



This project is co-financed by the
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

Experiences from bidding to the EIC

Project Writing Training 9, 10:00 – 13:00

5th May 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
AND INNOVATIVE
PROGRAMME



TÜBİTAK

Where the wisdom comes from

- No inside information, no secret
- [EIC Work Program 2021](#)
- [EIC Accelerator web site](#)
- [Accelerator FAQ](#)
- [Guide for Applicants Ver.1.2](#)
- [EIC Applicants' Day](#)
- [EIC AI Platform for proposal submission](#)
- [European Green Deal](#)
- Social Media [EIC](#) [EISMEA](#) [TUBİTAK Horizon Europe](#)
- An expert view



SEARCH FUNDING & TENDERS

HOW TO PARTICIPATE

PROJECTS & RESULTS

WORK AS AN EXPERT

SUPPORT

Horizon Europe (HORIZON)

clear filter

Type your Keywords...



Match whole words only

GRANTS

TENDERS

Submission status



Forthcoming



Open for submission (10)



Closed

Programming period

2021 - 2027

Horizon Europe (HORIZON)

Programme part

The European Innovation Council (EIC)

Mission

Select a Mission...

Destination

Select a Destination...

Funding and tenders

Need help?



Sort by:

Submission status



Grant Green Deal innovations for the Economic Recovery

Open for submission

Programme	Horizon Europe (HORIZON)	Deadline model	multiple cut-off
ID	HORIZON-EIC-2021-ACCELERATORCHALLENGES-01-02	Opening date	08 April 2021
Types of action	HORIZON EIC Accelerator Blended Finance	Next deadline	16 June 2021 17:00:00 Brussels time

Grant EIC Accelerator Open 2021

Open for submission

Programme	Horizon Europe (HORIZON)	Deadline model	multiple cut-off
ID	HORIZON-EIC-2021-ACCELERATOROPEN-01	Opening date	08 April 2021
Types of action	HORIZON EIC Accelerator Blended Finance	Next deadline	16 June 2021 17:00:00 Brussels time

Grant Strategic Digital and Health Technologies

Open for submission

Programme	Horizon Europe (HORIZON)	Deadline model	multiple cut-off
ID	HORIZON-EIC-2021-ACCELERATORCHALLENGES-01-01	Opening date	08 April 2021
Types of action	HORIZON EIC Accelerator Blended Finance	Next deadline	16 June 2021 17:00:00 Brussels time



RELEASE

This is the end of the beta test period! The whole EIC team thanks you for your valuable suggestions that helped us to further improve the platform. These changes may affect the way your data is processed and the results, especially the ratings. We therefore invite you to check your information carefully before submitting. Further improvements will also be introduced in the future based on your suggestions.

Discovery Diagnostic **step 1**

European
Innovation
Council



Helpdesk back to the Agora My account

Welcome to the EIC AI Platform



Discover the main applications to help you develop your project from your idea to the market



Discover the most relevant
funding for your idea

Discovery

Step 1



Diagnose the chances of
success of your sketch

Diagnostic

Step 2



Design an innovative project

Design

accelerator.eisma.eu

Evaluation Management Dashboard: Agora



European Innovation Council



European Commission > EIC

I'm available

0

ACTIVE EVALUATION
(4 max.)

OPEN CALL AGORA

NEED SOME HELP?



AGORA 0

MY EVALUATIONS 0

COMPLETED EVALUATIONS 0

MY CURRENT EVALUATIONS

Reminders...

- Short app evaluations just started
- Short app versus Full app calls; ‘Open’ and ‘Challenge’
- AI-based platform (online forms, no proposal upload)
- No scores, only ‘GO’ or ‘NO GO’ votes
- Short application
 - receive 2 ‘GO’ votes from 4 evaluators
 - 3-day coaching
 - full application
- Feedback from 4 evaluations; not ESR, or Consensus Report
- If you ‘GO’, you have 1 year to submit full application

Reminders cont...

- Full app submission process not ready yet
 - Receive GO votes from all 3 evaluators for all criteria
 - Jury interview
- No ‘fast-track’ or ‘plug-in’ for now
- Resubmission is monitored by applicants PIC number, not by project
- Start drafting full proposal ASAP! 16th June, 6th October

What do EIC look for?

- **Innovation**: Breakthrough, disruptive, high-risk, market-creating
- **Team**: qualified for the particular innovation, passionate, dedicated, prepared
- **Commercial potential**: Fast growth, job creation, business model, work plan, milestones, metrics
- **Justification for EC support** replaced ‘non-bankability’
- Not harmful to **environment** and **economic, social** benefits
- **Gender balance**

Your Accelerator proposal is...

- your responsibility
- a commitment to EC w/milestones, not a prize application
- not necessarily the same as your innovation/tech project
- a business plan for investors, not a scientific paper for academicians
- aims to change customers' lives, not to create documents, discover new theories, or lead to another grant application
- consistent, concise, comprehensive, and evidence-based, more than being vague, assumptive, or abstract

Online Application Forms

Short Application

- 14 fill-in boxes
- Several check boxes
- 10-slide pitch deck
- 3-minute pitch video

Full Application

- Fill-in boxes Business Plan, Work Packages w/ milestones
- Check boxes
- 10-slide pitch deck
- No additional pitch video



06. Preparation and Submission of your full application



Information to be included in the full application

AVAILABLE SOON

- Questions
- Financial information



Drafting your proposal

- Keep updated on EIC Accelerator program
- Write as if competitors would read it
- Ask for pre-evaluation, a second opinion, attend trainings
- Unite around the proposal as a company
- Give equal importance on every aspect, i.e., technology, finance, marketing

Drafting your proposal, cont.

- Consider the changes in the World over time, i.e., cut-off, grant agreement date, project completion
- Organize your thoughts, avoid confusing statements and brainstorming
- Check, cross-check and check again
- Submit proposal only when you are fully satisfied with it

Impact

	Short App	Full App
Scale-up potential	√	√
Broader impact	√	√
Market fit & Competitor analysis		√
Commercialization strategy		√
Key partners		√
Relevant 'challenge' impact		√

Growth vs. Scaling Math

- **Growth**: Adding revenue at the same pace as resources
- **Scaling**: Adding revenue at a much greater rate than cost

Design your organization and standardize your processes without losing entrepreneurial spirit, i.e., agility, adaptive business model, digitalization, limited replicated costs, optimized fixed costs

- Break-even in terms of sales quantity, revenue, and time
- Return on Investment (ROI) and its timeframe

Progress monitoring & Growth/Vanity metrics?

	Current	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue €						
Profit €						
Jobs created						
Customers served						
Products sold						
TRL						
Web site clicks						

A view on competition

Your value proposition	Same value category		Alternative solutions	Almost non-consumption	Time and budget competition
	Similar offerings	Different offerings			
New Peugeot 208	Hyundai i20	Ford Ranger	taxi, bus, car sharing	walking, bicycle	pay your debt, go for an MBA, invest in stock market

Excellence

	Short App	Full App
Breakthrough and market-creating nature	√	√
Timing	√	√
Technological feasibility		√
Intellectual Property		√

Technology Readiness Levels - Grant or Equity?

- Requirement is **TRL 6 minimum**
Technology validated/demonstrated in relevant environment
- **Grant or grant plus equity-supported TRL 6-8** activities
(eligible costs):
 - Conceptual definition
 - Planning
 - Prototyping
 - Demonstrating
 - Piloting
 - Testing and validation

Technology Readiness Levels - Grant or Equity?

- **Equity only-supported TRL 9 activities:**

Full-scale operations, market deployment, scale-up activities and commercialization including sales, marketing, advertising, distribution, warehousing, and manufacturing

- TRL assessment is done by both remote evaluators and jury members
- Jury may propose a reduction and/or transfer of the grant requested if activities beyond TRL 6 are misplaced.

IPR: Protection, Regulation, and Capitalization

- Patent, trademark, trade secret, design, copyright
 - Certificates, permits, licenses, standards, trade laws, EU Directives
 - selling, renting, subscription, partnerships
 - permanent transfer of IP ownership
 - licensing, franchising, distributorship, Joint-Venture, Spin-offs

IP protection: Patent vs. No patent

"To date, our company has deposited five patents that have been developed in just a few months of research (see list below). Three of these patents cover our core production technologies. The others cover complementary applications of the system. We have identified additional areas where patent applications are currently being formulated."

"Our technology is software-based and cannot be easily patented, at least in Europe. The product lifecycle is moreover quite short in our business areas. Product leadership will therefore be maintained mainly via an ongoing investment in new product development strategy. Key founders are engaged by contract to remain in the business for the next 5 years at least. Access to their know-how and their commitment to the business development are therefore fully secured."

IP Capitalization (Licensing)

"We will target potential non-exclusive licensors for our equipment, looking for organisations which have:

- the capabilities to install the equipment;*
- access to our specific end-user industrial markets as described in the market section;*
- an established marketing, sales, distribution, fulfilment, customer service and maintenance support infrastructure;*
- past history of licensing other organisations' products and services."*

"Each licence agreement includes a performance clause that ensures that the licensing agreement doesn't remain into force if the licensor fails to perform as forecast."

Implementation

	Short App	Full App
Team	√	√
Milestones		√
Risk level of the investment		√
Risk mitigation		√

The need for Union support

- Insufficient funds of your own
- Justification of your financial needs and ‘patient capital’, efforts to attract funding, reasons why you failed to raise investment and risks preventing investment
- You may...
 - (1) have co-investors to finance project only partially or on the condition of its receiving EIC equity investment, or
 - (2) previously received investments but cannot raise enough money for the current project

Budgeting: Equipment and fixed assets

- Declared as depreciation costs, calculated on the basis of the costs actually incurred and written off in accordance with usual accounting practices; only the portion of the costs that corresponds to the rate of actual use
 - Example: Machinery price: **€100K** Useful life is 5 years
If depreciated evenly over 5 years, max. declarable cost is €40K for a 24-month project. But, if you only use it for 6 months, then you can only allocate **€10K** in the budget
- * Costs for renting or leasing equipment are eligible, if they do not exceed the depreciation costs of similar equipment

Subcontracting: best value for money

- subcontract any part of the project, allocate any % of the budget, select the subcontractors before/after proposal submission or from non-profits, non-EU countries

except project coordination, core innovation, and subcontracting management tasks

as long as you explain the subcontracted tasks under relevant Work Package, their estimated costs, and the need for a subcontractor AND document a competitive subcontractor selection procedure w/ subcontractor performance criteria, deliverables, timeframe.

- One task should be subcontracted to one subcontractor but one subcontractor can be hired for multiple tasks.

Subcontracting: 1/2

WP No.	Task to be subcontracted	Name of subcontractor (if known)	Amount
WP 2	T.2.3 Vehicle safety tests & certification	ABC Quality Ltd.	€45K

Justification of ‘the best value for money’

- External audit is a must. The subcontractor is one of the 2 internationally licensed alternatives in Turkey. The other alternative is in another city.
- ABC’s price offer is 15% lower than its official list price because of R&I nature of this project.
- We have been working with ABC for the last 5 years with mutual understanding and satisfaction.
- ABC practices EU standards in its operations.

Subcontracting 2/2

WP No.	Task to be subcontracted	Name of subcontractor (if known)	Amount
WP 3	T.3.1 Mobile app development	Unknown	€25K

Justification of 'the best value for money'

- This task is not directly related to our core innovation activity. Therefore, we will not be employing a team for this one-off task.
- Subcontractor selection procedure: We will (1) finalize our draft contract, (2) advertise our need in the popular digital media, (3) shortlist 4 candidates based on price, location, operational capacity, service support, and speed, (4) select the subcontractor through a negotiation process.

Step 4: Jury Interview

- 6 Jury members, informed on your short and full applications and their evaluations
- 10-minute presentation w/ 10-slide pitch deck
- Reply open-ended questions in no more than 30 minutes
- ESR with funding decision 'GO' or 'NO GO'
- You should appeal the Jury w/ your trustability and talent; then, clarify proposal details, the need for EIC, and scale-up
- It is not the time to negotiate Grant/Investment Agreements
- Avoid prioritizing Jury above your customers
- Practice your pitch, be prepared for unexpected moments, always keep it cool

Pitch Deck: Short Application vs. Jury Interview

- **Company** profile, purpose, mission
- **Problem**, market need & **Solution**, novelty, effectiveness
- **Value proposition**, use cases, benefits from customers' perspective
- **Market opportunity & Risks**, market-creation, mitigation measures
- **Competition**, sustainable advantages, positioning
- **Business model**, revenue streams, costs, value-creating network
- **Commercialization & Marketing**, market launch, customer acquisition
- **Financial projections**, sales, previous investments, need for EIC support
- **Team**, key members, external partners
- **Conclusion**, final impression

Final thoughts

- What works for the project works for EIC
- Turkish entrepreneurs have equal opportunity
- There is a time and place for every innovation
- I wish you the best!

Thank you!
Any questions?

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