for a purpose**
- Other?



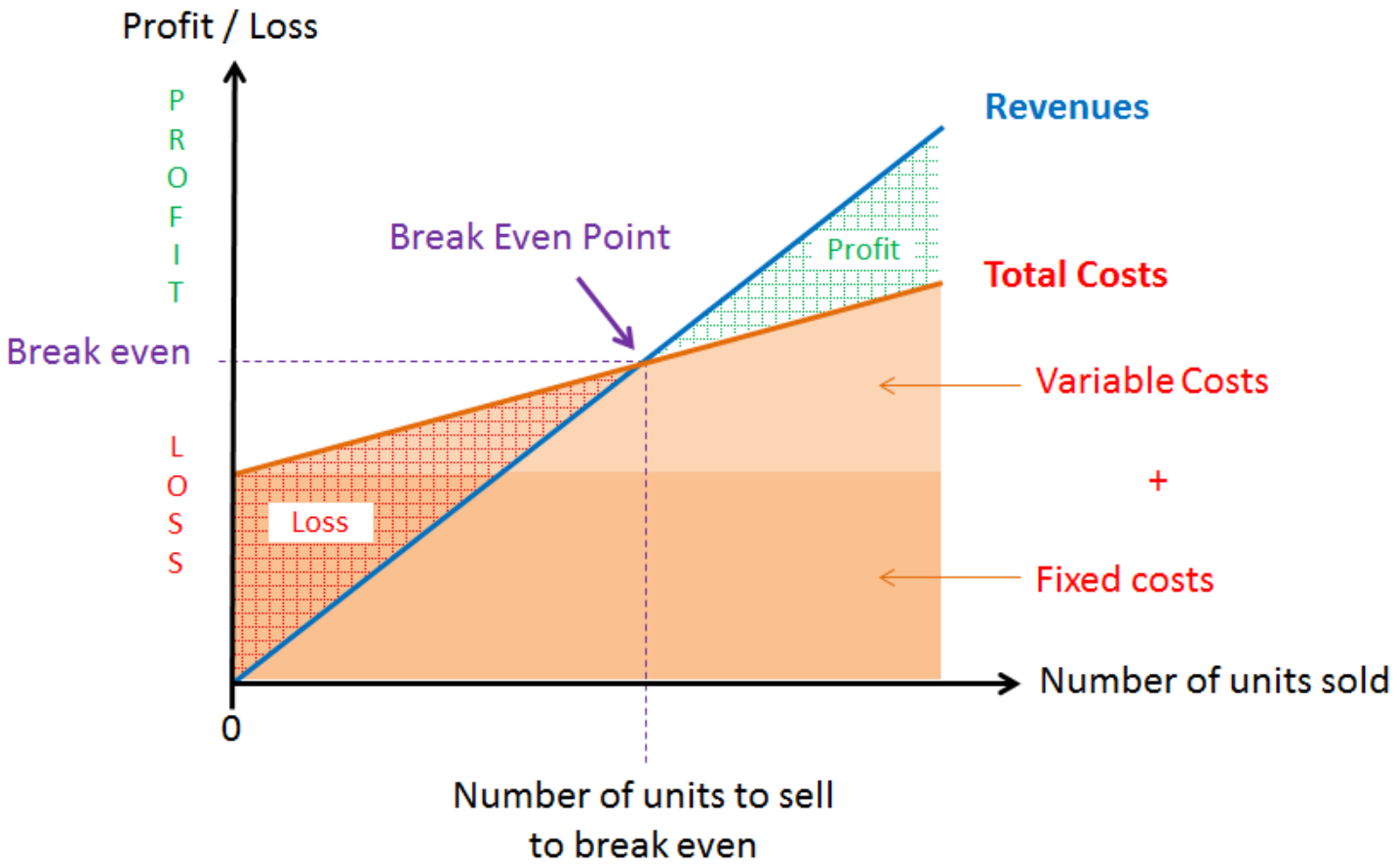
FINANCIAL NEEDS

- Estimation of the total financial resources
- Required timing of financial needs to develop your innovation and to reach the break-even point

FINANCIAL TABLES

- Simplified financial information on revenues, expenditures, cash flow and balance sheet;
- Company up-to-date financial data relating to cash and debt;
- Summary information about company financial history;
- Company ownership and capital structure (Blended applicants only);
- Information about current financing round.

BREAKEVEN POINT



SIMPLIFIED FINANCIAL INFORMATION

Table 1 - Simplified financials, k€ - *Please fill in with figures for your company. The figures below are illustrative. You may use the formulas provided to accelerate data input*

Note. Please pay attention while filling the tables when relevant to use negative values for the formulas to work properly (for example: expenses, taxes, debt etc.).

	Actual (if applicable)			Forecast					
P&L	N-2	N-1	N (explain which year)	N+1	N+2	N+3	N+4	N+5	N+6
Revenues	0	0	0	0	0	0	0	0	0
Gross Margin	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Selling, General and Administrative expenses	0	0	0	0	0	0	0	0	0
R&D expenses	0	0	0	0	0	0	0	0	0
Other operational expenses	0	0	0	0	0	0	0	0	0
EBITDA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Interest	0	0	0	0	0	0	0	0	0
Other revenues/expenses (including grants)	0	0	0	0	0	0	0	0	0
EBT	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Taxes	0	0	0	0	0	0	0	0	0
Net Income	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
CASHFLOWS	N-2	N-1	N	N+1	N+2	N+3	N+4	N+5	N+6
Cashflows from operating activities (net)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Cashflows from investing activities (net)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Cashflows from financing activities (net)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
of which									
Proceeds from grants	0	0	0	0	0	0	0	0	0
Proceeds from issuance of debt	0	0	0	0	0	0	0	0	0
Repayment of debt	0	0	0	0	0	0	0	0	0
Proceeds from issuance of equity	0	0	0	0	0	0	0	0	0
Dividends	0	0	0	0	0	0	0	0	0
Net increase/decrease in cash and cash equivalent	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
BALANCE SHEET	N-2	N-1	N	N+1					
Total assets	**0**	**0**	**0**	**0**					
of which									
Cash and cash equivalents	0	0	0	0					
Inventory	0	0	0	0					
Accounts receivable	0	0	0	0					
Property and Equipment	0	0	0	0					
Intangible assets	0	0	0	0					
Other assets	0	0	0	0					
Outstanding liabilities	**0**	**0**	**0**	**0**					
of which									
Accounts payable	0	0	0	0					
Short-term debt	0	0	0	0					
Long-term debt	0	0	0	0					
Other liabilities	0	0	0	0					
Equity	**0**	**0**	**0**	**0**					
of which									
Share capital	0	0	0	0					
Retained Earnings	0	0	0	0					
Other equity	0	0	0	0					

Example, not to complete

SIMPLIFIED FINANCIAL INFORMATION

… CONTINUED FROM PREVIOUS TABLE

Business metrics and ratios *(please do not change)*	N-2	N-1	N	N+1	N+2	N+3	N+4	N+5	N+6
Cash and cash equivalents	0	0	0	0	0	0	0	0	0
Total debt	0	0	0	0	0	0	0	0	0
Total Equity	0	0	0	0	0	0	0	0	0
Gross Margin, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
EBITDA Margin, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Debt-to-Equity ratio	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Return on Equity, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Return on Capital Employed, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Break-even (operating cashflows)	N	N	N	N	N	N	N	N	N
Cross-check: is the Balance Sheet balanced?	0	0	0	0	0	0	0	0	0

UP-TO-DATE FINANCIAL DATA

Table 2 - Company up-to-date financial data

Information item	Value, k€	Optional comment box
External Debt as of application date		
Total cash balance as of application date		
Cash burn per month (as per last month)		

FINANCING HISTORY

Table 3 - Company financing history

Please, specify all the previous funding and equity history

Date	Entities providing financing	Public or private	Financing type (e.g. equity, convertible loan, debt, grant)	Amount, k€	Implied valuation, k€ (if relevant)	Comments
			equity			
			convertible loan			
			debt			
			grant			
			other (specify...)			
			Total	0		

not to cc

OWNERSHIP AND CAPITAL STRUCTURE (ONLY FOR B.F.)

Table 4 - Company ownership and capital structure (Blended applicants only)

Shareholder name	Type	Optional comment on investor type	Amount of shares fully diluted	Ownership % Fully-Diluted, as of application date	% of voting rights, as of application date	Forecasted ownership % Fully-Diluted, 12 months from application date	Forecasted % of voting rights, 12 months from application date
	founder		0	0	0	0	0
	management team		0	0	0	0	0
	friends and family		0	0	0	0	0
	business angel		0	0	0	0	0
	family office (non-institutional investor)		0	0	0	0	0
	strategic/corporate investor		0	0	0	0	0
	venture capital fund		0	0	0	0	0
	private equity fund		0	0	0	0	0
	other institutional investor		0	0	0	0	0
	public investor		0	0	0	0	0
	employees stock option plan		0	0	0	0	0
	other		0	0	0	0	0
		Total	0	0	0	0	0

Example

CURRENT FINANCING ROUND

Table 5 - Current financing round

Information item	Value, k€	Optional comment box
Total financing needed	**0**	
Grant amount requested		
Equity amount requested (if applicable)		
Other financing - specify		
Suggested post-money valuation		

EQUITY (ONLY IF BLENDED FINANCE IS REQUESTED)

Describe what the requested equity component will be **used for** and how much **equity share** the company plans to **give in return**.
Descibe/comment how **the valuation** of the company has developed over time (e.g. financing rounds) and the rationale behind it - relevant **metrics/milestones achieved** from start to present.
Explain the **company ownership and capital structure** presented in Table 4 of Annex 4. If there are different classes of shares, describe why.
What **exit strategy** do you expect, including the timeline and **expected return on investment**? Explain the assumptions.

NEED FOR EIC SUPPORT

- Why it is not possible for your company to raise the required financial resources from private investors or other sources:

Reminder: *"**Venture capital** is too small, fragmented, short term, concentrated on digital, not enough oriented towards deep-tech and lacking critical mass for patient capital. **Bank lending**, Europe's predominant investment channel and inherently risk averse, is not adept at supporting breakthrough and deep-tech innovation. **Public support for innovation** – including EU support - is perceived as complex, slow, designed for R&D and fails to bridge the gap to private investment."* ***Use relevant facts and data for Turkey!***

- Description of your company's track record and current efforts (to complement the information provided in Table 3 of Annex 4).

Demonstrate that you tried all three above and more. E.g. Corporate investors, other?
Use Annexes to provide evidence (and make clear reference)

- What would the impact be if you do not receive financial support from the EIC pilot?

?

FOMO (brain drain)

RISKS

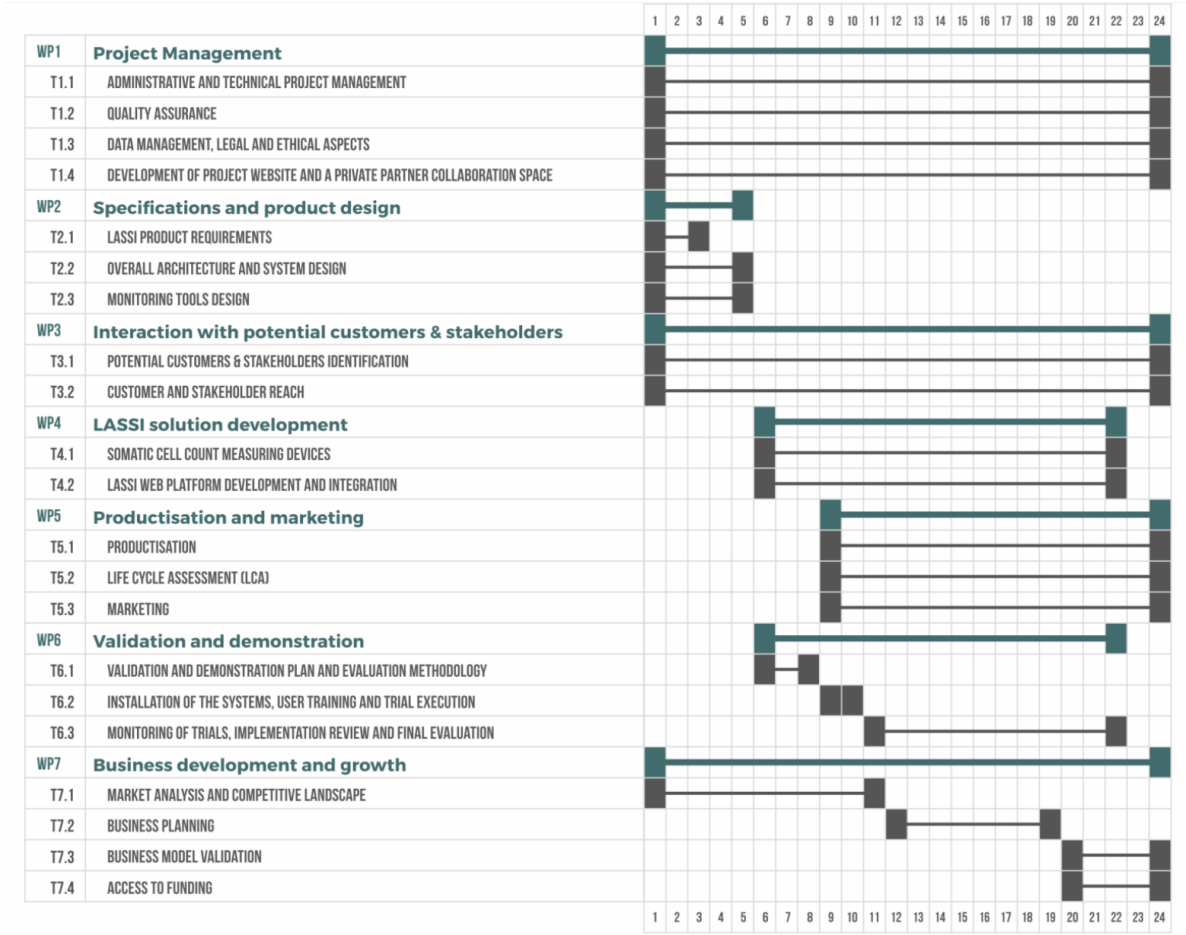
Risk Description	*WP(s)*	Proposed risk-mitigation measures*(Initial Contingency Plan)*
		Technical Risks
Not all requirements captured	2	**(R):** Not all requirements were recorded and analyzed. **(M)**: Regular review and validation of outputs and interaction with stakeholders and expert group.
LIT-MS mass range	3	**(R):** Molecular weights of VOCs higher than the mass range that the LIT-MS can detect, which will make it unable to be detected in the open field. **(M):** Alterations to the electronics to increase the mass range of the instrument.
LIT-MS sensitivity	3	**(R):** Field detection encounters low concentration levels require increased sensitivity. **(M):** Examine different types of inlets to increase sensitivity.
LIT-MS resolution	3	**(R):** In on-site measurements there are compounds that interact among them and give close peaks. **(M)**: These components need to be properly distinguished. High resolving power for analyzes of interest is a solution for that risk.

Description of risk	WP(s) involved	Proposed risk-mitigation measures
Development risks arising from not achieving the set objectives for the LASSI hardware and software solution	WP2	The design of the system and the product specifications will be enhanced with the involvement of target users early in the project implementation.
Incomplete understanding of customer use cases which can cause a misfit of the solution to the users' need	WP2	Create a tight feedback loop between the user responses and the technical activities. Run case studies in parallel to the technical activities to allow for continuous assessment of the results.
Customer take-up below expectations	WP4, WP6	Intensify promotional efforts. Interview customers and analyse their experience and reasons for slow take-up. Increase viral distribution incentives.

APPROACH

- Overall structure
- Approach
- Timing of work packages and activities

(Based on the objectives and strategy)



SUMMARY TABLE

Work Package (number and title)	Start month	End month	Deliverable (number and title)	Milestone (description and date) – if applicable	Person months	Indicative budget	Grant or Equity

- Including **TRL 9 / market deployment act**ivities covered by EU investment in equity **up to break-even point**
- Not more than **5** Work Packages
- Only essential deliverables (ideally **one per Work Package**)

WORK PACKAGES

Work Package Number			
Work Package Title			
Start Month		**End Month**	
Person Months			
Budget			
Indicate if requesting financing by grant or equity investment			

WP description (You should provide enough detail to justify the proposed resources and also quantified information so that progress can be monitored, including by the Commission):

Description of tasks:

List of deliverables:

Number	Deliverable name	Type	Dissemination Level	Delivery date

DELIVERABLES

Deliverables are outputs (e.g. information, special report, a technical diagram brochure, list, a software milestone or other building block of the project) that must be produced at a given moment during the action.

TYPE

R: Document, report (excluding the periodic and final reports)
DEM: Demonstrator, pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
OTHER: Software, technical diagram, etc.

DISSEMINATION LEVEL

PU - Public, fully open, e.g. web
CO - Confidential, restricted under conditions set out in Model Grant Agreement
CI - Classified, information as referred to in Commission Decision 2001/844/EC.

MILESTONES

Milestones are control points to help chart your progress. Milestones may correspond to the completion of a key deliverable. They may also correspond to other inputs, allowing the next phase to begin, to decide on further steps or to take corrective measures.

Together with deliverables they help the EC to assess whether a project is on schedule

Identify sufficient milestones to enable progress to be monitored at high level in all areas of the project at regular intervals and explain your choice

There should be a milestone when a particular stage is complete, or a target has been reached.

There should be milestones in each year of the project, so that annual reviews can be effective

RESOURCES

What are the resources, equipment and facilities required for the project and how you will access them?

HOLISTIC overall budget is 1.024.375 € and the total EU contribution is 717.062,50 €. The breakdown of this budget per WP and cost category is given in the table below.

Table 3.4 a: Breakdown of the project budget

	WP1	WP1	WP3	WP4	Totals
Person months	36,00	55,00	76,00	13,00	180,00
Personnel costs	144.000	220.000	304.000	52.000	720.000
Travel cost	15.000	3.000	3.000	10.000	31.000
Other	34.000	7.000	17.500	10.000	68.500
Other direct costs	49.000	10.000	20.500	20.000	99.500
Indirect costs	48.250	57.500	81.125	18.000	204.875
Total budget	241.250	287.500	405.625	90.000	1.024.375
Requested EC contribution	168.875	201.250	283.938	63.000	717.062,50

JUSTIFICATION OF COSTS

Only if the sum of the costs for' travel', 'equipment' and 'goods and services' **exceeds 15% of the personnel costs.**

	Cost (€)	Justification
Travel		
Equipment		
Other goods and services		
Total		

SUBCONTRACTING AND THIRD PARTIES

If you plan to subcontract any tasks:

- **Describe and justify** the tasks to be subcontracted and the amount.
- Explain the measures to comply with the **best value for money principle**

Task(s)	Estimated amount	Measures to comply with best value for money (eg. criteria used amount for the selection of the subcontractors)

Subcontracting may be an essential part of the implementation of the project, **but should not be a disproportionate part** of the total estimated eligible costs.

Linked third party is an affiliated entity or has a legal link to a participant implying a collaboration not limited to the action.

Contributions in kind provided by third parties: Third parties contributing in kind make available some of their resources to a beneficiary without this being their economic activity (i.e. seconding personnel, contributing equipment, infrastructure or other assets, or other goods and services).

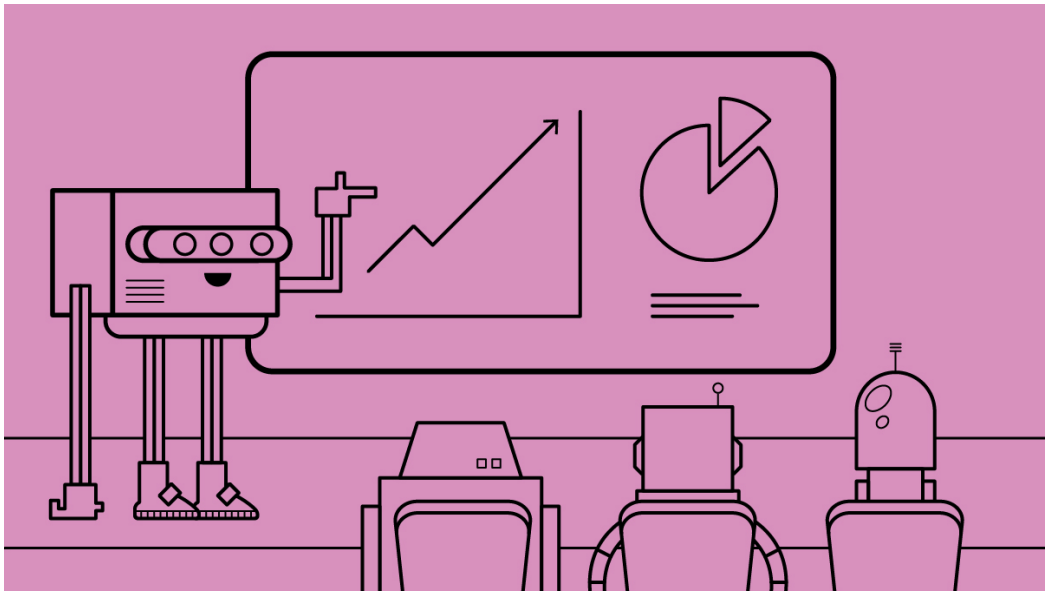
ANNEXES

Annex 1 - Security and Ethics
Annex2 - CVs
Annex 3 - Others
Annex 4 - Financial and corporate information Excel file (provided as .pdf and .xls/.xlsx/.ods)
Annex 5 - Pitch-deck (provided in .pdf)

PITCH DECK

Total duration 10 mins:

Company Purpose
Problem & Solution
Value Proposition
Market Opportunity & Risks
Competition
Business Model
Commercialisation & Marketing Strategy
Financial Projections Team
Conclusion



After submission for step 1 of the evaluation, the pitch document cannot be changed anymore

One slide for each heading

ONLY applicants whose proposal has passed to step 2 are invited for face-to-face interview in Brussels

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

PITCH DECK - RECOMENDATIONS

- Take **award criteria** into account and **address all of them** in your pitch appropriately
- While writing the proposal, **plan enough time to prepare** the pitch deck
- Be precise and to the point: you only have **10 minutes** to present
- Explain your technology/innovation/business in way that **everyone understands it immediately** (avoid technical language)
- Use visuals and **do not overload slides** with text
- Do not forget that **update of pitch deck** before interview date is **not possible**
- Do not ignore the **technical requirements:** Separate PDF file in Annex 5, should not exceed 10MB

PITCH DECK – TIPS AND TRICKS FROM EASME

Do you want to perfect your pitch? Answer these 3 questions

- What are you selling?
- What are your customers?
- Why should they pay for it?

How to take your pitch from good to amazing?

- If you're making money, you should mention it!
- Engage the audience!
- Use storytelling for really complicated products or markets!
- Prepare as much as you can for Q&A.
- Be clear, positive and credible. Always!

CRITERIA

Evidence that the applicant company **cannot leverage sufficient investments** from the market, particularly for applicant companies requesting blended finance support. Evidence that the applicant company is **deemed 'non- bankable'** by the market, in view of the activities to be developed. ***The 'leveraging of investments' and 'bankability' aspects are closely examined if you are invited to present your proposal.***

Technical/business experience of the team, including management capacity to lead a growing team. If relevant, the proposal includes a plan to acquire missing competences, namely through partnerships and/or subcontracting* and explains why and how they are selected (subcontractors* must be selected using 'best value-for-money' principles). ***The team aspect is closely examined if you are invited to present your proposal.***

CRITERIA

Availability of resources required (personnel, facilities, networks, etc.) to develop project activities in the most suitable conditions. Where relevant, realistic description of how key stakeholders / partners / subcontractors* could be involved (subcontractors* must be selected using 'best value-for-money' principles). Where relevant, the estimated budget and the procedure planned for selecting the subcontractors* are appropriate.

Realistic timeframe and comprehensive description of implementation (work-packages, major deliverables and milestones, risk management) taking the company's or applicant's innovation ambitions and objectives into account.

Taken as whole, to what extent the above ‘Implementation’ elements are **coherent and plausible**.

Contact:

Office Address

Turkey in Horizon 2020 Project

And Sokak 8/12 Akasya Apt. 06680 Çankaya/Ankara

06520 Çankaya/Ankara,Turkey

Tel: +90 312 467 61 40

http://www.turkeyinh2020.eu/

info@TurkeyinH2020.eu

Teşekkür ederim!
Thank you!

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

Horizon 2020 SME Instrument (EIC Accelerator) – Project Writing Training for SMEs
Case Studies: Successful bids

Grigoris Chatzikostas

Training Coordinator

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

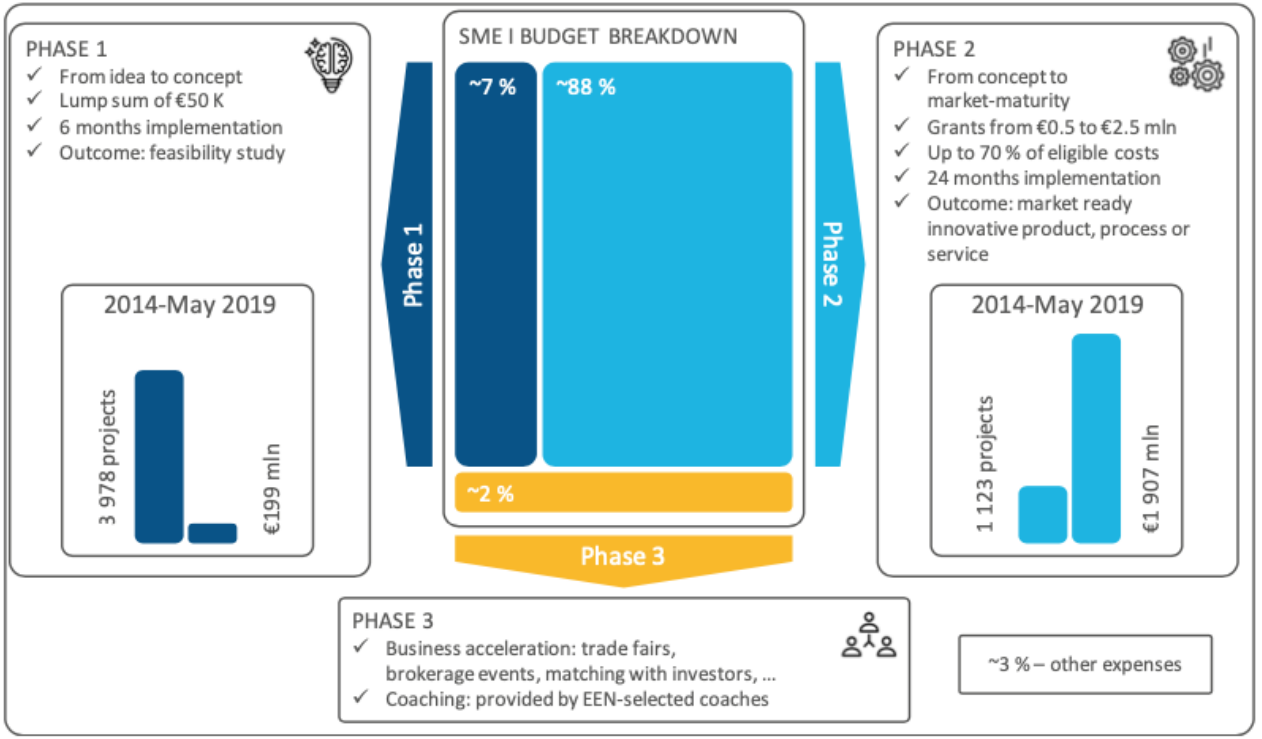
COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

EIC ACCELERATOR AS A SUCCESOR OF SME INSTR. PHASE 2

- Data presented refer to SME Instrument Phase 2
- Only publicly available data have been used

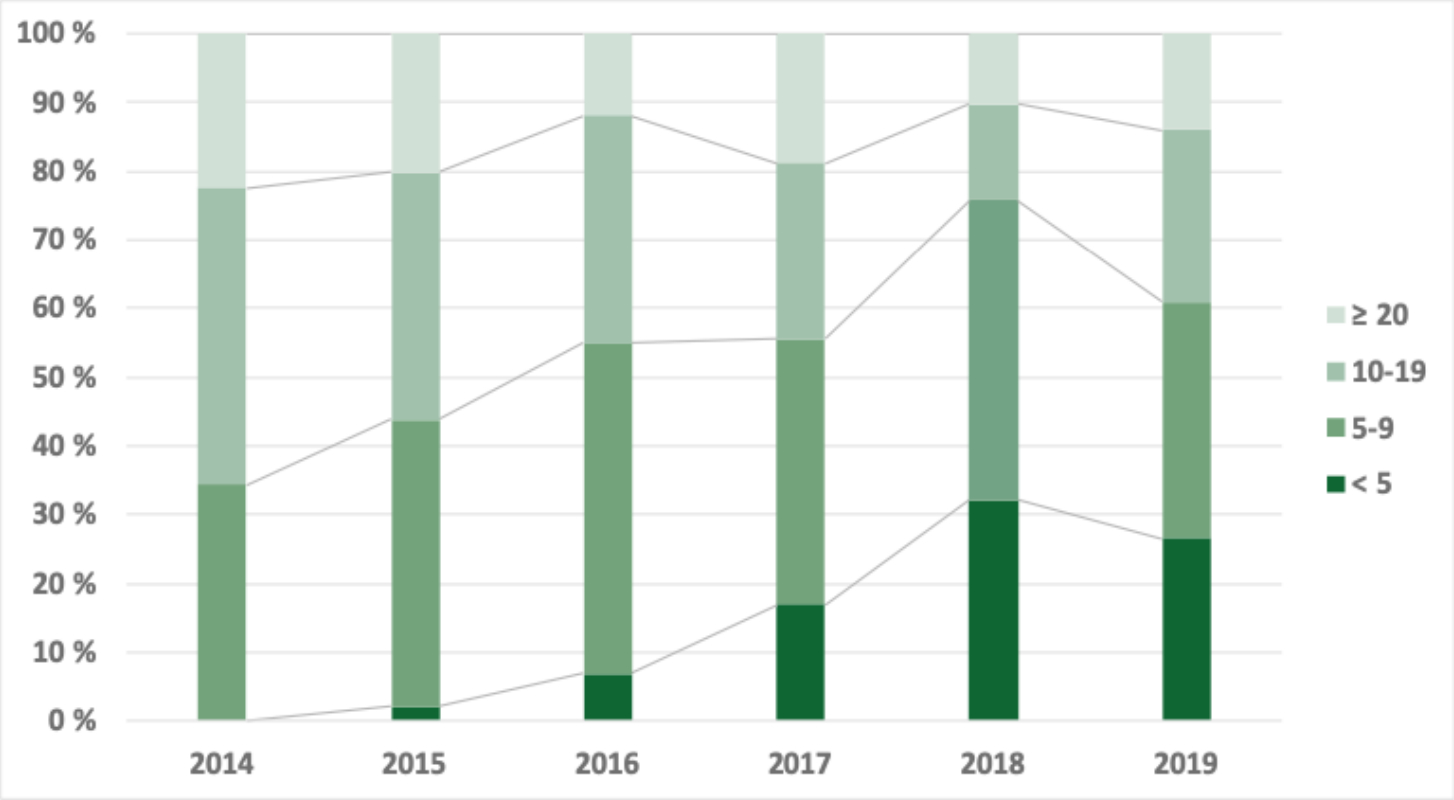
Figure 1 – The SME-I: structure and budget distribution



Source: ECA.

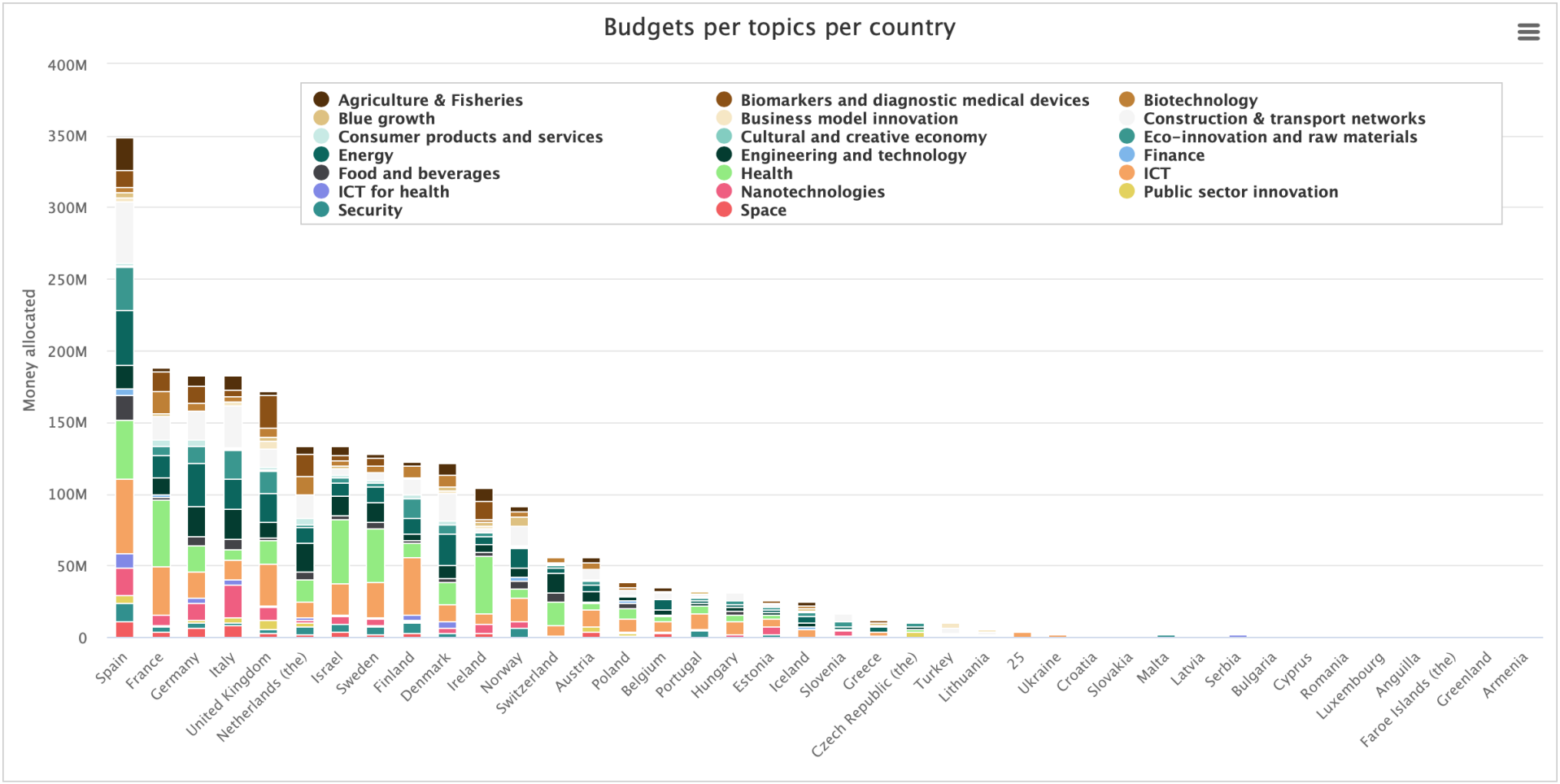
STATISTICS FOR SUCCESFUL COMPANIES

Figure 2 – Age of Phase 2 funded SMEs by call year



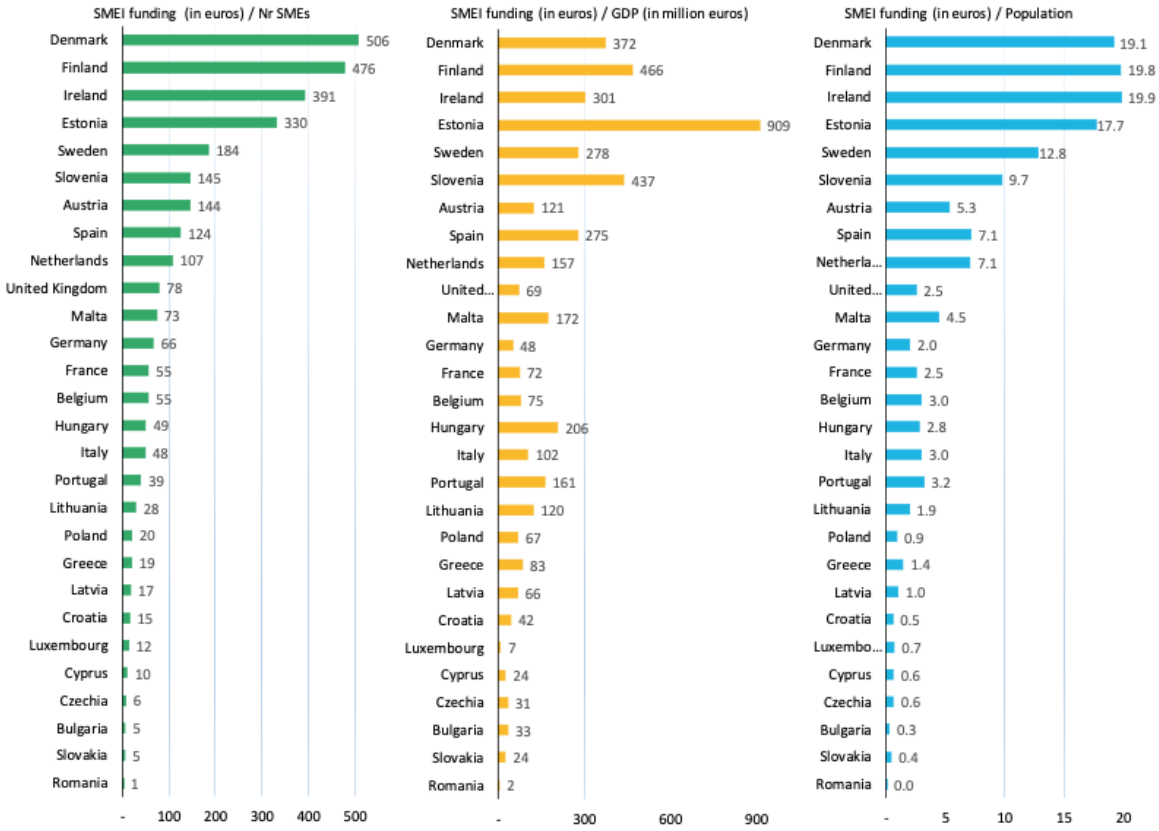
Source: ECA based on Commission data.

STATISTICS FOR SUCCESFUL COMPANIES



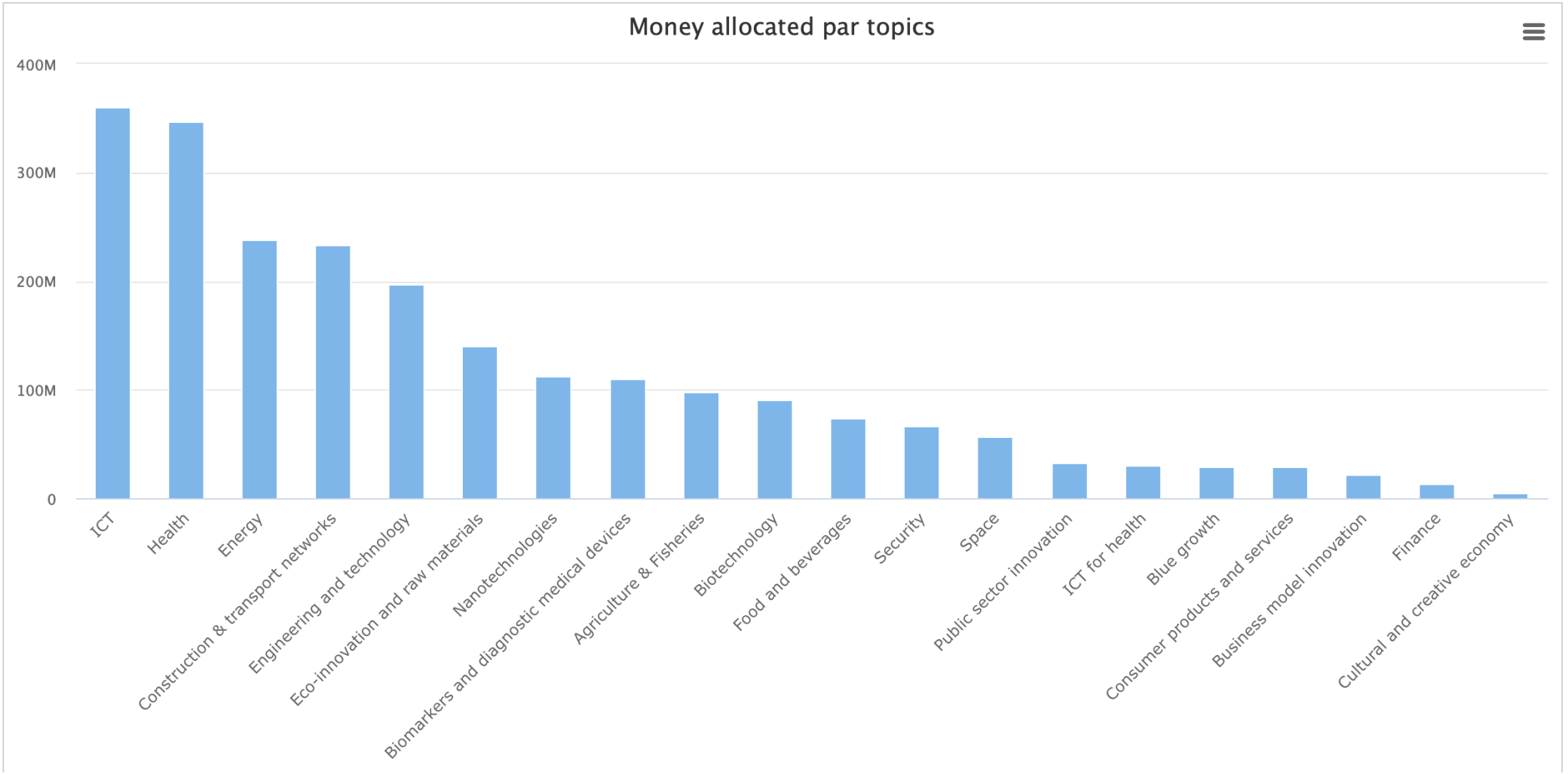
STATISTICS FOR SUCCESFUL COMPANIES

Figure 4 – Distribution of SME-I funding by number of SMEs, GDP and population



Source: ECA, based on Commission data.

STATISTICS FOR SUCCESFUL COMPANIES



CASE 1: NURITAS (IE)

Company: NURITAS LIMITED
Project: PeptiEUForce: a game-changing ingredient for the pre-diabetic population
Total budget: 3.136.008 €
EU Contribution: 2.195.205 €
Start date: 01/09/2016
End date: 31/08/2019

HUGE TRACTION

RIGHT MIX BETWEEN CORPORATE AND SCIENCE

CASE 1: NURITAS (IE)

Nuritas was founded in 2014 by mathematician and bioinformatician Dr Nora Khaldi. It **combines IT and life sciences expertise to mine DNA and protein data from plant materials in the hope of discovering new food components to help prevent, manage and possibly even cure disease.** In particular, the company focuses on using AI to discover hard-to-find bioactive molecules called peptides which can be found in plants and can be used as ingredients to improve health.

Independent.ie

News Opinion Business Sport Life Style Entertainment Travel ≡ Sections

Irish News • News Politics Education Health Courts Crime

BOHEA TEAS
CLICK HERE TO DISCOVER MORE

How Dr Khaldi went from maths academic to biotech trailblazer

HIGH QUALITY FINE ART PRINTING SERVICE FOR PHOTOGRAPHERS & ARTISTS
FIND OUT MORE
JUST GICLEE

Food science: Dr Nora Khaldi founded Nuritas, which uses big data techniques to discover peptides for use in new drugs. Photo: Fred McGregor

THE IRISH TIMES

Mon, Feb 10, 2020

NEWS SPORT BUSINESS OPINION LIFE & STYLE CULTURE

Companies › Agribusiness & Food | Financial Services | Energy & Resources | Health & Ph

Nuritas appoints former Pfizer president as chief executive

Dublin-based start-up uses big data techniques to analyse the composition of food

Thu, Mar 26, 2015, 08:22

Pamela Newenham

Nora Khaldi and Emmet Browne of Dublin-based bioinformatics company Nuritas.

CASE 1: NURITAS (IE)

- Breakthrough to develop a new product with biopharma giant **BASF** called PeptAIde, a **sports nutrition ingredient** containing a unique set of plant-based peptides identified using artificial intelligence (AI), for regulating inflammation.
- Working with **Nestlé** to discover bioactive peptide networks within natural food sources. These health-promoting peptides can be added to **functional foods** for people with certain medical conditions.
- Considered by **Forbes one of the 20 leading companies in AI** in health and drug discovery.
- Raised **$20 million** in its first round of funding led by **Cultivian Sandbox Ventures**.
- Earlier investors include **Bono and The Edge**, two members of the Irish rock band U2.
- Raised **€30 million by the EIB** to scale up development of new therapeutics in areas of interest including anti-ageing, anti-inflammatory and diabetes treatment.

CASE 2: HYDROGENIOUS TECHNOLOGIES (DE)

Company: HYDROGENIOUS TECHNOLOGIES GMBH
Project: Hydrogenlogistics: Enabling the hydrogen economy
Total budget: 3.260.269 €
EU Contribution: 2.282.188 €
Start date: 01/02/2017
End date: 30/01/2019

SOLID TECHNICAL SOLUTION, REALISTIC BUSINESS MODEL

CASE 2: HYDROGENIOUS TECHNOLOGIES (DE)

- Founded in 2013 by Dr. Daniel Teichmann and Profs. Arlt, Schlücker and Wasserscheid; staff of 45; 25 patent families filed
- Global technology leader for Liquid Organic Hydrogen Carriers (LOHC) – the revolution in hydrogen storage and transport
- Focus on commercialization of hydrogen storage and release systems for industrial and mobile applications

CASE 2: HYDROGENIOUS TECHNOLOGIES (DE)

- Hydrogenious' **patented technology** enables safe and cost-efficient high-density hydrogen storage in an easy-to-handle oil, thus eliminating the need for pressurized tanks for hydrogen storage and transportation.
- LOHC will **reduce the operating cost of hydrogen transport by up to 80%** and open up new business opportunities for users.
- **Initially, Hydrogenious plans to focus on the market for hydrogen logistics, followed by the market for mobility refueling solutions** (fuel cell vehicles).
- Hydrogenious' technology has already attracted strong interest from a number of potential customers, including **sales contracts worth ~1.5 Mio. € already signed**.
- The goals of the Phase II project are to (i) develop a highly dynamic, fully automated hydrogen release system (the "ReleaseBOX"), (ii) to reduce price, complexity and delivery time and (iii) to prepare commercial roll-out in key EU countries.
- Hydrogenious is **targeting revenues in excess of €90m, with 235 employees, three years after completion of the project.** The LOHC technology can be an important enabler for a strong European hydrogen economy and has the potential to create many thousands of indirect jobs.

CASE 3: SVENSKA AEROGEL HOLDING AB (S)

Company: SVENSKA AEROGEL HOLDING AB
Project: Quartzene: Market uptake of the world's first low cost aerogel-type nano-material
Total budget: 1.492.858 €
EU Contribution: 1.004.576 €
Start date: 01/05/2016
End date: 30/04/2018

VERY WELL-ORGANIZED PROJECT

KEEP IT SIMPLE

CASE 3: SVENSKA AEROGEL HOLDING AB (S)

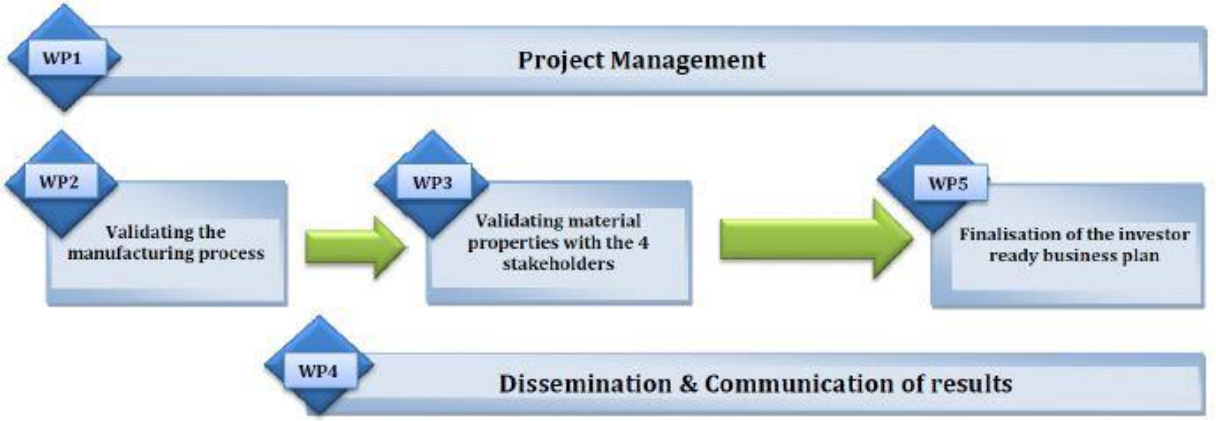
- Svenska Aerogel has developed an aerogel-type nano-material “Quartzene®” which can be produced at a **70-90% reduction in cost.**
- Quartzene® can be used as insulation in many applications, from buildings and household appliances to food packaging.
- Using Quartzene as thermal insulation in existing buildings in the EU could potentially **lower CO2-emissions from heating and cooling by 42% (353 million tons per year).**
- In the proposed project Svenska Aerogel will allow three European companies and one company from the Republic of Korea to perform the **final verification of Quartzene®** as insulation material on a tonne scale, in an **operational environment.**
- The project will also **verify the final design of the first future full-scale plants** that Svenska Aerogel or its customers (through **licensing agreements**) aim to operate in the EU.
- By the end of the project, Quartzene® will be ready for commercial use as an insulation material **(i.e TRL 9)** and by Q2 2018 made available for a number of customers, some who **have already signed agreements** with Svenska Aerogel.
- The SME instrument will therefore be vital to facilitate the market take-up and commercialisation of Quartzene®. Svenska Aerogel expects the project to lead to a **turnover of €25.7 million** and an **EBTIDA of almost €15 million by 2022.**

CASE 3: SVENSKA AEROGEL HOLDING AB (S)

WP1	Project management:
WP2	Validating the manufacturing process
WP3	Validating material properties in 4 customer trials
WP4	Dissemination and Communication of project results
WP5	Finalisation of business plan and Go To Market strategy

- Validate the production process
- Validate the product
- Become investor-ready
- Let stakeholders know about it

PERT-diagram (showing how the WP:s inter-relate):



Contact:

Office Address

Turkey in Horizon 2020 Project

And Sokak 8/12 Akasya Apt. 06680 Çankaya/Ankara

06520 Çankaya/Ankara,Turkey

Tel: +90 312 467 61 40

http://www.turkeyinh2020.eu/

info@TurkeyinH2020.eu

Teşekkür ederim!
Thank you!

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

TURKEY in HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Concluding questions and comments and **CLOSE**

http://www.turkeyinh2020.eu

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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

TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Accelerator Project Writing Training for SMEs

'Please complete the event evaluation form'

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK