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Key documents and procedures for preparing a proposal - Proposal template

General Information Training (GIT-9 Health)
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REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

Structure and format

1. Introduction - setting the context
2. Deficiencies of the old proposal templates
- 3. Comparison of old and new templates – in detail later!**
4. Suggestions on how to proceed
5. Conclusions and take away messages

1. Introduction – context setting

- Templates are important – ***not only a technicality***
- Form follows function
- Trade offs:
 - too (much) scientific
 - too (much) industry
 - too (much) sale pitch
- Compromise: accommodate all above aspects even partly
- With a bad template several hundreds of people will ... suffer
- A good template shall help all write better proposals and – ***very important***: help people ***build better learning curves***

2. Deficiencies of the old templates

1.1 Objectives

- Describe the overall and specific objectives for the project, which should be clear, measurable, realistic and achievable within the duration of the project. Objectives should be consistent with the expected exploitation and impact of the project (see section 2).

1.2 Relation to the work programme

- Indicate the work programme topic to which your proposal relates, and explain how your proposal addresses the specific challenge and scope of that topic, as set out in the work programme.

1.3 Concept and methodology

(a) Concept

- Describe and explain the overall concept underpinning the project. Describe the main ideas, models or assumptions involved. Identify any inter-disciplinary considerations and, where relevant, use of stakeholder knowledge. Where relevant, include measures taken for public/societal engagement on issues related to the project. Describe the positioning of the project e.g. where it is situated in the spectrum from 'idea to application', or from 'lab to market'. Refer to Technology Readiness Levels where relevant. (See [General Annex G of the work programme](#));

2. Deficiencies (cont'd)

(b) Methodology

- Describe and explain the overall methodology, distinguishing, as appropriate, activities indicated in the relevant section of the work programme, e.g. for research, demonstration, piloting, first market replication, etc.

1.4 Ambition

- Describe the advance your proposal would provide beyond the state-of-the-art, and the extent the proposed work is ambitious.
- Describe the innovation potential (e.g. **ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models**) which the proposal represents. Where relevant, refer to products and services already available on the market. Please refer to the results of any patent search carried out.

3. Comparison of old and new templates

- **OLD:** 70 pages
- **New:** 45 pages (but...)
- **OLD:** Section 1 (Excellence): 4 subsections
- **New:** Section 1 (Excellence): 2 subsections (but...)
- **OLD:** Section 2 (Impact): 2 Sections
- **New:** Section 2 (Impact): 2 'old' + **one new:** *Impact canvas*
- **OLD:** Section 3 (Implementation): 4 Sections
- **New:** Section 3 (Qual. & effic. of implem.): 2 Sections

Value Proposition Canvas

Product

Benefits

A benefit is what your product does for the customer. The benefits are the ways that the features make your customer's life easier by increasing pleasure or decreasing pain. The benefits of your product are the really core of your value proposition. The best way to list out the benefits of your product on the canvas is to imagine all the ways that your product makes your customer's life better.

Features

A feature is a factual description of how your product works. The features are the functioning attributes of your product. The features also provide the 'reasons to believe'. Many FMCG marketers deride the importance of features because features are no longer a point of difference in most FMCG marketing. But for technology products and innovative new services the features on offer can still be an important part of your value proposition.



Experience

The product experience is the way that owning your product makes the customer feel. It's the sum total of the combined features and benefits. Product experience is different to features and benefits because it's more about the emotional reasons why people buy your product and what it means for them in their own lives. The product experience is the kernel that will help identify the market positioning and brand essence that is usually built out of the value proposition.

Customer

Wants

The emotional drivers of decision making are things that we want to be, do or have. Our wants are usually conscious (but aspirational) thoughts about how we'd like to improve our lives. They sometimes seem like daydreams but they can be powerful motivators of action. The wants speak more to the pull of our hearts and our emotions.

Fears

Fears can be a strong driver of purchasing behaviour and can be the hidden source of wants and needs. For any product there is a secret "pain of switching". Even if your product is better than the competition, it might not be a big enough improvement to overcome the inertia of the status quo.

Needs

The customer's needs are the rational things that the customer needs to get done. Interestingly, needs are not always conscious. Customers can have needs that they may not know about yet. Designers call these "latent needs". The needs speak more to the pull of our heads and rational motivations.

Product

Name your product or service

Ideal Customer

Name your ideal customer

Substitutes

These are not just the obvious competitors, but also existing behaviours and coping mechanisms. Remember that people made it this far in life without your product. If your product isn't better than the existing solutions then you don't have a real-world value proposition.

The HE Impact canvas

- **Caution:** It is meant to be a *summary*
- It consists of six parts:
 1. Specific needs
 2. Expected results
 3. D&E&C measures
 4. Target groups
 5. Outcomes
 6. Impacts



See is to believe...

TARGET GROUPS

Who will use or further up-take the results of the project? Who will benefit from the results of the project?

Example 1

9 European airports:

Schiphol, Brussels airport, etc.

The European Union aviation safety agency.

Air passengers (indirect).

Example 2

End-users: consumers of electronic devices.

Major electronic companies: Samsung, Apple, etc.

Scientific community (field of transparent electronics).

OUTCOMES

What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?

Example 1

Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.

Example 2

High use of the scientific discovery published (measured with the relative rate of citation index of project publications).

A major electronic company (Samsung or Apple) **exploits/uses the new product** in their manufacturing.

IMPACTS

What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?

Example 1

Scientific: New breakthrough scientific discovery on passenger forecast modelling.

Economic: Increased airport efficiency
Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.

Example 2

Scientific: New breakthrough scientific discovery on transparent electronics.

Economic/Technological: A new market for touch enabled electronic devices.

Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).

The basic notions



Final remarks for the impact canvas

- It is not as 'easy' as it seems...
- Needs hands-on practice
- Don't forget: practice makes the master!
- Ideal: to be composed with interaction amongst partners
- Also: ***it needs time*** – it is not wise to leave for the last moment
- Even better: Ideal to ***start your proposal from this section*** and then build and elaborate on the other parts!

4. Conclusions

- The new proposal template (as any other) has to be lived-in by the people
- Consider the 10.000 hours rule ;-)
- Less pages does not necessarily mean less effort
- Impact canvas is tricky: looks simple but has to be filled-out with good quality information
- Impact canvas can be the starting point for a proposal

For follow-up questions contact me at:

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Q&A

Time to ask your
questions!

Teşekkür ederim!

Thank you!

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