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Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
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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

EIC Accelerator – Making a Successful Application

Project Writing Training 8, 10:00 – 13:00

28th April 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



Today's Event

Objectives:

- **To provide information on our project, Horizon Europe and Accelerator**
- **Provide details on the first stage (short) application process**
 - **Process**
 - **Content**
 - **Pitch deck**
 - **Video**

Today's Event

- **Brief introduction to Turkey in Horizon 2020 project**
- **Overview of Horizon 2020 and its relevance to SMEs**
- **The Accelerator application process**
- **Key aspects of winning content**
- **The 'Do's' and 'Don'ts' of bidding to the EC**
- **Preparing a Pitch Deck**
- **Producing a 3-minute video**
- **Q&A session**



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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

Horizon Europe and Accelerator

Our approach to helping SMEs ahead of each cut-off date ...

- **Webinar**
 - General Advice on HE
- **Project Writing Training Event**
 - Accelerator Short Application
- **Project Writing Training Event**
 - Accelerator Full Application
- **Project Writing Camp**
 - Dealing with final Q&As on proposals ahead of submission

Horizon Europe and Accelerator

Our approach to helping SMEs ahead of each cut-off date ...

- **Webinar – 6th April 2021**
 - General Advice on HE
- **Project Writing Training Event - TODAY**
 - Accelerator Short Application
- **Project Writing Training Event**
 - Accelerator Full Application
- **Project Writing Camp**
 - Dealing with final Q&As on proposals ahead of submission
- **FIRST CUT-OFF = 16th June 2021**

Horizon Europe and Accelerator

Our approach to helping SMEs ahead of each cut-off date ...

- **Sequence of Webinar + 2 PWT + 1 PWC will be staged before each cut-off date...**

Second cut-off = 6th October 2021

Third cut-off = 6th June 2022?

Fourth cut-off = 9th October 2022



TURKEYⁱⁿ
HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

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

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HORIZON EUROPE

THE EU RESEARCH &
INNOVATION PROGRAMME
2021 - 2027

#HorizonEU

 **EUROPEAN UNION**

TinH2020 International Team of Experts



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SME EXPERT

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Project activities ...

Training Events



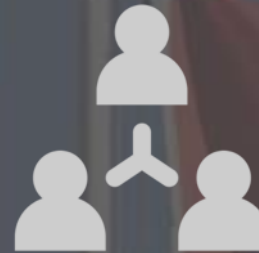
- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Webinars
- Lobbying
- Project Writing Camps

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

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/>

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

Contact:

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