



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

Horizon Europe – EIC Accelerator

Webinar 8, 10:00 – 12:00

6th April 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
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

2019-2020 Webinars

- **Webinar 1 (28/03/19)** – introduction to EC, Horizon 2020 and Accelerator (SME Instrument)
- **Webinar 2 (23/07/19)** – Closer look at Technology Readiness Levels and wider EC eligibility requirements
- **Webinar 3 (10/12/19)** – Business Planning; purpose, process and expectations
- **Webinar 4 (01/09/20)** – Accelerator Financial Issues
- **Webinar 5 (28/09/20)** - Q&A session ahead of Accelerator 7th October cut-off

2021 Webinars

- **Webinar 6 (02/02/21)** – Reflective look at some of the issues encountered in H2020 bids
- **Webinar 7 (25/02/21)** – Guide to EC terminology
- Today's **Webinar 8** – Review of the opportunities for SMEs in the new **Horizon Europe** and the EIC Accelerator programme

All recordings are available on www.turkeyinh2020.eu



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... will continue with Horizon Europe support until 2022 ...

TinH2020 International Team of Experts



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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

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€95.5 billion

HORIZON EUROPE

THE EU RESEARCH &
INNOVATION PROGRAMME
2021 - 2027

#HorizonEU



EUROPEAN UNION



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Key Project Objectives for Turkey

- Support Turkish participation in Horizon Europe
- Strengthen capacity in Science, Technology and Innovation
- Help Turkish Researchers into European Research Area by increasing Horizon Europe participation
- Provide range of activities to support businesses – particularly SMEs

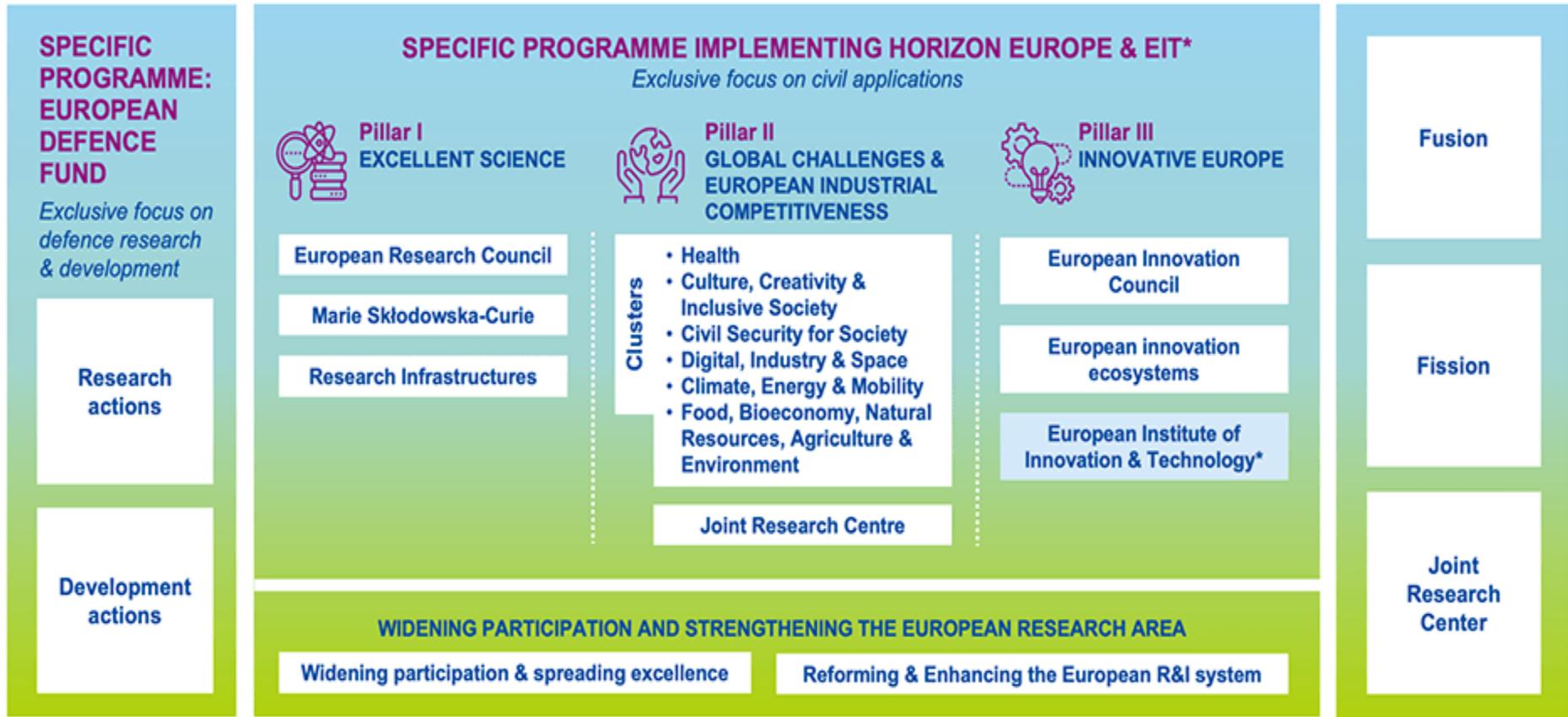
Web site: <http://www.turkeyinh2020.eu/>

So, let us first look at how Horizon Europe can help SMEs...

...so that is the broad picture, now let's take
a closer look at how the **EIC Accelerator** can
help SMEs...

HORIZON EUROPE

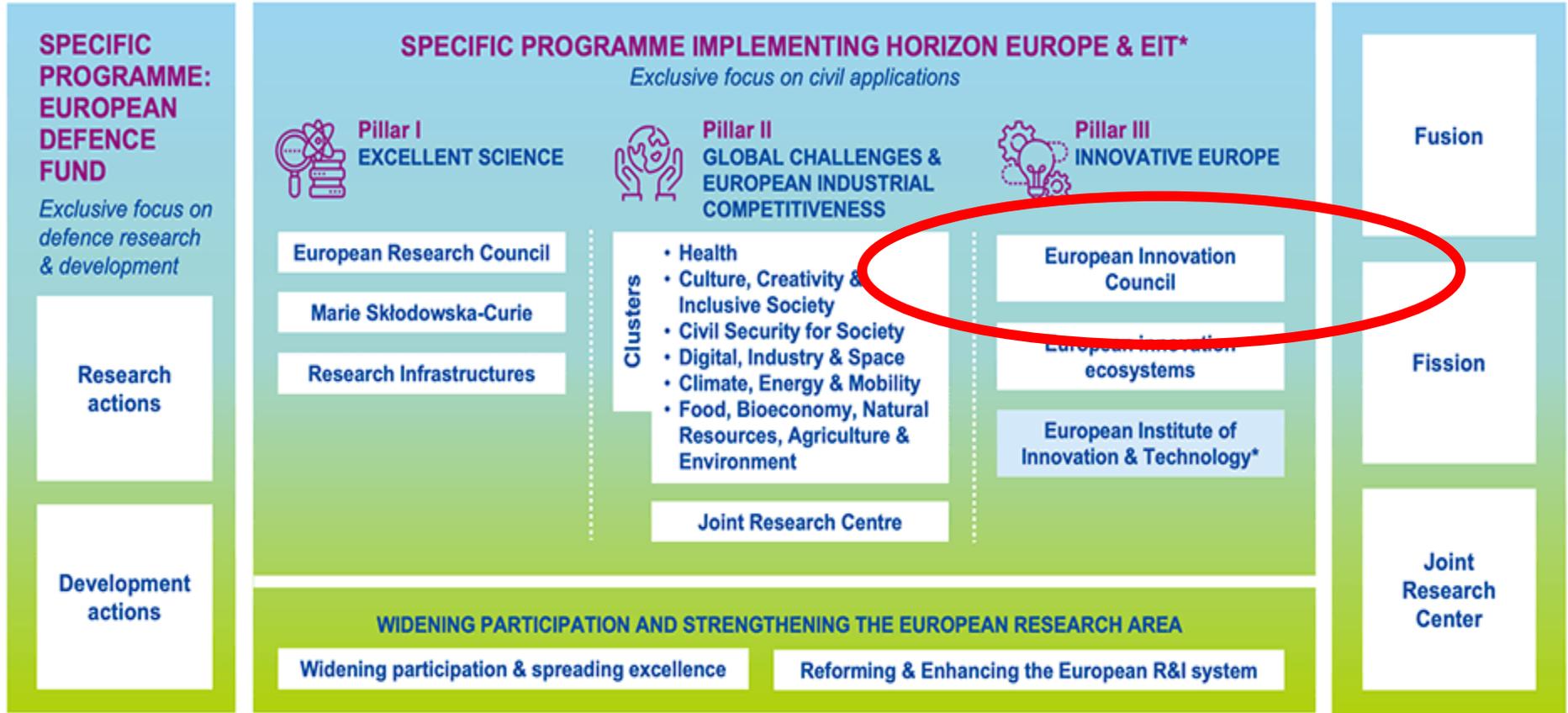
EURATOM



* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme

HORIZON EUROPE

EURATOM



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European Innovation Council (EIC)

Three main areas of support for SMEs

- **EIC Pathfinder**

Developing novel ideas for radically new technologies

- **EIC Transition Activities**

Transformation of research results into innovation

- **EIC Accelerator**

Deployment of innovation to market.



From deep-tech research to visionary innovation and scale-up to successful commercialisation

'New' Accelerator - differences with Horizon 2020

- **Tighter focus**
- **Two-stage application process containing 5 steps**
- **Resubmissions are limited**
- **'Top-down' as well as 'bottom-up' calls for projects**

Same Concepts - Tighter Focus

- Greater emphasis on innovations that build on **scientific discovery or technological breakthroughs**
- Funding will be used for **faster scale-up**
- **‘Deep tech’** - incorporating significant science or engineering elements to their products and services...
- **‘High-risk’** ...with an associated higher level of risk of not succeeding due to technical and market issues

Same Concepts - Tighter Focus

- **‘Disruptive’** - innovative concepts that create new markets that ultimately disrupt and overtake existing markets by displacing earlier technologies.



New Accelerator

‘**Top-down**’ as well as ‘**bottom-up**’ calls for projects

- ‘**Open calls**’ receive majority of budget
- There will be ‘**Top-down calls**’ for specific challenges:
 - **Green Deal**
 - **Digital Society**
 - **Health priorities**
 - **Etc...**



Business Conceptualization (0-3)

- Perceived need that your offer can satisfy
- By BRL 3 you may have a potential product/service with evidence from clients and an idea of how you can generate value to you and to them

Business Testing (4-5)

- 'Market' is strongest factor
- Testing your business with potential stakeholders or early adopters
- By BRL5 you should have measured and evolved your business and product to match client's stated needs

Business Deployment (6-9)

- Consolidate product with paying customer needs
- By BRL 9 you become a trusted supplier and your cashflow becomes predictable and increasingly profitable

5 Step Application Process

Applicants must be registered through EC Funding and Tenders Portal

- **Step 0 – Discovery/diagnostic modules**
- **Step 1 – Short Application**
- **Step 2 – Preparation of full application**
- **Step 3 – Submission and remote evaluation**
- **Step 4 – Face-to-face interviews**

Step 0 – Discovery/diagnostic modules

EIC Artificial Intelligence-based IT platform on EC F&T Portal

- **Discovery**

- Allows SMEs to search for investment and grant funding opportunities

- **Diagnostic (completion mandatory)**

- Provides assessment of SME's ideas against publications, patents and EC projects
- Asks questions about problem SME is trying to solve, proposed solution and targeted market

Step 0 – Diagnostic questions

- **WHAT?**
 - Purpose? Solution?
- **WHY?**
 - Problem to be solved? Functions? Uses?
- **HOW?**
 - Deliverables? TRL to be achieved?
- **WHO?**
 - Sector? Team?
- For **WHOM?**
 - Target market?
- For **WHAT IMPACT?**
 - Job creation? Societal? Environmental? Economic?

Step 1 – Short Application – at any time

EIC Artificial Intelligence-based IT platform on EC F&T Portal

- **Proposal information**

- Acronym, title, abstract, keywords

- **Company and CEO information**

- EC registration number, CEO (or highest managing position) details

- **Pitch deck – 10 slides maximum**

- Pdf format, no fixed format (but suggest established model), new pitch deck can be used if invited to submit full proposal

- **Video – maximum 3 minutes**

- Up to 3 core team members in a simple video illustrating innovation and main motivation

- **Series of additional questions**

- Covering ideation, development and Go2market

Step 1 – Additional questions

• Ideation

- Solution? Existing solutions? What is new about your innovation? Why do you think it will be successful? Why now?

• Development

- What are the risks of failure? Will you need to cooperate with partners or subcontractors? Do you have the right team in place? Why can it not be done without EC funding? What will it cost to develop?

• Go2market

- What is your targeted market? How do you see your company in 5 years? What will you consider to be a success?

Step 1 – Pitch deck and video

- **Pitch deck – 10 slides maximum**
 - **Title**
 - **Company Purpose** (mission, tagline)
 - **Problem & Solution** (pain point, market need, fulfilling the need)
 - **Value Proposition** (customer value, product benefits)
 - **Market Opportunity & Risks** (market creation/transforming potential, target market size, risk mitigation)
 - **Competition** (competitive analysis/advantages)
 - **Business Model** (revenue streams, timing, costs)
 - **Commercialisation & Marketing Strategy** (strategy, time to market)
 - **Financial Projections** (revenues, investments, financing needs)
 - **Team** (management team, competence, track record)
 - **Conclusion** (summary)
- **Video – maximum 3 minutes – 5 main types**
 - **Explanation; Interview; Hardware footage; Pitch deck recording; Existing footage**

Step 1 Evaluation – 4 weeks after submission

Evaluated remotely by 4 experts on a first come, first served basis

- **Expert evaluators** have expertise in the area of technology and market application, based on the keywords provided
- **Evaluators** will look at innovative nature and disruptive potential of the innovation, its likely impact and the team proposed
- Each evaluator will give a **‘GO’** or **‘NO GO’** to the proposal
 - If at least 2 evaluators give ‘GO’ applicant will be invited to submit a full proposal within 12 months of application date
 - If more than 2 give ‘NO GO’, application is unsuccessful

Step 1 Evaluation – Unsuccessful

- **First time rejected** – Can resubmit an improved short application at any time
- **Second time rejected** – applicant will not allowed to resubmit short application for 12 months
 - Short application will have to be new or significantly improved

Step 2 Full Application - coaching

- Up to 3 days **coaching** offered free of charge from EIC Business Acceleration Services
- **Coaches** are independent business experts with entrepreneurial and fund-raising backgrounds

Same Key Evaluation Criteria...

IMPACT

EXCELLENCE

IMPLEMENTATION

Same Key Award Criteria...

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

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

IMPLEMENTATION: Does your project have a coherent and efficient workplan?

Typical Business Plan



Step 2 Full Application – Concepts and issues

- TRL
 - No grant support for activities above TRL 8
 - Group Work Packages according to TRL
 - TRL 9 should be kept separate for funding consideration
- Milestones
 - Clear implementation plan with defined milestones, work packages and deliverables
- Need for EU support
 - Clearly evidenced – what risk will EC be asked to cover? Evidence of non-bankability
- Security
 - Security appraisal process for sensitive innovations

Step 3 Evaluation – 5 weeks from cut-off date

Evaluated remotely by 3 experts

- **Expert evaluators** have expertise in the area of technology and market application, based on the keywords provided
- **Evaluators** will look at innovative nature and disruptive potential of the innovation, its likely impact and the team proposed
- Each evaluator will give a **‘GO’** or **‘NO GO’** to the proposal
 - If 3 evaluators give ‘GO’ applicants will be invited to a face-to-face interview with an EIC jury

Step 3 Evaluation – Unsuccessful

- **Evaluation feedback will be provided**
- **First time rejected** – If 1 or more evaluators give ‘NO GO’ decisions, applicant will be eligible to resubmit an improved full application in one of the two next cut-offs
- **Second time rejected** – applicant will not be allowed to resubmit for 12 months, beginning again as a short application

Step 4 - EIC Jury interview – 8 to 9 weeks from cut-off date

- Invitation letter 1 to 2 weeks before interview
- Interview time/date not changeable
- Held in Brussels or online
- 3 company representatives
- 2021 interviews, probably September and December
- Maximum 6 jury members – names provided before interview
- Jury members from EIC, finance, technology. Have access to all material submitted during application process
- 10 minute presentation based on Pitch Deck provided with full application
- 30 minute interview

Step 4 – Outcome of Jury interview – 2 to 3 weeks after interview

- If **successful**, applicant enters a negotiation and contract award period
- If unsuccessful:
 - **First rejection** – applicant may submit improved full proposal at Step 2 at one of the following 2 cut-off dates
 - **First rejection – but jury decides that proposal is a potential ‘GO’** with some improvements, applicant may be invited to second interview after improvements have been made
 - **Second rejection** – applicant can submit a short application after 12 months
 - **Seal of Excellence** – awarded if proposal passes award criteria for ‘Excellence’ and ‘Impact’

Other types of application

Fast Track Scheme

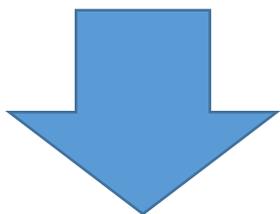
- Only available for certain projects from EIC Pathfinder and Transition programmes; ERC Executive Agency; Knowledge and Innovation Communities (KICs); Eureka Secretariat for SMEs supported under Eurostars-2
- Projects are assessed by these bodies and entered at Stage 2 (full application)

Plug-in Scheme

- Pilot initiative to be launched in 2022 where projects are assessed at national level and then enter Accelerator application process at Stage 2

European Innovation Council (EIC)

- Recognise problems among SMEs in getting the information together
- Recognise that National Contact Points (NCPs) also have difficulty in helping SMEs to interpret
- Difficult to make transition from R&D to commercial business



- EIC commissioned our project partner APRE to develop tools and associated definitions for NCP organisation; 'Access2EIC'

Business Readiness Levels (BRLs)

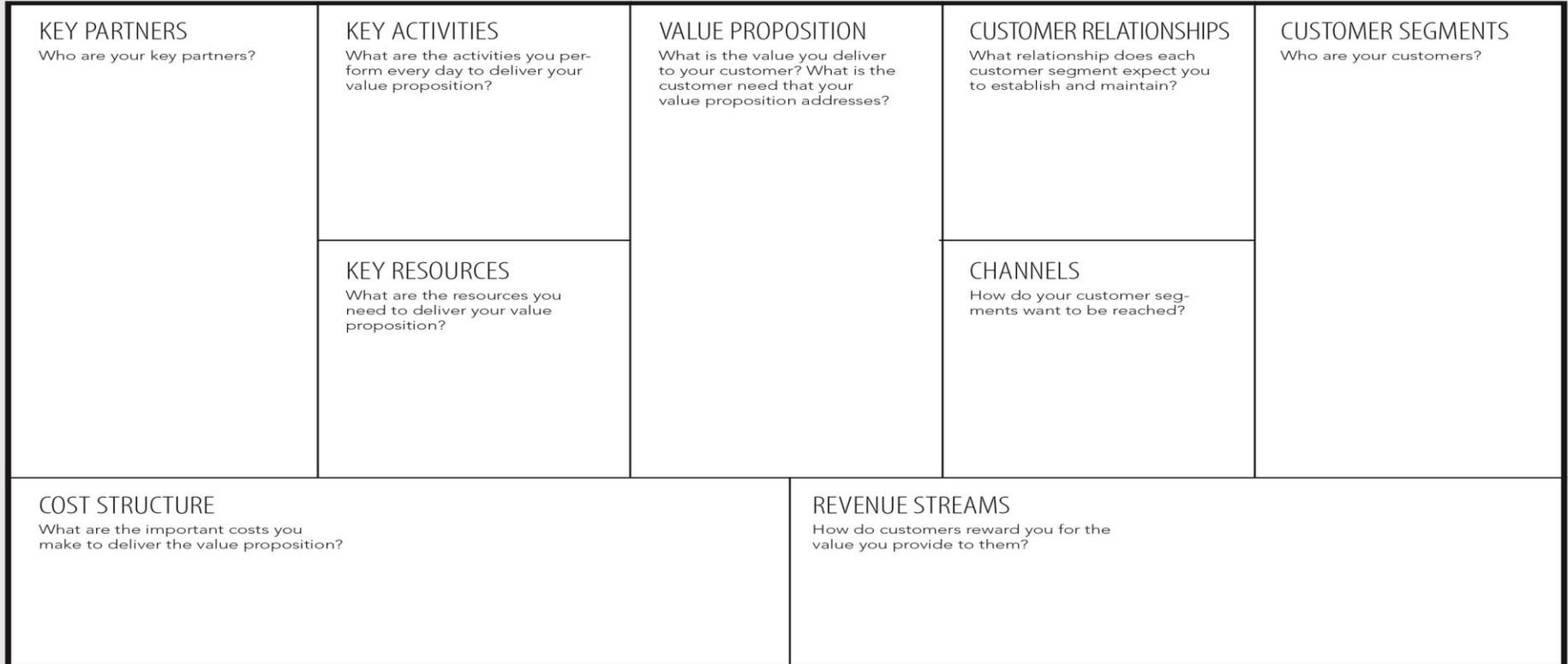
Each of these 3 groupings:

- 1. Business Conceptualization (BRL 0-3)**
- 2. Business Testing (BRL 4-5)**
- 3. Business deployment (BRL 6-9)**

Have their own terminology in Business Model Canvas.

The Business Model Canvas (BMC)

BUSINESS MODEL CANVAS



DESIGNED BY **BUSINESS MODEL FOUNDRY AG**

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Remember – we are here to help!!

More information may be found at:

[Access2EIC tools: From technology to business – Access2eic](#)

and [Access2EIC Business-Glossary-sep-2020-Final-4.pdf](#)

- or web search [Access2EIC](#)

Thank you for participating in our webinar –
any more questions?

Why Participate in Horizon Europe?

- Financial support
 - Grants to cover final stage project risks
 - Funding to commercialise - EC venture funding
 - Access to private sector venture capital
- Support from mentors
 - Stronger management
 - Better market awareness
 - Commercial experience
- As a company
 - More strategic view
 - Commercial strength
 - More confidence from Turkish investors
 - Product 'endorsed' by EC funding
 - Amplifies national project investment

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COMPETITIVE
& INNOVATIVE
GROWTH PROGRAMME



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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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