This project is co-financed by the European Union and the Republic of Turkey

Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

TURKEYin HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

'Full Proposal Writing for EIC Accelerator Support under Horizon Europe'.

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

5th May 2021

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

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Today's Event

Objectives:

- To provide information on our project, Horizon Europe and Accelerator

- Provide details on the second stage (full) application process

- Look at getting the content right on 'Impact'. 'Excellence' and 'Implementation'

- Expert evaluator's view of good and poor experiences in submitting proposals

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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 – 28th April**
  - **Accelerator Short Application**

- **Project Writing Training Event - TODAY**
  - **Accelerator Full Application**

- **Project Writing Camp – 21st May**
  - **Dealing with final Q&As on proposals ahead of submission**

- **FIRST CUT-OFF = 16th June 2021**

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

TinH2020 International Team of Experts

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AND TECHNOLOGY

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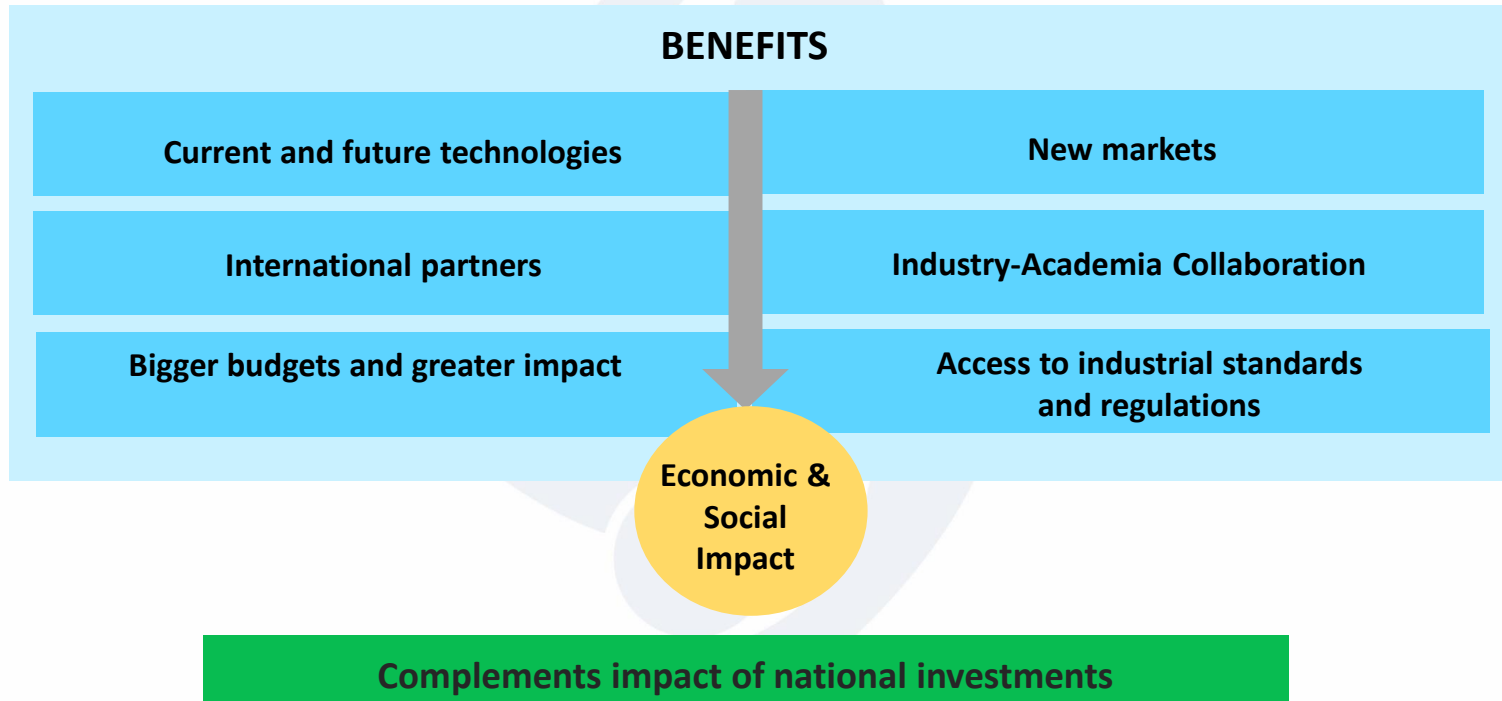
Key Project Objectives for Turkey

- 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/**

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Why Participate in Horizon Europe?

BENEFITS

Current and future technologies	New markets
International partners	Industry-Academia Collaboration
Bigger budgets and greater impact	Access to industrial standards and regulations

Economic & Social Impact

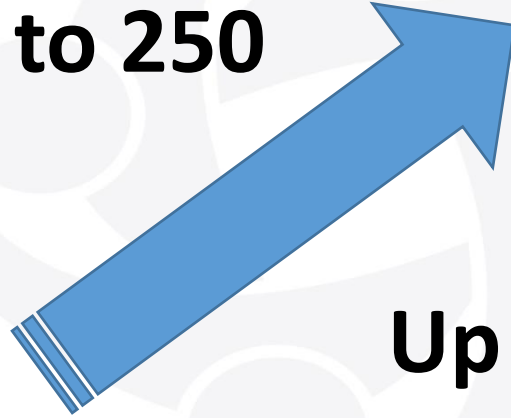**Complements impact of national investments**

Horizon Europe innovation support...

Mainly aimed at SMEs...

1 to 250

Up to €50m turnover

SMEs are vital to Turkish economy

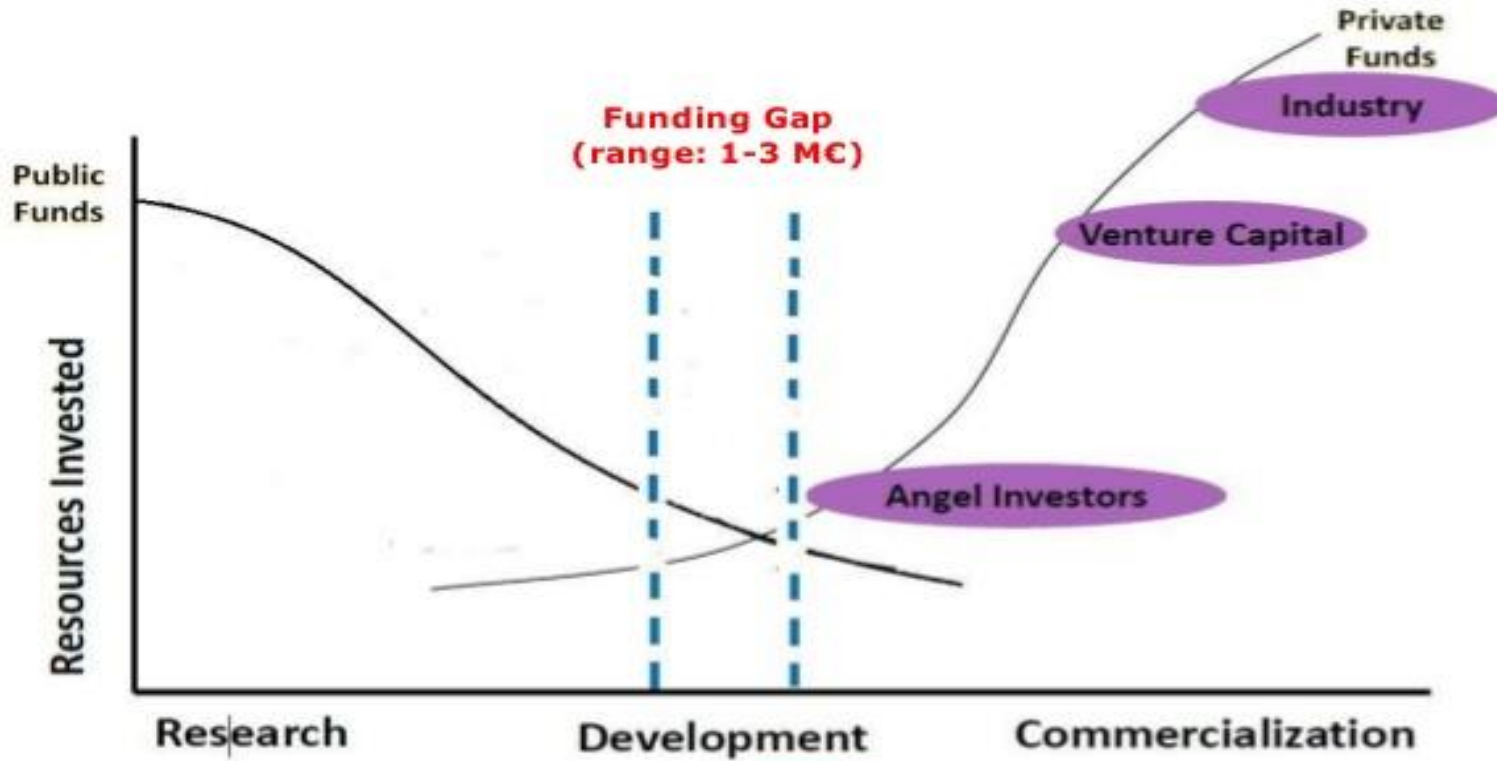**92% of Enterprises**
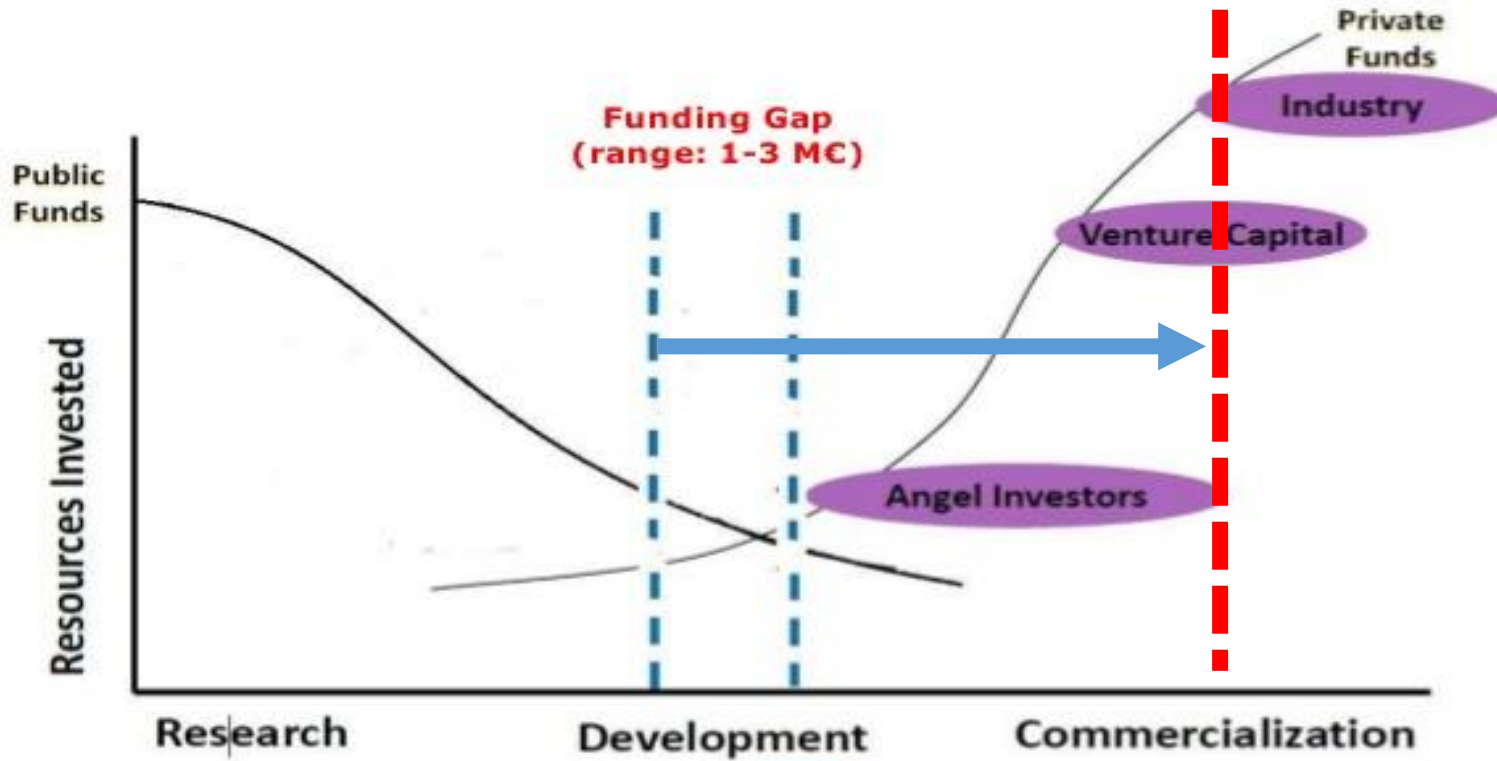**78% of Employment**
53% of GDP

Accelerator...

...what is its purpose?

... to bridge the funding gap to commercialization...

- Lack of finance for young, innovative SMEs
- Equity-funding gap = €70bn
- High-risk capital needed to reach private investor stage
- *ACCELERATOR* bridges the gap in finance and risk-taking

Blended Finance; Risk versus Finance
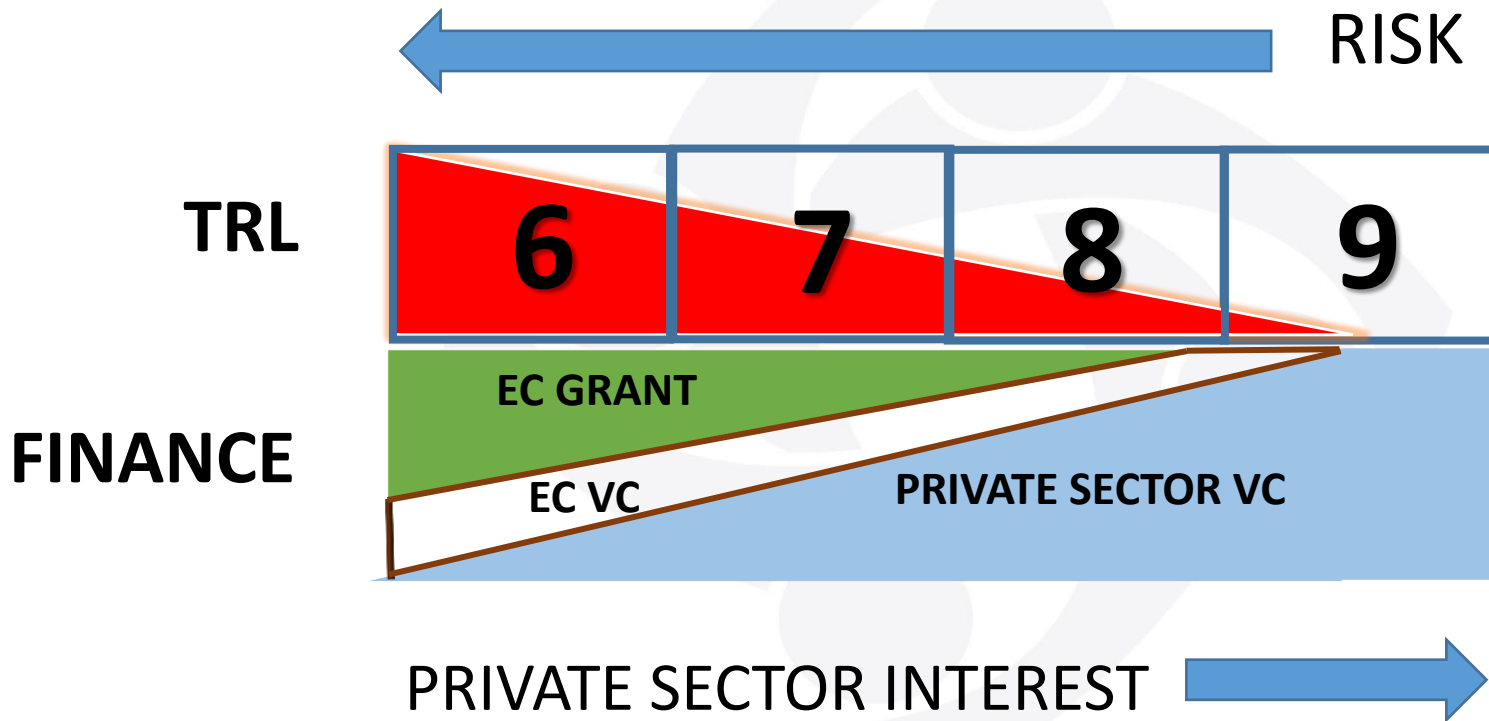
Three Key Award Criteria…

EXCELLENCE: Potential beyond 'State of the Art'?

IMPACT: Meets needs of European and global markets?

IMPLEMENTATION: Excellent plan; team; strategic fit?

Our project is here to help …

Training Events

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

SME Support

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

Networking

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

Tools

- Website
- Helpdesk
- Training Guides

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
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TURKEYin
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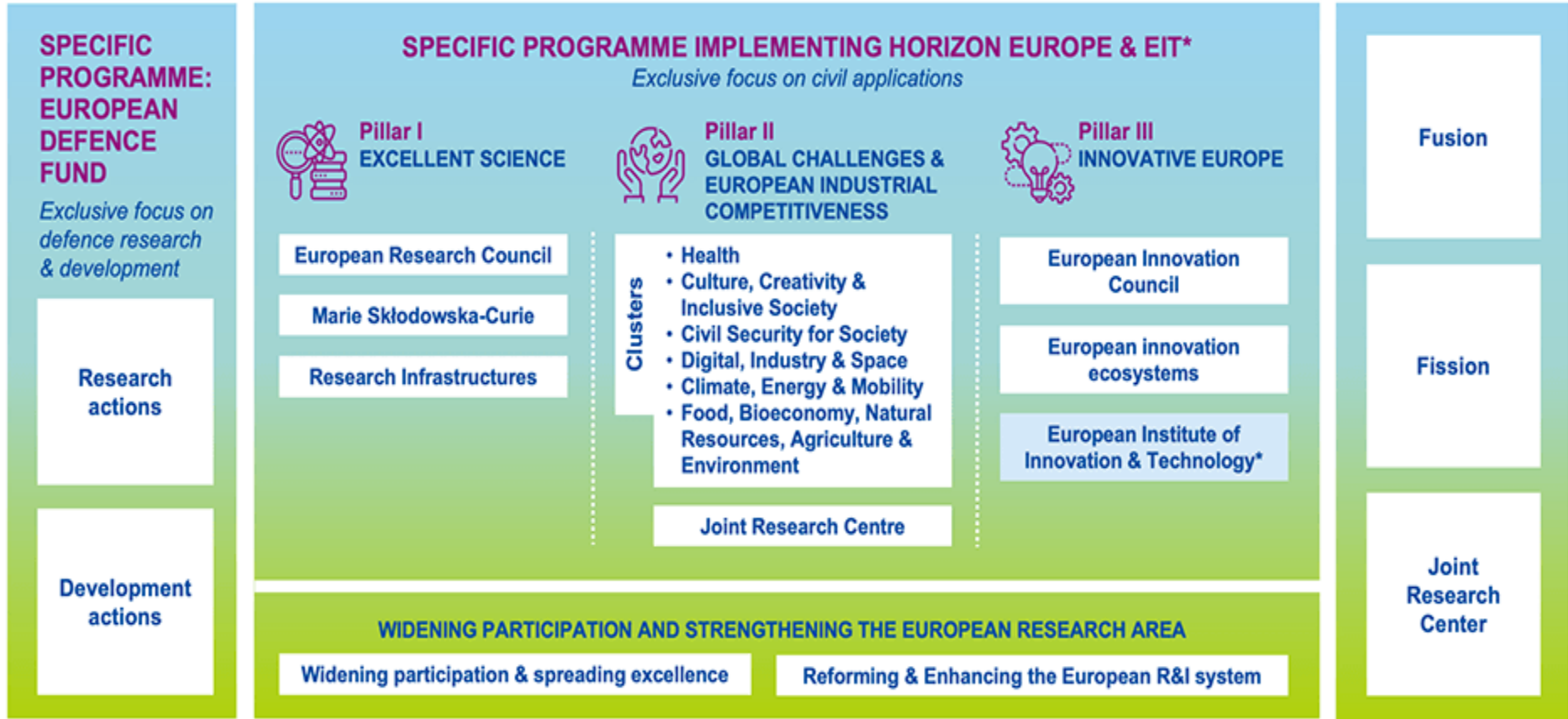Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
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...so that is the broad picture on Horizon Europe, now let's take a closer look at how SMEs can apply for full **EIC Accelerator** support...

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HORIZON EUROPE

EURATOM

SPECIFIC PROGRAMME: EUROPEAN DEFENCE FUND

Exclusive focus on defence research & development

Research actions

Development actions

SPECIFIC PROGRAMME IMPLEMENTING HORIZON EUROPE & EIT*
Exclusive focus on civil applications

Pillar I
EXCELLENT SCIENCE

European Research Council

Marie Skłodowska-Curie

Research Infrastructures

Pillar II
GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

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

Joint Research Centre

Pillar III
INNOVATIVE EUROPE

European Innovation Council

European innovation ecosystems

European Institute of Innovation & Technology*

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation & spreading excellence

Reforming & Enhancing the European R&I system

Fusion

Fission

Joint Research Center

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

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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

Why should you apply?

- Helps to ==scale-up== ==high-impact== innovations with ==potential to create new markets== or ==disrupt existing ones==

- Build on scientific discovery or technological breakthroughs – =='deep tech'==

- Need significant funding over a long timeframe before returns can be generated (=='patient capital'==)

Two types of Call

- **OPEN CALL** - Anytime
  - Innovations in any field of technology
  - Innovations that cut across different scientific, technical, sectoral and application fields – or represent novel combinations

- **CHALLENGE DRIVEN CALLS** – Specific dates
  - Based on EU priorities for transitioning to a green, digital and healthy society
  - Strategic relevance for 2021 cut-offs are
    - Strategic digital and health technologies
    - Green deal innovations for economic recovery

What funding is available?

Grant and Investment
If you need support for development (TRL 5/6 > 8), deployment and scale-up (TRL 9).

Grant First
If your innovation still requires significant work to validate and demonstrate in relevant environments to assess the commercial potential.

Grant Only
If you can prove that you have sufficient financial means for deployment and scale-up (TRL 9).

Investment Only
If you are looking to fill the funding gap for rapid scale-up of your high-risk innovation and you don't need a grant.

How much can you receive?

Grant Component

- Maximum **EUR 2.5 million**
- Eligible costs reimbursed up to 70% max.
- Completion within 24 months
- Small mid-caps not eligible for grant (can apply for investment only)

Investment Component

- Minimum **EUR 0.5 million** and maximum **EUR 15 million**
- Usually as direct- or quasi-equity
- Maximum 25% of voting shares of company
- 'Patient Capital' principle (7-10 years perspective on average)

Accelerator 5 stage process

1 — You have a disruptive/deep tech idea with potential to scale up **Submit short application** to be assessed by remote evaluators

2 — If accepted, there is help to prepare a **Business Plan** and draft a **proposal** with **AI tool** and **coaching**. **Submit a full proposal**

3 — Full proposal is assessed by **remote evaluators**

4 — If accepted, the innovation project is **pitched** in front of **EIC Jury Members**. If selected you sign the **grant agreement**

5 — For **investment component**, due diligence process is done, plus compliance checks. If successful, **Investment Agreement** signed

Accelerator 5 stage process

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Last Event: Short Application process

1 You have a disruptive/deep tech idea with potential to scale up
Submit short application to be assessed by remote evaluators

- Short proposal (Application Form) - Respond to a set of questions on the **EIC AI-based platform**

- Submit a 10 slide pitch deck

- Submit a 3-minute video pitch

This event: Full Proposal

1 — You have a disruptive/deep tech idea with potential to scale up **Submit short application** to be assessed by remote evaluators

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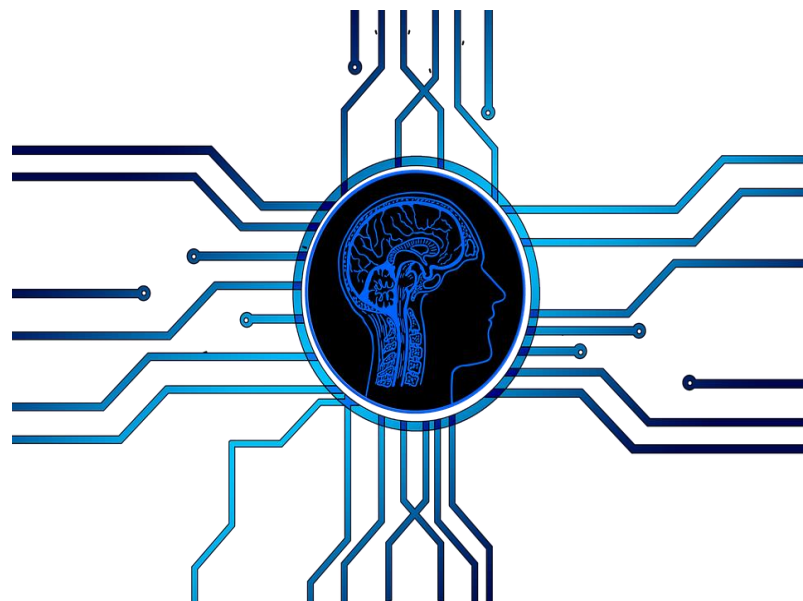
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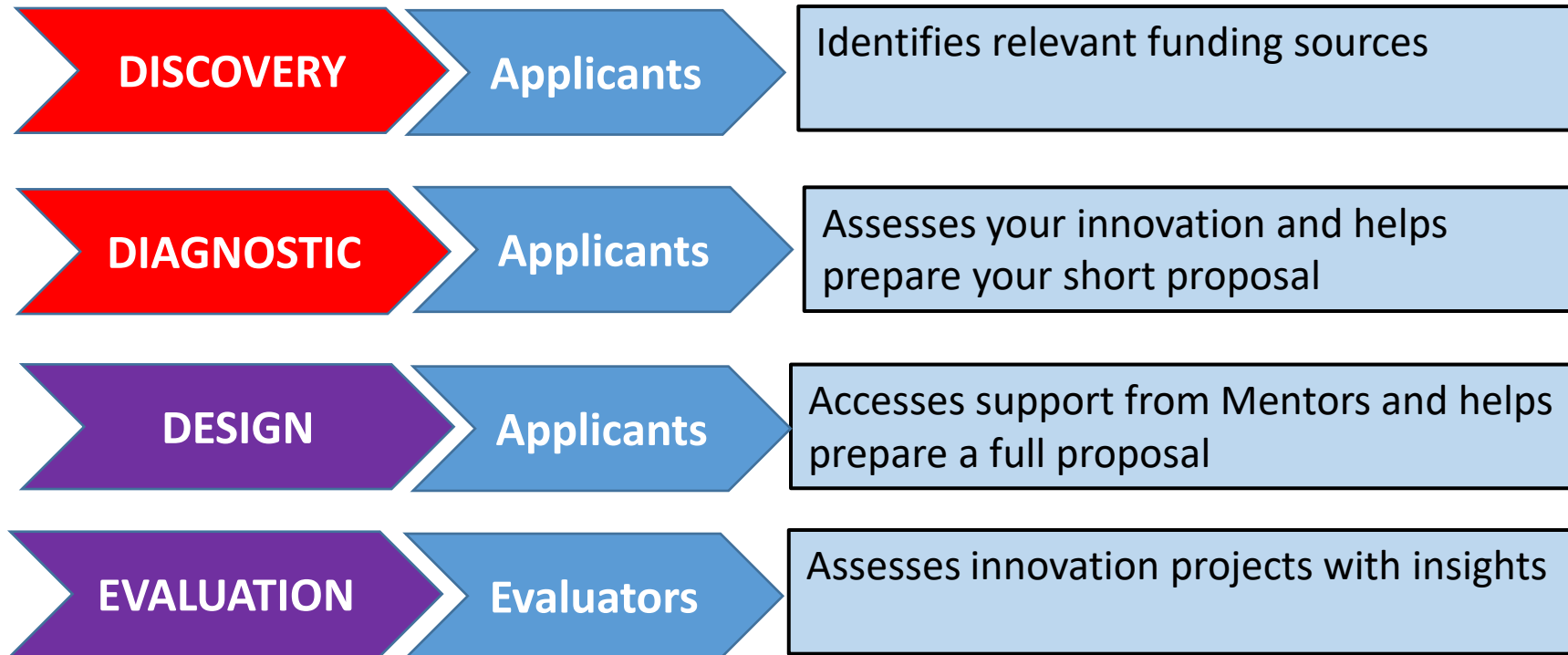
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EIC AI-Based Platform

- www.europa.ec

- EC Funding & Tenders Portal
  - Horizon Europe
    - Pillar 3 – European Innovation Council
    - 'EIC Accelerator Open' 2021 – 3 levels
    - Start submission
  - EIC AI-based Platform;
  www.accelerator.eismea.eu

- EIC Work Programme 2021

EIC AI-Based Platform: First Stage

Stage	Actor	Description
DISCOVERY	**Applicants**	Identifies relevant funding sources
DIAGNOSTIC	**Applicants**	Assesses your innovation and helps prepare your short proposal
DESIGN	**Applicants**	Accesses support from Mentors and helps prepare a full proposal
EVALUATION	**Evaluators**	Assesses innovation projects with insights

EIC AI-Based Platform: Second Stage

DISCOVERY	**Applicants**	Identifies relevant funding sources
DIAGNOSTIC	**Applicants**	Assesses your innovation and helps to prepare your short proposal
DESIGN	**Applicants**	Gives access to support from Mentors and helps prepare a full proposal
EVALUATION	**Evaluators**	Assesses innovation projects with insights
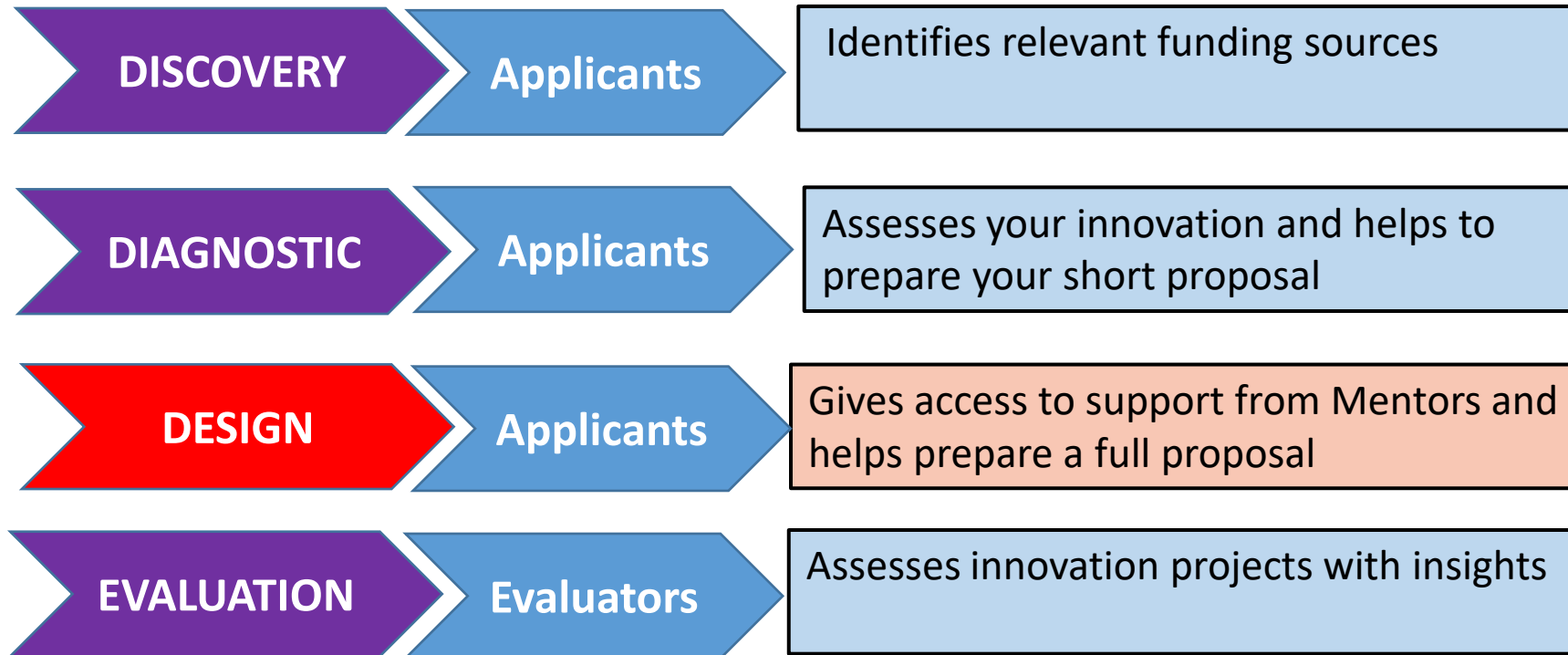
Full Proposal…

- Must be prepared on AI- based platform

- Questions about TRL, work packages, need for EU support, security questions, etc.

- Includes methodology for Business Plan

- Automatic checks and feedback to guide through process

- Coaches will help – but proposal is your responsibility

- Information held in confidence, but you have option for EC to share with potential investors

Full Proposal... EC expectations

- Full Business Plan

- Full information on:
  - Company's finances
  - Structure – management and ownership
  - Team details
  - Set of milestones so that EIC can manage your funding

- Responses around 'Impact', 'Excellence' and 'Implementation

- IP situation

- Cross-checked for accuracy, consistency, etc.

Successful first stage applications

- **Feedback from evaluators**
- **Business strategy/plan**
- **3 free days of remote coaching**
- **Submit full proposal within 12 months of response date of first application (11 months)**

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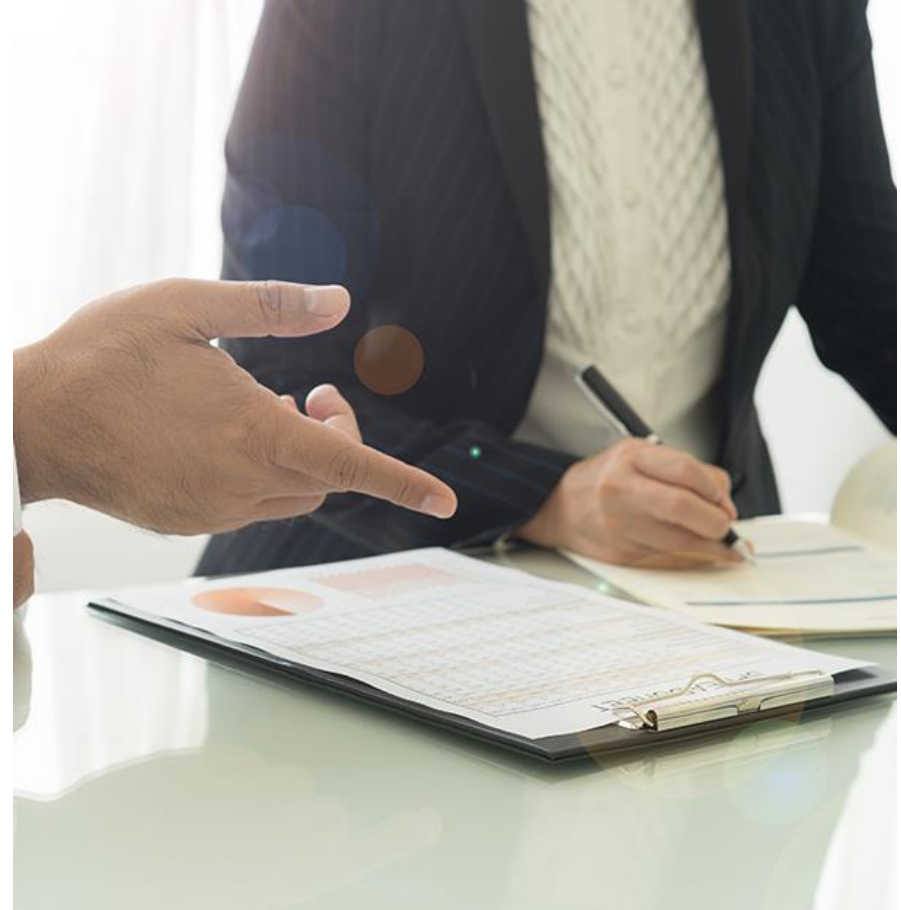
Feedback from Evaluators

Still to be clarified by EC

Likely to focus on:

- **Impact**
- **Excellence**
- **Implementation**

Feedback from Evaluators

Impact

- Convincing evidence of potential new or expanded markets

- Potential customer sector, base, scale

- Realistic view of market potential and how product/service will be able to scale up

- Strategic plan for commercialization

- European/global dimension

- Evidence of 'Freedom to Operate'

Feedback from Evaluators

Excellence

- High-risk, high potential idea

- Different to anything else on market

- Highly innovative – ideally disruptive

- Beyond 'State-of-the-Art'

- Good understanding of risks associated with introduction to market

- Convincing outcome and criteria for success

Feedback from Evaluators

Implementation

- Evidence that funding cannot be leveraged from other sources

- Technical and business experience of the team – good balance and plan to acquire missing competences, if applicable

- Availability of human and physical resources - use of partnerships, other stakeholders, subcontractors

- Realistic and achievable timeframe and associated work packages – milestones, risks against ambitions, associated budgets

Successful first stage applications

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Business Strategy – Business Plan

Many companies lack a strategic view...

- Not fully aware of their potential – facilities, expertise, etc.

- Too easily satisfied with 'more of the same'

- Little awareness of what the competition are doing until it is too late

- Short-sighted on customer needs, markets and what influences them

- Little investment in marketing, product development or R&D

Business Strategy

- Company vision • Where do we see the business going?
- Company mission • Why does our business exist?
- Marketing objectives • What do we want to accomplish with our marketing strategy?
- Marketing strategies • How will we accomplish our marketing objectives?

- Rolling 5-year strategy suggested
- Each year, another year is added
- Gathers views of key people in business
- Discussions and consensus decisions on way forward
- Sets performance indicators each year
- Monitored and consensual changes made depending on circumstances
- More detailed Business Plan each year

This may seem theoretical, but...

- Would you go on a journey without knowing **when** you are going, **where** you were starting from, your **destination**, or **how** you are going to get there?

So why run a business this way?

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Why do we need business plans?

Not just to satisfy Accelerator applications...

- So that you drive the business and the business doesn't drive you!

- For your own peace of mind

- For investors and Bankers

- To help provide focus for key employees

Business planning...

- Should not simply be seen as a paper exercise to satisfy funding bodies

- Requires in-depth look at business, products, markets, resources

- Should be achievable

- Should be widely discussed to ensure buy-in

- Should be regularly re-visited and changed if necessary – monthly monitoring; quarterly review

- 5 year rolling plan with 1 year detailed plan is recommended

A Business Plan answers 3 questions...

- **WHERE ARE YOU NOW?**
  - What is your starting point; how has your business developed so far, what has it achieved, what has been the rate of growth?

- **WHERE ARE YOU GOING?**
  - What is your vision for your business? What goals have you set to achieve this vision?

- **HOW WILL YOU GET THERE?**
  - What strategy do you have to achieve the goals and vision? What is the timing for it all to happen?
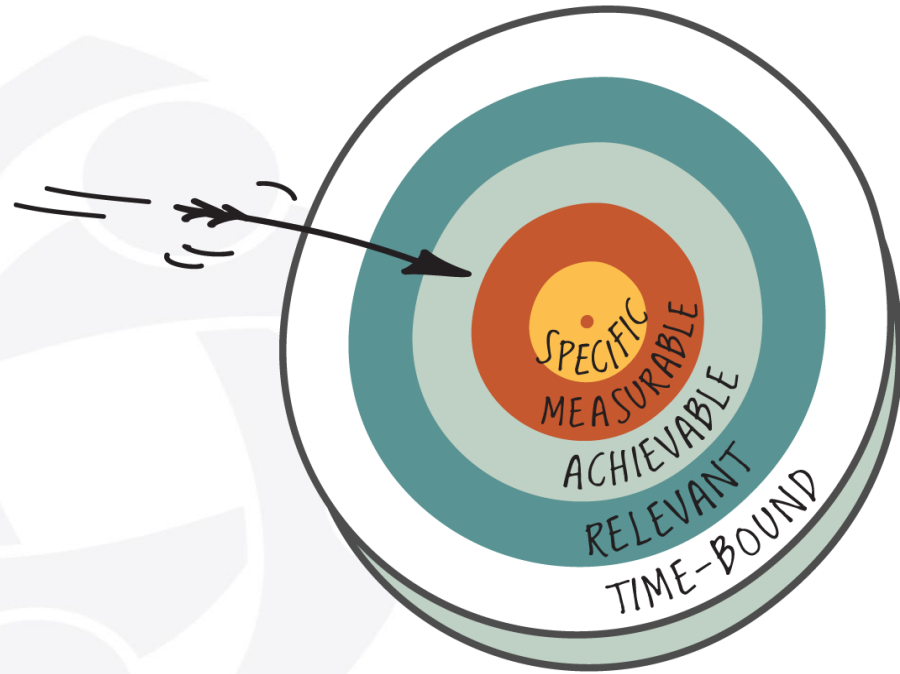
Typical Business Plan

Over 23 million references on Google!

Business Planning Tools

Where does all this fit with my Accelerator proposal?

- It is fundamental to every section!
  - **Introduction** (where are you now?/where are you going?)
  - **Excellence** – your product versus competition in marketplace
  - **Impact** – on markets, customer acquisition
  - **Implementation** – fit of project/product with rest of business
  - **Supporting content**
    - Team composition and growth, physical resources, etc.
    - Finances – source and application of cash
    - Pitch deck – built on above content

More information

Webinar 3 covered Business Planning in more detail...

www.turkeyinh2020.eu

Successful first stage applications

- **Feedback from evaluators**
- **Business strategy/plan**
- **3 free days of remote coaching**
- **Submit full proposal within 12 months of response date of first application (11 months)**

Coaching

- **What is the difference between consultancy and Mentoring?**

- **CONSULTANT** - Identifies problems and provides solutions.

  - Generally a defined exercise over a finite period – such as 5 days over 4 weeks

- **COACH** - Works with senior people in a business to identify their principal goals, understand their problems and challenges and helps them to identify their own solutions.

  - Typically, shorter sessions over a longer period – for example 6 half-day sessions over 3 months.

Coaching

- Accelerator provides 3 days of remote coaching

- Free of charge to users

- Coaches are independent business experts with entrepreneurial and fund-raising backgrounds

- You can choose from a large pool managed by EIC Business Acceleration Services

- You remain responsible for the drafting of your proposal

- Only available on first application – not on resubmissions

Evaluation – 5 to 6 weeks after submission

Evaluated remotely by 3 remote 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 all 3 evaluators give 'GO', applicant will be invited to attend panel meeting
  - If 1 or more give 'NO GO', application can be resubmitted once
  - If unsuccessful, no resubmission for 12 months – back to Stage 1

Unsuccessful full proposals

- **First time rejected** – If jury see good potential - can resubmit once, to one of next 2 interviews
- **Rejected: criteria not met** – can resubmit once to second stage.
- **Meets 'Excellence' and 'Impact', but EC funding not justified** – Seal of Excellence awarded. Can re-submit once to second stage.

- **Second time rejected** – applicant will not be allowed to resubmit application for 12 months. Starts at Stage 1 again.

Other types of Accelerator 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

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