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European Union and the Republic of Turkey

Bu proje Avrupa Birliđi 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 Accelerator (SME Instrument)

Webinar 4, 10:00 – 12:00

1<sup>st</sup> September 2020



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



COMPETITIVE  
& COHESION  
PROGRAMME



TÜBİTAK

# Philip Sowden (UK)

- Background in manufacturing
- SME programmes at regional, national & International levels
- Worked with EC for over 30 years
- SME Key Expert on two previous projects in Turkey
- Responsible for SME programmes in the present project

# TinH2020 International Team of Experts



**DR ALEKSANDER BAKOWSKI**  
TEAM LEADER  
[a.bakowski@idi.ie](mailto:a.bakowski@idi.ie)



**ODYSSEAS SPYROGLU**  
LEGAL & FINANCIAL EXPERT  
[o.spyroglou@idi.ie](mailto:o.spyroglou@idi.ie)



**PHILIP SOWDEN**  
SME EXPERT  
[p.sowden@idi.ie](mailto:p.sowden@idi.ie)



**GRIGORIS CHATZIKOSTAS**  
TRAINING COORDINATOR  
[g.chatzikostas@idi.ie](mailto:g.chatzikostas@idi.ie)



**YASEMIN EDA ERDAL**  
SME INSTRUMENT EXPERT  
[yerdal@idi.ie](mailto:yerdal@idi.ie)

# Webinars 1, 2 & 3

- **Webinar 1** – introduction to EC, Horizon 2020 and Accelerator (SME Instrument)
  - **Webinar 2** – Closer look at Technology Readiness Levels and wider EC eligibility requirements
  - **Webinar 3** – Business Planning; purpose, process and expectations
- All recordings are available on our project web site:  
[www.turkeyinh2020.eu](http://www.turkeyinh2020.eu)

# Webinars 4&5

- Today's **Webinar 4** – Accelerator Financial Issues
- **Webinar 5** – 28<sup>th</sup> September – Question and Answer session for SMEs which will submit bids to Accelerator 7<sup>th</sup> October cut-off



**TURKEY<sup>in</sup>**  
**HORIZON 2020**  
COOPERATION, INNOVATION, COMPETITIVENESS

# Key Project Objectives

- Support Turkish participation in Horizon2020
- Strengthen capacity in Science, Technology and Innovation
- Facilitate integration of Turkish Research Area into European Research Area by increasing Horizon2020 participation
- Provide range of activities
- Runs 7<sup>th</sup> January 2019 to first quarter of 2022

Web site: <http://www.turkeyinh2020.eu/>

# Project activities ...

## Training Events



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

## Networking



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

## SME Support



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

## Tools



- Website
- Helpdesk
- Training Guides

# Horizon 2020 and Horizon Europe Framework Programmes...



- **‘Horizon 2020’** will run up until 31<sup>st</sup> December 2020
- **‘Horizon Europe’** will then run for 6 years



# Why Participate in Horizon2020?

- Access to current and future technologies
- International collaborative partners such as in industry/academia
- New markets
- Upcoming standards and regulations
- Amplifies impact of national INVESTMENT



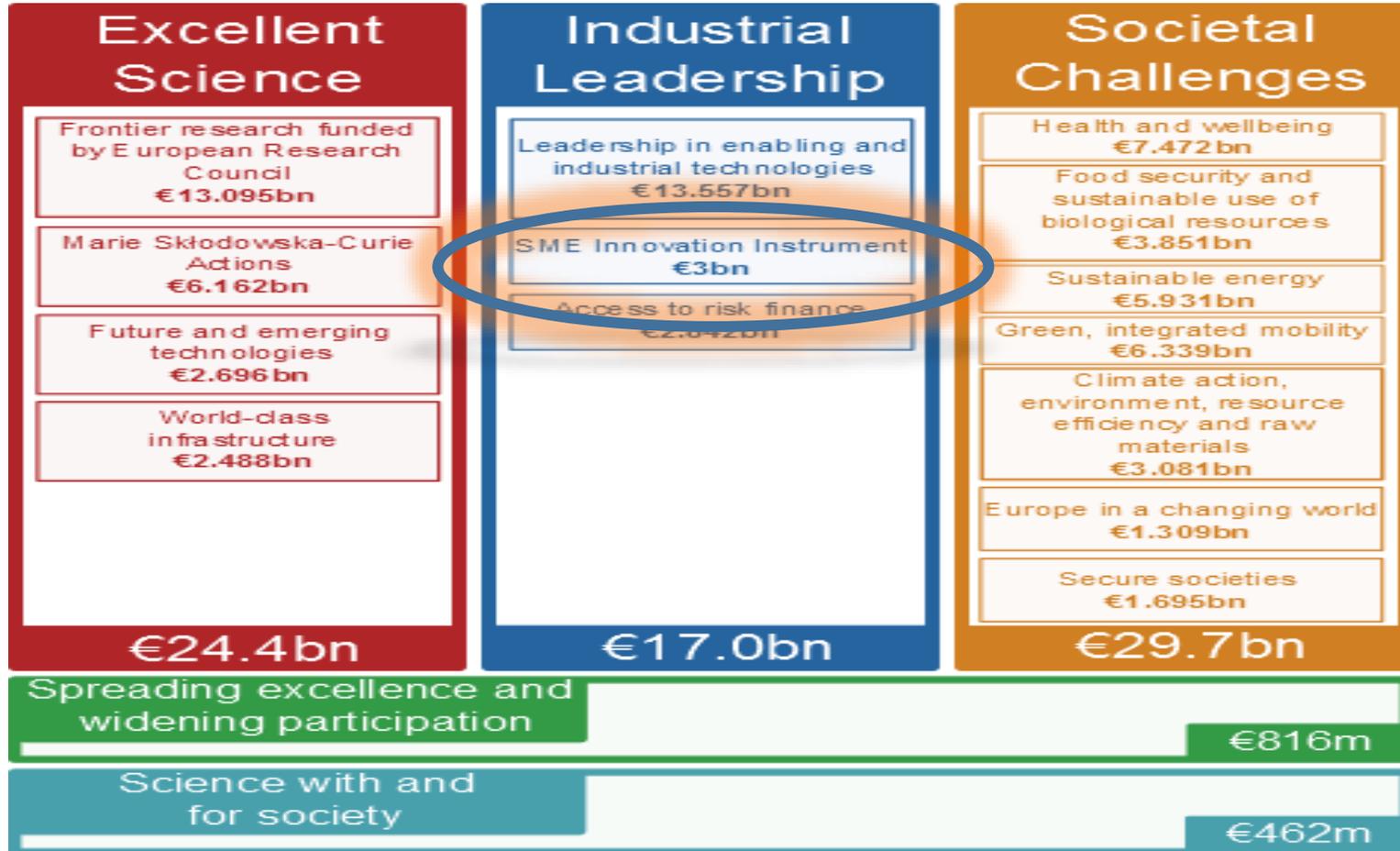
## ECONOMIC AND SOCIAL IMPROVEMENT

# ...and of course the EC grant support!





# Horizon 2020





### Pillar 1 Excellent Science

European Research Council

Marie Skłodowska-Curie  
Actions

Research Infrastructures

### Pillar 2 Global Challenges and European Industrial Competitiveness

Clusters

- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society
- Digital, Industry and Space
- Climate, Energy and Mobility
- Food, Bioeconomy, Natural Resources, Agriculture and Environment

Joint Research Centre

### Pillar 3 Innovative Europe

European Innovation Council

European innovation  
ecosystems

European Institute of  
Innovation  
Technology

### Widening Participation and Strengthening the European Research Area

Widening participation and spreading excellence

Reforming and Enhancing the European R&I system



Horizon 2020



... will stimulate 1 Trillion Euros of public and private sector investment by 2030 ...

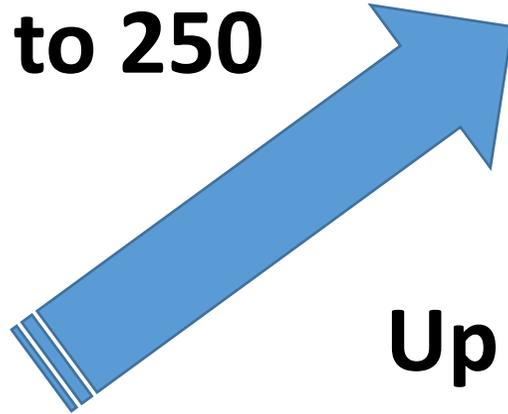
# European Green Deal

- Stricter **emissions standards**
  - Revamped **energy taxes**
  - New **subsidies**
  - **Environmental import tax**
  - **€100 billion aid** for most affected regions
  - **Greener farming**
  - **Prevent loss of biodiversity**
  - **Tougher air quality standards**
  - Action on **water quality**
- **WILL MOBILISE RESEARCH AND STIMULATE INNOVATION**

# Mainly aimed at SMEs...



**1 to 250**



**Up to €50m turnover**



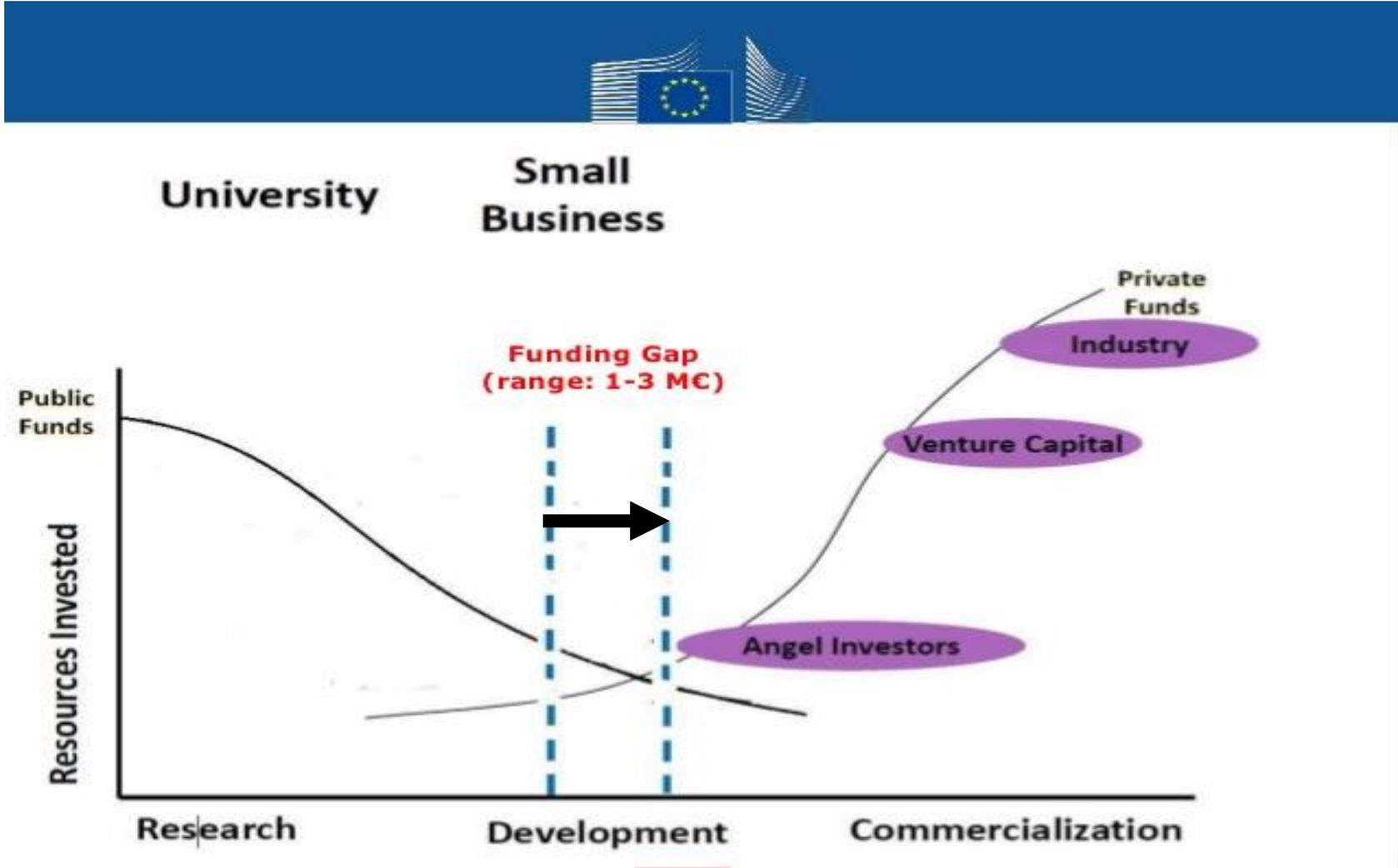
# SMEs are very important to Turkey

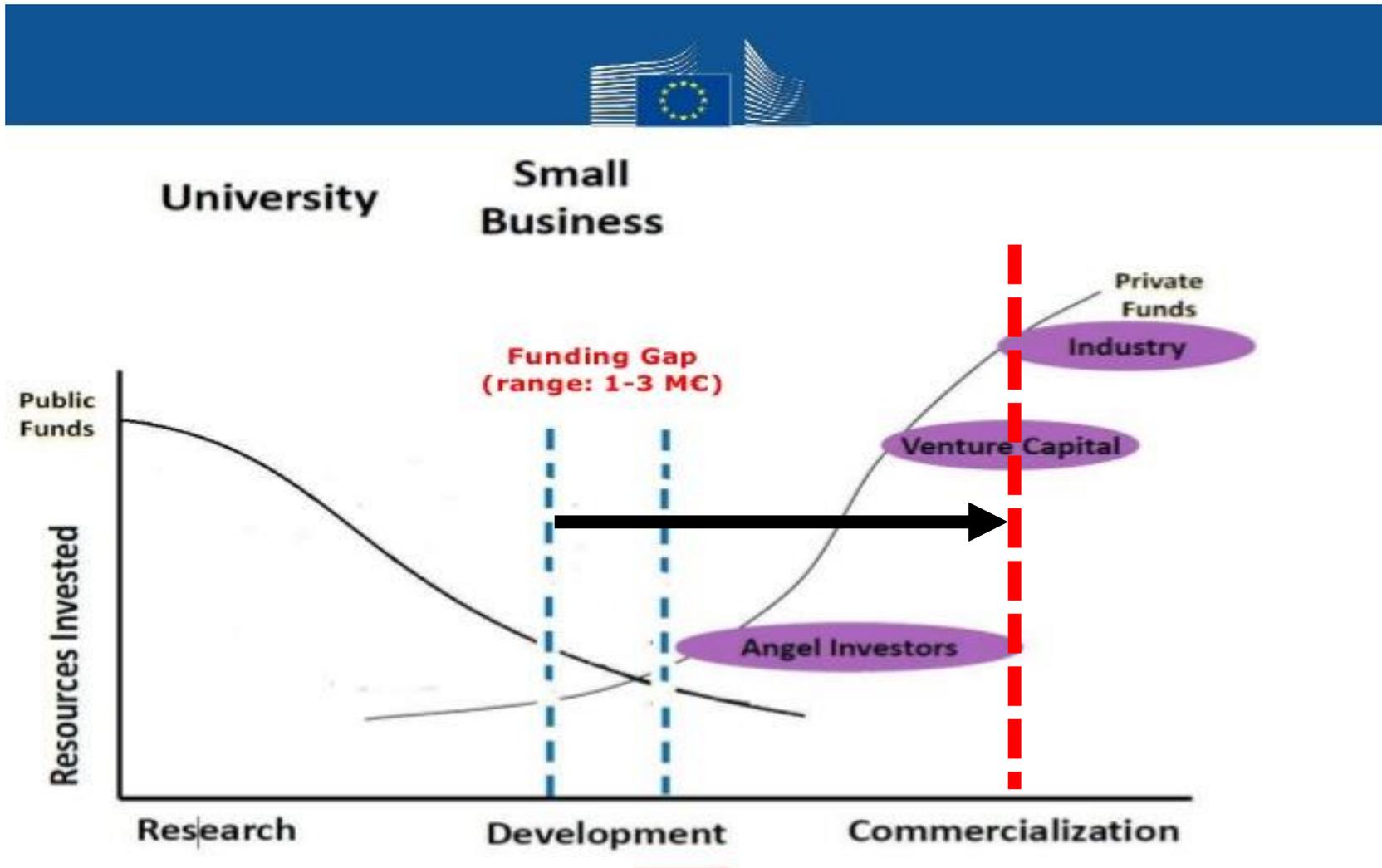


**92% of Enterprises**  
**78% of Employment**  
**53% of GDP**

# Accelerator (SME instrument)...

...what is its purpose?

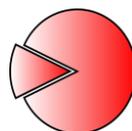




# The SME Instrument so far...

 5,730 Companies

 €2.9bn. spend

 5% - 8% success rate

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

# 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

Relevant to Europe as a whole – innovation, job creation, expanding knowledge base and fit with European goals



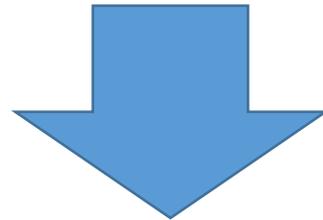
## 2. High Growth

Demonstrable growth (20% per year?) in jobs/turnover over 3 – 5 years. High growth potential of project also considered.



# Four Related Criteria

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



At Technology Readiness Level - **TRL 6** - or above

# Degrees of Innovation

- **INCREMENTAL**  
Small changes - influence market share and sales growth
- **STEP-CHANGE**  
More significant changes - new technology; market lead
- **DISRUPTIVE (Criterion 3)**  
Creates new markets and value by disrupting the existing ones

# 3 - Disruptive Innovation



# 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](http://bit.ly/TRL_MRL)



[www.cloudwatchhub.eu](http://www.cloudwatchhub.eu)

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

# Criterion 4 – ‘Close to Market’

**TRL 6 - PROTOTYPE**

**TRL 7 - DEMONSTRABLE**

**TRL 8 - FIRST OF A KIND COMMERCIAL SYSTEM**

**TRL 9 - FULL COMMERCIAL SYSTEM**

# Criterion 5 – ‘Scalable’

Able to move from final prototype to mass sales through own production, licensing, joint venture, etc.

# Criterion 6 – ‘Minimum - at the Prototype Stage’

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# Three Key Award Criteria...

**EXCELLENCE:** Potential beyond ‘State of the Art’?

**IMPACT:** Meets needs of European and global markets?

**IMPLEMENTATION:** Excellent plan; team; strategic fit?

**Presentations in recording of Project Writing Training 7 (28<sup>th</sup> August) and Accelerator Guide on our web site give more details of requirements...**

# Major policy shifts compared to H2020...

- Focus on **COMMERCIAL** prospects
- Emphasis on **IMPACT**
- **NO** thematic areas
- **OPEN** calls
- More **private sector financing**
- **EC venture capital** introduced
- Supports SMEs needing **‘One last push’** to market-readiness

# So what is the funding?...

- **Phase 1** ended 2019
- **(Phase 2)** grants **70%** up to **€2.5m** for **TRL 6, 7 & 8** projects
- **'Blended Finance'** offered at **TRL 6, 7 & 8**
- Private sector/EC equity only at **TRL 9**
- **Phase 3** - coaching and mentoring
- **Last H2020 Accelerator cut-off = 7<sup>th</sup> October**

# So, correct TRL is very important...

- Essential to correctly assess TRL
- Applicants agree to consider blended finance if project is suitable
- Investment subject to due diligence by EIC Fund and/or private sector

# So, how do Turkish SMEs perform against the Key Criteria...

**EXCELLENCE**

**IMPACT**

**IMPLEMENTATION**

# EXCELLENCE

- National success in building innovation capacity
- Excellence in science & technology
- High growth SMEs

## **BUT!**

- Focus often on getting more grants, not end products/services
- Poor response to market needs
- Pursue science instead of meeting needs

# IMPACT

- Turkish market good for innovative products
- SMEs can impact nationally

## **BUT!**

- Can be complacent – ‘more of the same’
- Short-sighted on international markets
- Assumptions that foreign markets same as national

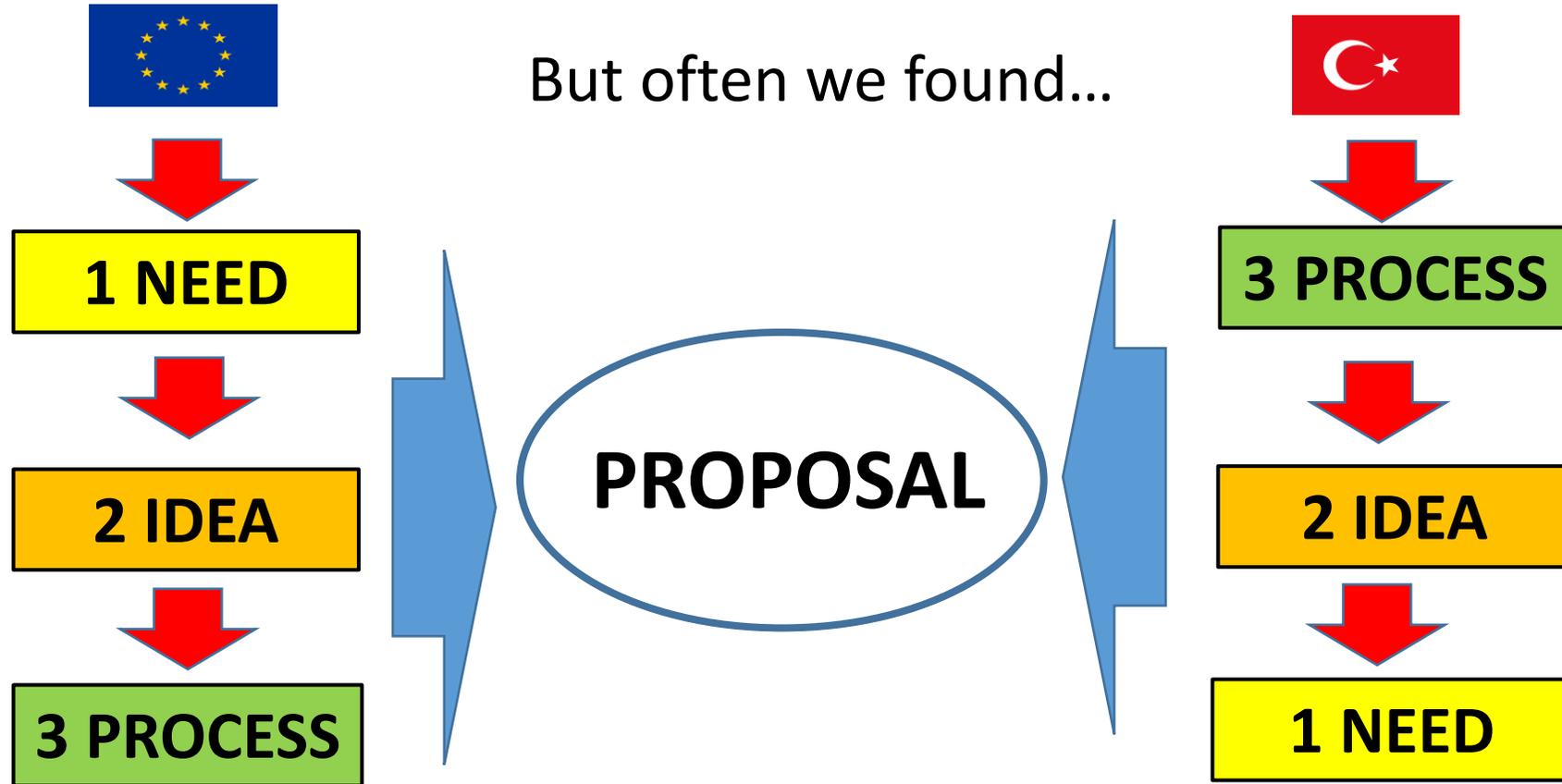
# IMPLEMENTATION

- Excellent teams
- Support from MoIT, TÜBİTAK

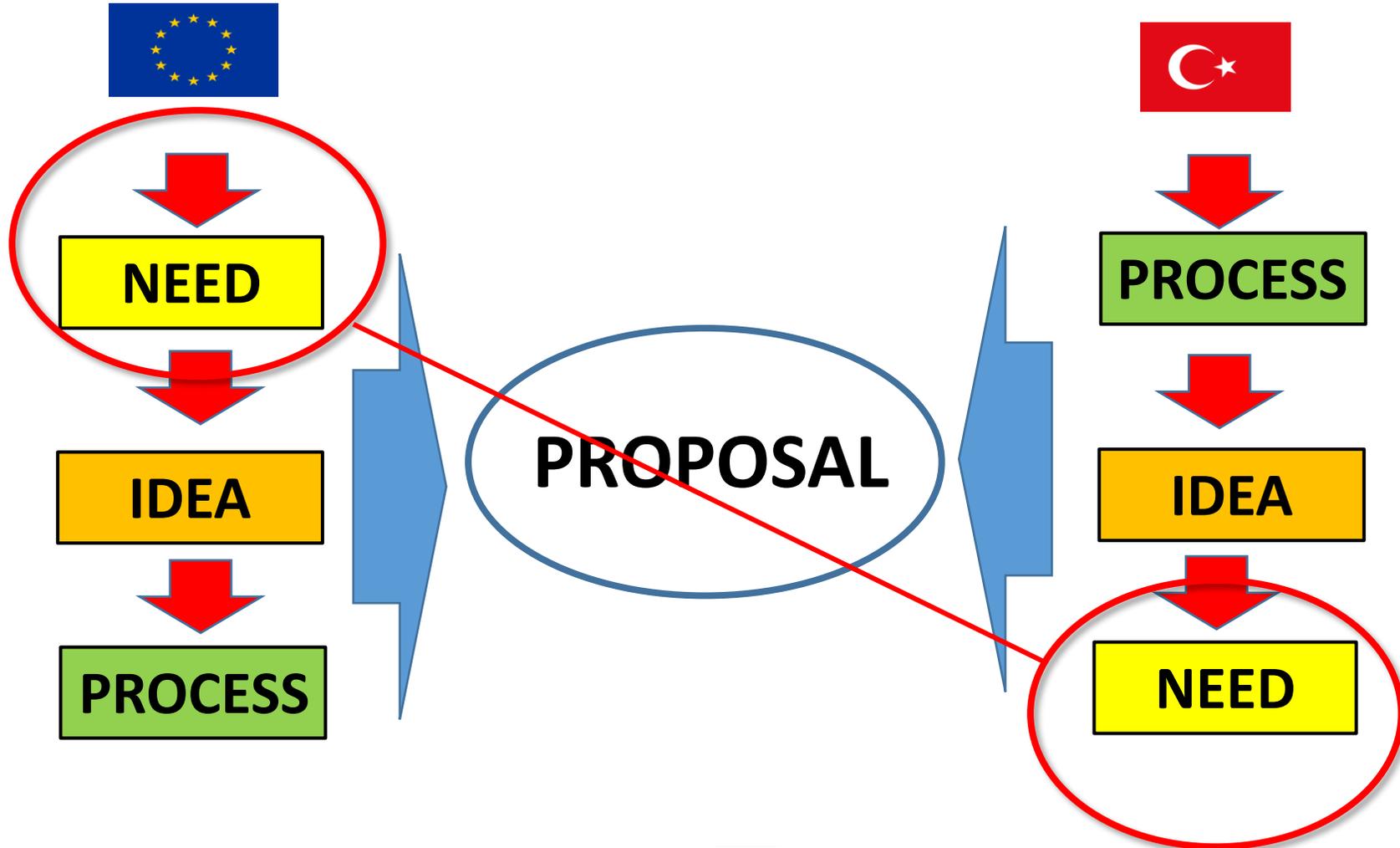
## **BUT!**

- Technical management teams
- Poor marketing and commercial skills
- Lack of strategic and business experience
- Unrealistic finances

# So, when it comes to EC proposals...



# A problem of perception...



# Key Conclusions

- Participation brings many benefits – not just finance
- Highly competitive situation
- Focus on **needs** before **solutions**
- Be more aware of markets and competitors
- Be realistic about true potential
- Training is needed to optimise chances of success

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](mailto:info@TurkeyinH2020.eu)*



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# Turkey in Horizon 2020 II

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