

© European Union, 2020



HORIZON EUROPE

THE EU RESEARCH &
INNOVATION PROGRAMME
2021 - 2027

[#HorizonEU](#)  EUROPEAN UNION

...so that is the broad picture, now let's take
a closer look at how the **EIC Accelerator** can
help SMEs...



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

Horizon Europe – EIC Accelerator

Webinar 9, 10:00 – 12:30

2nd July 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

© European Union, 2020



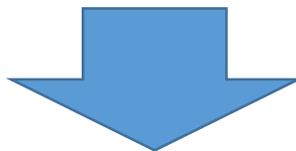
HORIZON EUROPE

THE EU RESEARCH &
INNOVATION PROGRAMME
2021 - 2027

[#HorizonEU](#)  EUROPEAN UNION

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!



You must read and absorb...

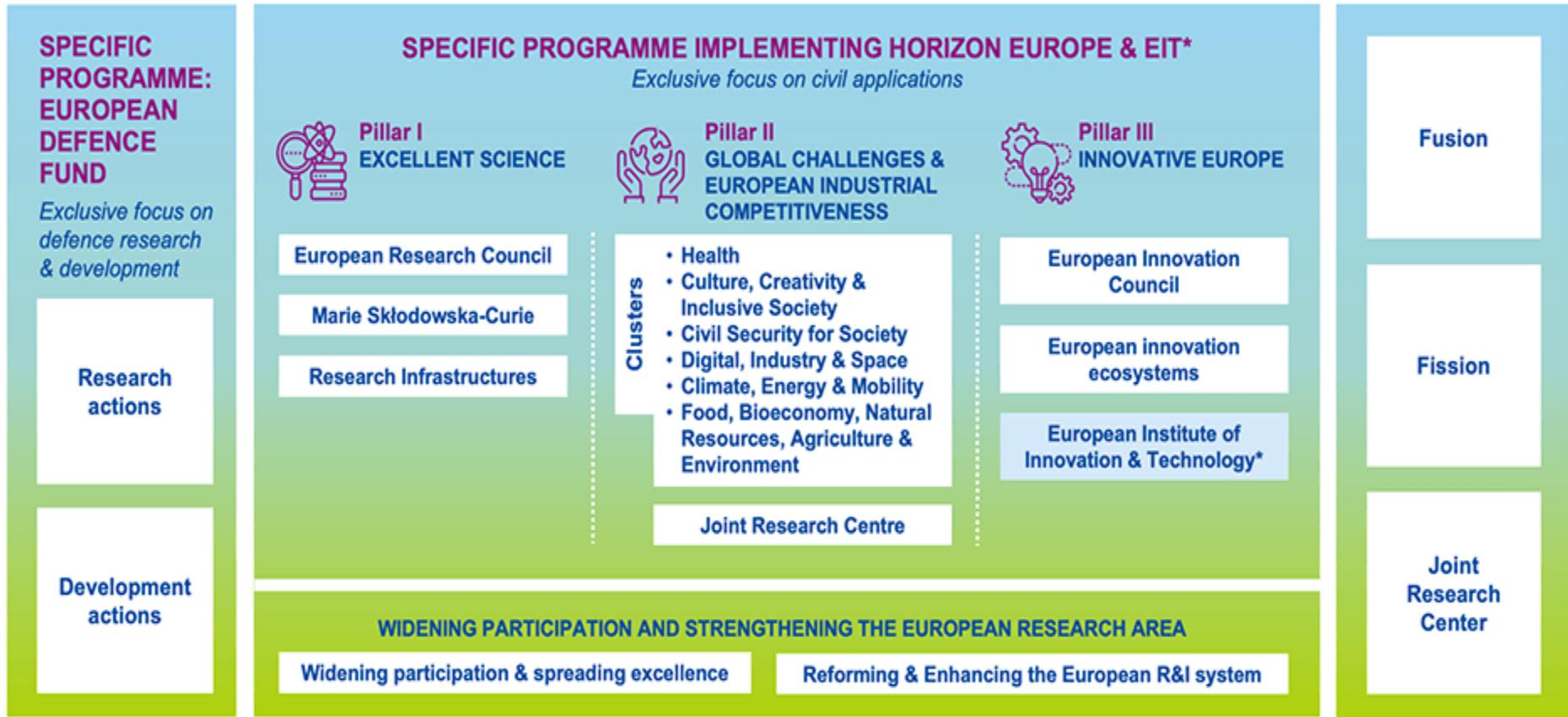


www.ec.europa.eu

**...and read up on policy emphases –
‘green’. ‘gender balance’, ‘engaging with
citizens’, ‘cross-cutting’, ‘sustainability’, etc.**

HORIZON EUROPE

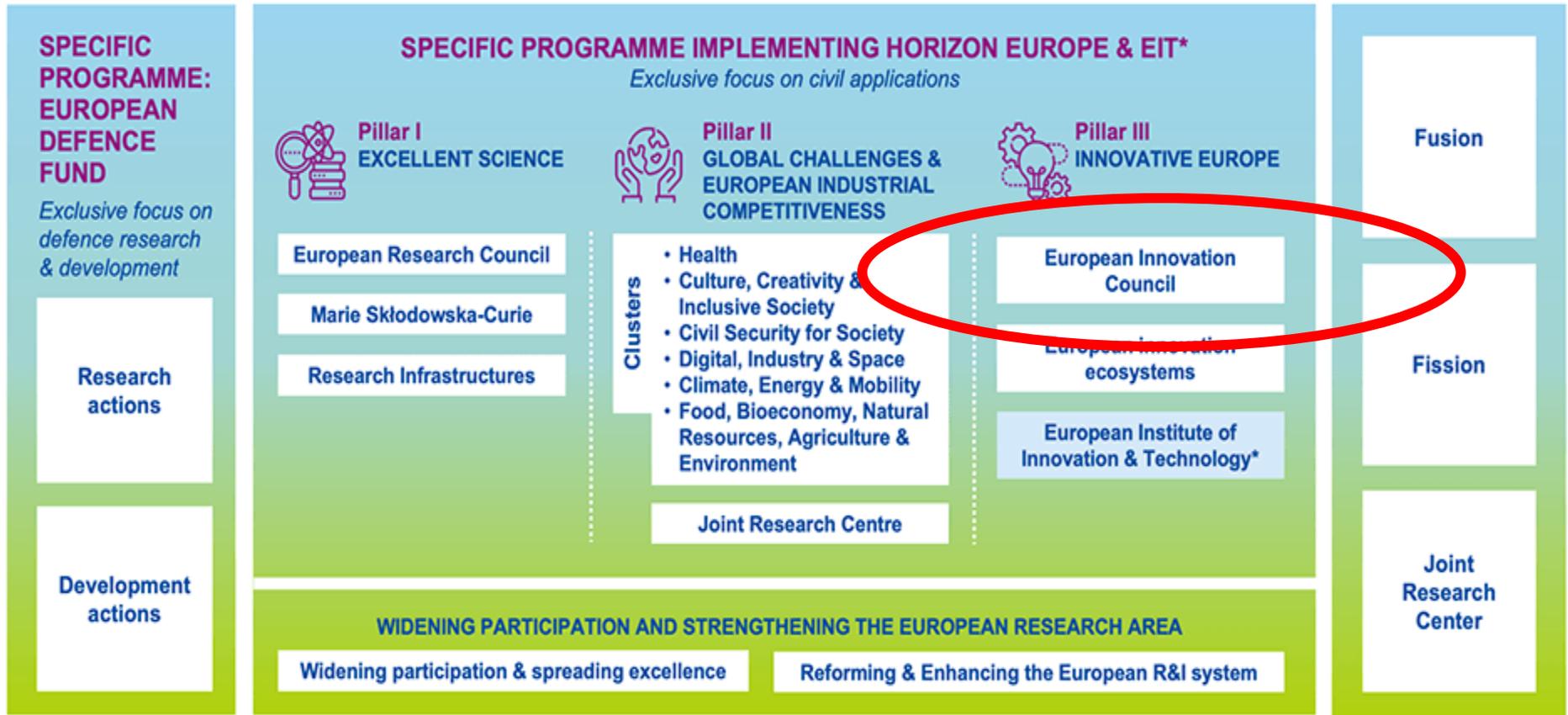
EURATOM



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

HORIZON EUROPE

EURATOM



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



EIC Accelerator...

...three main components...

Accelerator - Main Components

EIC PATHFINDER

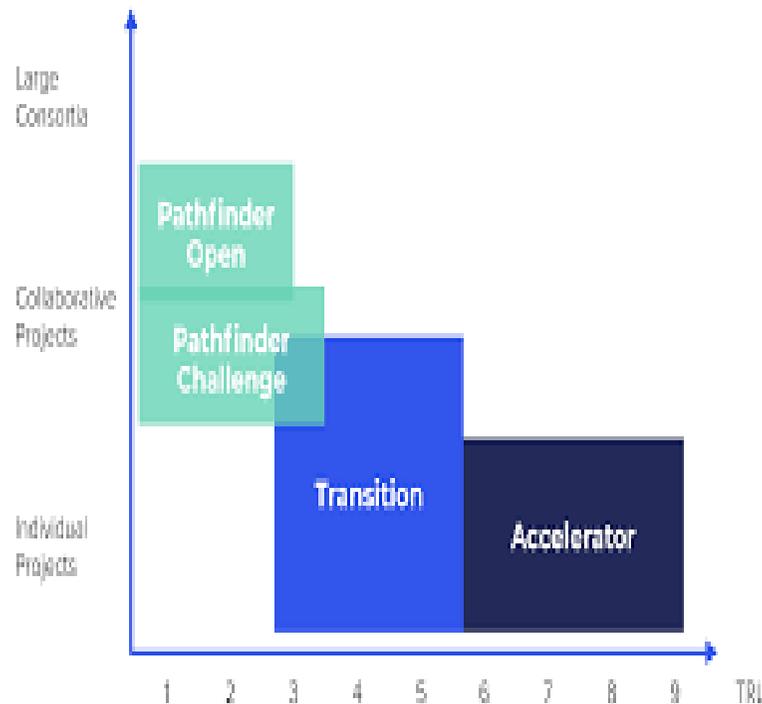
- Funds for advanced research to develop scientific basis to underpin breakthrough technologies.

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.





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
 - Validation
 - Demonstration
 - Scaling up
 - Commercialization

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. Of 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



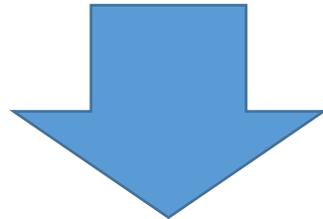
2. High Growth, high risk

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

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

Differences with Horizon 2020



Tighter focus



Two-stage application process containing 5 steps



Resubmissions are limited



'Top-down' as well as 'bottom-up' calls for projects

Tighter Focus

Greater emphasis on innovations that build on **scientific discovery** or **technological breakthroughs**

Funding will be used for **faster scale-up**

‘Deep tech’ - incorporating significant science or engineering elements to their products and services...

‘High-risk’ ...with an associated higher level of risk of not succeeding due to technical and market issues

Tighter Focus

‘Disruptive’ - innovative concepts that create new markets that ultimately disrupt and overtake existing markets by displacing earlier technologies.



EIC Accelerator

- ‘Open (Bottom Up) calls’ receive majority of budget
- ‘Top-down calls’ for specific global challenges:



Digital Society



Health priorities

Green Deal



Etc...



So, how do we apply?

5 Step Application Process

**Applicants must be registered
through EC Funding and Tenders
Portal**

- **Step 0 – Discovery/diagnostic modules**
- **Step 1 – Short Application**
- **Step 2 – Preparation of full application**
- **Step 3 – Submission and remote evaluation**
- **Step 4 – Face-to-face interviews**

Discovery/diagnostic modules (Step 0)

EIC Artificial Intelligence-
based IT platform on EC
F&T Portal



Discovery

- Allows SMEs to search for investment and grant funding opportunities

Diagnostic (completion mandatory)

- Provides assessment of SME's ideas against publications, patents and EC projects
- Asks questions about problem SME is trying to solve, proposed solution and targeted market

Diagnostic Questions (Step 0)

WHAT?

- Purpose? Solution?

WHY?

- Problem to be solved?
Functions? Uses?

HOW?

- Deliverables? TRL to be achieved?

WHO?

- Sector? Team?

For WHOM?

- Target market?

For WHAT IMPACT?

- Job creation? Societal?
Environmental?
Economic?

Step 1 – Short Application – at any time

EIC Artificial
Intelligence-
based IT platform
on EC F&T Portal

- **Proposal information**
 - Acronym, title, abstract, keywords
- **Company and CEO information**
 - EC registration number, CEO (or highest managing position) details
- **Pitch deck – 10 slides maximum**
 - Pdf format, no fixed format (but suggest established model), new pitch deck can be used if invited to submit full proposal
- **Video – maximum 3 minutes**
 - Up to 3 core team members in a simple video illustrating innovation and main motivation
- **Series of additional questions**
 - Covering ideation, development and Go2market

Additional questions (Step 1)



Ideation

Solution? Existing solutions? What is new about your innovation? Why do you think it will be successful? Why now?



Development

What are the risks of failure? Will you need to cooperate with partners or subcontractors? Do you have the right team in place? Why can it not be done without EC funding? What will it cost to develop?



Go2market

What is your targeted market? How do you see your company in 5 years? What will you consider to be a success?

Pitch Deck and Video (Step 1)

Pitch deck – 10 slides maximum

- **Title**
- **Company Purpose** (mission, tagline)
- **Problem & Solution** (pain point, market need, fulfilling the need)
- **Value Proposition** (customer value, product benefits)
- **Market Opportunity & Risks** (market creation/transforming potential, target market size, risk mitigation)
- **Competition** (competitive analysis/advantages)
- **Business Model** (revenue streams, timing, costs)
- **Commercialisation & Marketing Strategy** (strategy, time to market)
- **Financial Projections** (revenues, investments, financing needs)
- **Team** (management team, competence, track record)
- **Conclusion** (summary)

Video – maximum 3 minutes – 5 main types

- **Explanation; Interview; Hardware footage; Pitch deck recording; Existing footage**

Step 1 Evaluation: 4 weeks after submission

Evaluated remotely by 4 experts on a first come, first served basis

Expert evaluators have expertise in the area of technology and market application, based on the keywords provided

Each evaluator will give a 'GO' or 'NO GO' to the proposal.

Evaluators will look at innovative nature and disruptive potential of the innovation, its likely impact and the team proposed

If at least 2 evaluators give 'GO' applicant will be invited to submit a full proposal within 12 months of application date. If more than 2 give 'NO GO', application is unsuccessful

Step 1 Evaluation – Unsuccessful

First rejection – Can resubmit an improved short application at any time

Second rejection – applicant will not be allowed to resubmit short application for 12 months

Application will have to be new or significantly improved

Step 2 Full Application – Concepts and issues

TRL

- No grant support for activities above TRL 8
- Group Work Packages according to TRL
- TRL 9 should be kept separate for funding consideration

Milestones

- Clear implementation plan with defined milestones, work packages and deliverables

Need for EU support

- Clearly evidenced – what risk will EC be asked to cover? Evidence of non-bankability

Security

- Security appraisal process for sensitive innovations

Mentoring (Step 2)

Up to 3 days
coaching offered
free of charge from
EIC Business
Acceleration
Services

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

Same Key Evaluation Criteria (Step 2)...

IMPACT

EXCELLENCE

IMPLEMENTATION

Same Key Award Criteria...

EXCELLENCE: Does your project have high innovation potential beyond 'State of the Art'?

IMPACT: Does your project meet the pressing needs of European and global markets?

IMPLEMENTATION: Does your project have a coherent and efficient workplan?

Step 3 Evaluation – 5 weeks after cut-off date

Evaluated remotely by 3 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 **3 evaluators** give **‘GO’** applicants will be invited to a face-to-face interview with an EIC jury

Step 3 Evaluation – Unsuccessful

Evaluation feedback will be provided

First rejection – If 1 or more evaluators give ‘NO GO’ decisions, applicant will be eligible to resubmit an improved full application in one of the two next cut-offs

Second rejection – applicant will not be allowed to resubmit for 12 months, beginning again as a short application

Step 4 - EIC Jury interview – 8 to 9 weeks after cut-off date

Invitation letter 1 to 2 weeks before interview

Interview time/date not changeable

Held in Brussels or online

3 company representatives

2021 interviews, probably December

Maximum 6 jury members – names provided before interview – from EIC, finance, technology. Can access all earlier material

10 minute presentation based on Pitch Deck provided with full application

30 minute interview

Step 4 – Outcome of Jury interview – 2 to 3 weeks after interview

If **successful**, applicant enters a negotiation and contract award period

If **unsuccessful**:

- **First rejection** – applicant may submit improved full proposal at Step 2 at one of the following 2 cut-off dates
- **First rejection – but jury decides that proposal is a potential ‘GO’** with some improvements, applicant may be invited to second interview after improvements have been made
- **Second rejection** – applicant can submit a short application after 12 months
- **Seal of Excellence** – awarded if proposal passes award criteria for ‘Excellence’ and ‘Impact’

Other types of 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

Conclusions

- Accelerator may seem complicated, but step by step approach is easy to follow
- You need to be sure of **need** to give sufficient impact and have an excellent **idea** that matches the programme criteria
- These must be supported by believable **implementation plans**
- **Although there are many applications, the best proposals incorporating these factors will always win through**
- So – spend enough of time preparing to make sure you put forward your best attempts in line with programme needs!

Good Luck!

Any Questions?

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
AND INNOVATIVE
PROGRAMMES



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

Horizon Europe – EIC Accelerator

Webinar 9, 10:00 – 12:30

2nd July 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
AND INNOVATION
PROGRAMME



TÜBİTAK