



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<sub>in</sub>  
**HORIZON 2020**  
COOPERATION, INNOVATION, COMPETITIVENESS

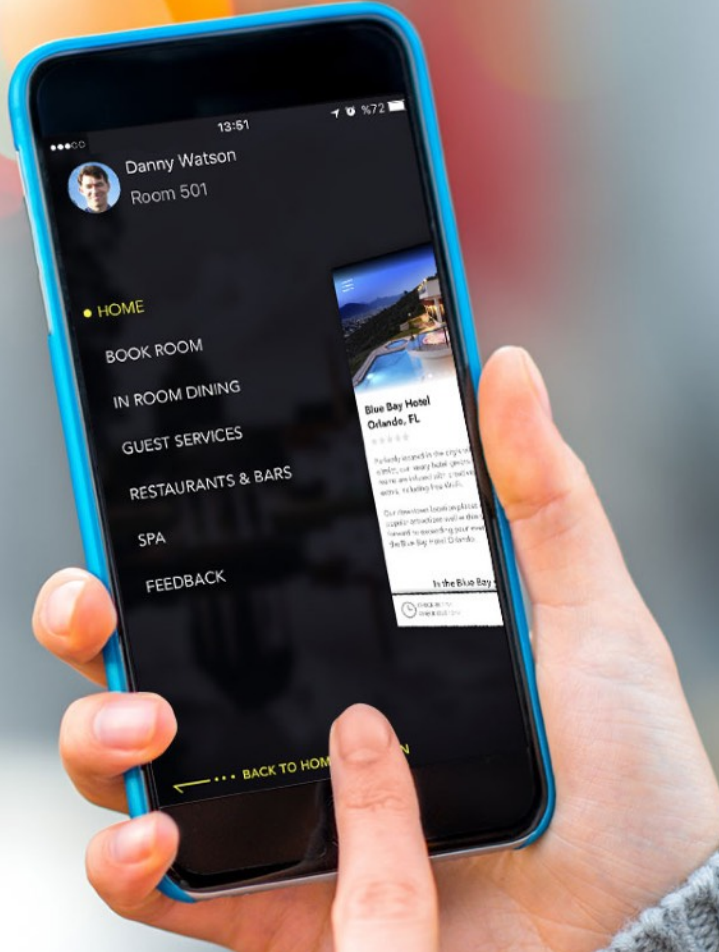
Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/IH/SER/TR

## **Project Writing Camp for SMEs (PWC-2)**

Mercure Altunizade Hotel, Üsküdar, Istanbul; 3<sup>rd</sup> July 2019

# Done - Brief Company Profile



20

Years

100+  
million

Users

18

Countries

30+

Awards



# Horizon 2020 - Our Story

**2012** R&D Project supported by TÜBİTAK

**2014** Horizon 2020 Phase 1 Proposal



**2015** Phase 1 Support (6 months)

**2015** 3 times Phase 2 Application with PRIME project

# Horizon 2020 - Our Story

2015 Seal of Excellence


2016 Project in Dubai

2017 Decision to focus

2017 İTÜ Gate and USA



# Horizon 2020 - Our Story

- 2017**  **Home2nite** Phase 2 Proposal (6 April)
- 2017** Project Approval (May)
- 2017** Signing of the Grant Agreement (31 July)
- 2017** Project begin (1 August)
- 2017** Initial payment (%45)

# What we did and learnt in Phase 1

- We attended to the webinar and conferences of TÜBİTAK
- We read all the written guidelines of EU
- Technology Readiness Level 6 is a must.
- Disruptive Innovation was a must.
- Criteria: Excellence, Impact ve Implementation.
- We wrote the plan not around technology or R&D but focus on the market, Business plan, innovation, market potential and the writing is clear, concrete, with references and simple to understand the rational and valid arguments



## What we did and learnt in Phase 2

- Being in contact with TÜBİTAK
- The preparation was like presenting to an investor.
- Getting review support
- Name of the project and summary are important
- Timing and luck factors



# Suggestions

- The document should not be prepared like answers to questions but must show the big picture with all the details from all perspectives. The name of the project, logo, the overall story should be communicated very well and from the viewers point of view. Not from what we know or from our specific expertise.
- Attending to the seminars, talking with successful projects
- Reading the documents in the portal
- Consultancy support





# Items to consider

- Business Plan
- Market knowledge
- Competitor comparison
- Differentiation
- Market Potential
- Innovative features
- Contribution to Europe (employment and etc)
- CV of Project team
- History of the company
- Financial projection and impacts
- Communication simple, concrete and with analogies
- Work Packages are important

