



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

Project Writing Camp – EIC Accelerator

PWC5, 10:00 – 13:30

21st May 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
AND INNOVATIVE
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 FP projects in Turkey
- Responsible for SME programmes in the present project

TinH2020 International Team of Experts



DR ALEKSANDER BAKOWSKI
TEAM LEADER
a.bakowski@idi.ie



ODYSSEAS SPYROGLU
LEGAL & FINANCIAL EXPERT
o.spyroglou@idi.ie



PHILIP SOWDEN
SME EXPERT
p.sowden@idi.ie



ADAMANTIOS KOUMPIS
TRAINING COORDINATOR
a.koumpis@idi.ie



GRIGORIS CHATZIKOSTAS
SENIOR EXPERT
g.chatzikostas@idi.ie



SERKAN BOLAT
SME INSTRUMENT EXPERT
s.bolat@idi.ie



DIDEM OFLAZ
COMMUNICATION EXPERT (SNKE)
d.oflaz@idi.ie



ŞELELE DAĞALP
COMMUNICATION AND VISIBILITY
MANAGER
s.dagalp@idi.ie



ELIF BENGI ÖZDEMİR
COMMUNICATION EXPERT (JNKE)
b.ozmen@idi.ie

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 – 5th May**
 - Accelerator Full Application
- **Project Writing Camp – TODAY**
 - Dealing with final Q&As on proposals ahead of submission
- **FIRST CUT-OFF = 16th June 2021**



TURKEYⁱⁿ
HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

Key Project Objectives

- Support Turkish participation in Horizon Europe
- Strengthen capacity in Science, Technology and Innovation
- Facilitate integration of Turkish Research Area into European Research Area by increasing Horizon Europe participation
- Provide range of activities
- Runs 7th January 2019 to first quarter of 2022, perhaps beyond...

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

© European Union, 2020



**Horizon Europe and
Accelerator are new
programmes. Policies,
guidance, focus, etc. are
likely to change from
operational experience and
changing conditions as they
mature**



Why Participate in Horizon Europe?

- 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!





EIC Accelerator...

...main objectives...

Accelerator - Main Objectives

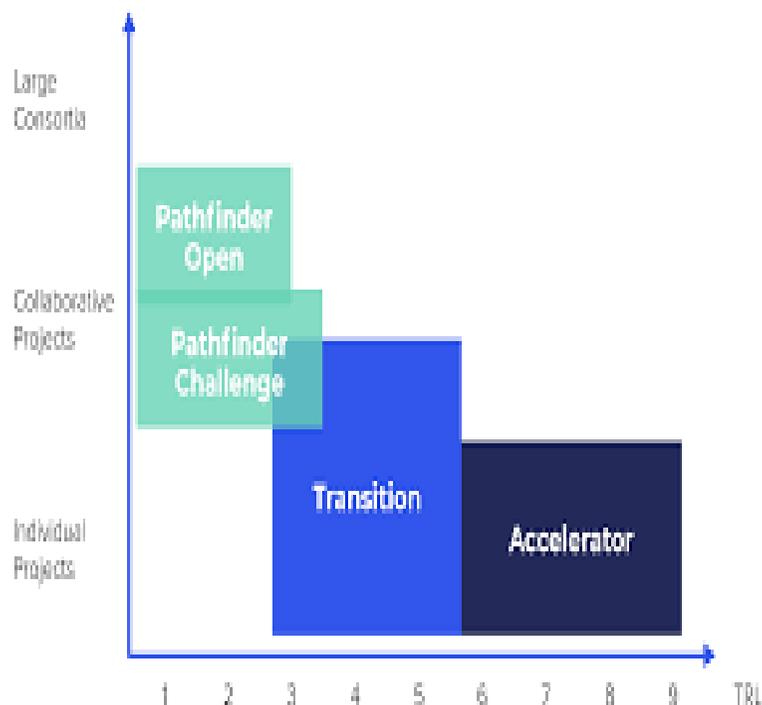
- Identify and support breakthrough technologies and game-changing innovations
- Bridges gap from R&D through to commercial markets
 - Scientific foundation of breakthrough technologies
 - Validation
 - Demonstration
 - Scaling up
 - Commercialization



EIC Accelerator...

...three main components...

Main Components



EIC PATHFINDER

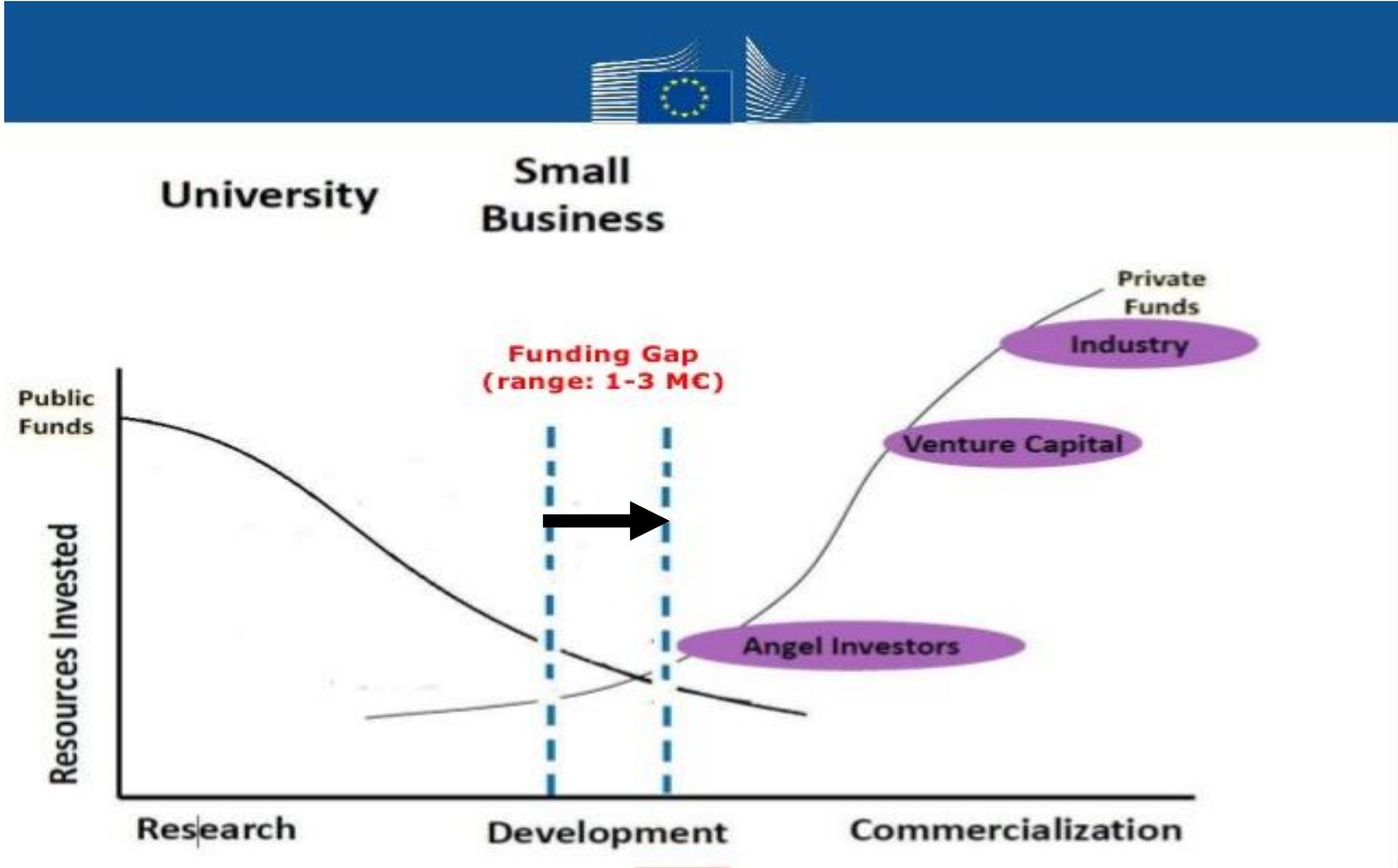
- Funds for advanced research to develop scientific basis to underpin breakthrough technologies.

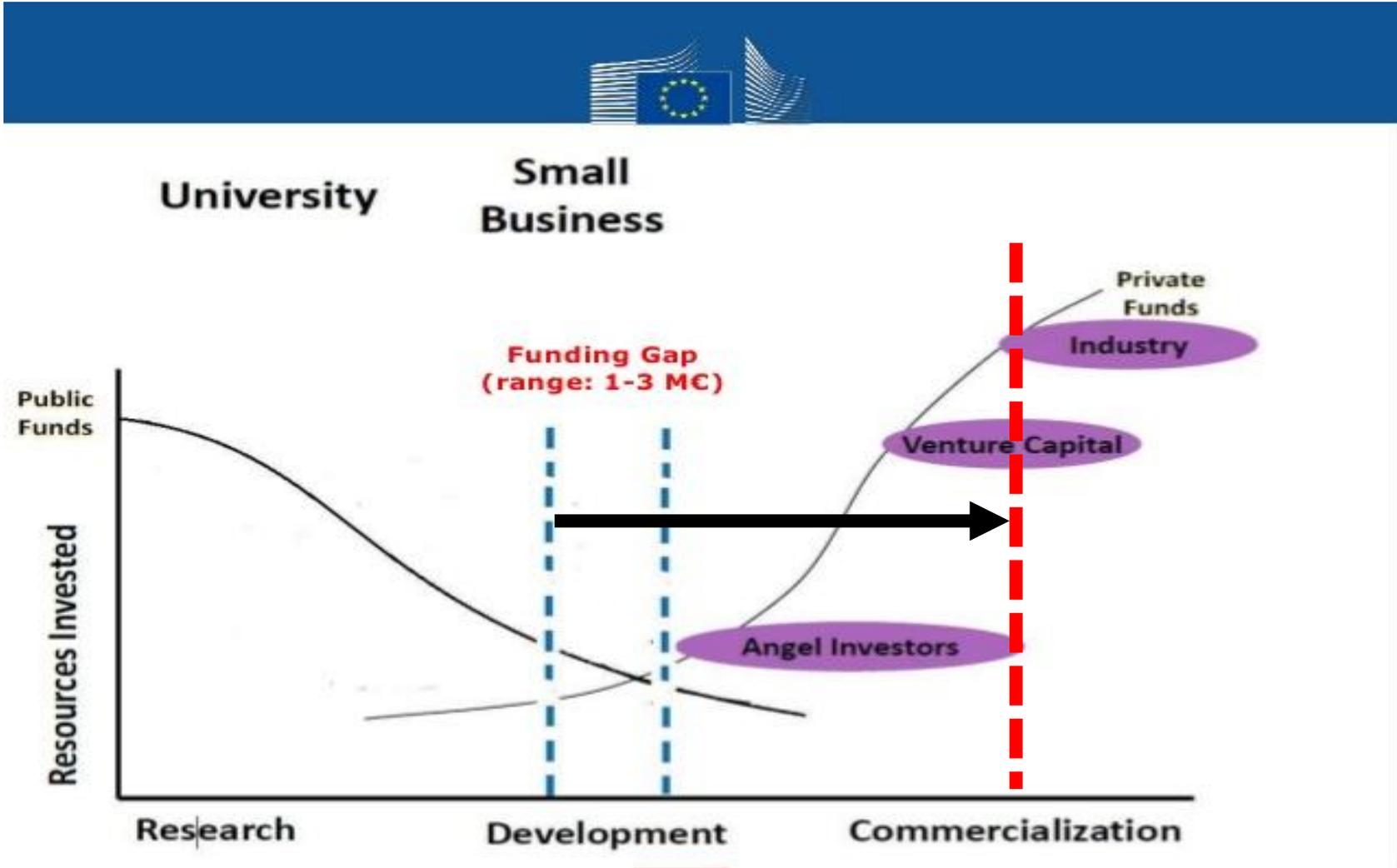
EIC TRANSITION

- To validate technologies and develop business plans for specific applications.

EIC ACCELERATOR

- Supports SMEs, start-ups and spin-outs to bring innovations to market and scale-up to commercial viability and funding.





You must read and absorb...



www.ec.europa.eu

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. Wide geographic potential
2. High growth, high risk
3. Disruptive, sustainable, breakthrough technologies
4. Deep tech
5. Scalable
6. Impact-oriented

1. Geographic potential

Relevant to Europe as a whole; ideally with global potential – innovation, job creation, expanding knowledge base and fit with European goals



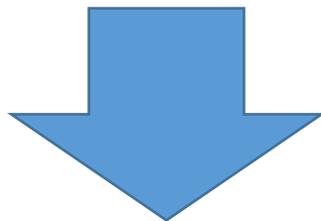
2. High Growth, high risk

Demonstrable (potential) growth (20% per year?) in jobs/turnover over 5 -7 years. EC want to fund risk resolution that will make this happen faster and attract private sector investors.



Four Related Criteria

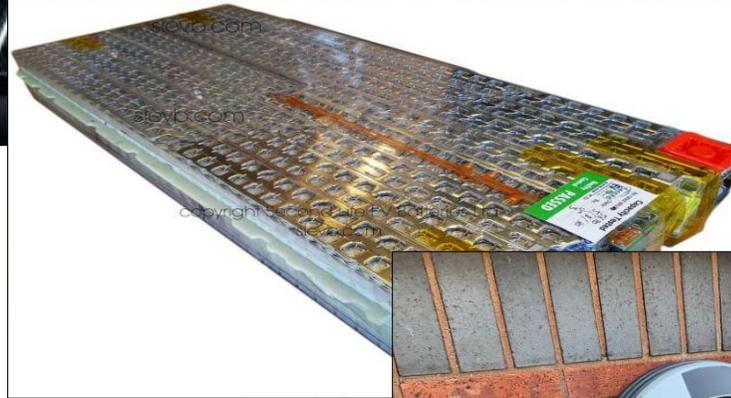
3. Disruptive, sustainable, breakthrough technologies
4. 'Deep tech'
5. Scalable
6. Impact oriented



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 – ‘Deep tech’

...longer term ‘Patient Capital’

TRL 6 - PROTOTYPE

TRL 7 - DEMONSTRABLE

TRL 8 - FIRST OF A KIND COMMERCIAL SYSTEM

TRL 9 - FULL COMMERCIAL SYSTEM

Criterion 5 – ‘Scalable’

Able to move from final prototype to mass sales through own production, licensing, joint venture, etc.

Criterion 6 – ‘Impact Oriented’

Well researched and defined customer needs = optimal impact from EC and private sector investment

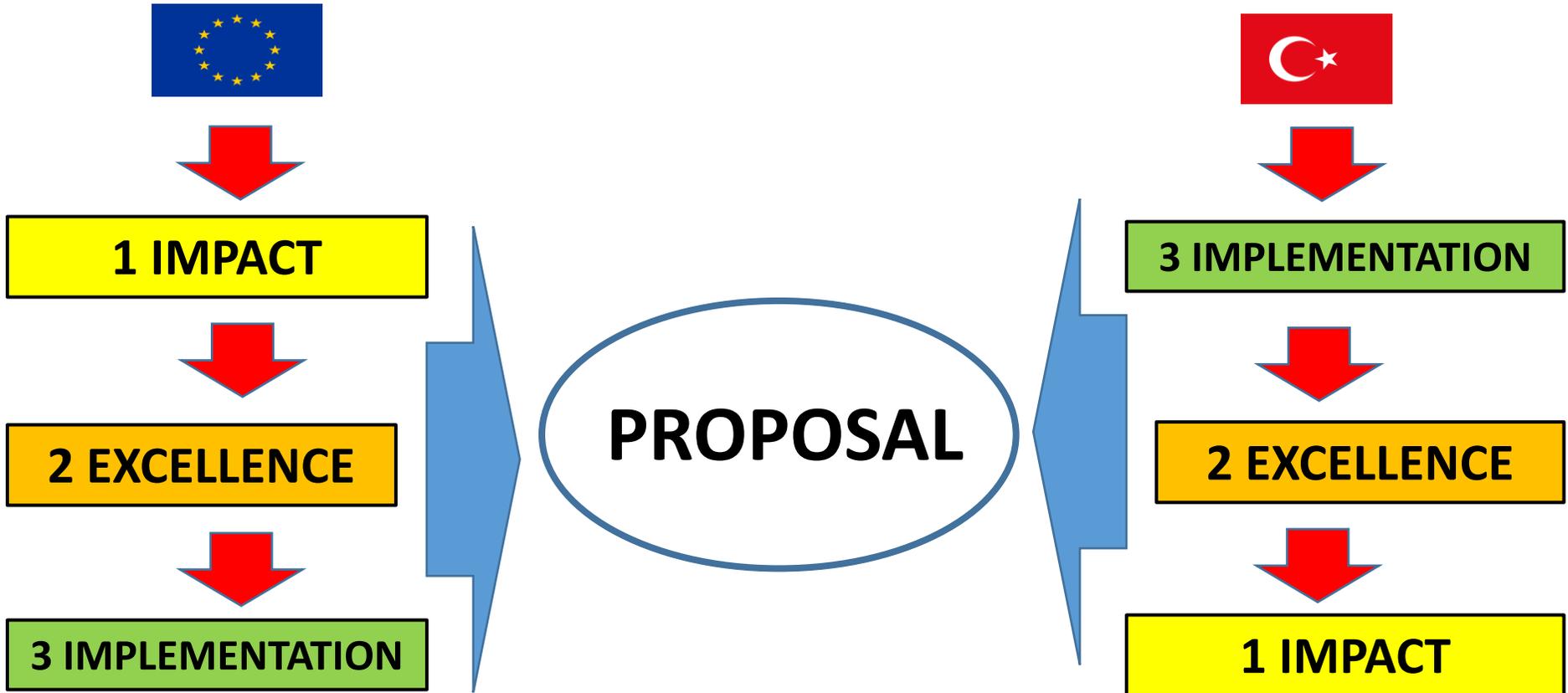
Three Key Evaluation Criteria...

IMPACT

EXCELLENCE

IMPLEMENTATION

Successful EC proposals...



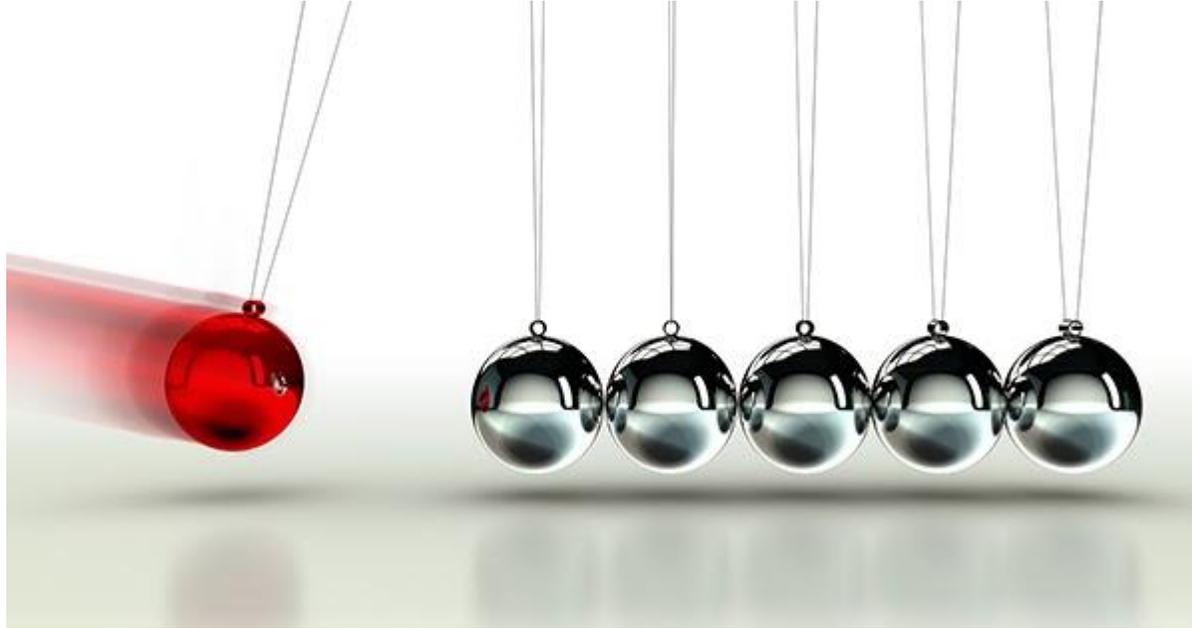
IF I WERE OUR TEENAGE
GIRL TARGET, I WOULD
LOVE OUR NEW PRODUCT.

HAVE YOU ACTUALLY
TALKED TO ANY TO
MAKE SURE?

WHAT? AND
LEAVE THIS
ROOM?



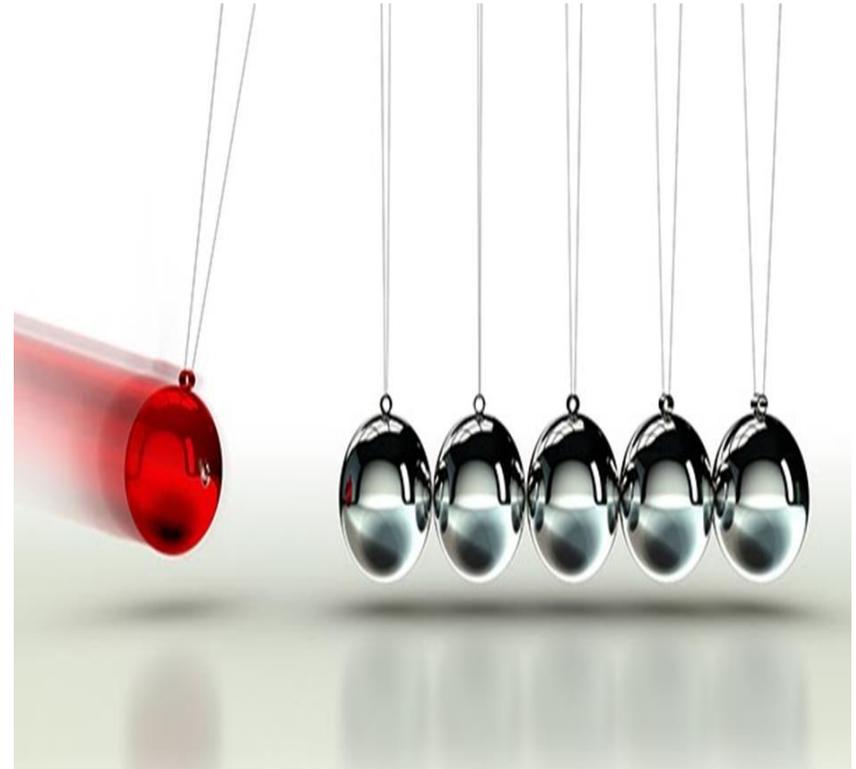
**TOM
FISH
BURNE**



IMPACT

IMPACT evaluation criteria

- Can the project demonstrate...
 - Scale-up potential
 - Broader Impact
 - Market fit and competitor analysis
 - Commercialisation strategy
 - Key partners



Turkish experience - IMPACT

- Turkish market good for innovative products
- SMEs can more easily impact nationally

BUT!

- Can be complacent – assumptions that foreign markets same as national
- Weak on commercialisation
- Lack of knowledge on investigating and quantifying international markets

Scale up potential: Does the innovation have scale up potential, including the potential to develop new markets and impact on the growth of the company? Are the associated financial needs well assessed and realistic?

Broader impact: Will the innovation, if successfully commercialised achieve broader societal, economic, environmental or climate impacts?

Market fit and competitor analysis: Has the potential market for the innovation been adequately assessed, including conditions and growth rates? Has a competitive analysis been thoroughly performed, including identification of potential customers and users, definition of unique selling points and key differentiation from competitors? **FULL**

APPLICATION ONLY

Commercialisation strategy: Is there a convincing and well thought- through strategy for commercialisation, including regulatory approvals/compliance needed, time to market/deployment, and business and revenue model? **FULL APPLICATION ONLY**

Key partners: Have the key partners required to develop and commercialize the innovation been identified and engaged, including their roles/competences and a sufficient level of commitment and incentivisation? **FULL APPLICATION ONLY**

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

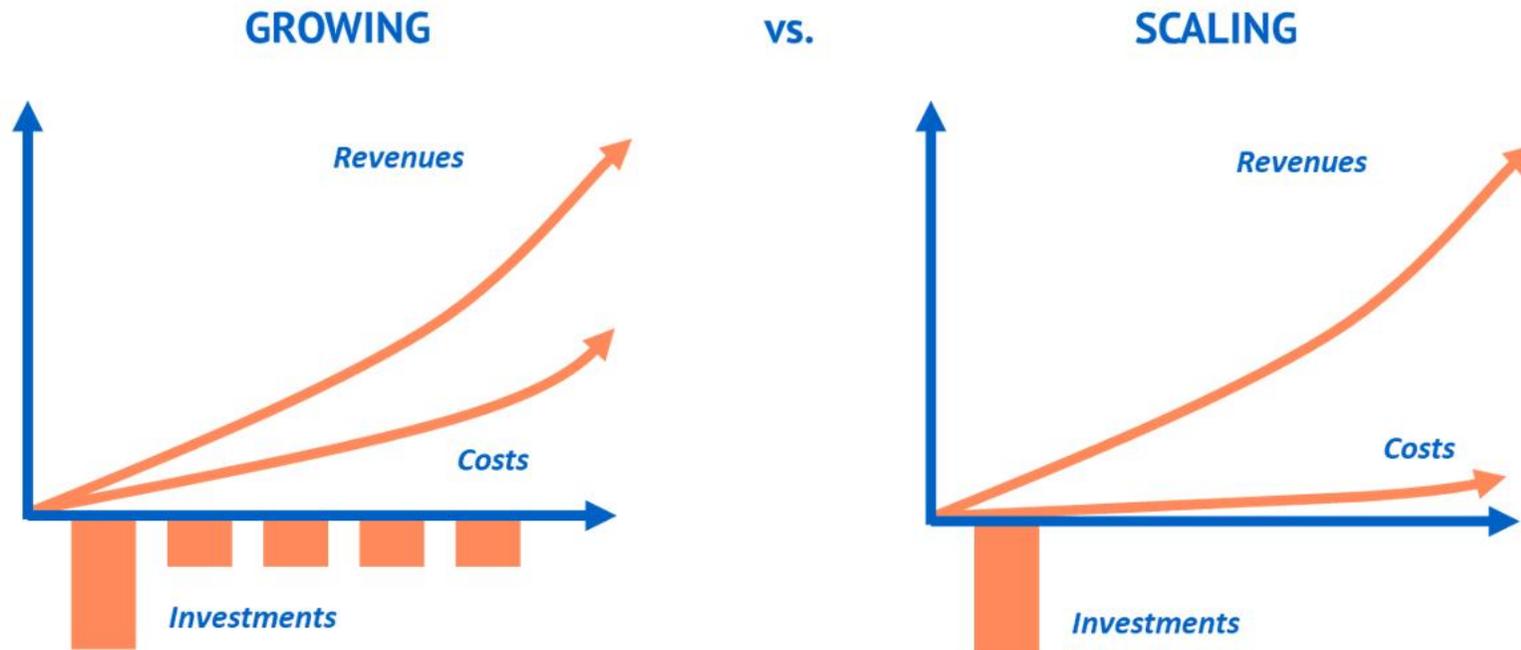
Light Asset Base

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

Scaling too fast, hurting customer experience



Capital intensive battles for leadership and existence



Scaling for its own shake (premature scaling)



- Societal,
- Economic,
- Environmental
- Climate impacts

be if your innovation if successfully commercialised?

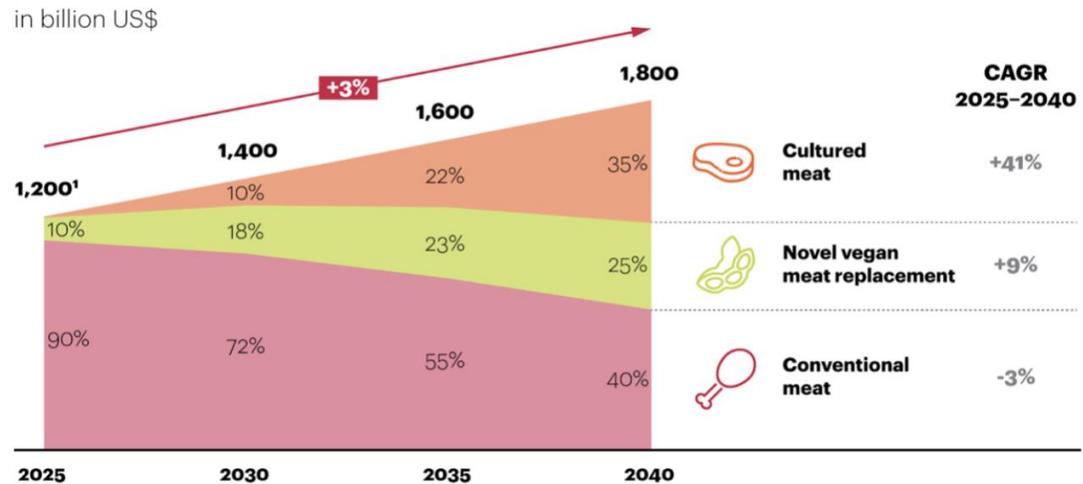
Under this framework MOZART contributes in high priority issues in the EU Environmental Agenda related to agriculture, as reflected in various legislative documents such as the **Framework Directive on the Sustainable Use of Pesticides (2009/128/EC)**, which demands all Member States to adopt National Action Plans setting quantitative objectives, targets, measures and timetables to reduce risks and impacts of pesticide use on human health and the environment. Other relative EU legislative and/or institutional initiatives in the field include **Directive (2009/127/EC) with regard to machinery for pesticide application** (for the first time, the Directive will also cover certain environmental protection requirements) and of course the **Common Agricultural Policy (CAP)** and more specifically the cross compliance scheme that couples subsidies to farmers with environmental criteria.

GOOD FOR BUSINESS = GOOD FOR ENVIRONMENT



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

Agriculture land globally: 5,000,000,000ha	Number of farms globally: 570,000,000
Number of farms with more than 10ha: 14,200,000 (1.320.000.000ha)	Smart packaging market in 2022 36.2 billion USD



TAM: Total Available Market

Focus on: Total market / size

Example: **Total Agricultural Robotics Market**

SAM: Serviceable Addressable Market

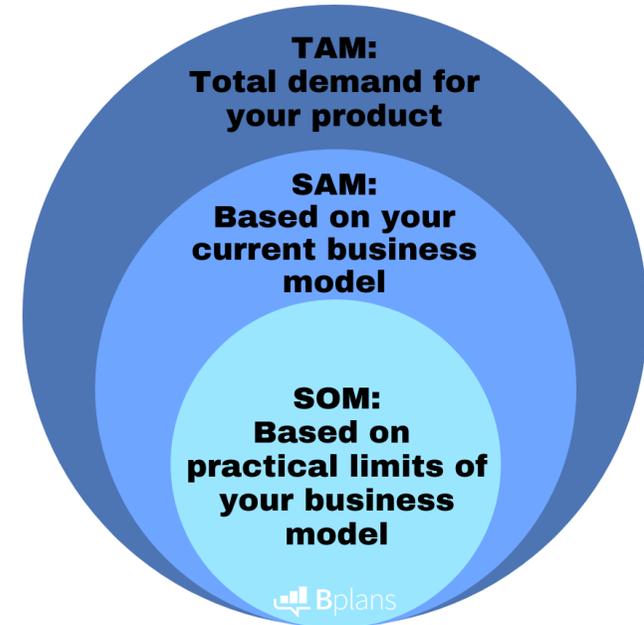
Focus on: Your own technology/ services

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.



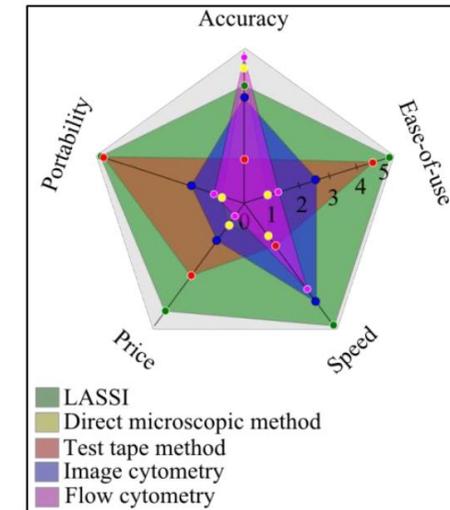
“A unique selling proposition or point (USP) refers to the **unique benefit** exhibited by a company, service, product or brand that **enables it to stand out from competitors**. The unique selling proposition must be a feature that highlights product benefits that are **meaningful to consumers**.

Unique value proposition of LASSI:

LASSI combines the advantages of the state-of-the-art solutions into a disruptive innovative solution. **High accuracy and high speed** are accomplished by using fluorescent flow cytometry, the fastest and alongside direct microscopy, the most accurate method for determining the SCC. **Ease-of-use** is achieved by automation of the sample preparation and cleaning processes. **Low price** is achieved with innovative design and use of readily available components to create a novel device. Additionally, LASSI handheld SC counter is **portable** due to its small size and it is the first handheld SC counter based on flow cytometry.

Table 4: Overall characteristics of existing solutions

	Accuracy	Ease-of-use	Speed	Price	Portability
Test tape method	Low	Yes	Slow	Low	Yes
California Mastitis Test (CMT)	Low	Yes	Slow	High	Yes
Automatic counting based on image cytometry technology	High	Moderate	Fast	High	Yes
Automatic counting based on flow cytometry technology	High	No	Fast	High	No
LASSI	High	Yes	Fast	Low	Yes



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

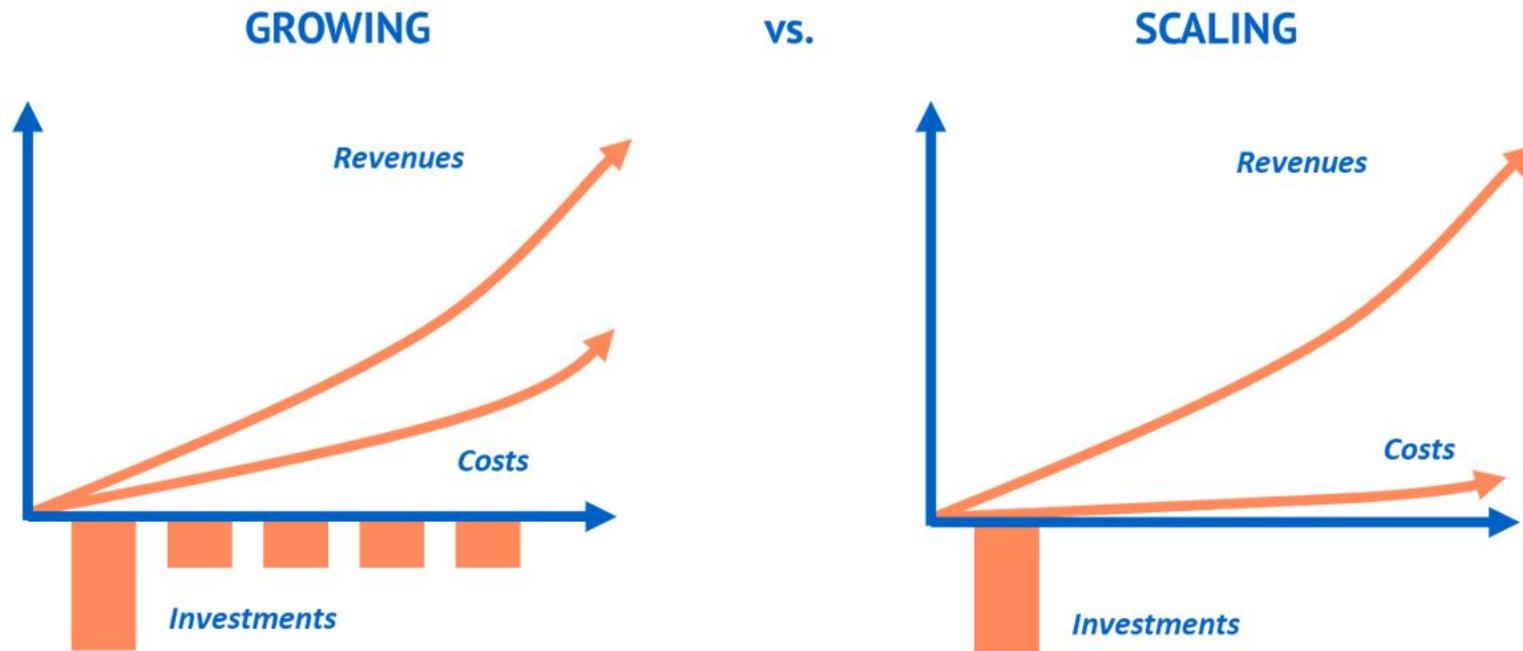
Light Asset Base

Automated Process

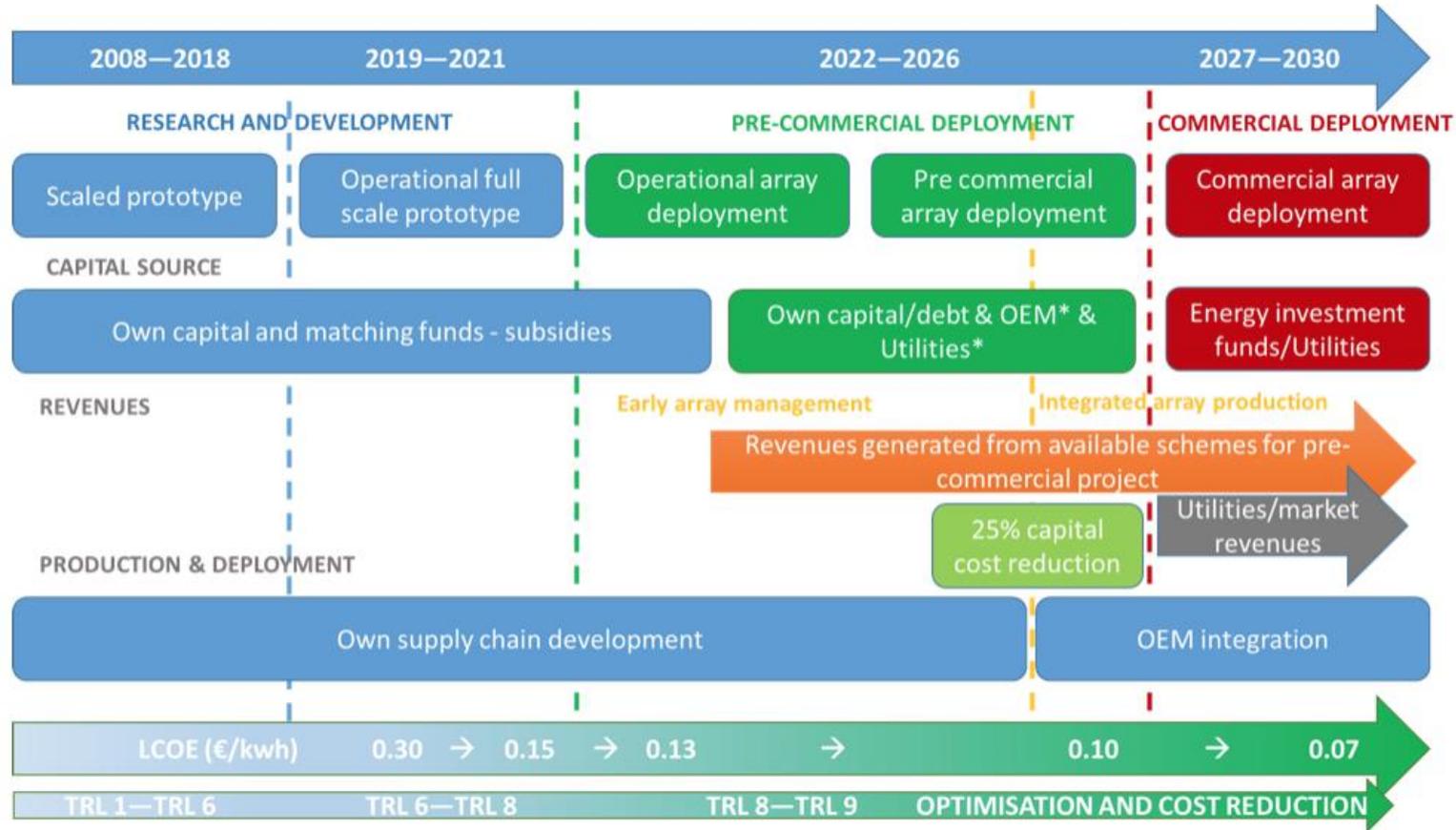
Low-cost labor

Replication potential

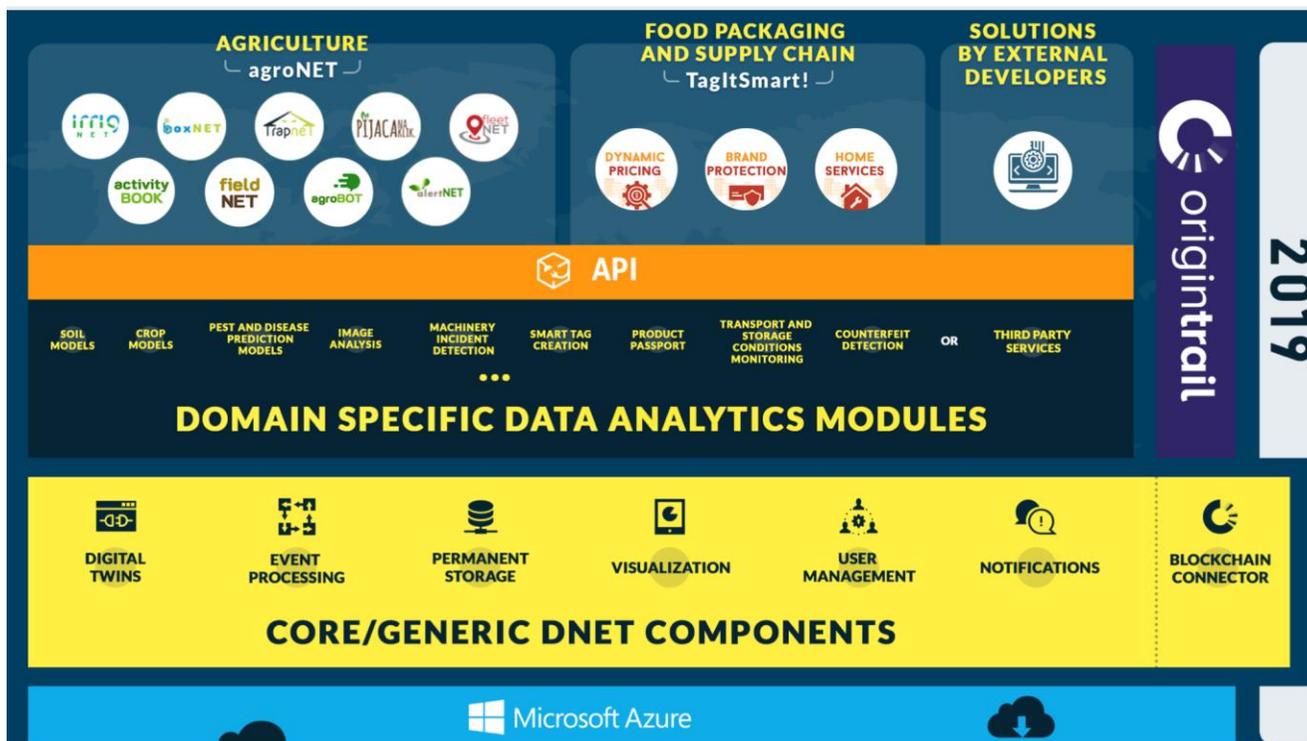
Scalability as such refers to the degree to which revenues can be increased without proportionally increasing investments in production or infrastructure. In other words, scalability is about increasing productivity, **creating more output with the same input.**



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



- Key partners required to develop and commercialise your innovation,
- What their roles/competences are
- To what extent they are already committed and incentivized





EXCELLENCE

EXCELLENCE evaluation criteria

- Breakthrough and market-creating nature
- Is the timing right?
- Technological feasibility
- Intellectual Property



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 game of commercial products/services
- Poor response to market needs – especially international
- Pursue science instead of meeting needs

Breakthrough and market creating nature: Does the innovation have a high degree of novelty – compared to existing products, services and business models – with the potential to create or significantly disrupt markets?

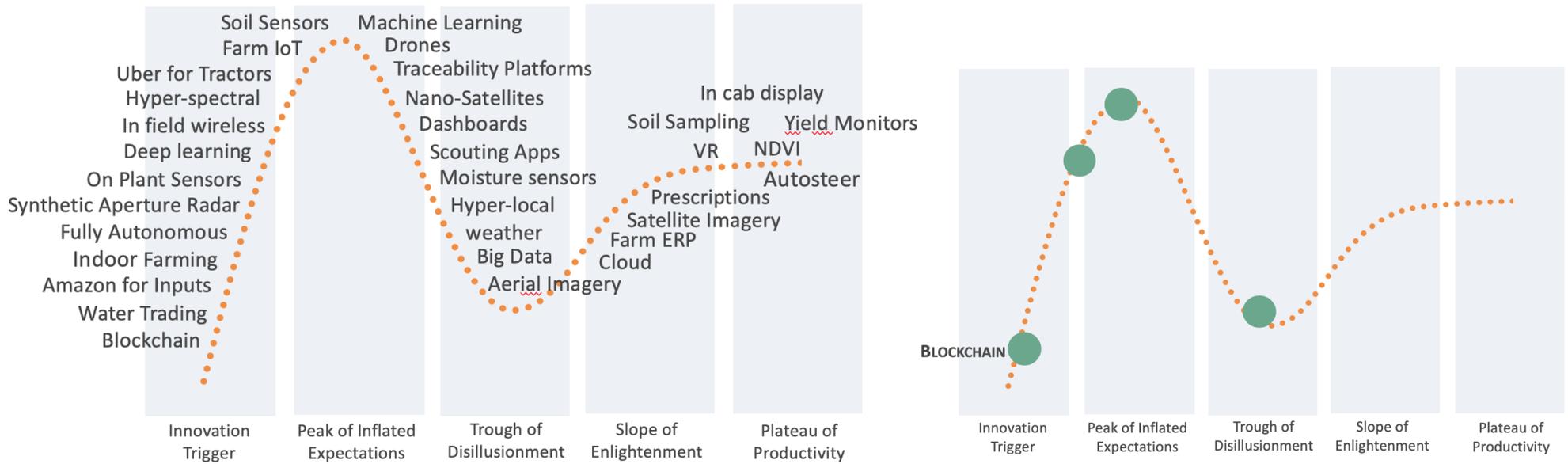
Timing: Is the timing right for this innovation in terms of market, user, societal or scientific of technological trends and developments?

Technological feasibility: Is the innovation based on a technology or technologies that have been adequately assessed at least in a laboratory environment and relevant environments to characterise the potential and assess the level of risk (at least TRL 5/6)? **FULL APPLICATION ONLY**

Intellectual Property: Does your company have the necessary Intellectual Property Rights to ensure freedom to operate and adequate protection of the idea? **FULL APPLICATION ONLY**

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 €

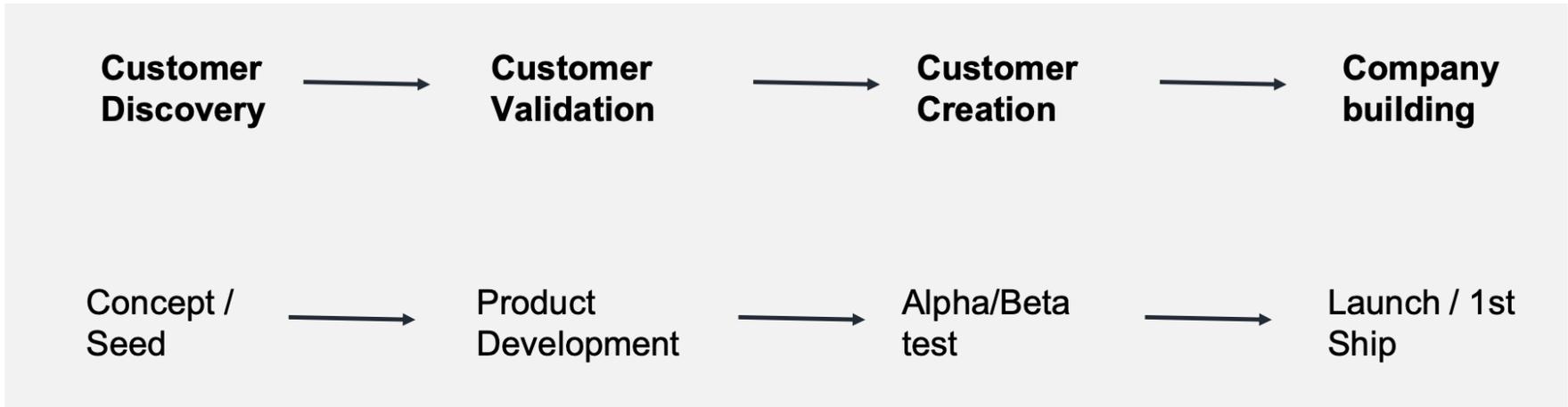
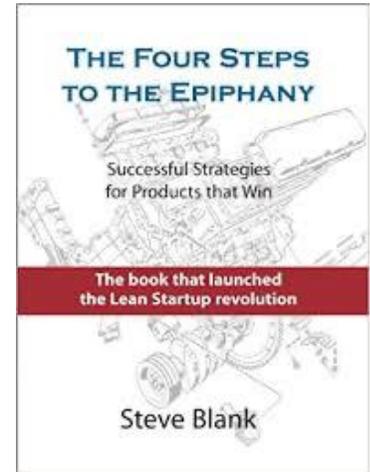


- Technological
- Practical
- Economic

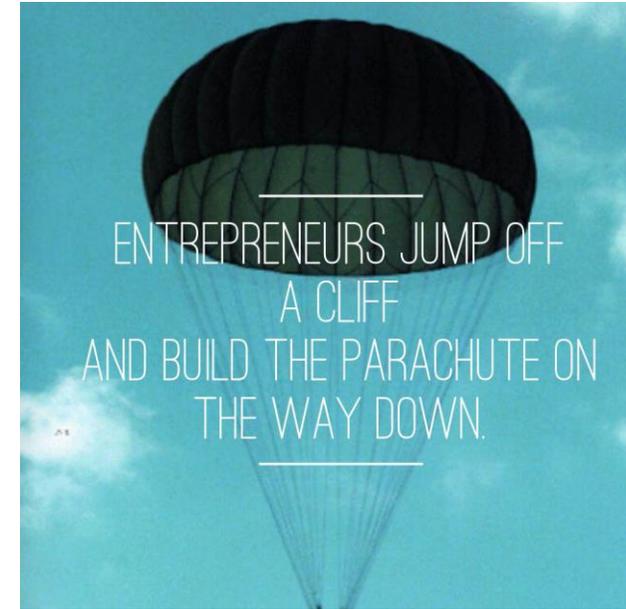
Product Development Process



Customer Development Process



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 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)

WHY?

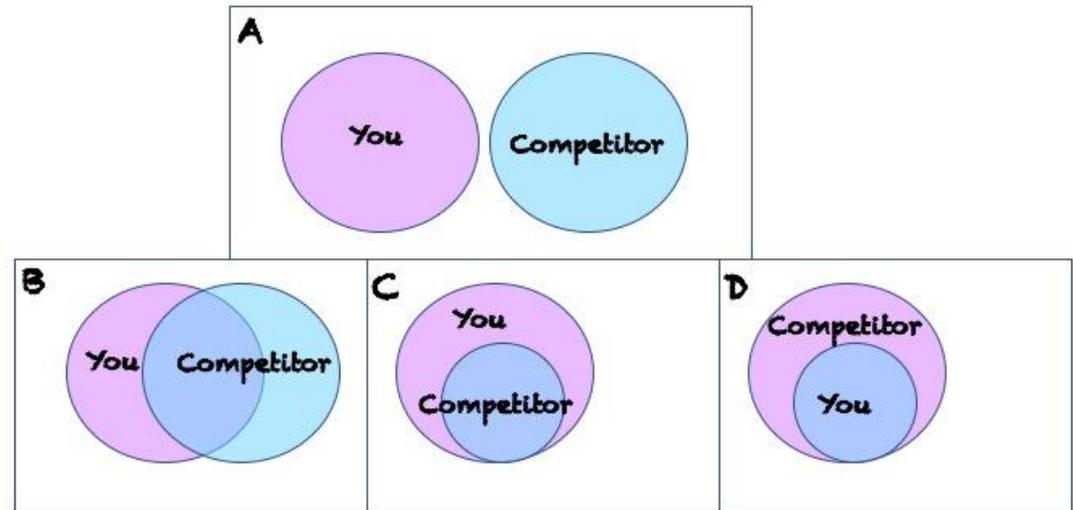
- Avoid being attacked for infringement by one or more competitors
- Identify necessary licenses

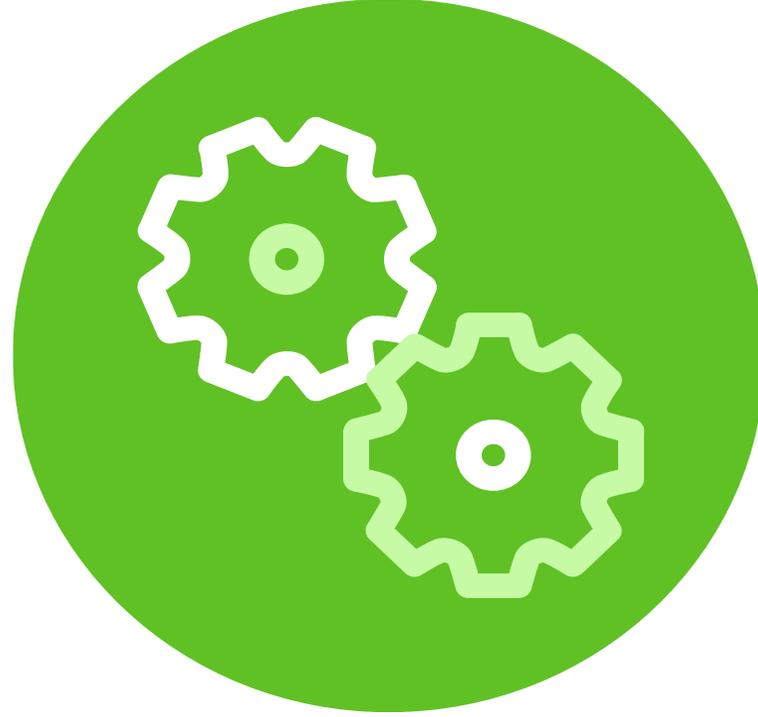
WHAT?

- Granted and valid patents
- Patent applications

HOW?

- Extensive search
- Look for broad patents
- Patent family and validity searches
- Carefully analyse patent claims
- “Old” patents are disregarded (> 20 years)

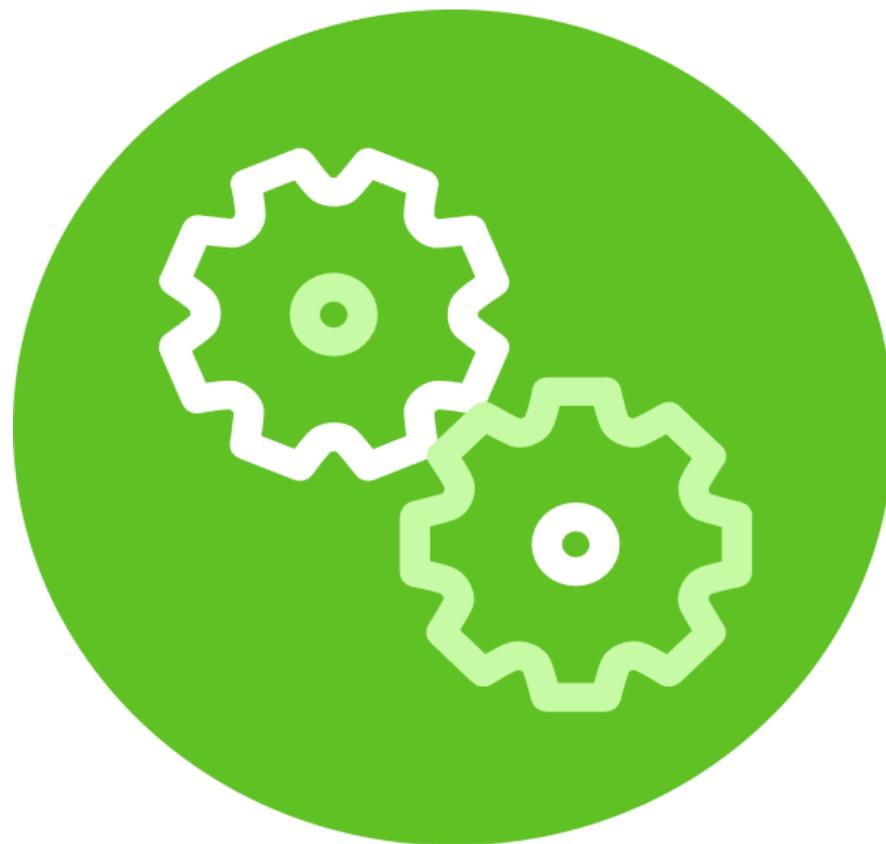




IMPLEMENTATION

IMPLEMENTATION evaluation criteria

- Does the project have...
 - Believable milestones?
 - Human and physical capacity to see it through?
 - Element of risk that results in lack of investment?
 - Sufficiently convincing on risk mitigation?



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 and appreciation of risks

Team: Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing?

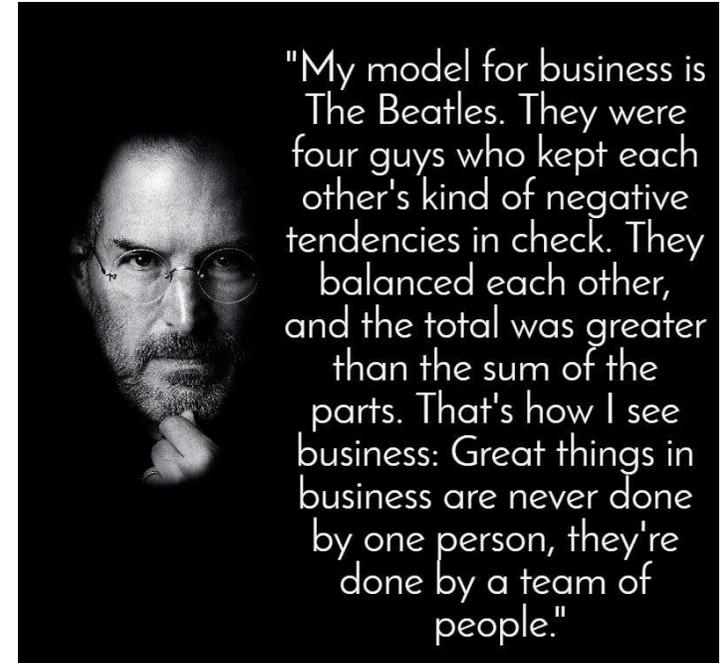
Milestones: Is there a clear implementation plan with defined milestones, work packages and deliverables, together with realistic resources and timings? **FULL APPLICATION ONLY**

Risk level of the investment: Does the nature and level of risk of the investment in your innovation mean that market actors are unwilling to commit the full amount alone? Is there evidence that market actors would be willing to invest, either alongside the EIC or at a later stage? **FULL APPLICATION ONLY**

Note: Small mid-caps will be expected to provide documentary evidence that their bank has refused the financing needed for the project.

Risk mitigation: Have the main risks been identified, together with measures to take to mitigate them? **FULL APPLICATION ONLY**

- 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.

Subscribe | Sign In

Home World U.S. Politics Economy **Business** Tech Markets Opinion Life & Arts Real Estate WSJ. Magazine 

[BUSINESS](#) | [MANAGEMENT](#) | [MANAGEMENT & CAREERS](#)

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

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



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

Milestones are control points to help chart your progress. Milestones may correspond to the completion of a key deliverable. They may also correspond to other inputs, allowing the next phase to begin, to decide on further steps or to take corrective measures.



Together with deliverables they help the EC to assess whether a project is on schedule



Identify sufficient milestones to enable progress to be monitored at high level in all areas of the project at regular intervals and explain your choice



There should be a milestone when a particular stage is complete, or a target has been reached.



There should be milestones in each year of the project, so that annual reviews can be effective

Work Package Number				
Work Package Title				
Start Month		End Month		
Person Months				
Budget				
Indicate if requesting financing by grant or equity investment				
WP description (You should provide enough detail to justify the proposed resources and also quantified information so that progress can be monitored, including by the Commission):				
Description of tasks:				
List of deliverables:				
Number	Deliverable name	Type	Dissemination Level	Delivery date

Deliverables are outputs (e.g. information, special report, a technical diagram brochure, list, a software milestone or other building block of the project) that must be produced at a given moment during the action.

TYPE

R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

DISSEMINATION LEVEL

PU - Public, fully open, e.g. web

CO - Confidential, restricted under conditions set out in Model Grant Agreement

CI - Classified, information as referred to in Commission Decision 2001/844/EC.

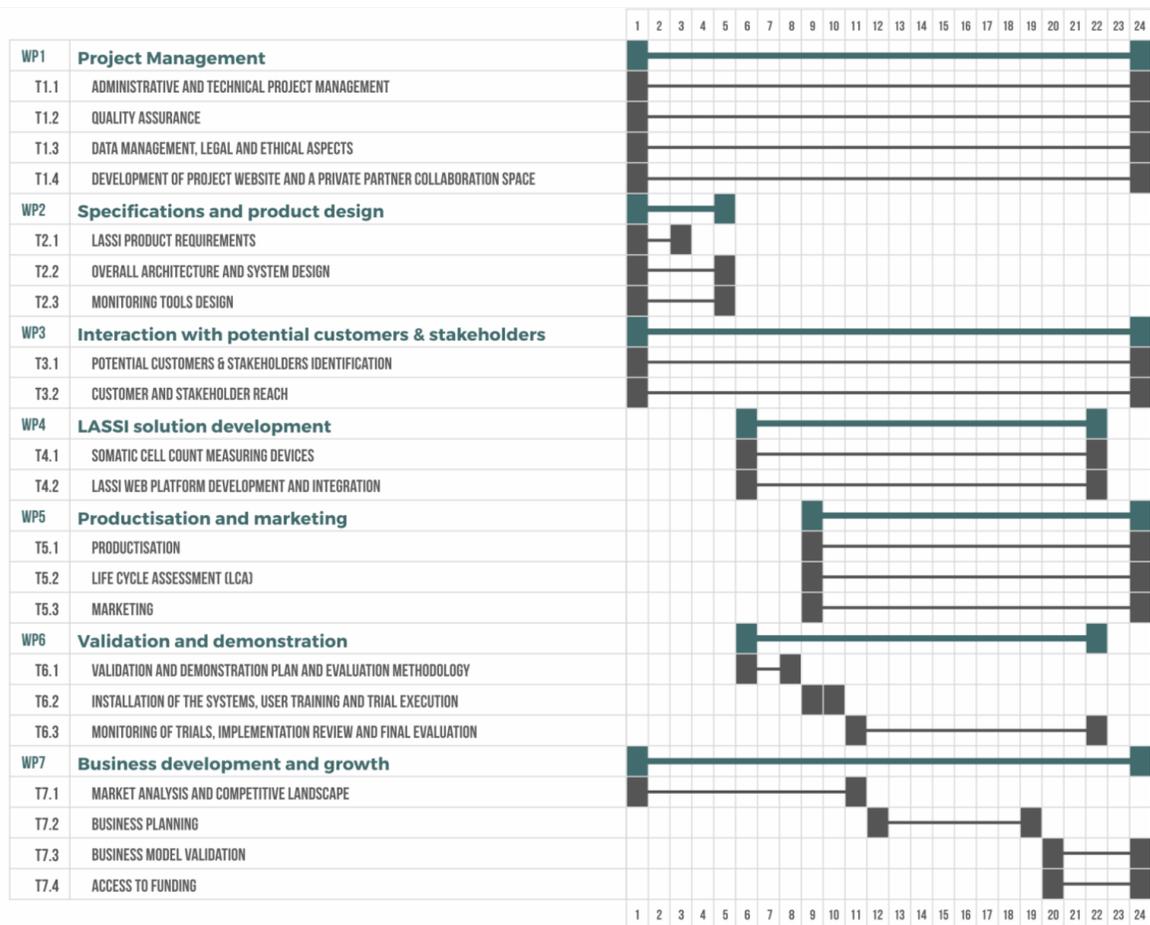
What are the resources, equipment and facilities required for the project and how you will access them?

HOLISTIC overall budget is 1.024.375 € and the total EU contribution is 717.062,50 €. The breakdown of this budget per WP and cost category is given in the table below.

Table 3.4 a: Breakdown of the project budget

	WP1	WP1	WP3	WP4	Totals
Person months	36,00	55,00	76,00	13,00	180,00
Personnel costs	144.000	220.000	304.000	52.000	720.000
Travel cost	15.000	3.000	3.000	10.000	31.000
Other	34.000	7.000	17.500	10.000	68.500
Other direct costs	49.000	10.000	20.500	20.000	99.500
Indirect costs	48.250	57.500	81.125	18.000	204.875
Total budget	241.250	287.500	405.625	90.000	1.024.375
Requested EC contribution	168.875	201.250	283.938	63.000	717.062,50

Timing of work packages and activities (Based on the objectives and strategy)



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?

<i>Risk Description</i>	<i>WP(s)</i>	<i>Proposed risk-mitigation measures(Initial Contingency Plan)</i>
Technical Risks		
Not all requirements captured	2	(R): Not all requirements were recorded and analyzed. (M): Regular review and validation of outputs and interaction with stakeholders and expert group.
LIT-MS mass range	3	(R): Molecular weights of VOCs higher than the mass range that the LIT-MS can detect, which will make it unable to be detected in the open field. (M): Alterations to the electronics to increase the mass range of the instrument.
LIT-MS sensitivity	3	(R): Field detection encounters low concentration levels require increased sensitivity. (M): Examine different types of inlets to increase sensitivity.
LIT-MS resolution	3	(R): In on-site measurements there are compounds that interact among them and give close peaks. (M): These components need to be properly distinguished. High resolving power for analyzes of interest is a solution for that risk.

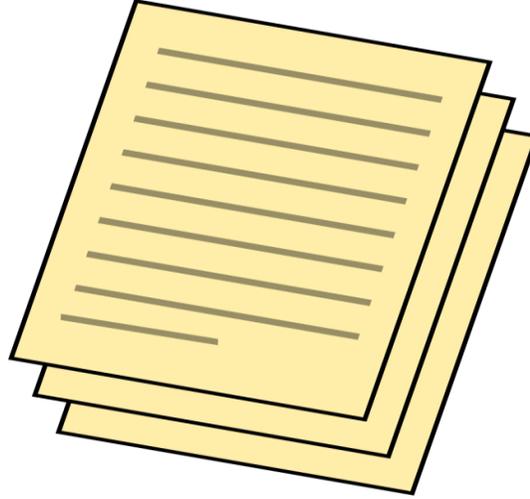
Description of risk	WP(s) involved	Proposed risk-mitigation measures
Development risks arising from not achieving the set objectives for the LASSI hardware and software solution	WP2	The design of the system and the product specifications will be enhanced with the involvement of target users early in the project implementation.
Incomplete understanding of customer use cases which can cause a misfit of the solution to the users' need	WP2	Create a tight feedback loop between the user responses and the technical activities. Run case studies in parallel to the technical activities to allow for continuous assessment of the results.
Customer take-up below expectations	WP4, WP6	Intensify promotional efforts. Interview customers and analyse their experience and reasons for slow take-up. Increase viral distribution incentives.



FULL PROPOSAL

Accelerator – Full Proposal

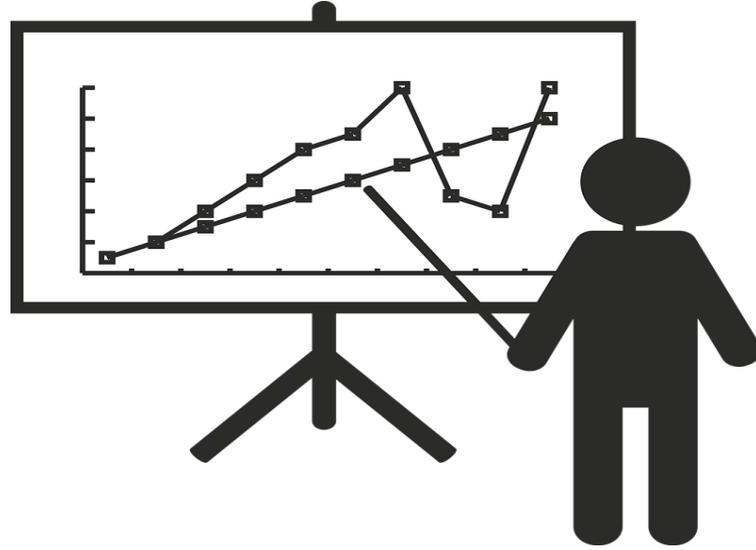
- **Executive Summary**
- **Business Plan** with 3 main chapters
- **Ideation**
 - A journey from the expected needs to your innovative solution
- **Development**
 - A journey to make it happen
- **Go to Market**
 - Extensive coverage of potential customers, markets, competition, finance, etc.



ANNEXES

Accelerator - ANNEXES

- **Annex 1 - Ethics and Security**
 - Use of humans, cells, embryos, animals, personal data, environmental health & safety, etc.
- **Annex 2 – Security**
 - Issues of national security, classified information, potential misuse for crime, terrorism, etc.



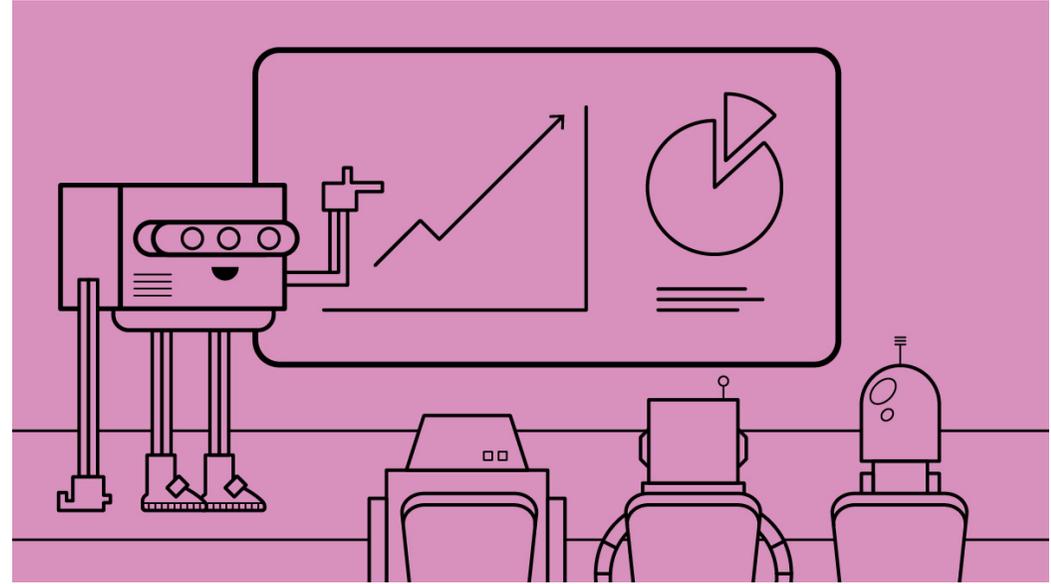
PITCH DECK

Accelerator – Pitch Deck

- High level overview
- In English
- Included with proposal
- Can be changed from application version, but not after full proposal submission
- Used at face-to-face (online) jury interview
- 10 slides against set headings
- Maximum 10 minutes, plus 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 2 of the evaluation, the pitch deck 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!

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
<http://www.turkeyinh2020.eu/>
info@TurkeyinH2020.eu*



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
& INNOVATIVE
PROGRAMS



TÜBİTAK



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

Project Writing Camp – EIC Accelerator

PWC5, 10:00 – 13:30

21st May 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK