



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

# Turkey in Horizon 2020 II

The big picture: building your proposal  
and the consortium

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Focus Group Training 12 – BATTERIES

15<sup>th</sup> June 2021



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



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- Introduction to the project jigsaw
- The Need
- SMART objectives
- Existing Solutions
- The idea
- The idea in pieces
- Barriers
- Enabling Science and Technology
- Partnering and Recruitment

# The Concept Jigsaw



# If there are pieces missing



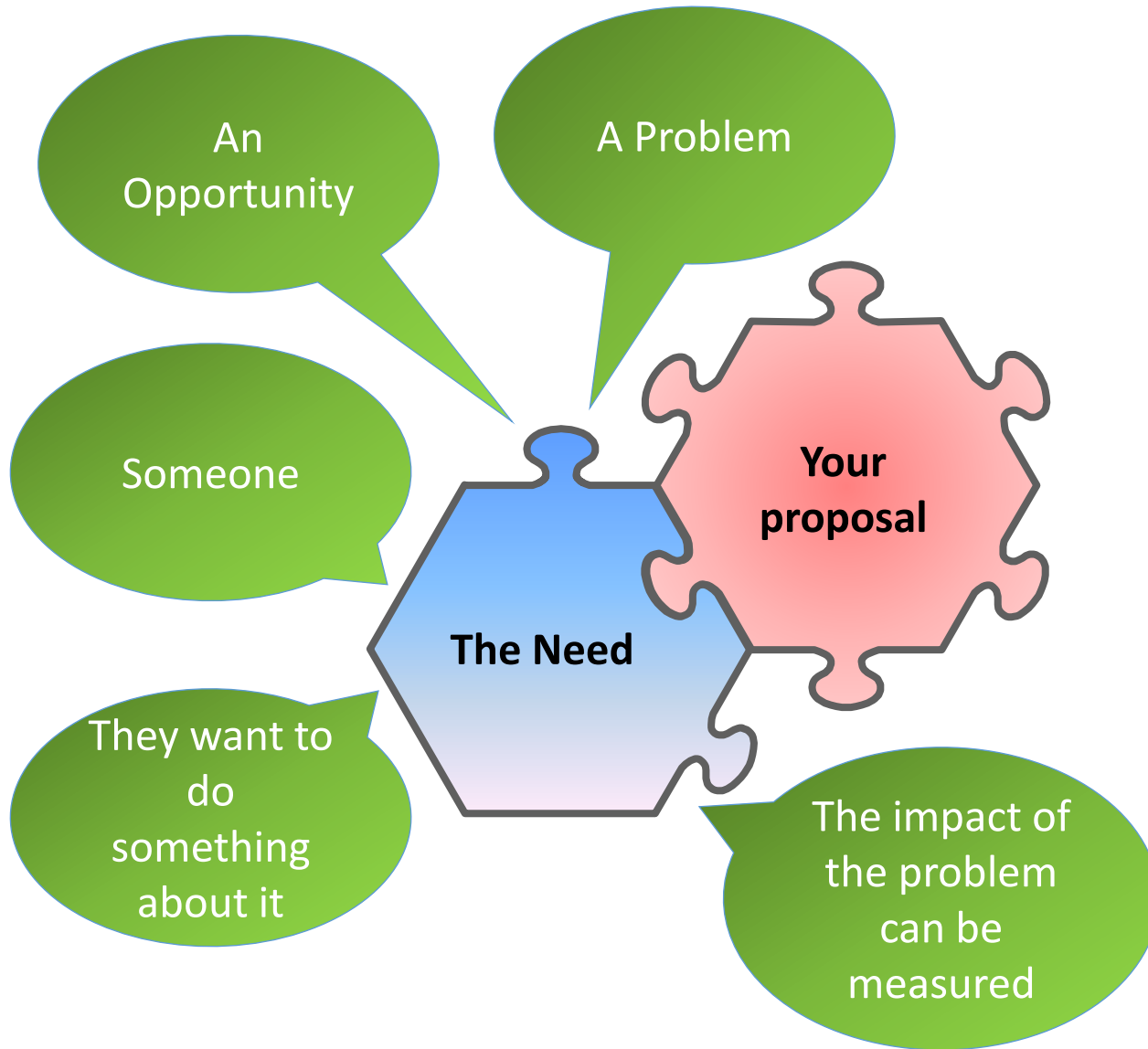
# The Project Jigsaw



# The Need



# The Need



# The Need

## How to miss the target...





# Break-Out SMART Objectives

**Specific**

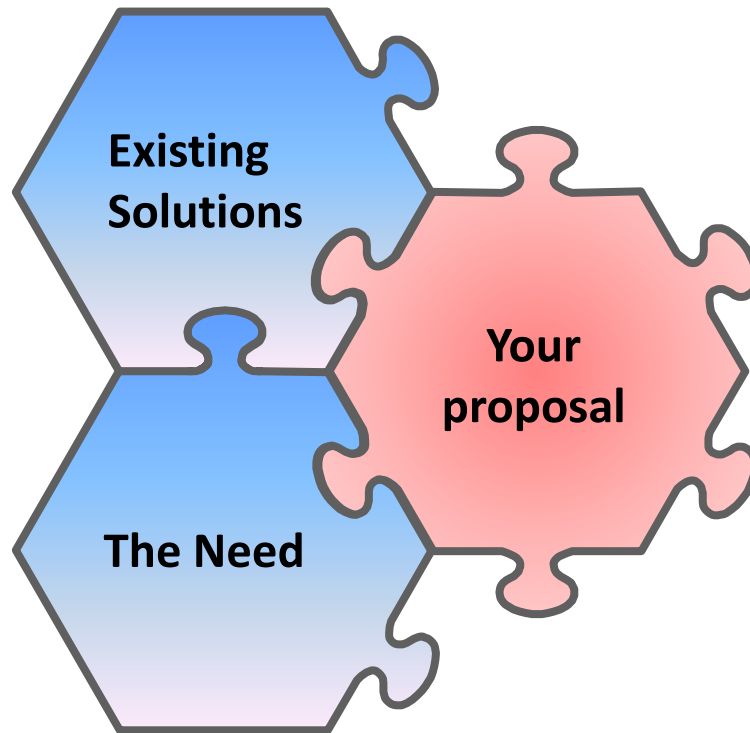
**Measureable**

**Achievable**

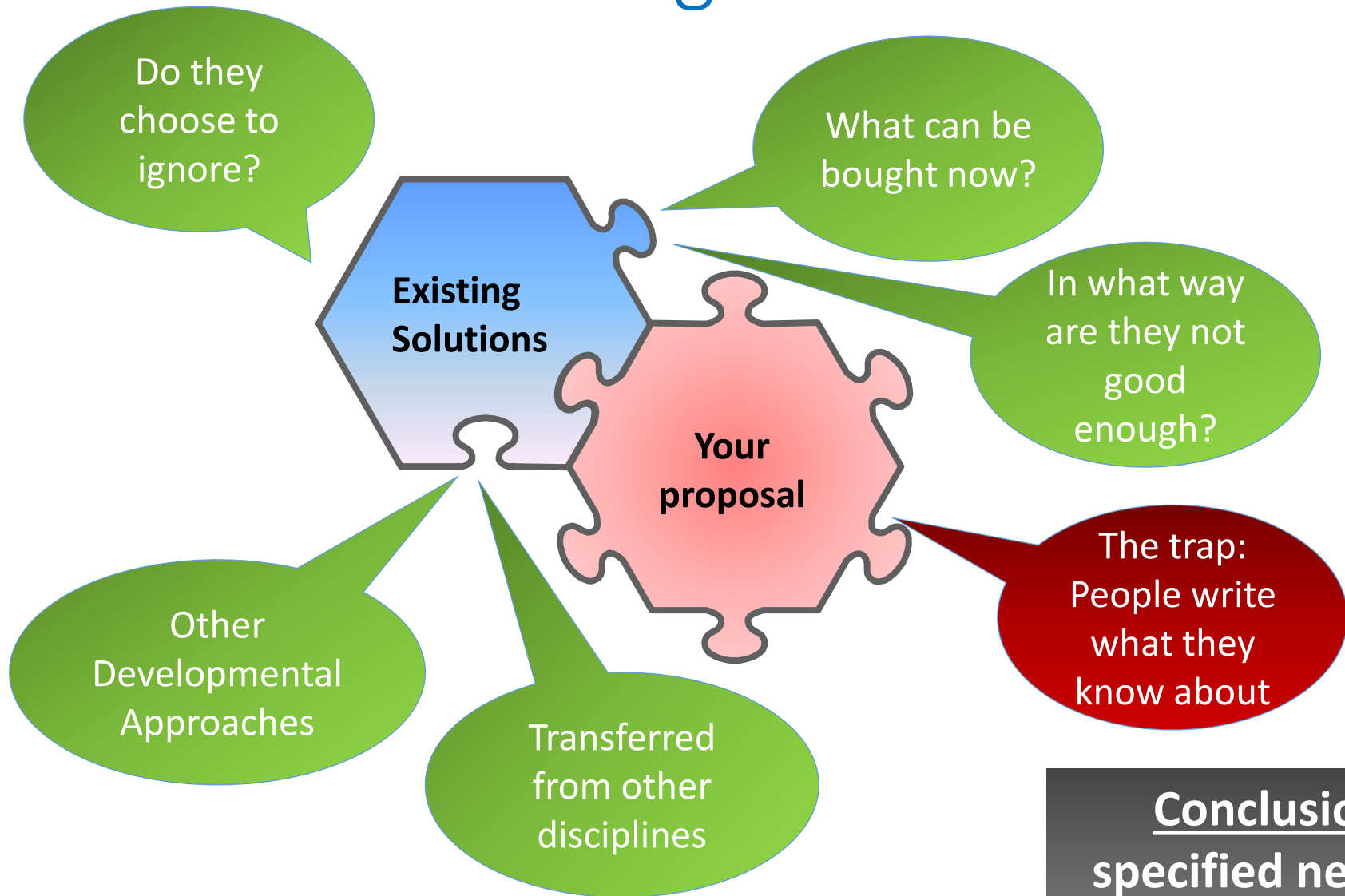
**Realistic**

**TimeBound**

# Existing Solutions



# Existing Solutions

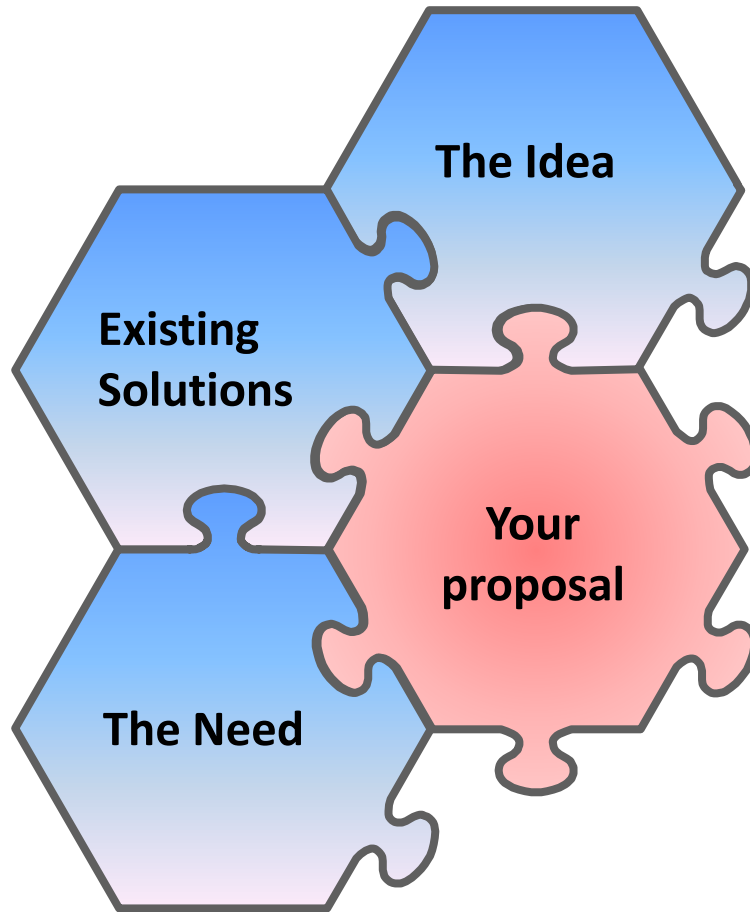


**Conclusion**  
specified need is  
not met

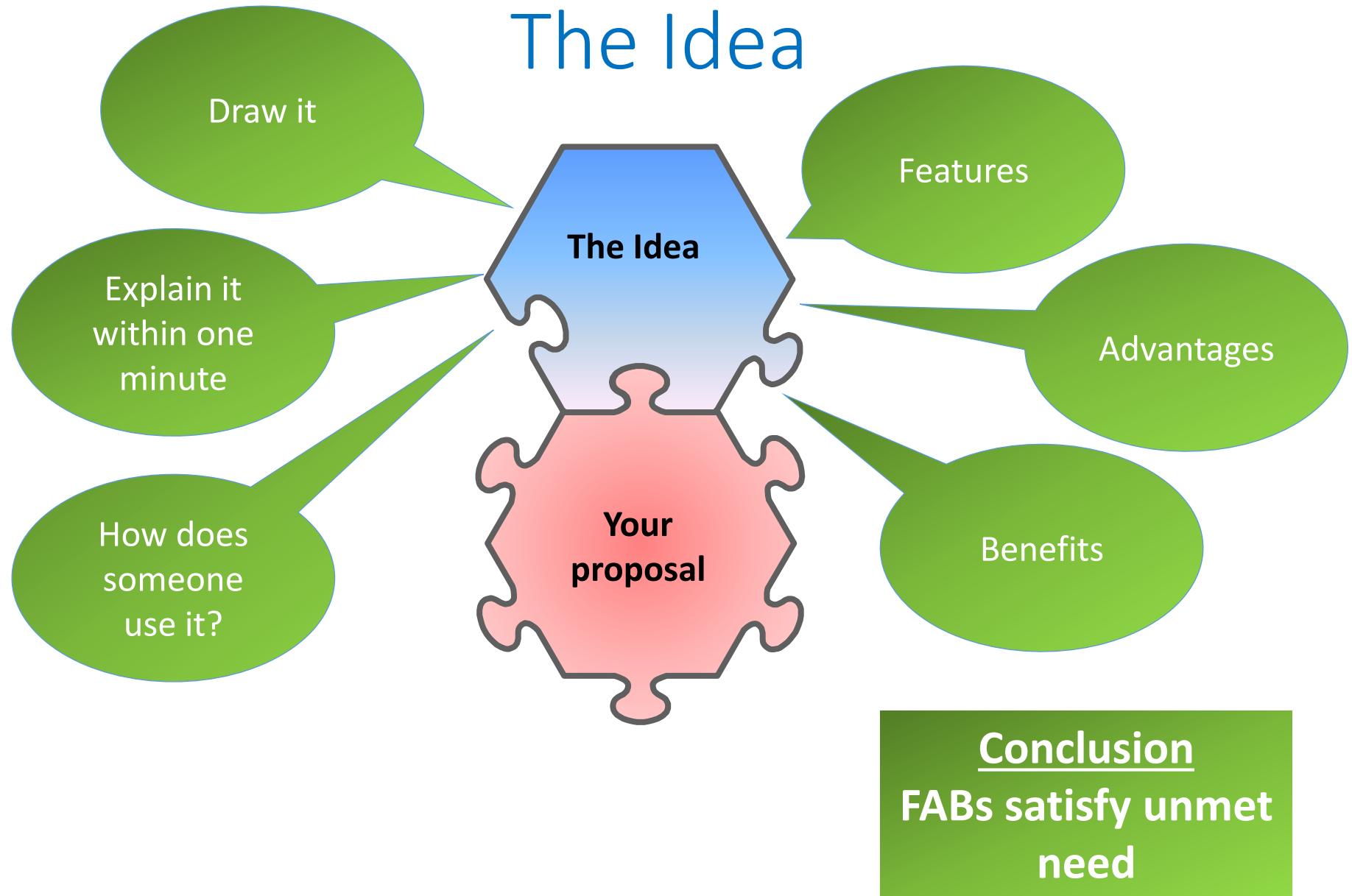
# Show they are not good enough...

Existing Solution	Global Objectives: Specified Metrics					
	A	B	C	D	E	F..etc
Existing Solution 1						
Existing Solution 2						
Existing Solution 3						
Solution in Development 1						
Solution in Research 1						
Tech Transfer Solution						

# Next Piece: The Idea



# The Idea



# The Idea - Impact

*Call Text*

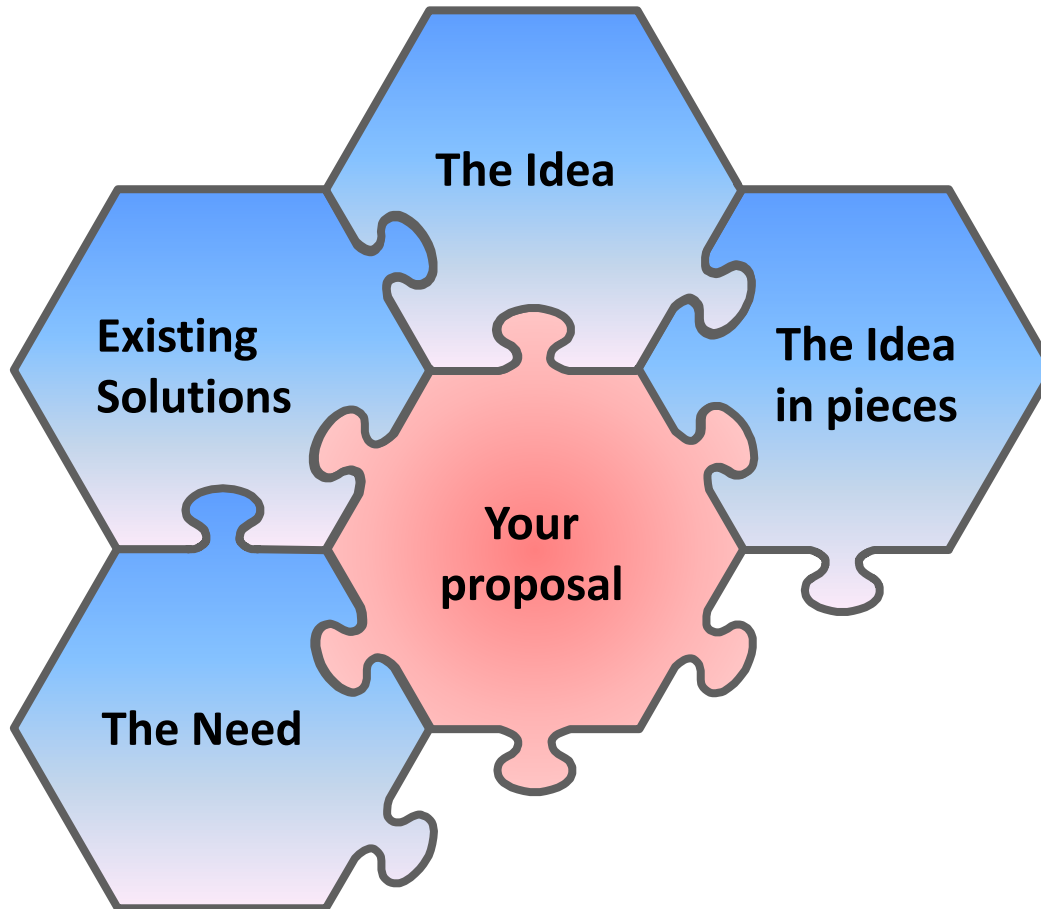
*EU (PESTLE)  
why fund (and  
why Europe?)*

Impact for  
*who?*

*End-User  
(saving) –  
why  
buy/use*

*Value Chain  
(revenue and  
margin  
generating)  
why make*

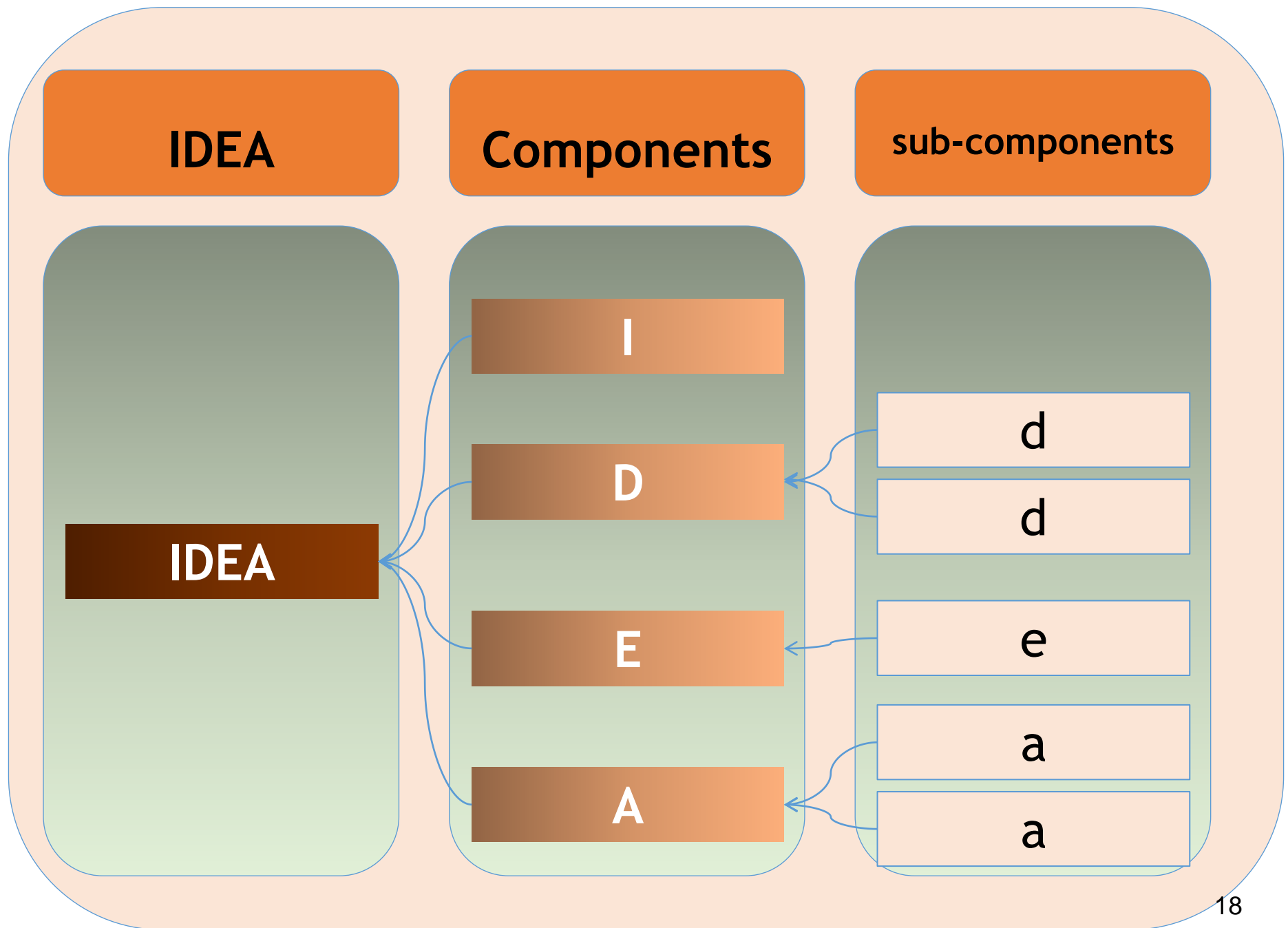
# The Idea in Pieces





# Then Break-up your Idea into Pieces



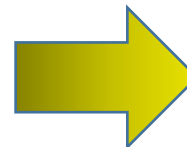
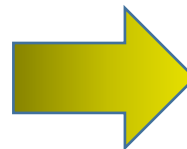


# SMART Objectives of your IDEA to match NEED performance

Action:  
Map out your idea  
and its components

your idea  
performance

overall SMART  
objective



# Break up your idea into its component parts

start

Each idea component

Each idea component

Each idea component

Each idea component

Each idea component

Each idea component

Each idea component

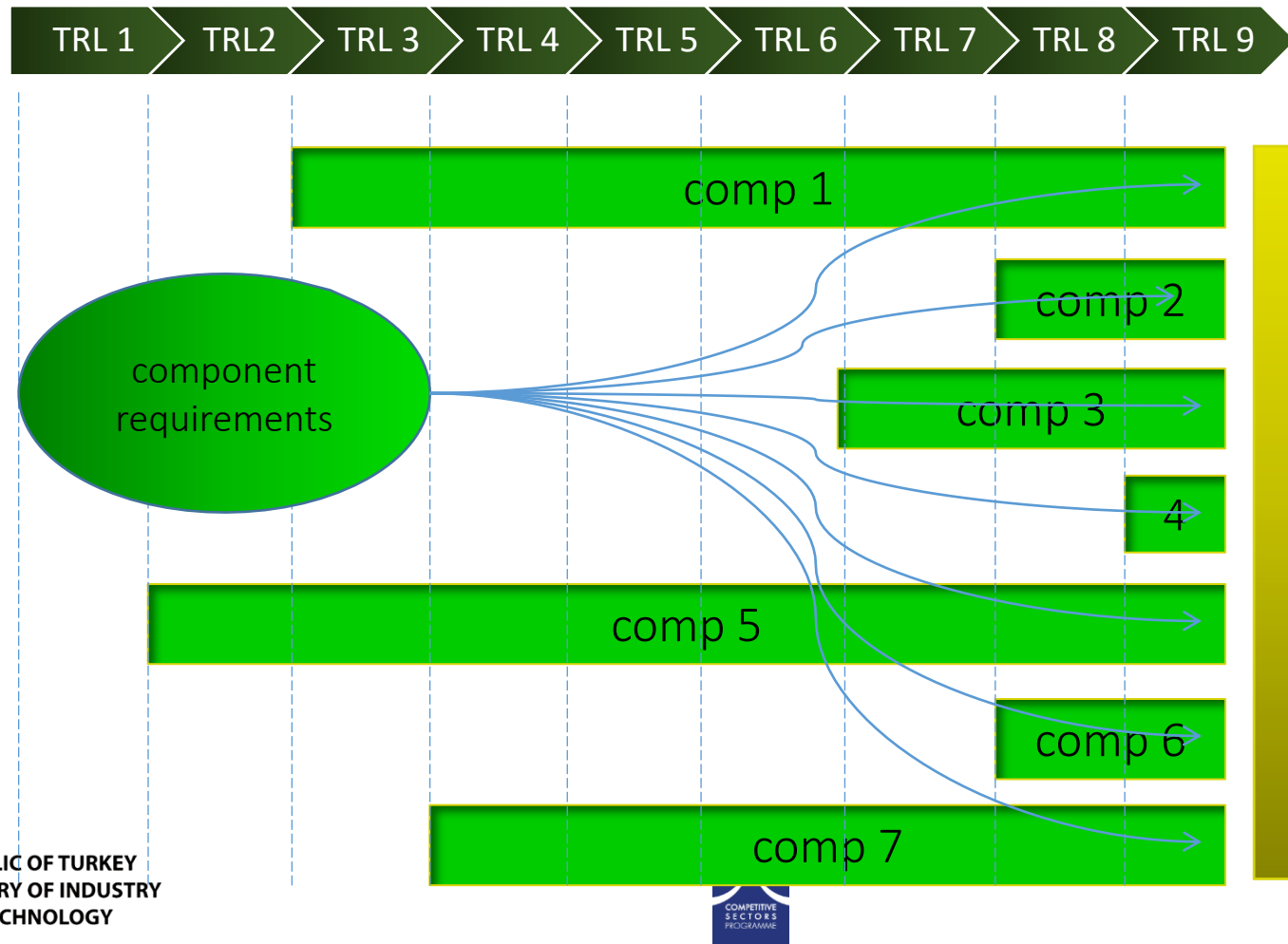
success

IDEA  
objective  
20

# Measure each component against a readiness level

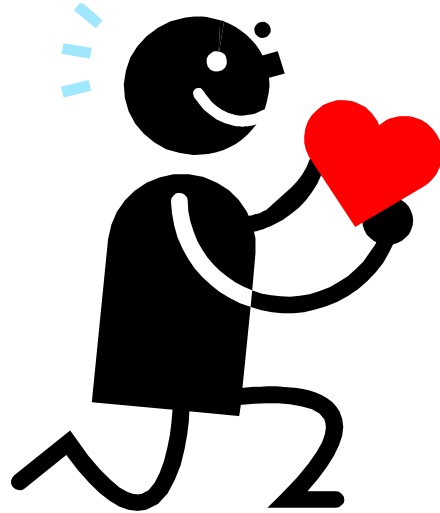


# Component requirements to deliver your IDEA objective

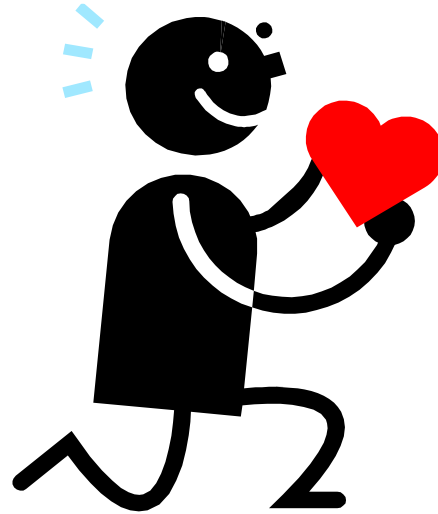


# Components Married to Partners

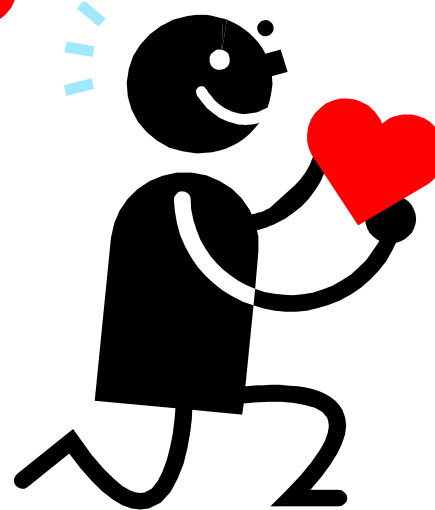
End User (s)



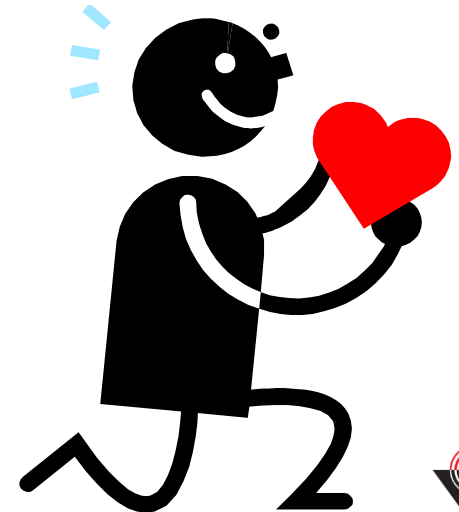
Component 1



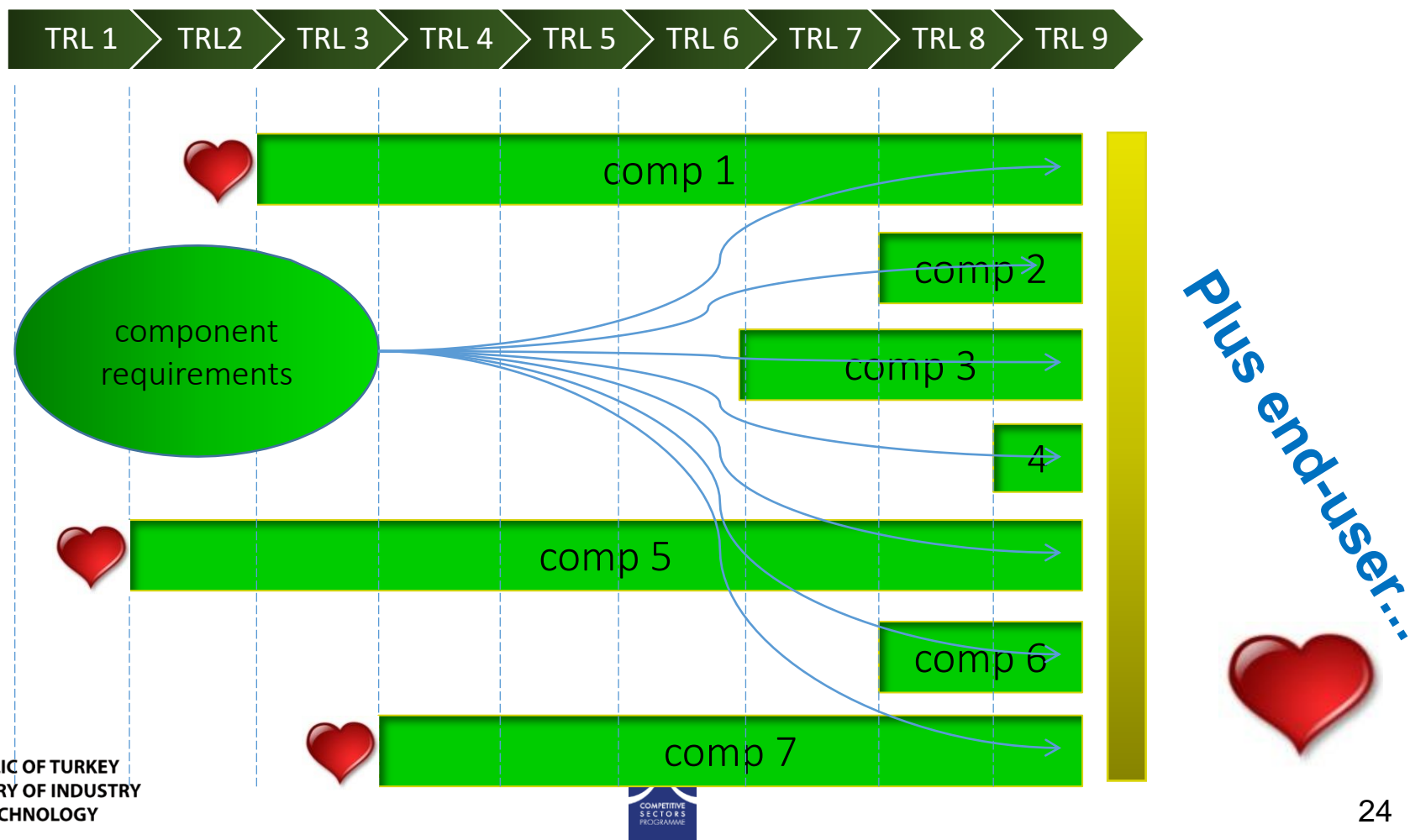
Component 5



Component 7

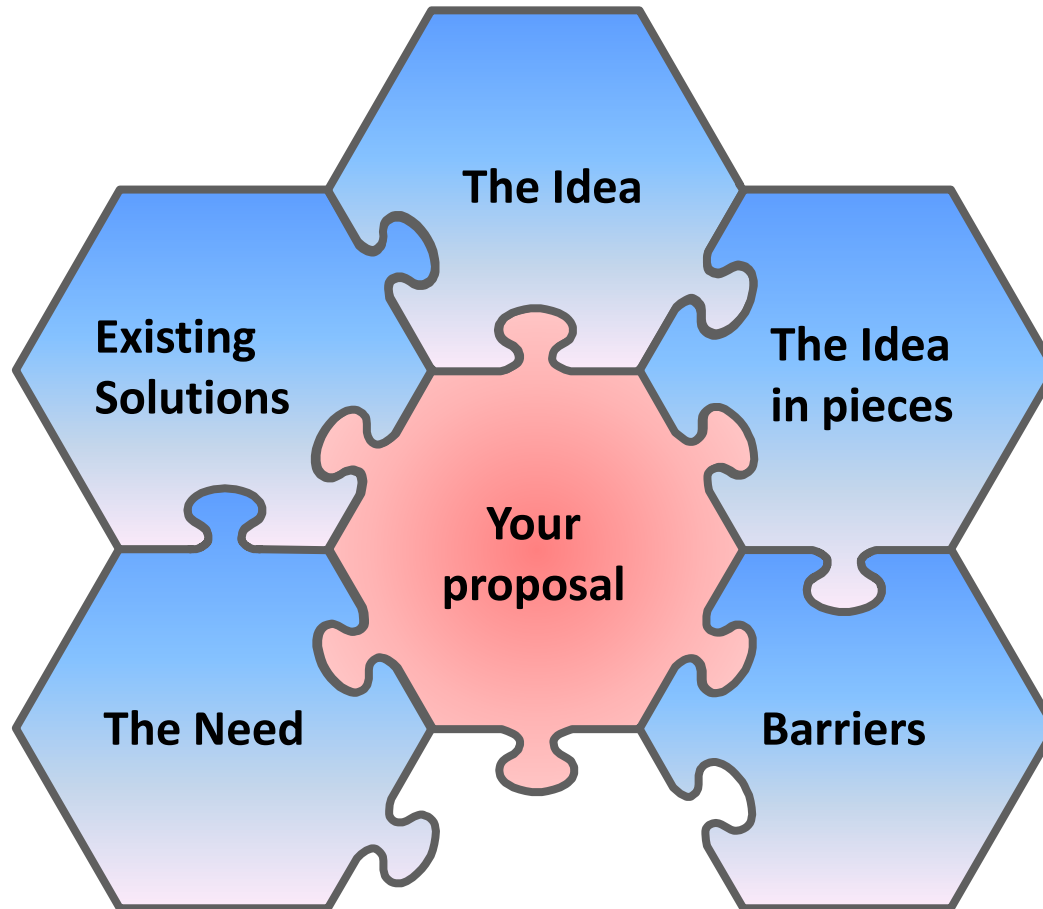


# Match Key Partners to the high risk components

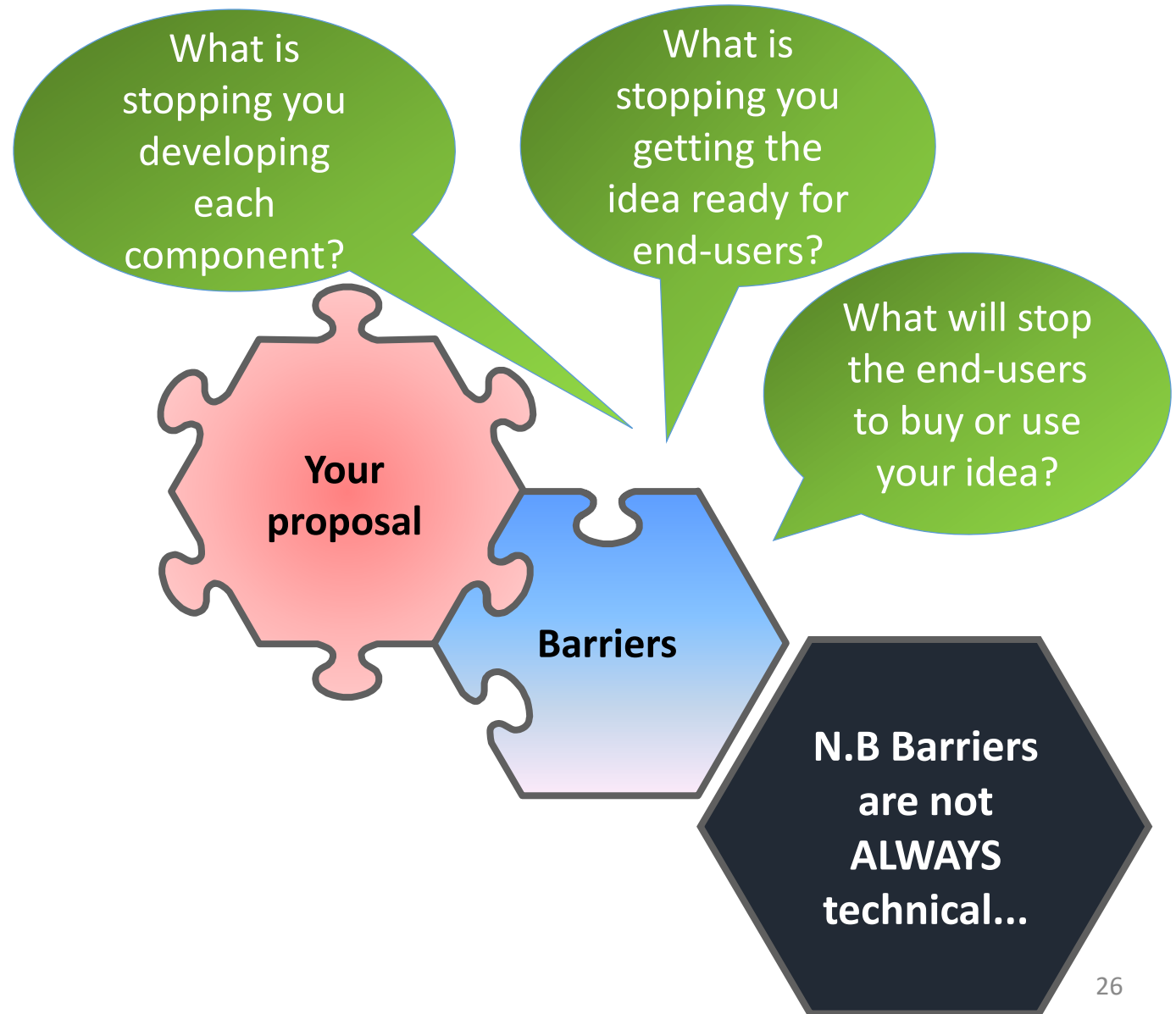




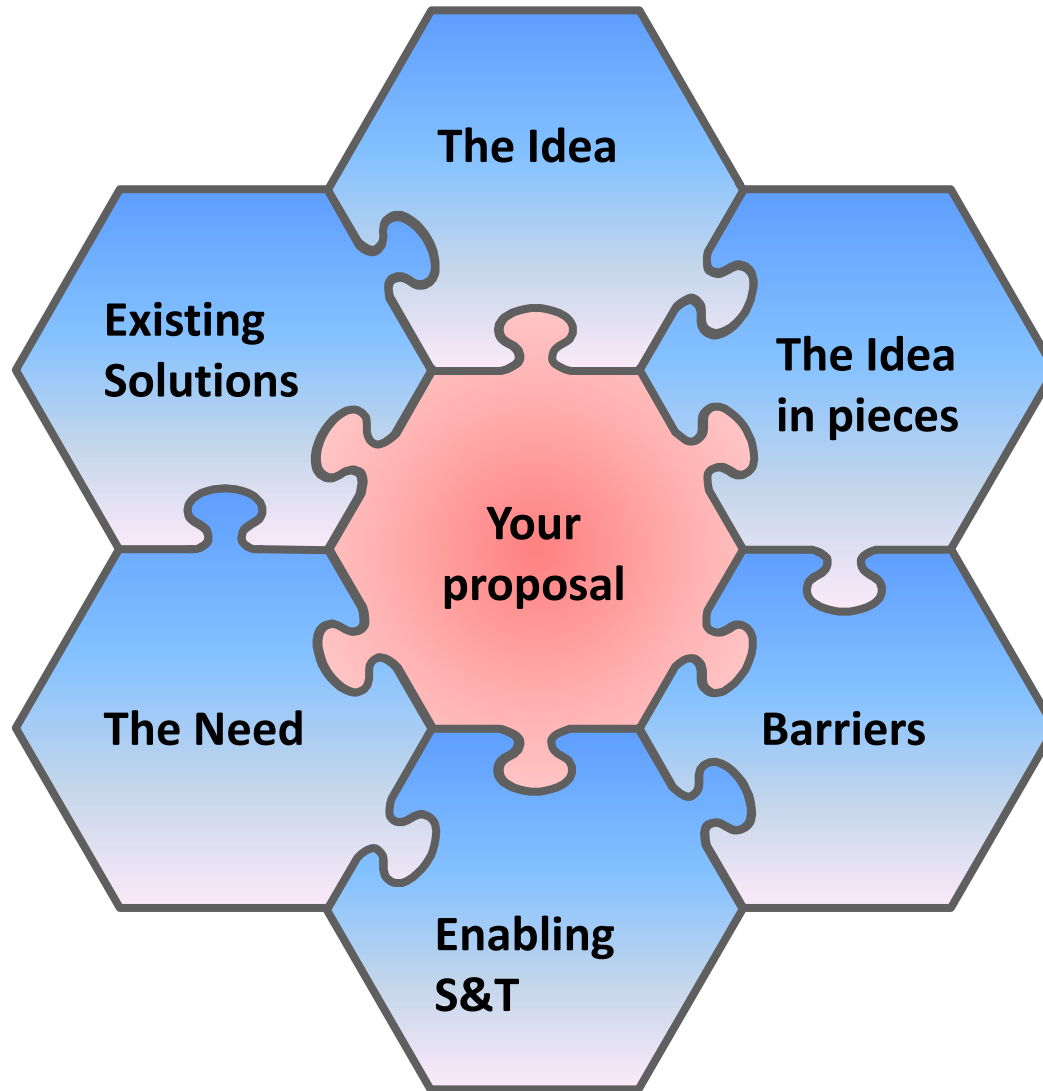
# Next Piece: Barriers



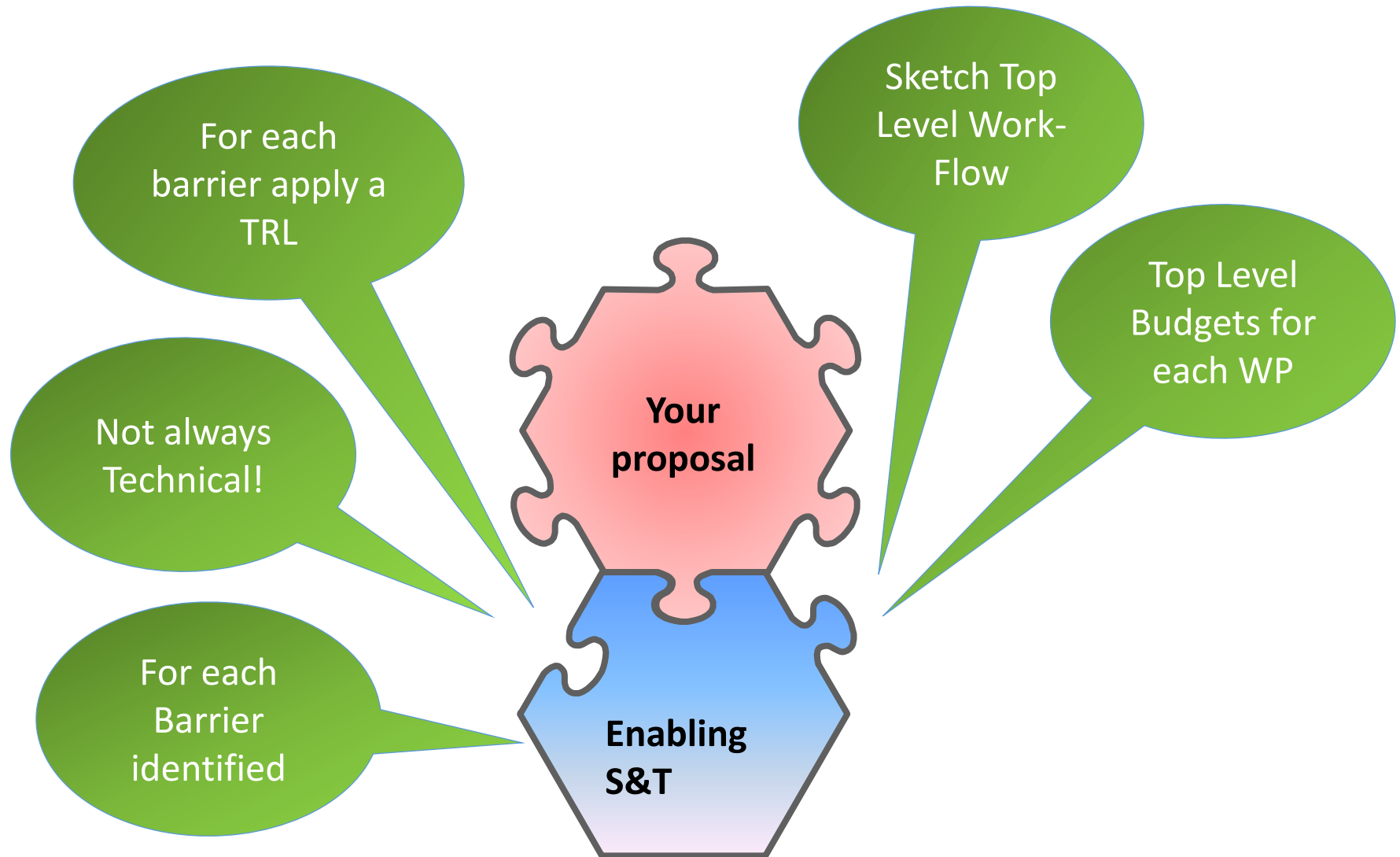
# Barriers



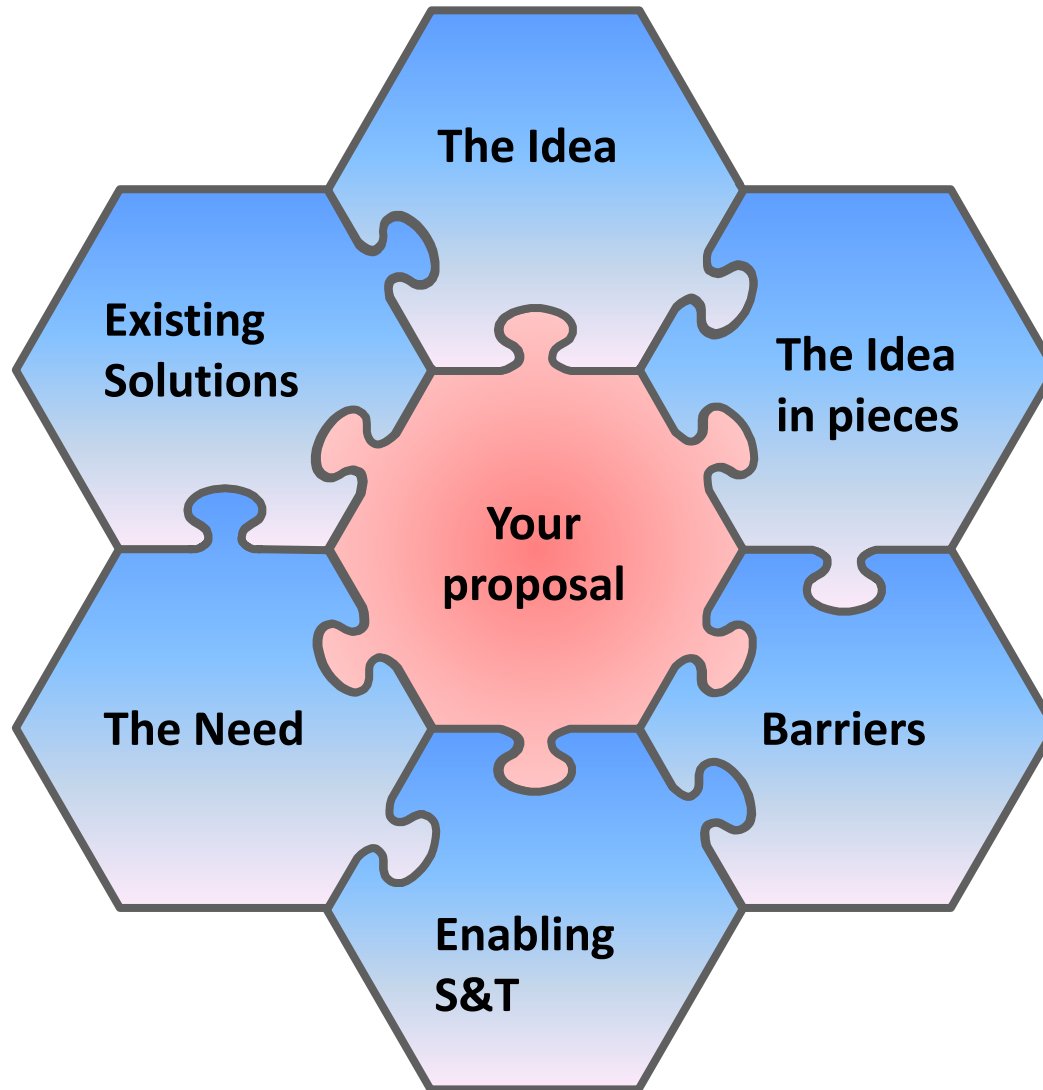
# The Project Jigsaw



# Enabling S&T



# The Project Jigsaw



# So how do you get your partners?...

How do you recruit partners badly?

Message #1: Better a zealous stranger than a lazy friend

Partner Recruitment is a specific skill set

It is a *European* project

Concept of *Value Chain*

Relationships for long term collaboration- worth a lot more than being eligible to submit



# Professional Partnering

Map your consortium

Start early – partnering takes a lot longer than writing

Core Partnership for key components

Fewer the better...why?

Role in Project, Role after Project

What you need someone to bring to the project, what they will deliver and how during the project, what in the value chain?

Decisions made by each confirmed partner to new entrants



# Professional Partnering

Create your advert

Specify your ideal candidate

Identify, connect and communicate

Approach multiple

Transparency and clear expectations

Help them help you

Request Professional contribution from them

Top Level IP and Exploitation

Commitment





# Professional Partnering

## The Partnering Advert

Style?

Content?



# Professional Partnering

## The Partnering Advert

The purpose of the document

The Call

The Need

The Solution

Top-level How to Statement

Partnering Table:



# Professional Partnering

## The Partnering Advert - The partnering table

Role Title	Role Taken	Partner Name	Role In project	Exploitation Role & Rights post project
Disassembly Robotics	Yes	XYZ robotics	Investigate... Develop... Create... Prototype...	Background Valorisation Ownership: Foreground in new assembly technique Access: Foreground of IT and preferred supplier status
High Volume Data Processing	No	~	Adapt technology...to case uses	Ownership of foreground algorithms
Case Study End-User Automotive Tier	No	~	Provide Detail Specifications...	Exclusive rights for use in for automotive sector for 12 months Technology developed according to your specification Specific components 5 years exclusivity
...	...	...	...	...

# Professional Partnering

## The Partnering Advert

The purpose of the document

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Top-level How to Statement

Partnering Table:

Concise explanation of what Horizon Europe is

Next Steps & Contact details



# Summary

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# Thankyou

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