



This project is co-financed by the  
European Union and the Republic of Turkey

Bu proje Avrupa Birliği 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

Practical experiences in previous relevant  
projects – INNOSUP, etc.

Dr Mladen Radisic // Uni of Novi Sad / Foodscale Hub

**Focused Group Training 14 on Horizon Europe EIE Work Programme:  
EUROPEAN INNOVATION ECOSYSTEMS: CONNECT- SCALEUP- INNOVSMES  
5-6 July 2021**



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



The background of the slide features a dark purple gradient. On the left side, there is a silhouette of a group of five people standing on a jagged mountain peak. They are all facing away from the viewer, looking towards the right, with their arms raised in a celebratory gesture. The right side of the slide is mostly empty, with some faint, light-colored geometric shapes (circles and lines) visible in the upper right corner.

How to  
**CONNECT. INNOVATE. GROW.**  
and run a successful acceleration  
program

# What should an acceleration program offer?

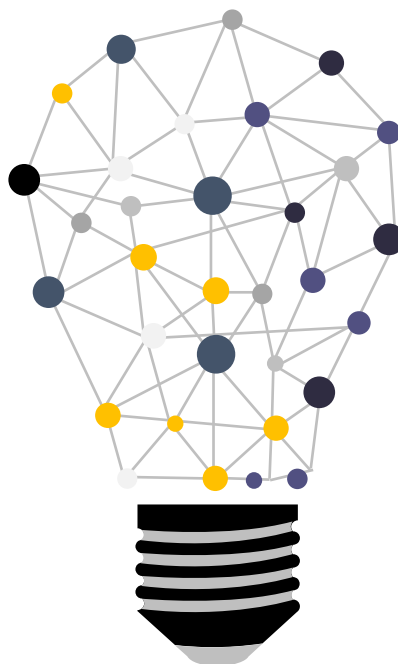
*Contributes to entrepreneur's brand and acts as a legitimization tool, helping the entrepreneur to establish contacts and raise necessary funds – an important value-added service is the role played by coaches.*



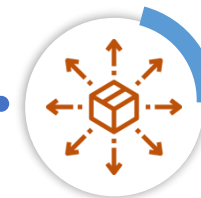
**BUILDS AND FACILITATES**  
an open and collaborative ecosystem



**CORPORATES**



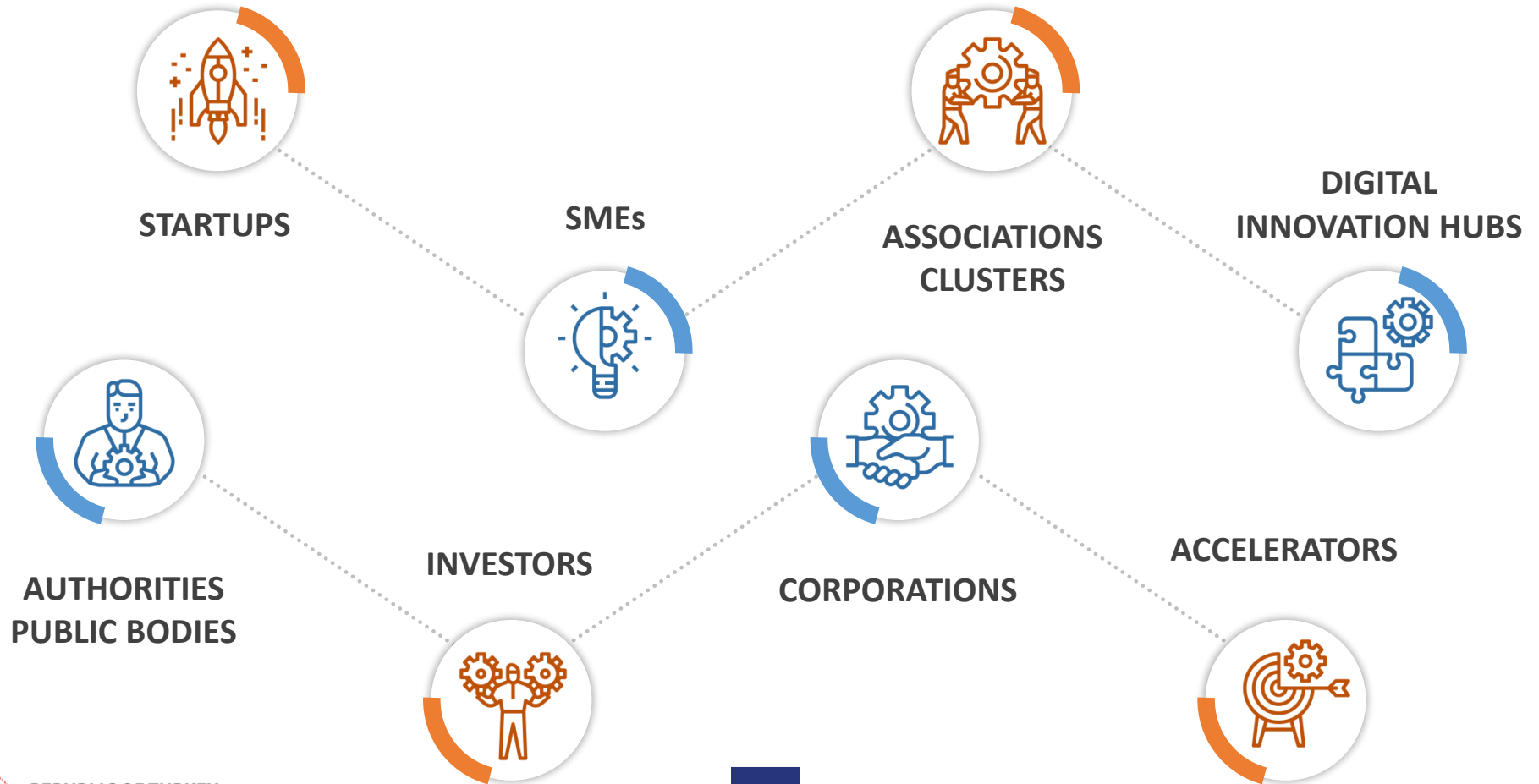
**DEEP-TECH**  
innovators



**CROSS-BORDER/SECTORIAL**

market-makers

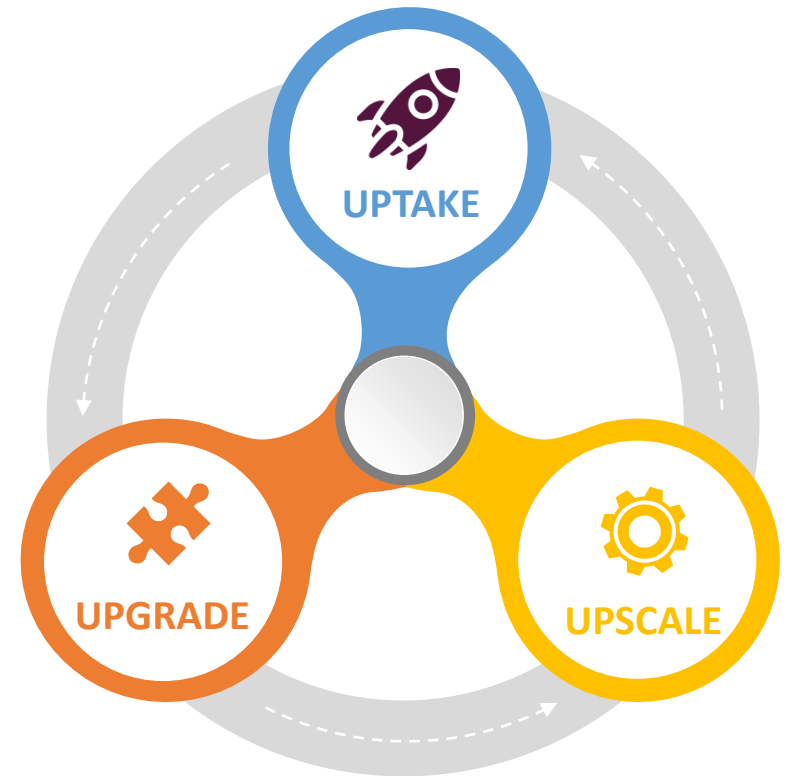
# An accelerator's ecosystem



# What do accelerators bring?



*Accelerators usually aim to generate, take up, ensure market penetration and further capitalise on the growth and impact potential of profound research by providing access to dynamic and 3-phase across the board growth support framework **UPTAKE-UPGRADE-UPSCALE**.*



# What do innovators get?

*Accelerators' business and growth programs give them an opportunity  
to bring their ideas into industry!*



*be guided by  
experts from industry*



*attend different  
business seminars*



*network with  
corporate representatives*

*develop a business plan  
with corporate community*



*access to  
targeted investors*



# What do corporations get?

*Accelerators give an opportunity for corporations to connect with startups, SMEs, researchers and innovators!*



*network of  
deep-tech  
innovators*



*cooperate with  
innovative  
companies*



*involve  
innovation into  
business*



Open  
Call Kit

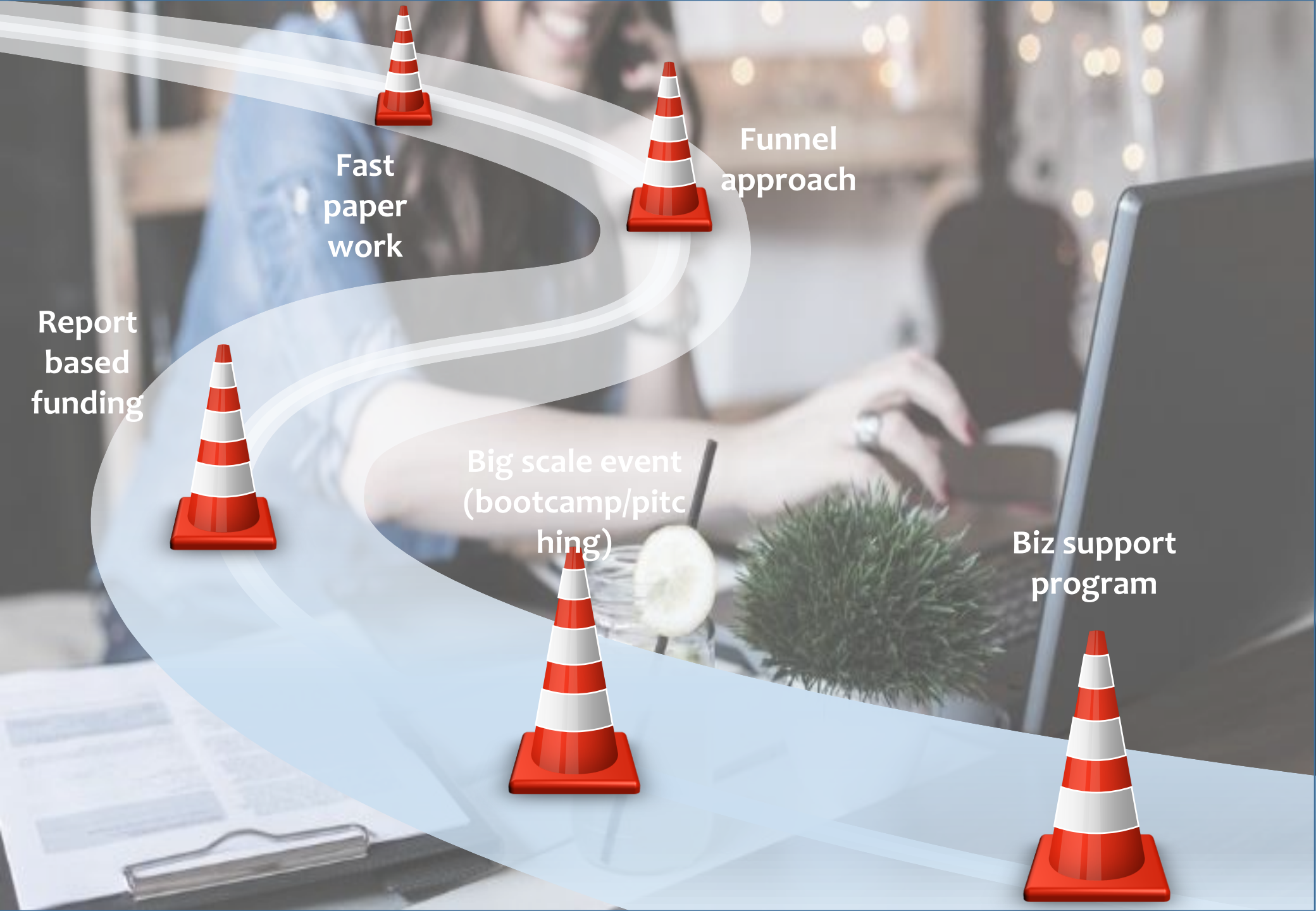
Dynamic  
and f2f  
promo

Fast and  
transparent  
evaluation  
method

Simplified  
application  
form

24/7  
support  
desk  
(admin/te  
ch)





Fast  
paper  
work

Funnel  
approach

Report  
based  
funding

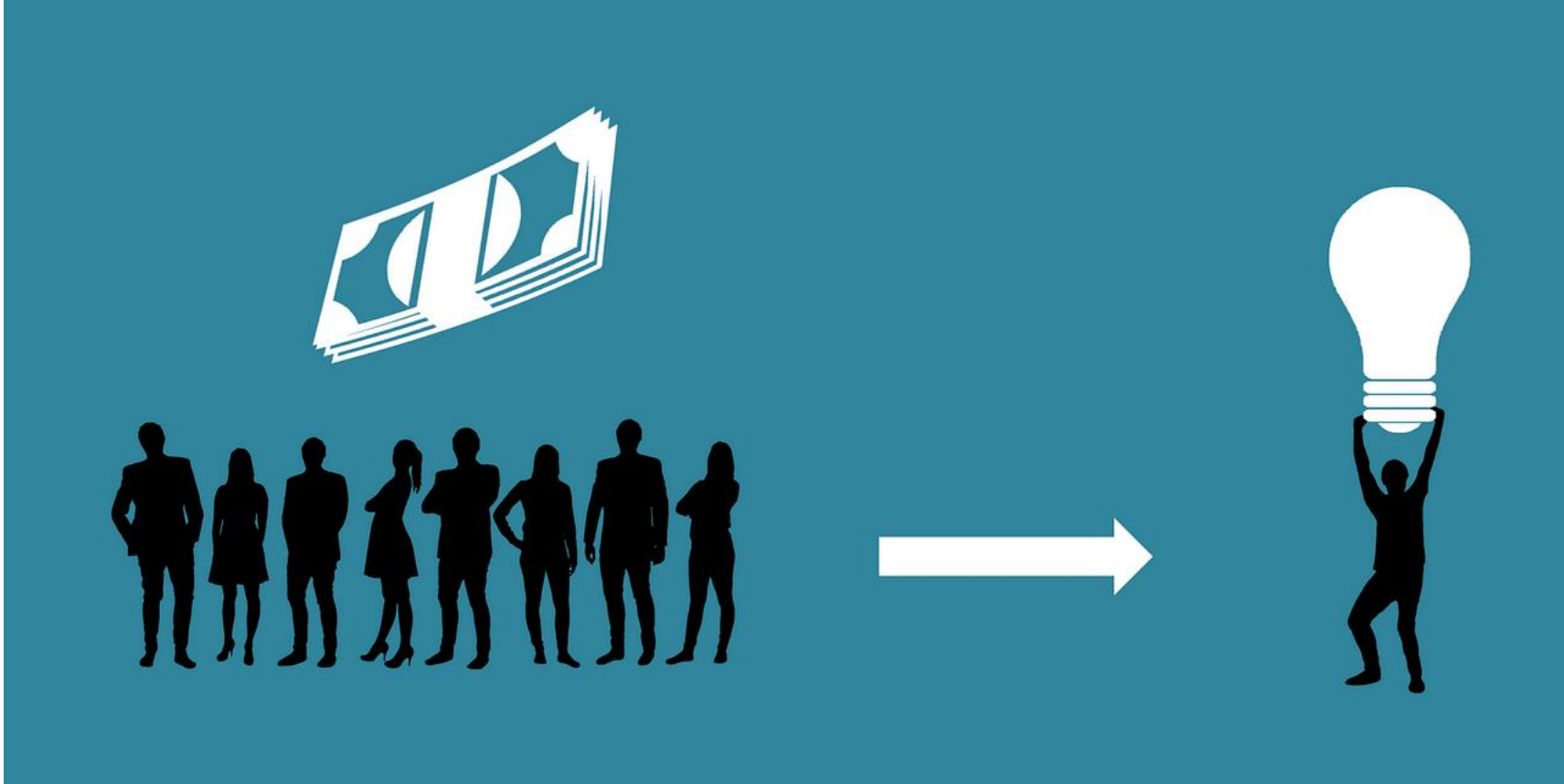
Big scale event  
(bootcamp/pitching)

Biz support  
program

# Multi-stakeholder approach



# Leveraging public and private funding



# Some examples



HORIZON  
2020

## KATANA - Emerging industries as key enablers for the adoption of advanced technologies in the agrifood sector

Fact Sheet

Reporting

Results

### Objective

"KATANA - Emerging industries as key enablers for the adoption of advanced technologies in the agrifood sector" supports European SMEs in the agrifood value chain to simultaneously access knowledge, technology, capital and markets in order to respond to the global competitive environment. KATANA aims to provide this access to companies by leveraging upon the multiplier potential of cross-border/cross-sectoral collaboration and the systemic approach which homogenizes services towards the overall aim to place new products/ services in the market.

KATANA proposes a systemic approach by combining (i) an innovative selection and funding scheme based on peer to peer evaluation and crowdfunding; (ii) a holistic portfolio of support services covering the entire KATANA lifecycle and (iii) three large scale demonstrators capitalizing upon emerging industries (eco-industries, mobile services and personalized health).

KATANA is a cluster-driven project, bringing together 7 active clusters of SMEs from all over Europe (from Scandinavia to Mediterranean and Balkans) covering the entire ecosystem, namely agriculture, food production and ICT/ emerging industries. At the same time a diverse and strong presence of five SMEs – technology providers within the consortium will guarantee that the technological infrastructure for the large scale demonstrators will be delivered by actors who understand the needs of the community. The innovative selection method and the corresponding algorithms will be provided by an RTD organization with long experience in organizing and running Open Calls and competitions for SMEs."

### Project Information

**KATANA**

Grant agreement ID: 691478

[Project website](#)

Closed project


**Start date**  
1 July 2016

**End date**  
31 December 2018

**Funded under**  
H2020-EU.2.3.2.

**Overall budget**  
€ 5 445 695

**EU contribution**  
€ 4 590 151,25

**Coordinated by**  
BWCON GMBH  
 Germany



### Fields of science

[natural sciences](#) > [biological sciences](#) > [ecology](#) > [ecosystems](#)

### Programme(s)

[H2020-EU.2.3.2. - Specific support](#)

### Topic(s)

[INNOSUP-1-2015 - Cluster facilitated projects for new value chains](#)



# Emerging industries as key enablers for the adoption of advanced technologies in the agrifood sector





Peer-2-peer  
evaluation

Reward  
crowdfunding

Equity crowdfunding

Selection and  
funding scheme



Matchmaking facility

Training program

Lean start-up  
approach

Supporting  
services

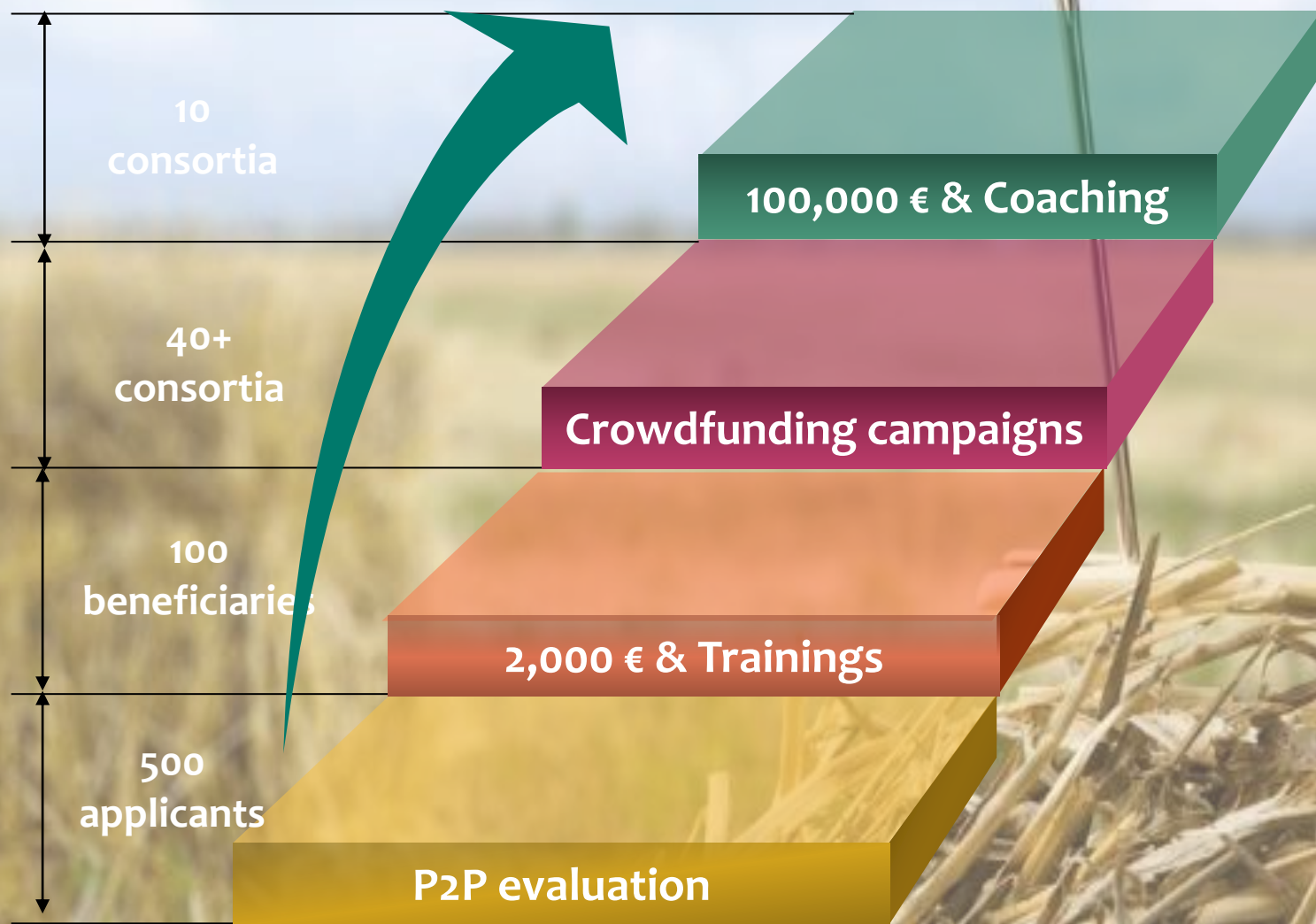


Marketplace for  
Precision Agriculture  
Services

Platform for exploiting  
IoT to reach consumers

Toolbox for the design  
of functional foods  
(recipes and processes)

Technology





100

**2,000 €** travel grant

Onsite bootcamp  
(**1,000 €** in services)

10 online webinars  
and customer-  
focused business  
modelling training  
(**3,000 €** in services)

Matchmaking  
facility

40

**15,000 €** Reward  
crowdfunding  
campaign

Equity  
crowdfunding  
(optional)

10

**100,000 €** KATANA  
grant

Investment readiness  
program (**10,000 €** in  
services)

5 webinars (**2,000 €** in  
services)

Export promotion e-  
learning training  
courses (**5,000 €** in  
services)

Equity crowdfunding  
(optional)



Idea



Market  
acceptance



KATANA  
funding



Additional  
KATANA  
services





Just **2 minutes** of walking per hour combats dangers of sitting

If you're just **2 minutes** late for your ride  
Uber starts charging you before you get in  
the car

Many dentists agree that proper teeth  
brushing takes **2 minutes**

A passionate kiss that  
lasts for **2 minutes** can  
help you burn 4 calories

Give us **2 minutes** of your  
time,  
shoot a video &  
**GET FUNDED!**



## Open Call 1 Call for ideas

Number of  
applications

1



**656 applications, out of which 506 were eligible and 150 non-eligible**

Number of countries  
applications are coming  
from

2



**28 countries, where 1/3 of applications came from non-KATANA consortium countries**

P2P evaluation

3



**Lastest 1 month, divided into 9 time slots and, at the end, had 13,271 delivered evaluations**

KATANA OC1  
winners

4



**At the end of contracting phase, we got 97 KATANA Open Call 1 beneficiaries**

## Open Call 2 Call for teams



10 winners of the OC2 have  
received a comprehensive set  
of biz services

### Number of consortia

58 consortia applied, 54 campaigns went live

### Three tracks/categories

Precision Agriculture Services – 19;  
Functional Food – 18; Mobile Services &  
IOT– 17

### Countries

Consortium leaders (winners from OC1)  
coming from 13 countries

### Money talking

For 3 months, 54 consortia raised  
close to 1 M EUR! There were over  
3,200 transactions made by 1,800  
registered backers



HORIZON  
2020

## Blockchain Innovation Spaces

Fact Sheet

Reporting

Results

News & Multimedia

### Project description



#### Stimulating experimentation with blockchain technology

Promoting a resource efficient, greener and more competitive economy is a priority for the European Union. To ensure sustainable EU economy growth, the bloc needs to re-industrialise, leveraging innovation and digital intelligence. The EU-funded [Block.IS](#) project will build a cross-border, cross-sectoral innovation ecosystem that applies cutting-edge blockchain technology in three economic sectors: agri-food, logistics and finance. Blockchain is an incorruptible digital ledger of economic transactions or any kind of information stored in blocks. It can also reduce bureaucracy, increase the efficiency of administrative processes, and increase the level of trust in public record keeping. The project will also support the creation of new blockchain-based solutions – from ideation to commercialisation.

Show the project objective

### Fields of science

[natural sciences](#) > [biological sciences](#) > [ecology](#) > [ecosystems](#)

### Programme(s)

H2020-EU.2.3.2.2. - Enhancing the innovation capacity of SMEs

### Topic(s)

INNOSUP-01-2018-2020 - Cluster facilitated projects for new industrial value chains

#### Project Information

**Block.IS**

Grant agreement ID: 824509

[Project website](#)

**Start date**

1 May 2019

**End date**

31 December 2021

**Funded under**

H2020-EU.2.3.2.2.

**Overall budget**

€ 5 453 625

**EU contribution**

€ 4 913 700



**Coordinated by**

F6S NETWORK LIMITED

United Kingdom



Blockchain Innovation Spaces  
*Catalyzing Blockchain Innovation*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 824509.

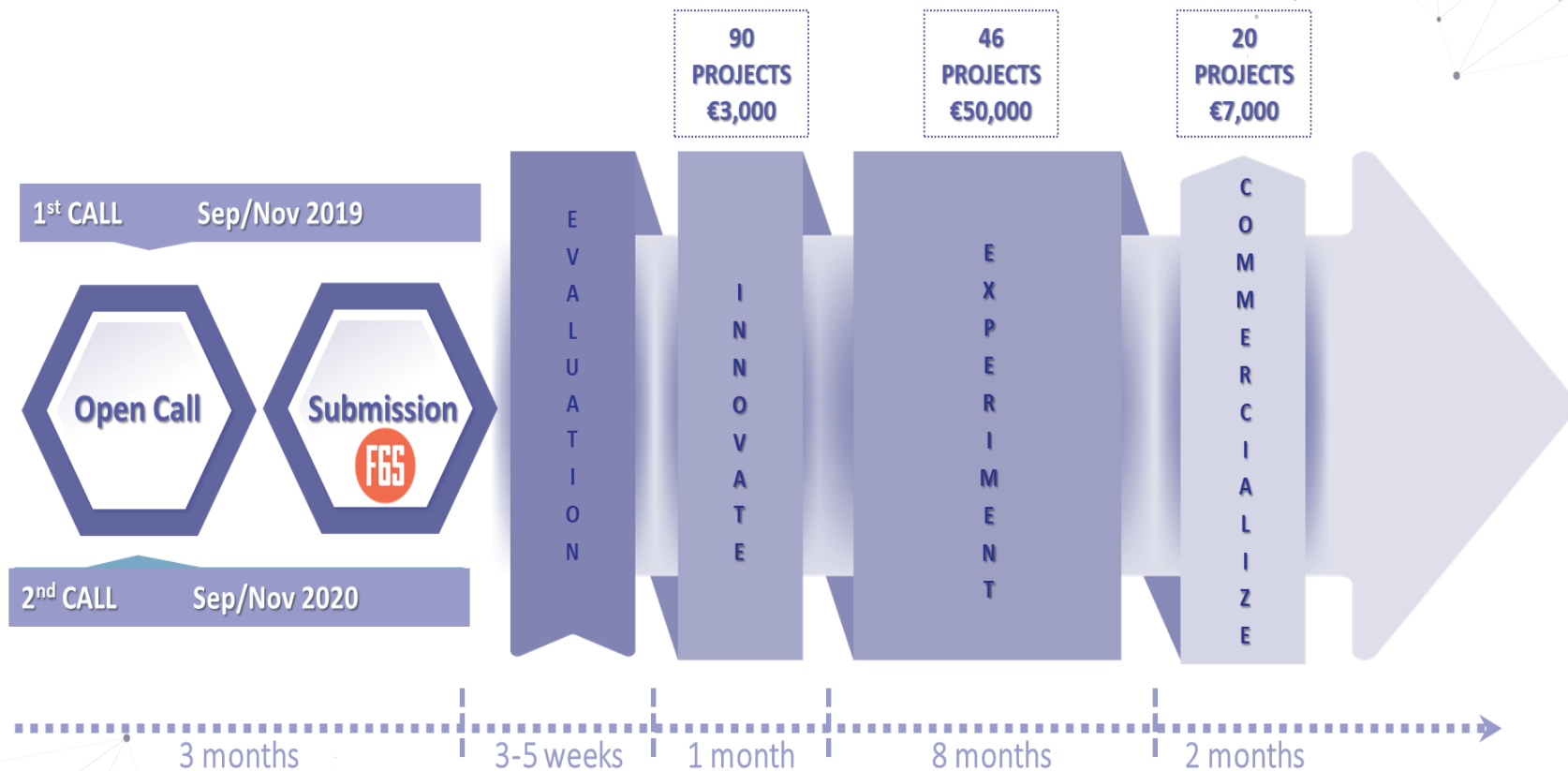


TURKEY<sup>in</sup>  
**HORIZON 2020**  
COOPERATION IN INNOVATION, COMPETITIVENESS

# Block.IS Accelerator



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European Union and the Republic of Turkey  
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından  
finanslanmaktadır



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY





## INNOVATE

- Duration: **1-month**
- Number of SMEs: **Top 45 ideas**
  - Activities: **fine-tune their concept**, elaborate an early prototype or mock-up and the technical architecture of the proposed solution and prepare a tech-business pitch to present at the Clusters-Innovators Assembly.
- Funding: **€3.000** (lump sum) per SME

## EXPERIMENT

- Duration: **8 months**
- Number of SMEs: **Top 23 ideas**
  - Activities: **developing the proposed Block.IS projects** in collaboration/ connection with Clusters networks, sector specialists and technology experts, participating in Block.IS programme community events and continuously communicate with their coach. Each SME will develop a Minimum Viable Product.
- Funding: **€50.000** per SME, being attached with accomplishing 2 milestones

## COMMERCIALISE

- Duration: **2 months**
- Number of SMEs: **Top 10 ideas**
  - Activities: develop activities associated with the promotion and exploitation of their project, aiming to **engage new customers** and/or partners and/or investors.
- Funding: **€7.000** per SME

## CLUSTER MISSIONS

**Block.IS Cluster Missions** - a systemic approach towards cross-border/cluster/sector innovation spaces, to fill the gap between innovation suppliers, i.e. startups/SMEs & Clusters (customers).

- Funding: The financial support is a mini-grant (for travel) and is fixed on up to **€750**.

**HORIZON  
2020**

## Supporting deep-tech based innovative market players to uptake opportunities, upgrade performance and upscale their business

Fact Sheet

Reporting

Results

### Project description



#### Upgrading deep tech startups

Deep technology startup companies are based on substantial scientific advances and high tech engineering innovation. For the field to expand and grow sustainably, access to real market problems and test beds is required. The EU-funded STARTUP3 project aims to build and facilitate an open and collaborative ecosystem for high impact deep-tech innovators and corporates and acts as a cross-border/sectoral market-maker. The project aims to generate, take up, ensure market penetration and further capitalise on the growth and impact potential of profound research by providing access to dynamic across the board growth support through a 3-phase framework - UPTAKE-UPGRADE-UPSCALE.

Show the project objective

#### Fields of science

[social sciences](#) > [economics and business](#) > [business and management](#) > [commerce](#)

#### Programme(s)

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

#### Topic(s)

ICT-33-2019 - Startup Europe for Growth and Innovation Radar

#### Project Information

##### STARTUP3

Grant agreement ID: 871709

[Project website](#)

##### Start date

1 January 2020

##### End date

31 December 2021

##### Funded under

H2020-EU.2.1.1.

##### Overall budget

€ 1 555 921,16

##### EU contribution

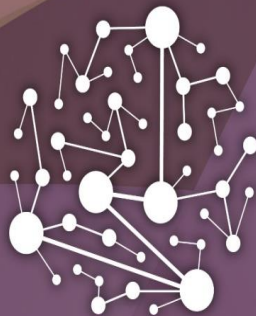
€ 1 283 644,81



##### Coordinated by

POLE SOLUTIONS COMMUNICANTES SECURISEES

France



# STARTUP<sup>3</sup>

Supporting deep-tech based innovative market players to uptake opportunities, upgrade performance and upscale their business



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 871709.

# STARTUP3 Accelerator Open Call Flow

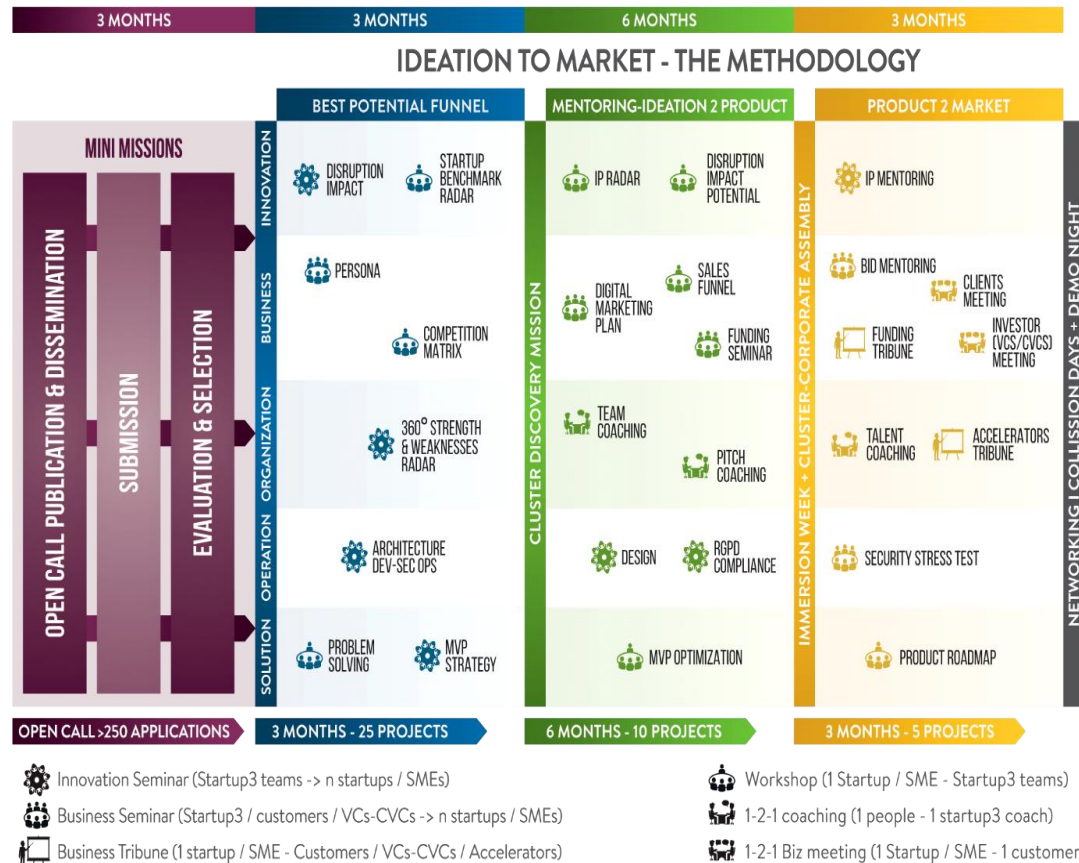


# STARTUP3 Accelerator Open Call Flow

## STARTUP3

**Aims to establish** a cross-pollination ecosystem and a vigorous framework:

- pull and accelerate the most capable startups/SMEs
- provide a lean framework for technological and business model innovations
- opportunity for Clusters/ SMEs and Innovators to meet each other, exchange ideas and analyse, among others, mutual difficulties inherent to accessing structural funds.





# STARTUP3 Acceleration Programme



## BEST POTENTIALS

**25**

Support innovators to challenge concepts and ideas, identify market problems, estimate the MVP and overall product effort, and to identify their competitors from the deep-tech sphere.



## IDEATION2PRODUCT

**10**

An MVP (Minimum Viable Product) needs to be built and tested; this MVP will be launched together with a digital marketing plan aimed at measuring traction.



## PRODUCT2MARKET

**5**

Building solid partnerships and detecting real investment opportunities for the top projects in the STARTUP3 business and growth programme.

## Capitalising the full potential of on-line collaboration for SMEs innovation support in the Agri-Food ecosystem

Fact Sheet

Reporting

Results

### Objective

INNO-4-AGRIFOOD will deliver a new generation of innovation support services that will assist European SMEs across the vast Agri-food ecosystem to create value from on-line collaboration for innovation, access a broader range of potential innovation partners beyond their national and sectoral borders and timely mobilise them to seize opportunities to launch concrete innovation projects. INNO-4-AGRIFOOD services will be provided by properly qualified and well-trained innovation support specialists and appropriately escalate to respond to the diverse needs and characteristics of agri-food SMEs. They will be platform-independent and supported by a suite of smart ICT tools based on well-established and mainstream web-technologies. In order to equip the staff of innovation intermediaries across Europe with the expertise and skill-set required to deliver its novel innovation support services, INNO-AGRIFOOD will develop a qualification profile that will be complemented with a dedicated curriculum as well as a series of e-training courses provided via an interactive e-learning environment. The development, testing and validation of all project outcomes will take into account the needs of agri-food SMEs and their innovation intermediaries both of which will be effectively integrated along with agri-food stakeholders into a co-creating process to generate demand-driven, desirable and sustainable project outcomes.

INNO-4-AGRIFOOD is implemented by a multidisciplinary and well-balanced consortium that encompasses key collective European agri-food associations, major European networks and SME agencies, leading actors that run FIWARE agri-food accelerators' communities and Living Labs and a specialised media, e-curriculum and e-training developer.

### Fields of science

[natural sciences](#) > [biological sciences](#) > [ecology](#) > [ecosystems](#)

### Programme(s)

H2020-EU.2.3.2. - Specific support

### Topic(s)

INNOSUP-6-2015 - Capitalising the full potential of online collaboration for SME innovation

### Project Information

#### INNO-4-AGRIFOOD

Grant agreement ID: 681482

[Project website](#)

Closed project


**Start date**  
1 March 2016

**End date**  
31 August 2018

**Funded under**  
H2020-EU.2.3.2.

**Overall budget**  
€ 818 516,25

**EU contribution**  
€ 818 516,25

**Coordinated by**  
Q-PLAN INTERNATIONAL ADVISORS PC  
 Greece



# Capitalising the **full** potential of on-line collaboration for SMEs innovation support in the Agri-Food ecosystem

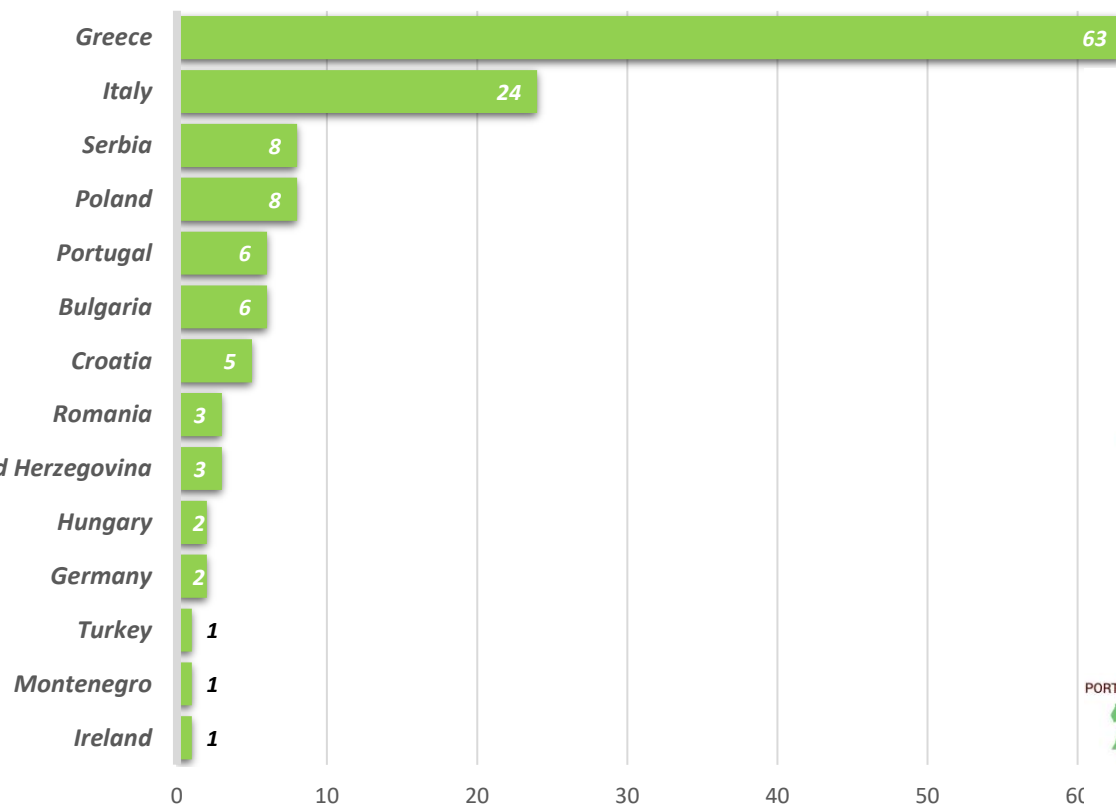




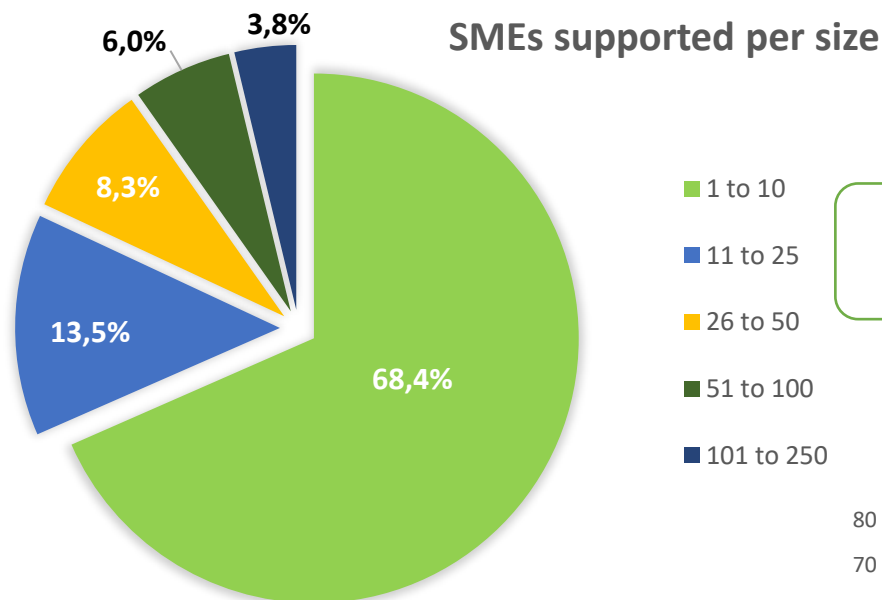
# Number of SMEs supported and geographic scope

**133 SMEs supported across 14 countries**

SMEs supported per country



# Sizes and target segments of the SMEs supported



The majority of SMEs were smaller companies  
→ **> 80%** of SMEs had **fewer than 50 employees**

Emphasis on the core of agri-food  
→ **> 75%** of SMEs were  
**farmers or food processors**



The background is a solid dark purple color. On the left side, there is a large, light purple triangular shape pointing towards the top right. Inside this triangle, there are silhouettes of five people standing on a rocky outcrop, with their arms raised in a gesture of praise or celebration. On the right side, there are several light purple circles of different sizes connected by thin white lines, resembling a network or molecular structure.

**Thank you!**

Contact:

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