



This project is co-financed by the
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Bu proje Avrupa Birliđi 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 II

Accelerator (SME Instrument)

Webinar 5, 10:00 – 12:00

28th September 2020



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY





Horizon 2020 EIC- SME Instrument NCO Facilities

Merve DİYAR
Tarık ŞAHİN

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

Ankara
28 September 2020

<https://ufuk2020.org.tr/>



E-Posta Adresiniz

Şifreniz

Üye ol
Şifremi Unuttum



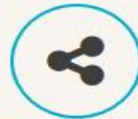
KİM KİMDİR? 

EN



Ufuk2020 Destekleri

Çok Uluslu Araştırma ve İnovasyon
İşbirliği Destekleri



Avrupa Teknoloji
Platform ve Ağları

Öncül Araştırma Bireysel Destekleri
(European Research Council)



Ufuk2020 Tüm Çağrılar

Burs ve Dolaşım Destekleri
(Marie Skłodowska Curie)



TÜBİTAK
Destekleri

KOBİ Destekleri



Haberler/Duyurular **Tümü**



JPND JPCOFUND-2 "Nörodejeneratif Hastalıklar..."

Özet: Nörodejeneratif Hastalık Araştırmaları Ortak Programı...

Uluslararası İkili İşbirlikleri



TURKEY in H2020 Projesi



EUREKA



Hedef Türkiye



İş Başvuruları



ARBİS-Y

ARBİS-Y
Yürürlükte
Araştırma
Bilgi Sistemi

Destek ve Ödül Başvurusu



<https://ufuk2020.org.tr/>



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Şifreniz

Üye ol

Şifremi Unuttum



Kim Kimdir? 

EN



Ufuk2020 Destekleri



Avrupa Teknoloji
Platform ve Ağları



Ufuk2020 Tüm Çağrılar



TÜBİTAK Ufuk2020
Destek ve Ödülleri

KOBİ Destekleri

Haberler **Tümü**



Web Semineri: KOBİ Aracı Programı Şartlarını Yerine Getirebilmek Adına İş Planımı Nasıl Geliştiririm?

Webinar: KOBİ Aracı Programı Şartlarını Yerine Getirebilmek Adına İş Planımı Nasıl Geliştiririm?

KOBİ Aracı Programı Güncellendi!

Avrupa Komisyonu tarafından alınan karar neticesinde “Enhanced European Innovation Council Pilot 2018-2020” Çalışma Programı güncellenmiştir. Bu çalışma programına göre KOBİ Aracı Faz 1 programının son çağrı kesim tarihi 5 Eylül 2019 olarak belirlenmiş olup bu tarihten sonra Faz 1 programı sona erecektir. Bu çalışma programına göre KOBİ Aracı Faz 2 programının adı Avrupa İnovasyon Konseyi (AIK) Hızlandırıcı olarak değişmiş olup 09 Ekim 2019 çağrı kesim tarihinden itibaren yapılan güncellemelere göre başvuru kabul edilecektir.

Başarı Hikayeleri **Tümü**



Değişken Oranlı Gübreleme Cihazı

Ulusal İrtibat Noktaları



Alan Çağrıları



- KOBİ Hızlandırıcı Desteği
- KOBİ’lerde İnovasyon (INNOSUP)
- Innovfin - Risk Finansmanına Erişim
- Başarı İçin Öneriler
- Desteklenmiş Projeler
- Teknoloji Olgunluk Seviyesi-TRL
- KOBİ Aracı - Dokümanlar
- Sıkça Sorulan Sorular

Alan Anasayfa



Web Site - Communication



<https://ufuk2020.org.tr/>



E-Posta Adresiniz

Şifreniz



Üye ol

Şifremi Unuttum



KİM KİMDİR?

EN

KOBİ İnovasyon Destekleri (SME Instrument)



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H2020 Coordinators Support



<https://ufuk2020.org.tr/>



E-Posta Adresiniz

Şifreniz

Üye ol
Şifremi Unuttum



KİM KİMDİR?

EN



Ufuk2020 Destekleri



Avrupa Teknoloji
Platform ve Ağları



Ufuk2020 Tüm Çağrılar



TÜBİTAK Ufuk2020
Destek ve Ödülleri

Destekler

Ödüller

ERC PRINCIPLE INVESTIGATOR
ADVANCEMENT PROGRAM



U2020 SEYAHAT DESTEĞİ

H2020 COORDINATORS
SUPPORT



MARIE CURIE PROJE ÖN
DEĞERLENDİRME DESTEĞİ



ERC BAŞ ARAŞTIRMACI
GELİŞTİRME PROGRAMI



U2020 KOORDİNATÖRLÜĞÜ
DESTEKLEME PROGRAMI



EŞİK ÜSTÜ ÖDÜLÜ



BAŞARI ÖDÜLÜ



COST AKSİYONU TEŞVİK
ÖDÜLÜ

Competitive Calls for Third Parties



- These calls are designed for institutions, organizations or researchers, but especially for SMEs in different sectors.
- The aim is to encourage innovators for designing, developing, testing or piloting of solutions to bring into markets.





Thank you!

ncpsme@tubitak.gov.tr

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MINISTRY OF INDUSTRY
AND TECHNOLOGY



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



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TEAM LEADER
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YASEMIN EDA ERDAL
SME INSTRUMENT EXPERT
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

Webinars 4&5

- **Webinar 4** – Accelerator Financial Issues
- Today's **Webinar 5** - Q&A session ahead of Accelerator
7th October cut-off



TURKEYⁱⁿ **HORIZON 2020**

COOPERATION, INNOVATION, COMPETITIVENESS

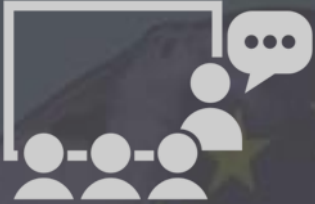
Key Project Objectives

- 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 7th January 2019 to first quarter of 2022

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

Project activities ...

Training Events



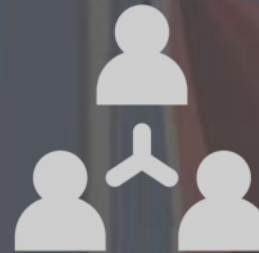
- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Webinars
- Lobbying
- Project Writing Camps

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 31st December 2020
- **‘Horizon Europe’** will then run for 6 years



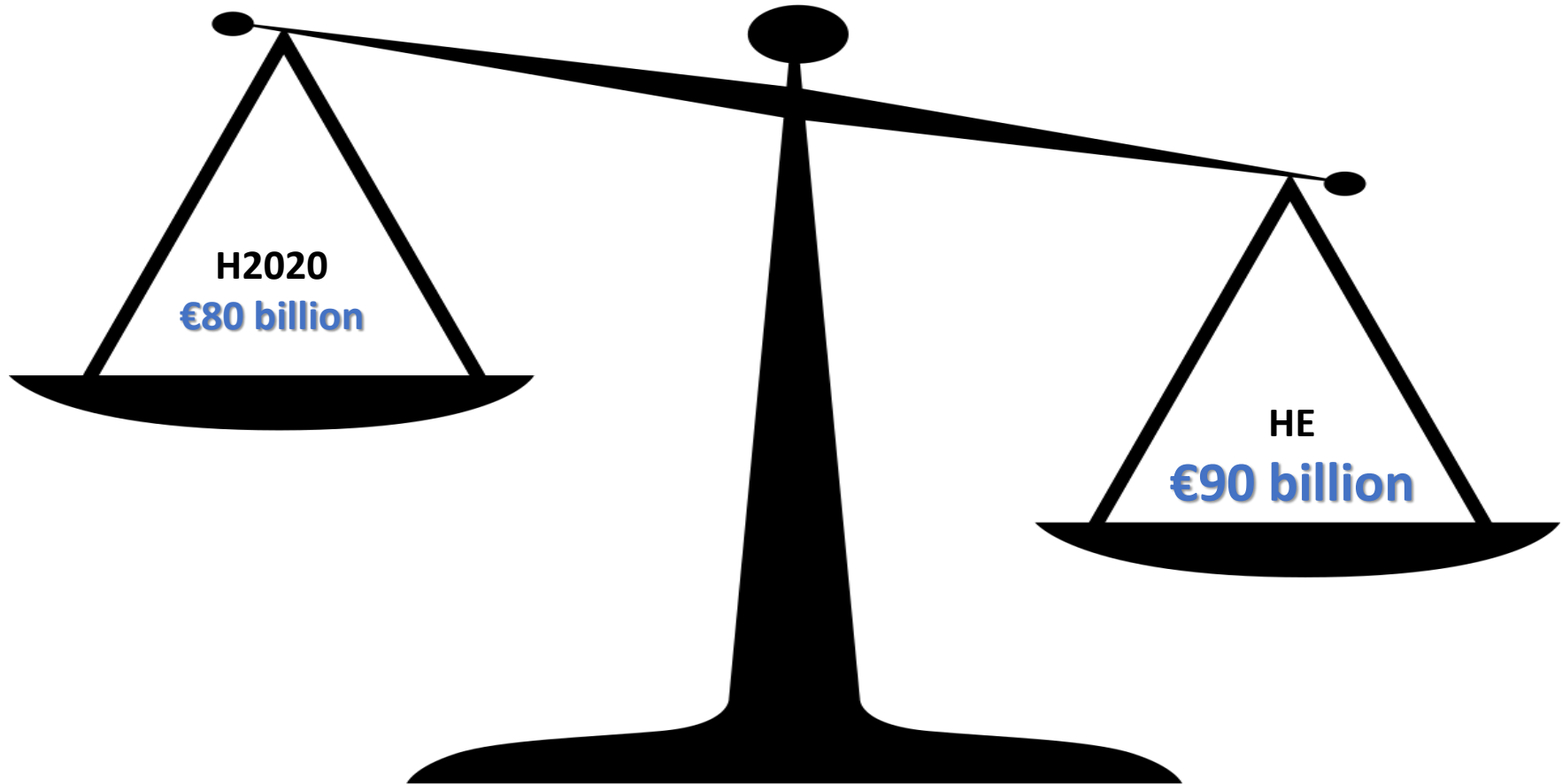
Why Participate in Horizon2020?

- 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!

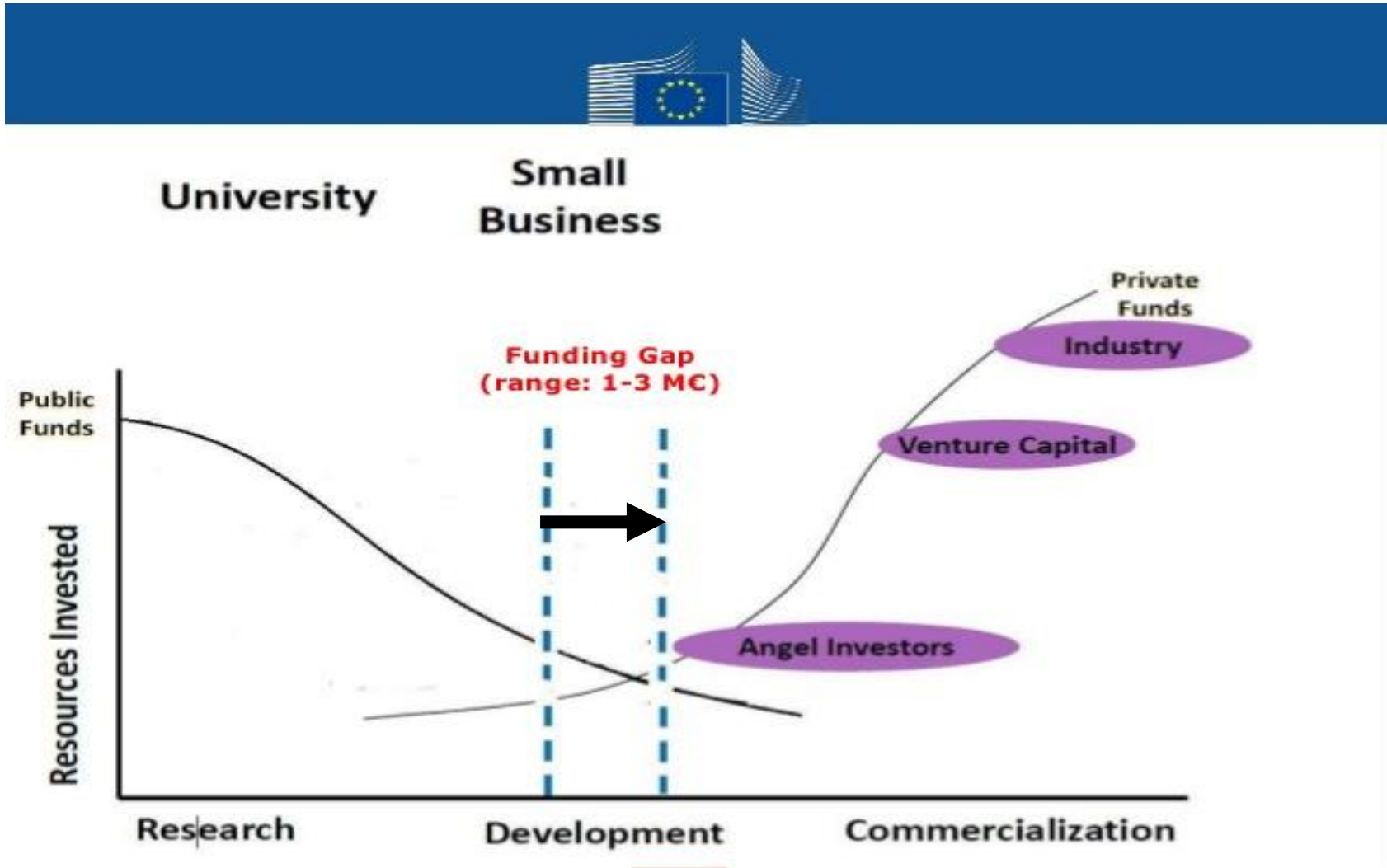


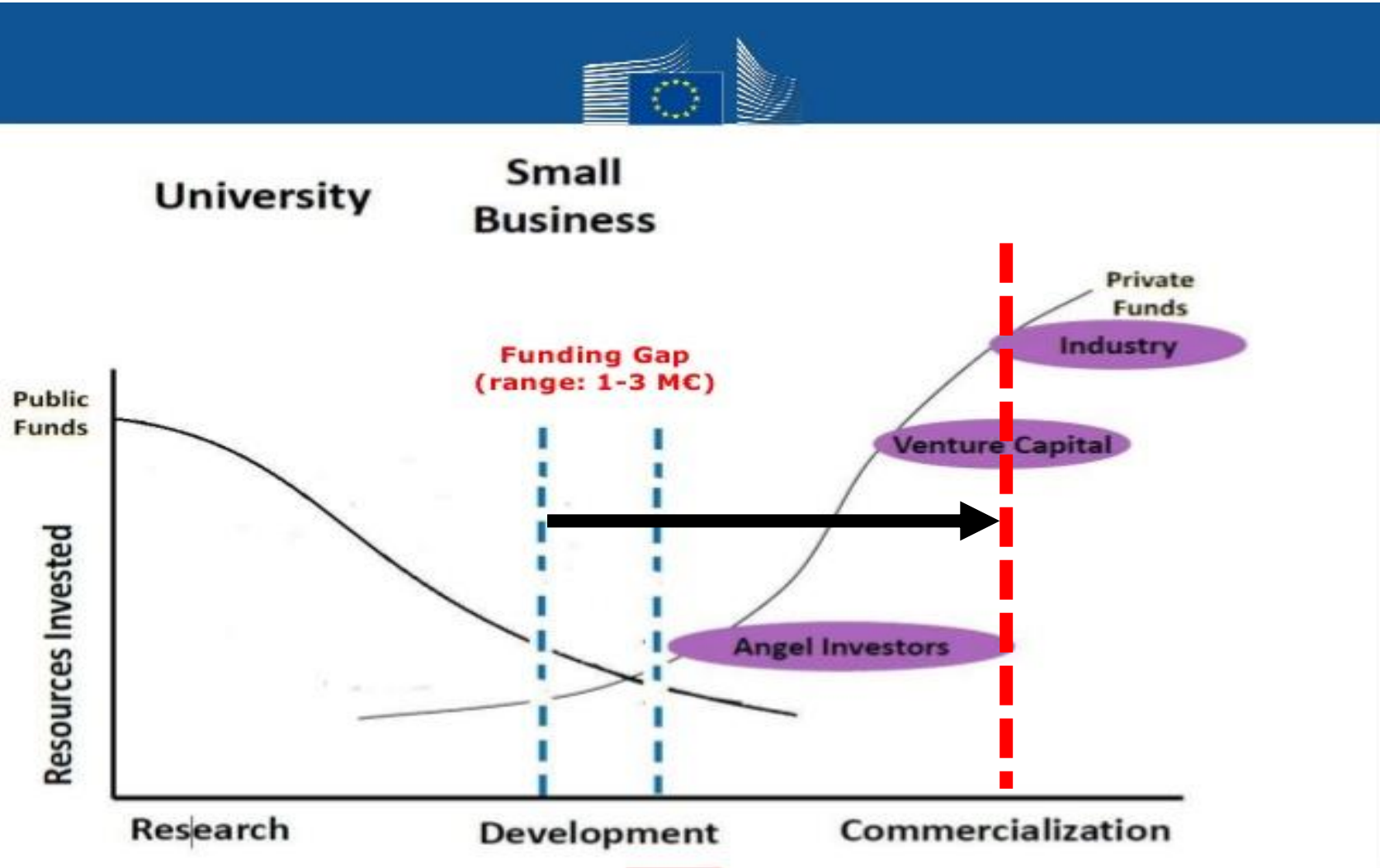
So what is the funding?...

- Grants of up to **70%** 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**
- Coaching and mentoring for successful SMEs

Accelerator (SME instrument)...

...what is its purpose?





Key criteria for Accelerator projects...

For SMEs with less than **250** employees and up to **€50m** turnover whose products, services or business models are:

1. 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



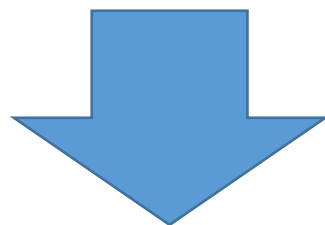
2. High Growth

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

Criterion 4 – ‘Close to Market’

TRL 6 - PROTOTYPE

TRL 7 - DEMONSTRABLE

TRL 8 - FIRST OF A KIND COMMERCIAL SYSTEM

TRL 9 - FULL COMMERCIAL SYSTEM

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



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?



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www.cloudwatchhub.eu

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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’

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



Horizon 2020



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

Three Key Evaluation Criteria...

EXCELLENCE

IMPACT

IMPLEMENTATION



EXCELLENCE

Accelerator - EXCELLENCE

Is the project...

- Beyond the current 'state of the art'?
- Highly innovative?
- Novel, disruptive, or at least step-change?
- Subject to competition? Why is your product better?
- Unique? Does it have a unique selling point?
- Subject to an element of risk going forward?

Turkish experience - 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

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.

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**

Table 6: Technical characteristics of the competitive solutions

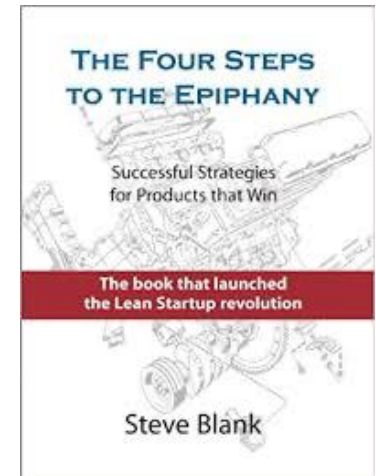
	Test tape method (Porta SCC)	California Mastitis Test (CMT) (Ekomilk SCAN)	Automatic counting based on image cytometry technology (DeLaval Cell Counter)	Automatic counting based on flow cytometry technology (Fossomatic™ FC)	LASSI
Measuring speed	45 min for regular, and 5 min for quick test	4 min/measurement		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 €

- Technological
- Practical
- Economic

Product Development Process



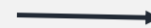
Customer Development Process



**Customer
Discovery**



**Customer
Validation**



**Customer
Creation**



**Company
building**

Concept /
Seed



Product
Development

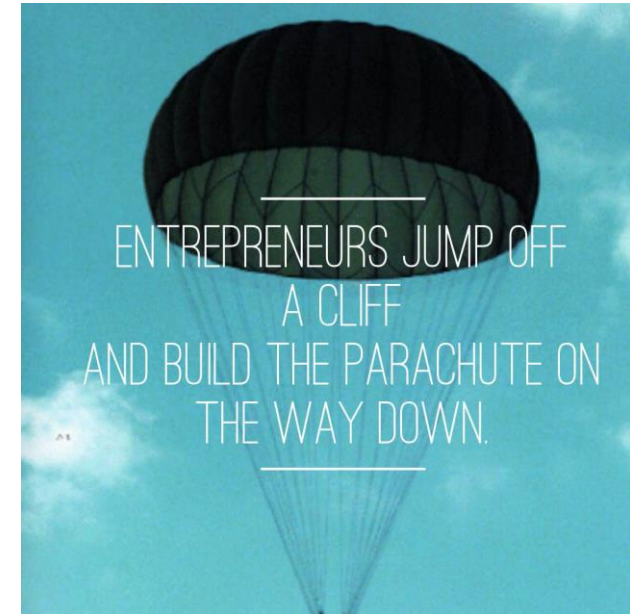


Alpha/Beta
test



Launch / 1st
Ship

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.



Only brief description

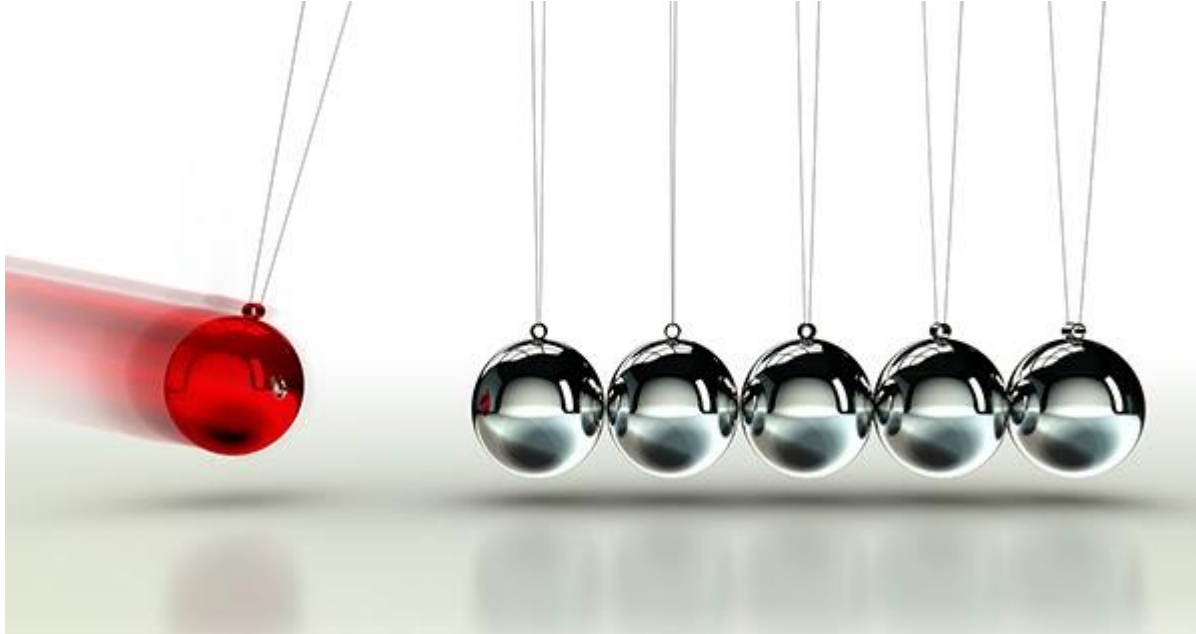
ONLY BUSSINESS RISKS

Business risks # Project risks
(mentioned in section 3)

EIC projects must be risky!



1. Production (weather, disease/pests, field loss, spoilage)
2. Price/Market (reduced premiums, high input prices, etc.)
3. Casualty (fire, weather and theft)
4. Technology (performance failure, obsolete machinery)
5. Relationship (landlord, lender, supplier and buyer)
6. Legal/Regulatory (non-compliance with regulations contract rules or other laws)
7. Human (underperforming managers, injured employees)



IMPACT

Accelerator - IMPACT

Can the project demonstrate...

- Qualitative and quantitative impact?
 - Jobs
 - Turnover
 - Profits
 - Exports
 - New IP
- A good return on Investment?
- The potential for scale-up?

Turkish experience - 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

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).

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.

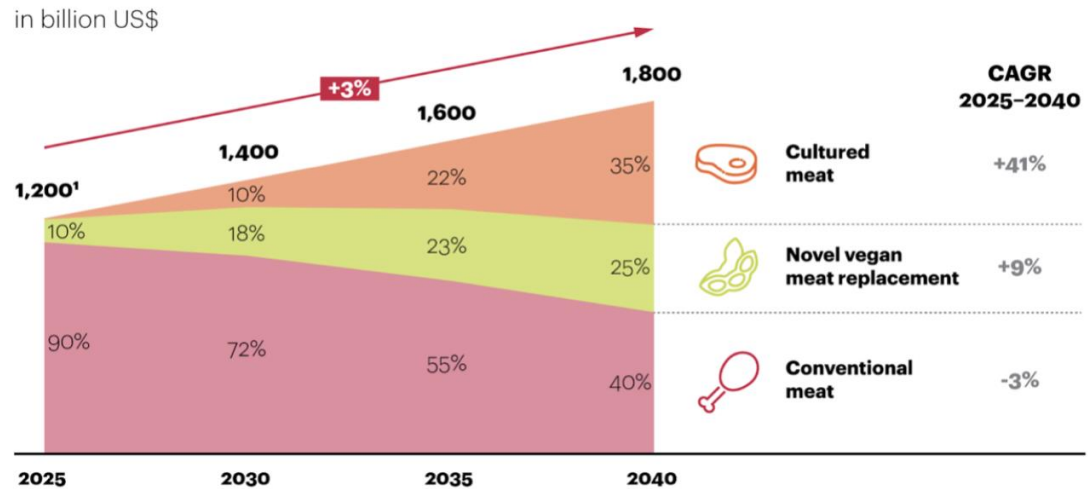
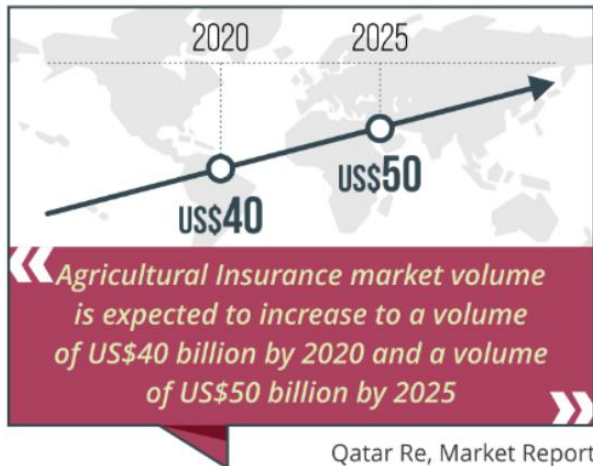
Realistic and relevant **strategic plan for commercialisation**, including approximate time-to-market or deployment. Activities to be undertaken after the project. *The 'commercial strategy' aspect is closely examined if you are invited to present your proposal.*

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**.

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



TAM: Total Available Market

Focus on: Total market / size

Example: **Total Agricultural Robotics Market**

SAM: Serviceable Addressable Market

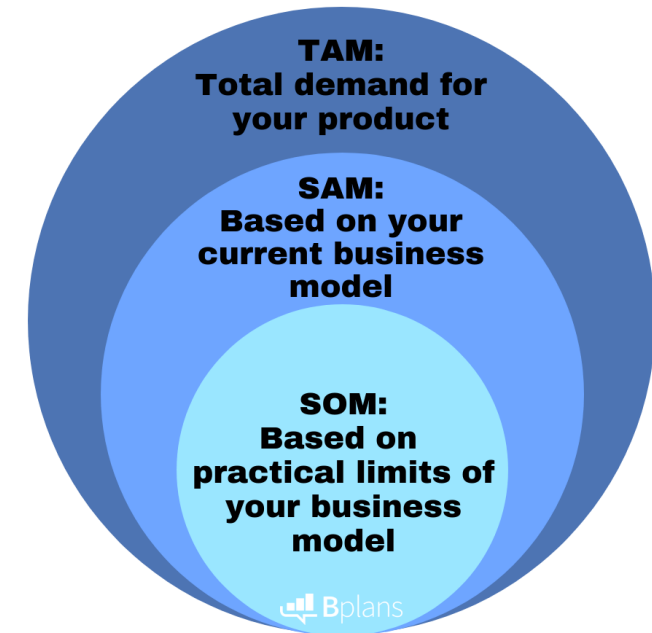
Focus on: Your own technology/ services

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?)

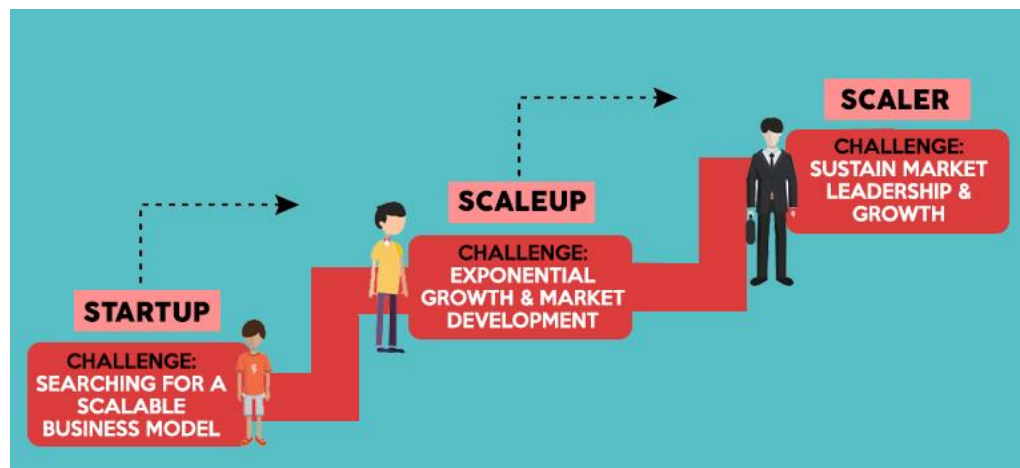
Example: **My realistic goal** to sell spraying robots to farmers.



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

HOW TO DEMONSTRATE SCALABILITY?

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



DRIVERS OF SCALING

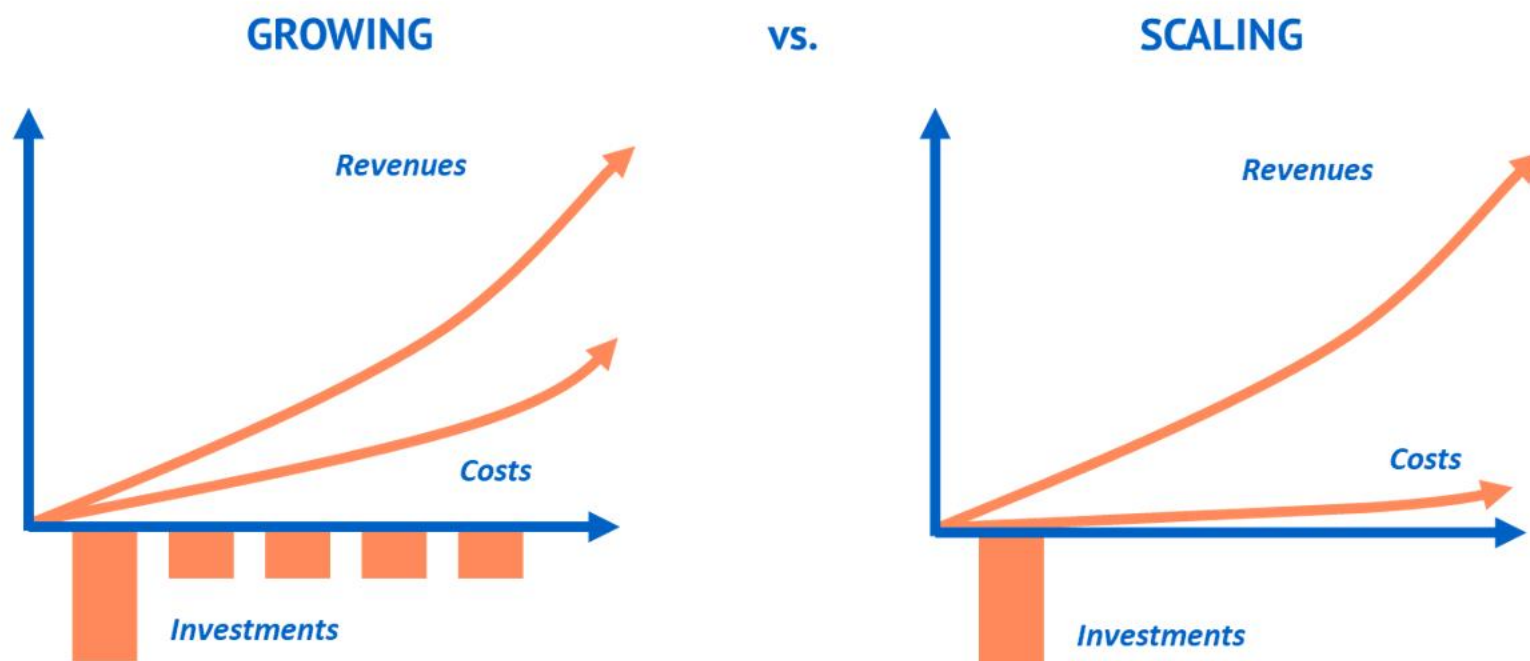
Light Asset Base

Automated Process

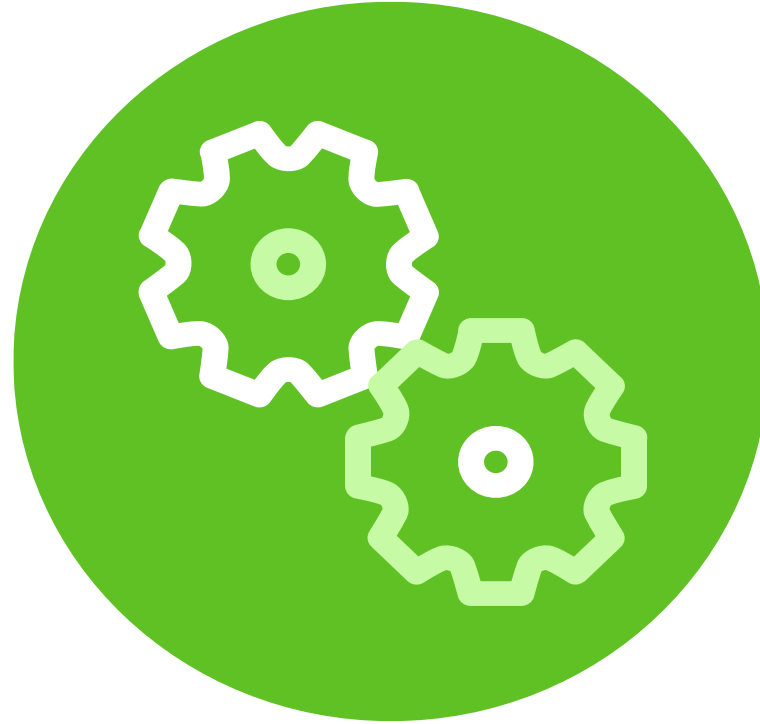
Low-cost labor

Replication potential

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 : you get more out than you put in as you grow



IMPLEMENTATION

Accelerator - IMPLEMENTATION

Does the project have...

- A balanced team to take it forward?
- A commercial and business strategy?
- Freedom to operate?
- Non-bankability?
- Human and physical capacity to see it through?
- A realistic timeframe?
- Realistic finances?
- Any proof of concept, testimonials, etc?

Turkish experience - IMPLEMENTATION

- Excellent teams
- Support from MoIT, TÜBİTAK

BUT!

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

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.***

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**.

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? ⊖
- ☐ Present shareholding structure being a constraint? ⊖
- ☐ Result of a systematic risk capital market gap? ✓



- ❑ WHY VCS FAIL?
- ❑ WHY BANKS FAIL?
- ❑ WHY GRANT SCHEMES FAIL?

- 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).

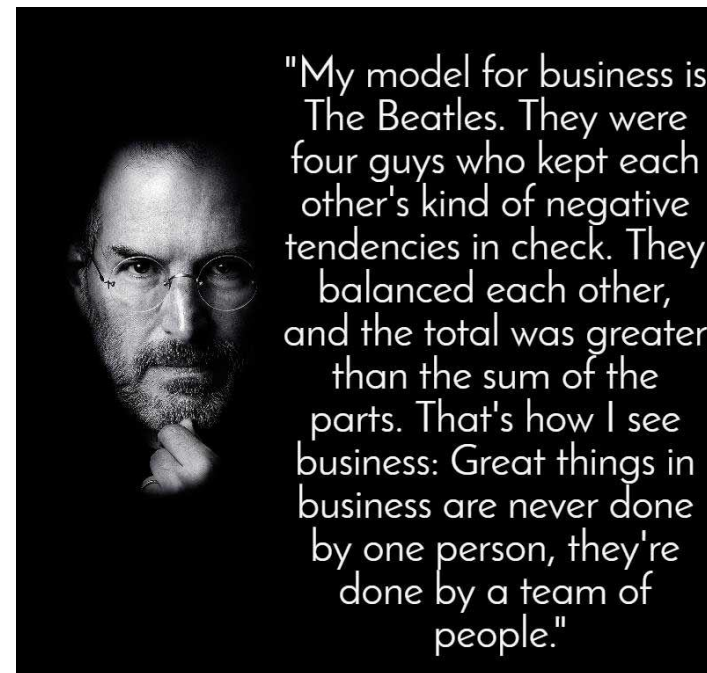
Demonstrate that you tried all three above and more. E.g. Corporate investors, other?
Use Annexes to provide evidence (and make clear reference)

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

?

FOMO (brain drain)

- 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



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?			

THE WALL STREET JOURNAL.

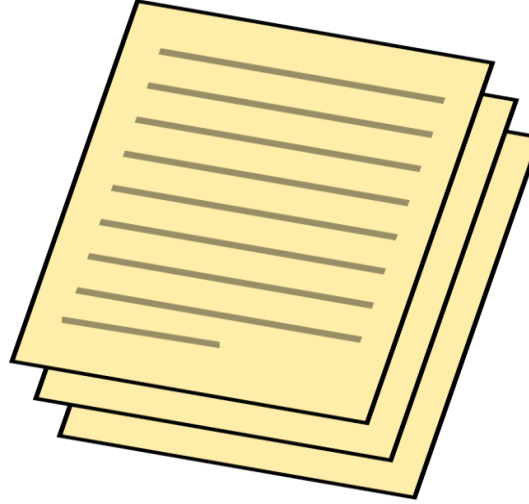
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Who Wants to Be a Ninja? Job Titles Get a Rebranding

Companies hire for 'data wranglers,' 'growth hackers' in the race for talent



ANNEXES

Accelerator - ANNEXES

Document 1 – **Proposal** (provided in .pdf)

- Introduction
- Section 1 – Excellence
- Section 2 – Impact
- Section 3 – Implementation

Document 2 – **Annexes 1 to 3** (provided in a single .pdf)

- Annex 1 - Ethics and Security
- Annex 2 - CVs
- Annex 3 - Other supporting documents

Accelerator - ANNEXES

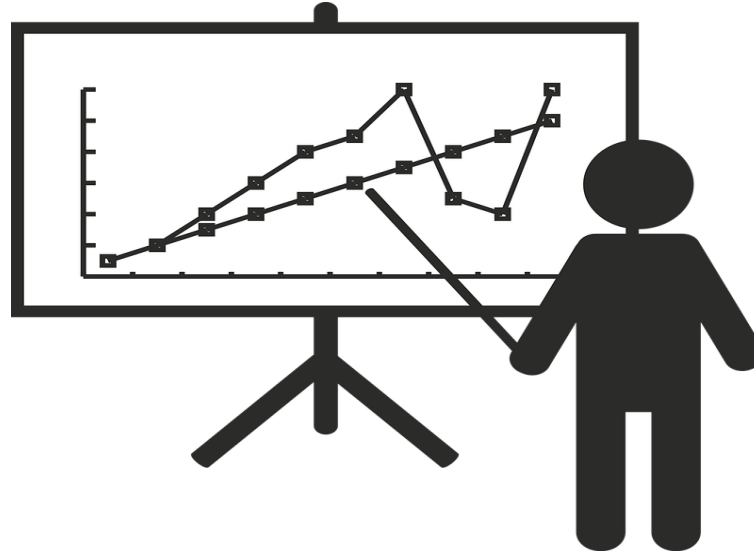
Document 3 - [Annex 4](#)

- Financial and corporate information - Excel file
(provided as .pdf and .xls)

Document 4 - [Annex 5](#)

- Pitch-deck (provided in .pdf) presentation

THERE IS NO PAGE LIMIT FOR ANNEXES 1-4



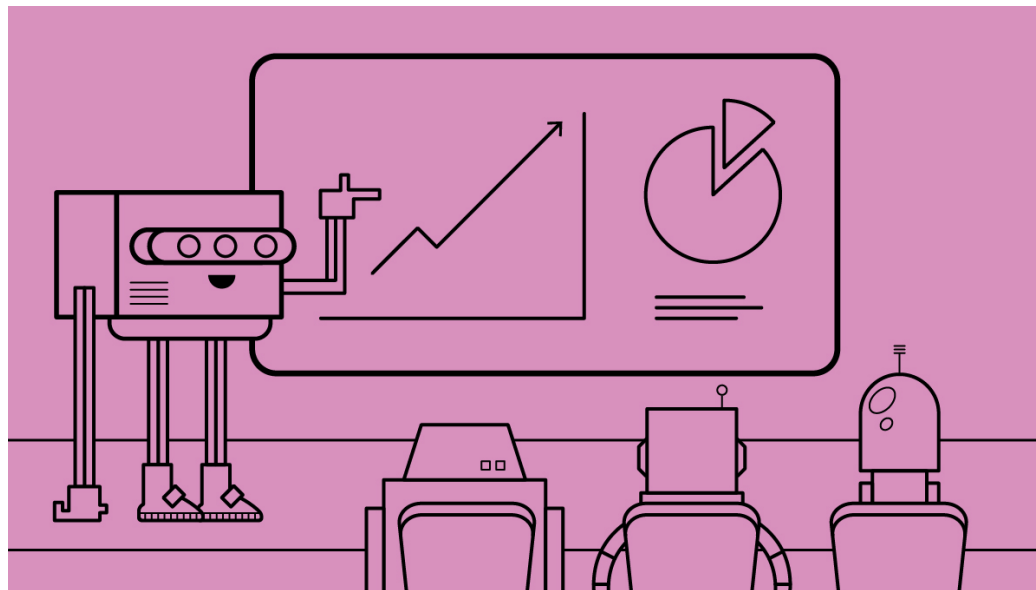
PITCH DECK

Accelerator – Pitch Deck

- High level overview
- In English
- Included with proposal (Annex 5)
- Cannot be changed later
- Used at face-to-face jury interview
- 10 slides against set headings
- Maximum 10 minutes of 30 minute interview
- Longer interview for those seeking Blended Finance

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

- 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

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!

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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 Birliđi 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 II

Accelerator (SME Instrument)

Webinar 5, 10:00 – 12:00

28th September 2020

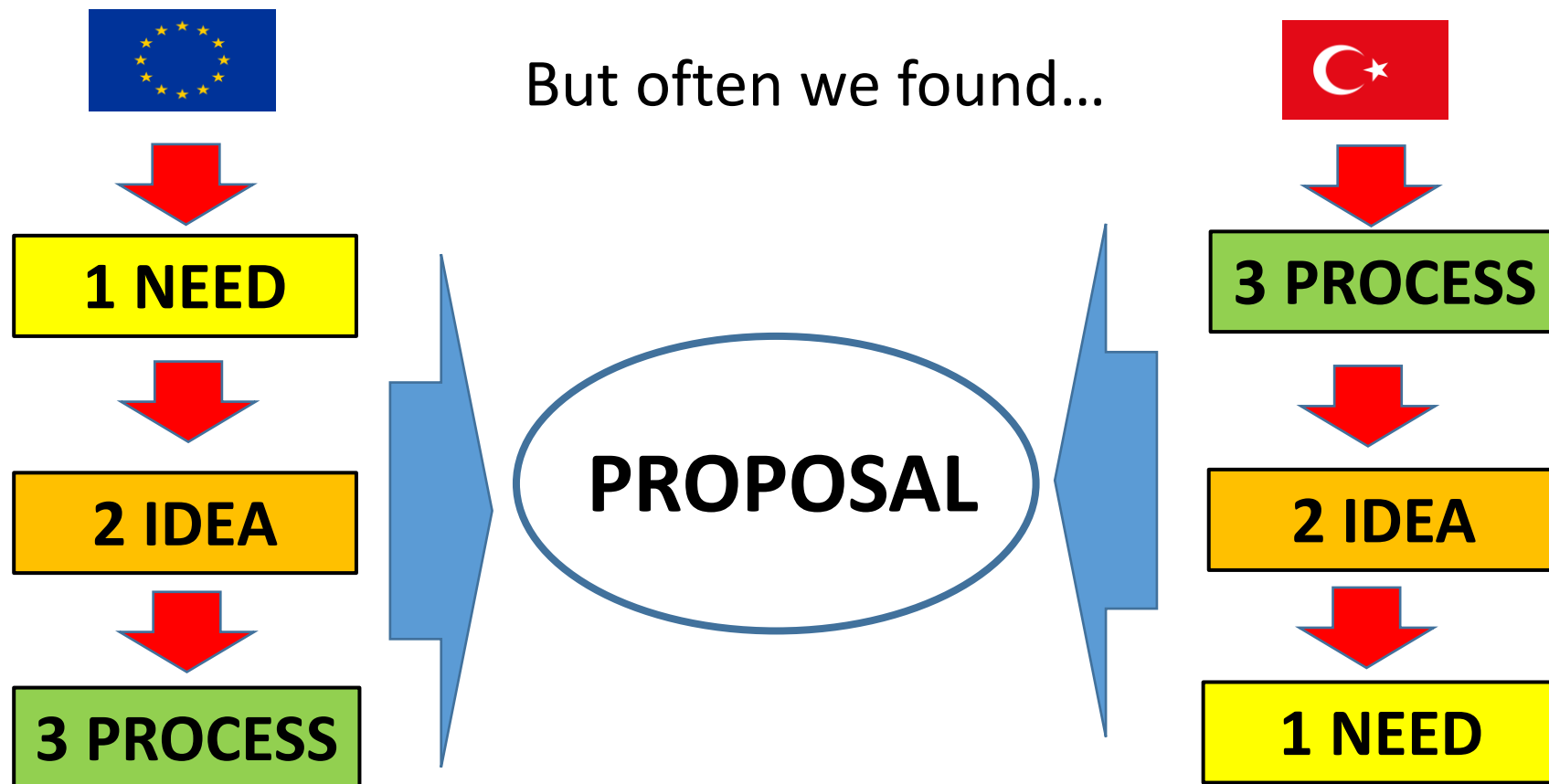


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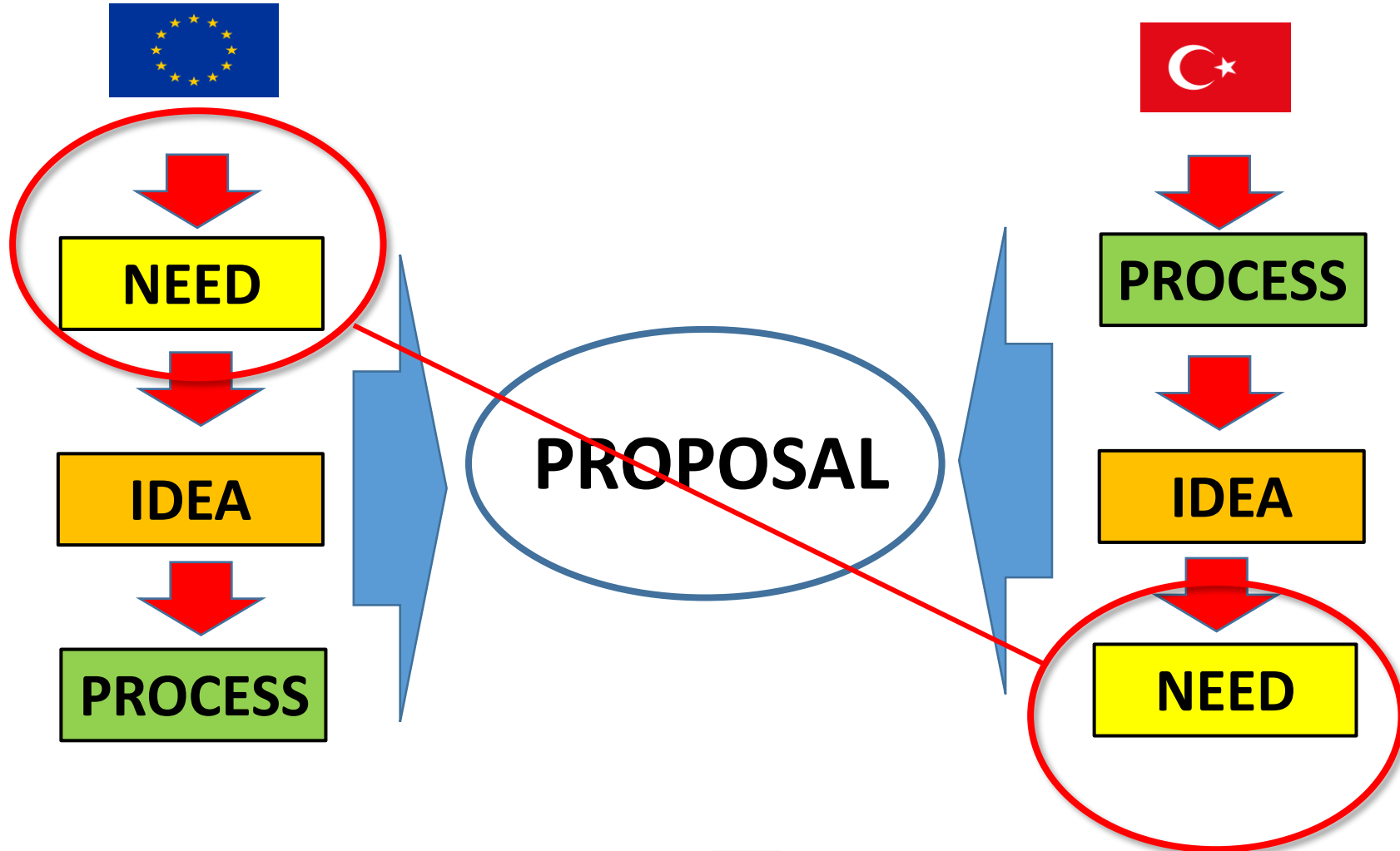


So, when it comes to EC proposals...

But often we found...



A problem of perception...





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Participant Feedback

Please scan the SurveyMonkey QR code with your
smartphone or tablet opens the survey on the device
so you can take the survey !



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