



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

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



COMPETITIVE
SECTORS
PROGRAMME



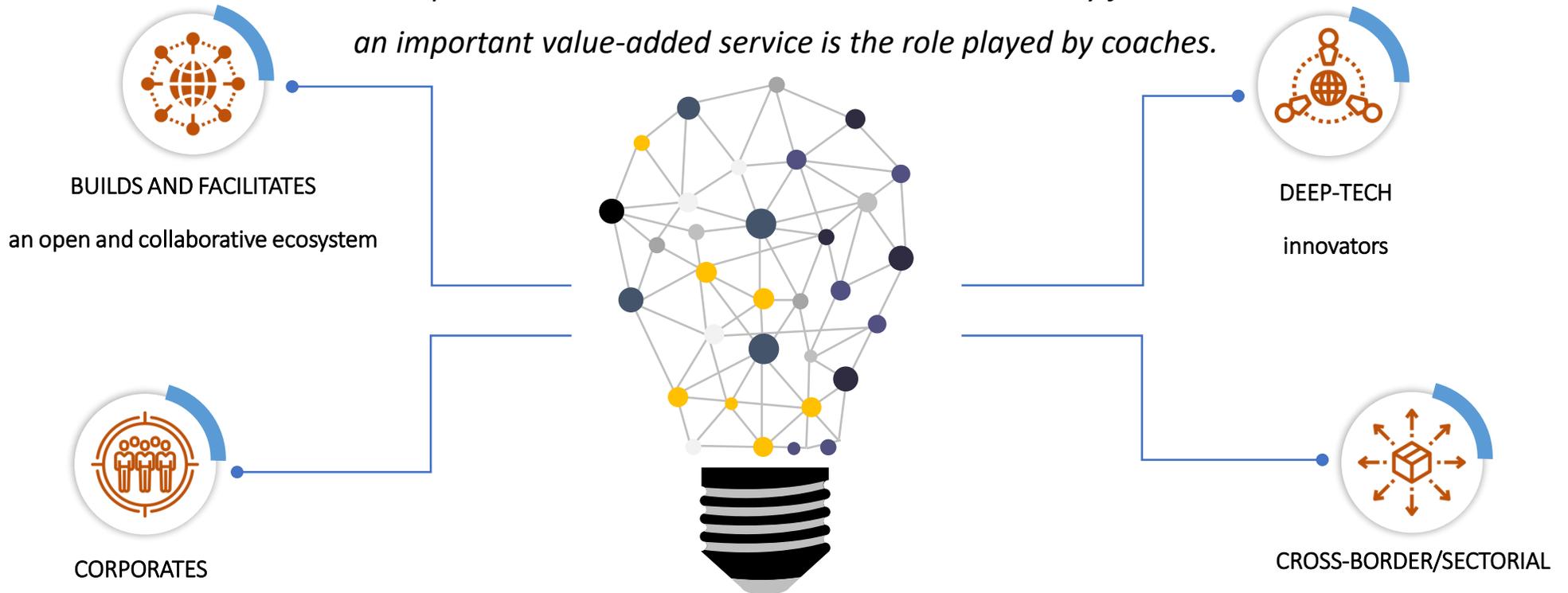
TÜBİTAK

The background features a dark purple gradient with a large, light purple triangular shape on the left. Silhouettes of five people are shown celebrating on a mountain peak, with their arms raised. On the right side, there are several light purple circles of varying sizes connected by thin lines, resembling a network or data visualization.

**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.



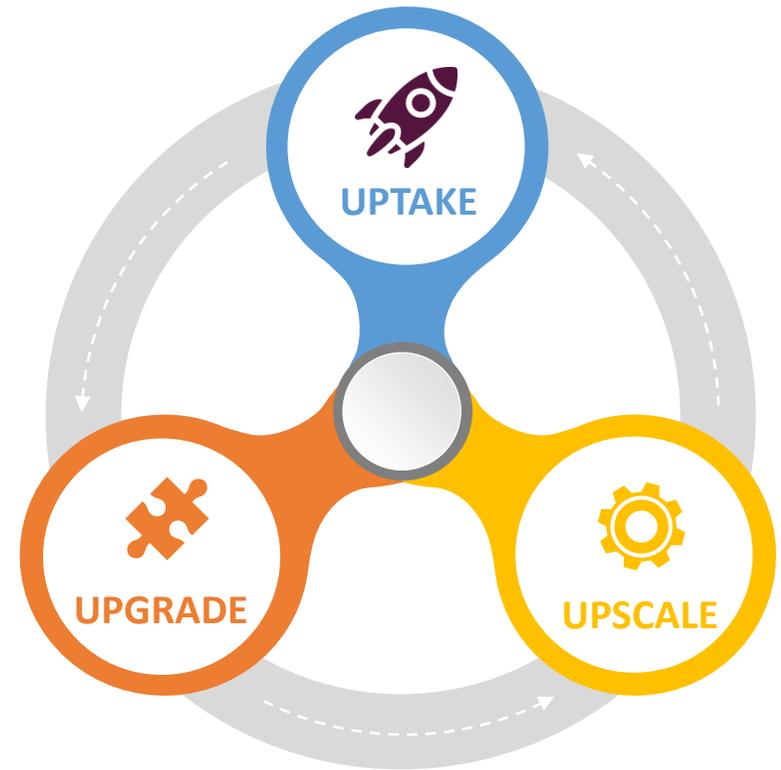
An accelerator's ecosystem



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!



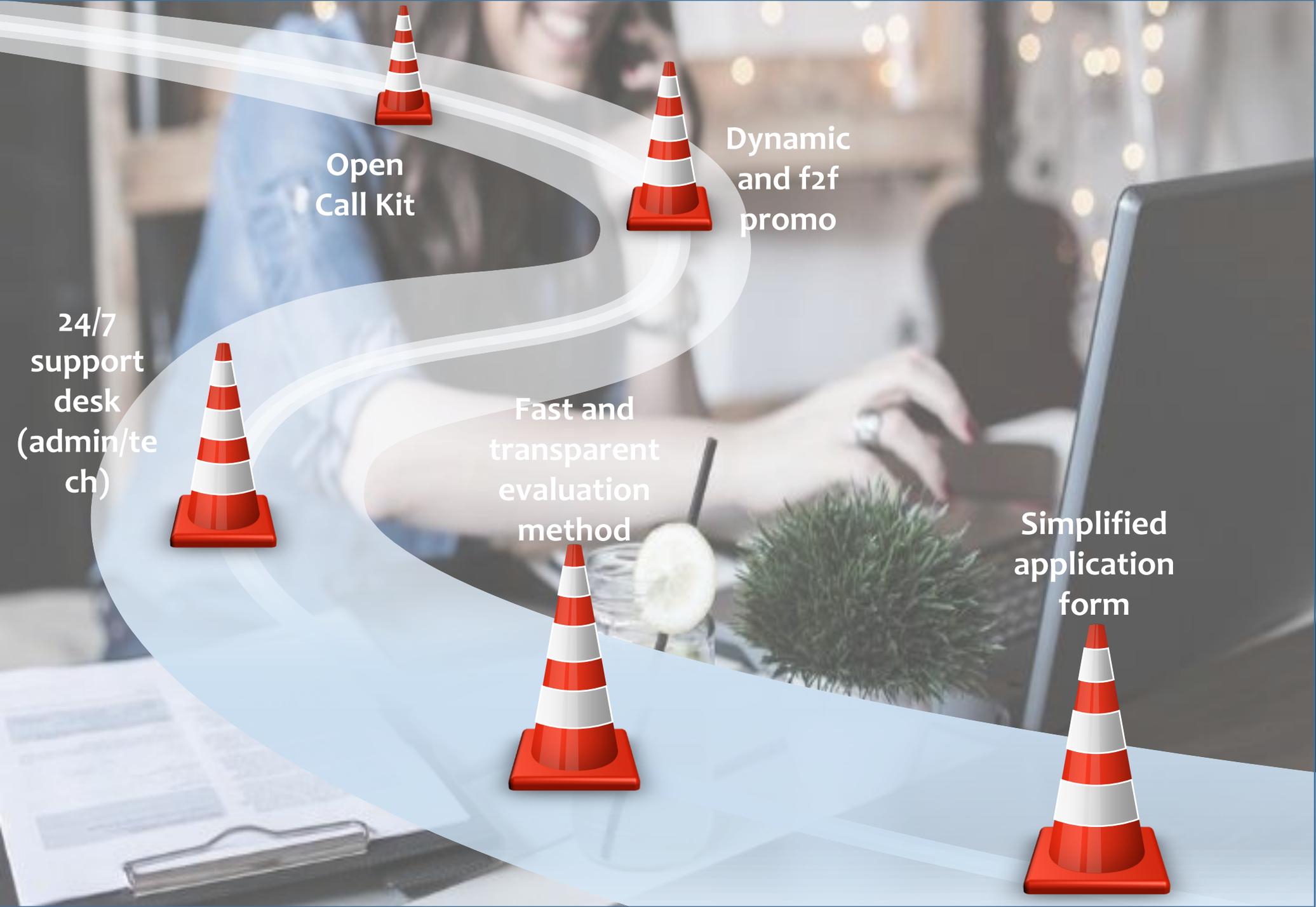
*network of
deep-tech
innovators*



*cooperate with
innovative
companies*



*involve
innovation into
business*



Open
Call Kit

Dynamic
and f2f
promo

24/7
support
desk
(admin/te
ch)

Fast and
transparent
evaluation
method

Simplified
application
form

Fast
paper
work

Funnel
approach

Report
based
funding

Big scale event
(bootcamp/pitch
ing)

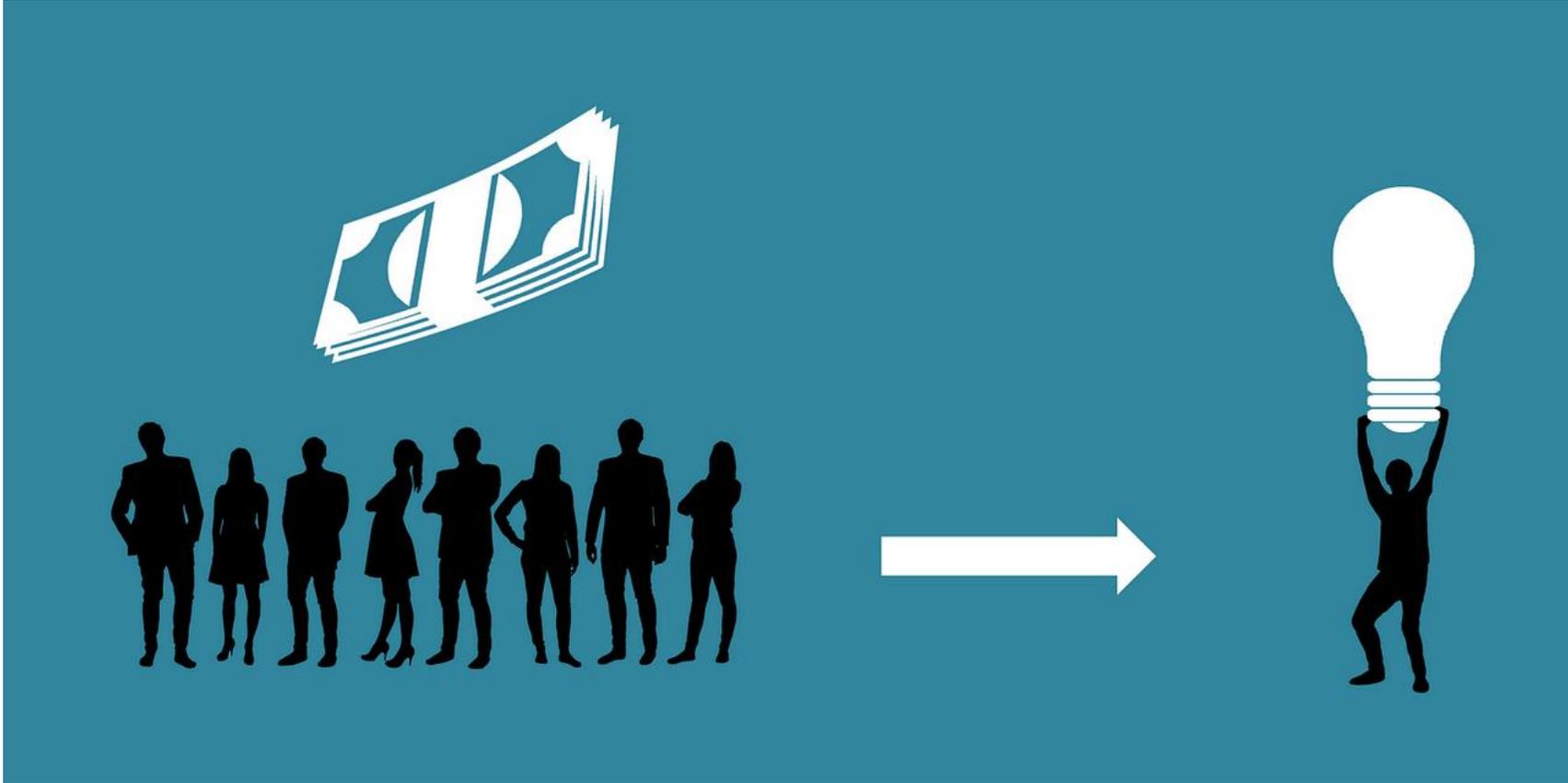
Biz support
program



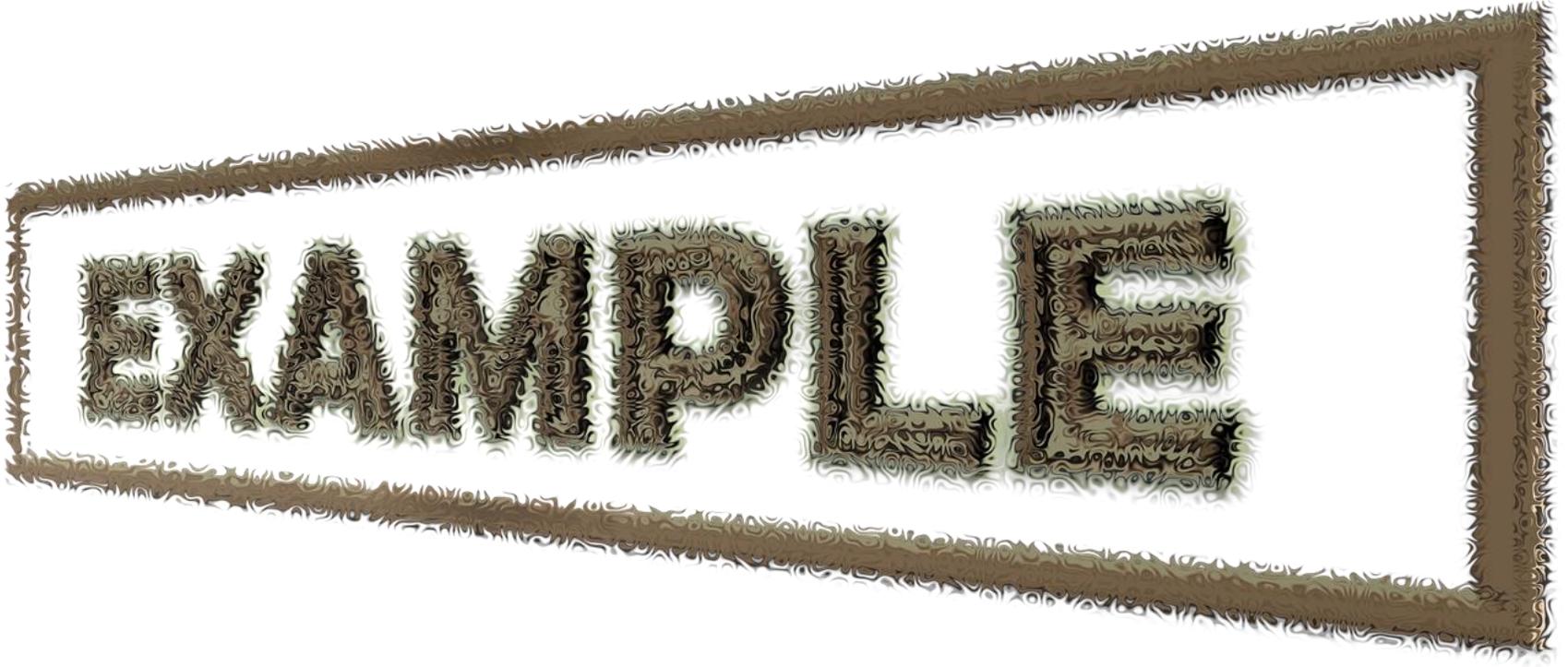
Multi-stakeholder approach



Leveraging public and private funding



Some examples



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."

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](#)

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



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

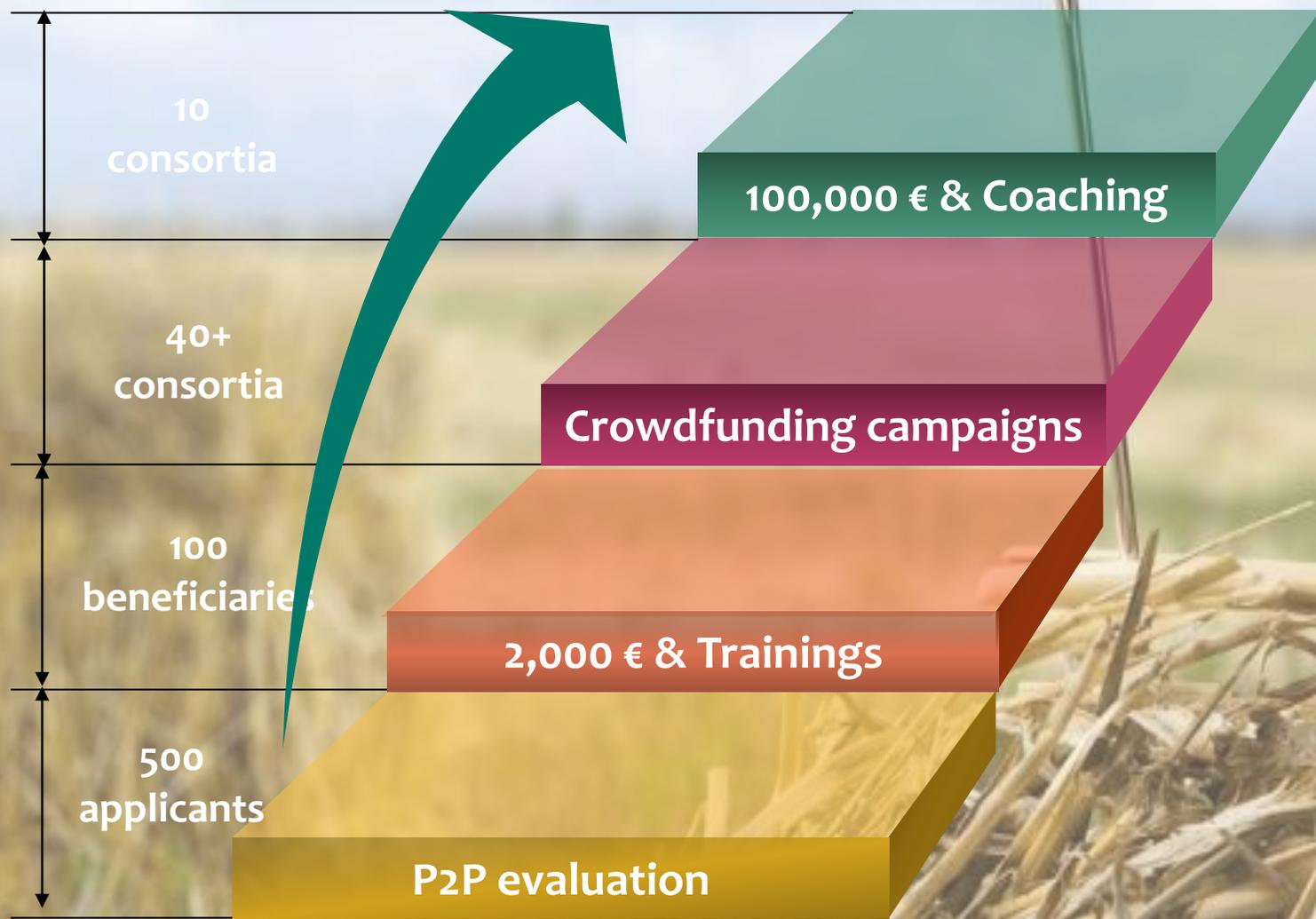


Marketplace for
Precision Agriculture
Services

Platform for exploiting
IoT to reach consumers

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

Technology



10
consortia

100,000 € & Coaching

40+
consortia

Crowdfunding campaigns

100
beneficiaries

2,000 € & Trainings

500
applicants

P2P evaluation

100

40

10

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

15,000 € Reward
crowdfunding
campaign

Equity
crowdfunding
(optional)

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



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

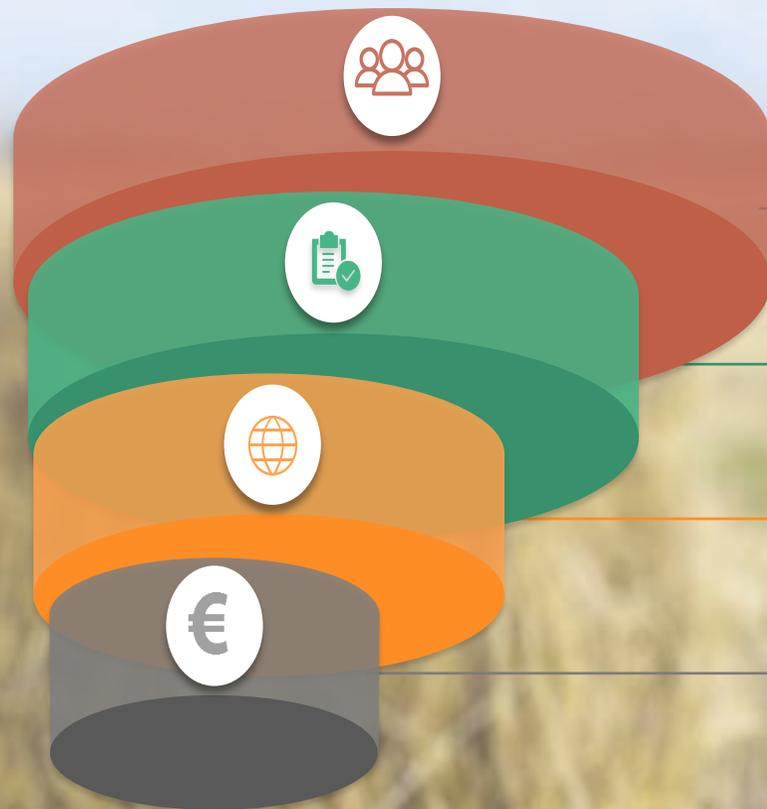
KATANA OC1 winners

4



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

Open Call 2 Call for teams



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

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

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

Block.IS

Blockchain Innovation Spaces
Catalyzing Blockchain Innovation

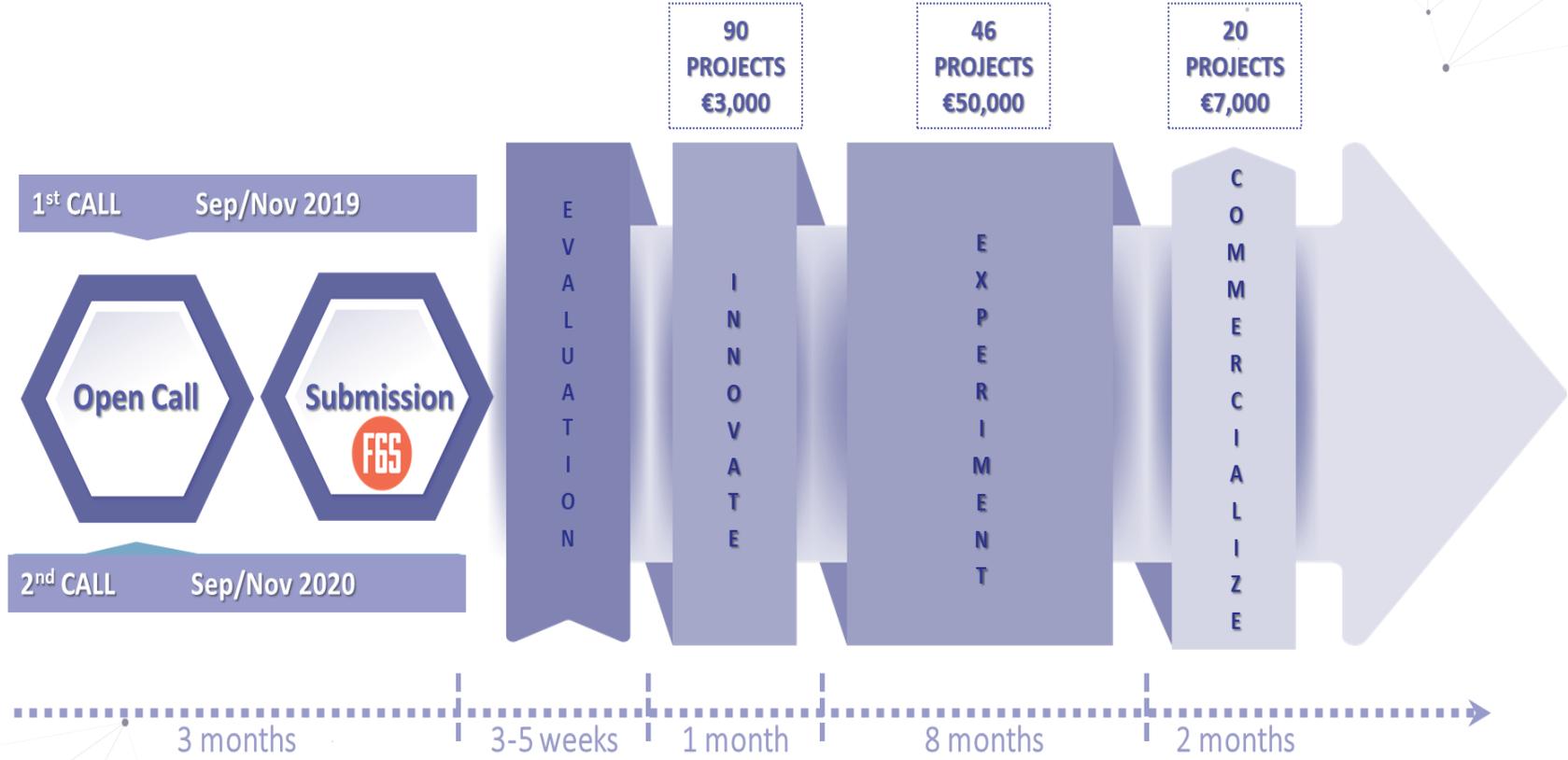


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 824509.

Block.IS Accelerator



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 Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir



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

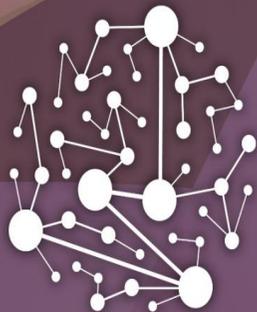
€ 1 283 644,81

Coordinated by

POLE SOLUTIONS COMMUNICANTES SECURISEES

 France





STARTUP³

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

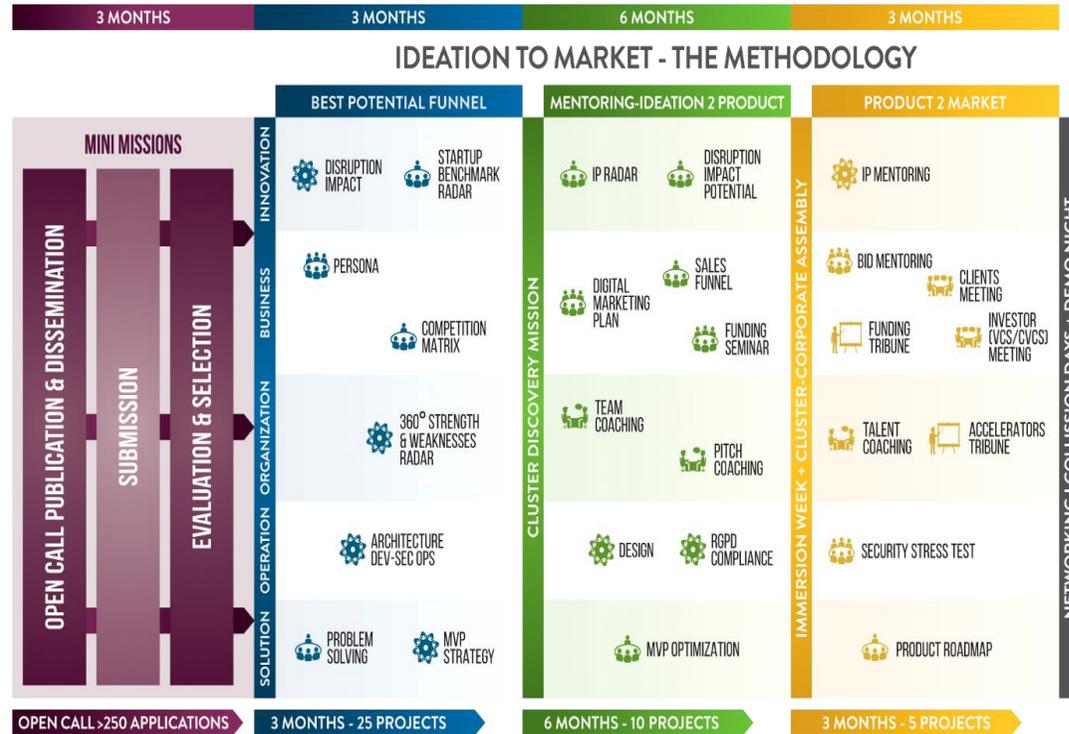


STARTUP3 Accelerator Open Call Flow

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.



- Innovation Seminar (Startup3 teams -> n startups / SMEs)
- Business Seminar (Startup3 / customers / VCs-CVCs -> n startups / SMEs)
- Business Tribune (1 startup / SME - Customers / VCs-CVCs / Accelerators)

- Workshop (1 Startup / SME - Startup3 teams)
- 1-2-1 coaching (1 person - 1 startup3 coach)
- 1-2-1 Biz meeting (1 Startup / SME - 1 customer)

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



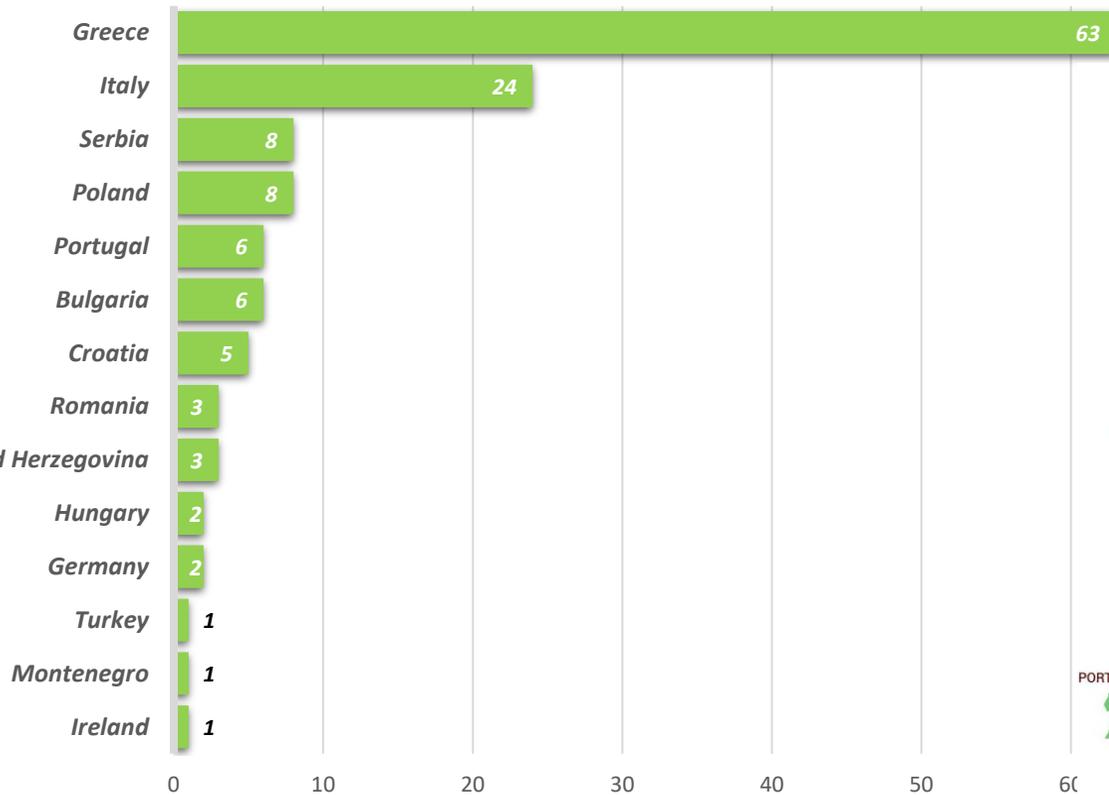
Capitalising the **full** potential of on-line collaboration for SMEs innovation support in the Agri-Food ecosystem



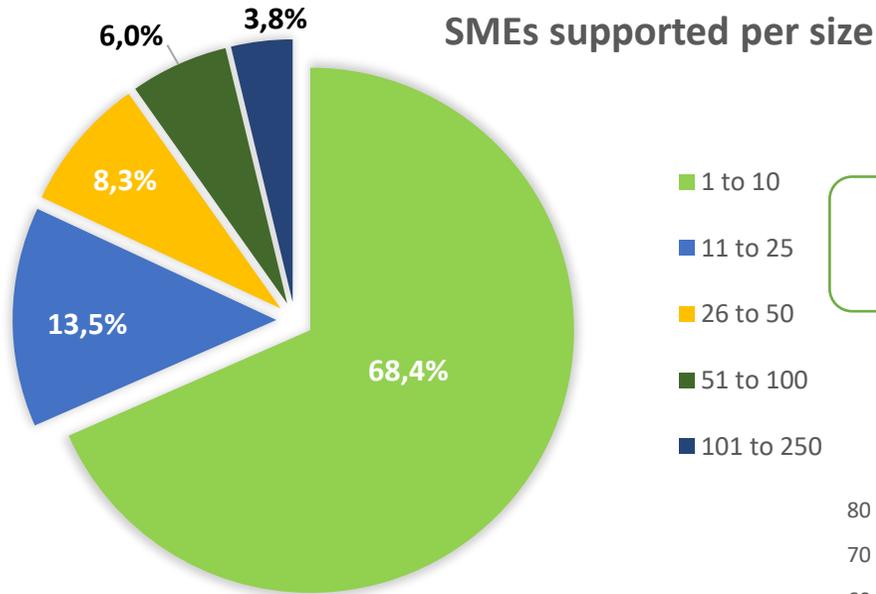
Number of SMEs supported and geographic scope

133 SMEs supported across 14 countries

SMEs supported per country



Sizes and target segments of the SMEs supported

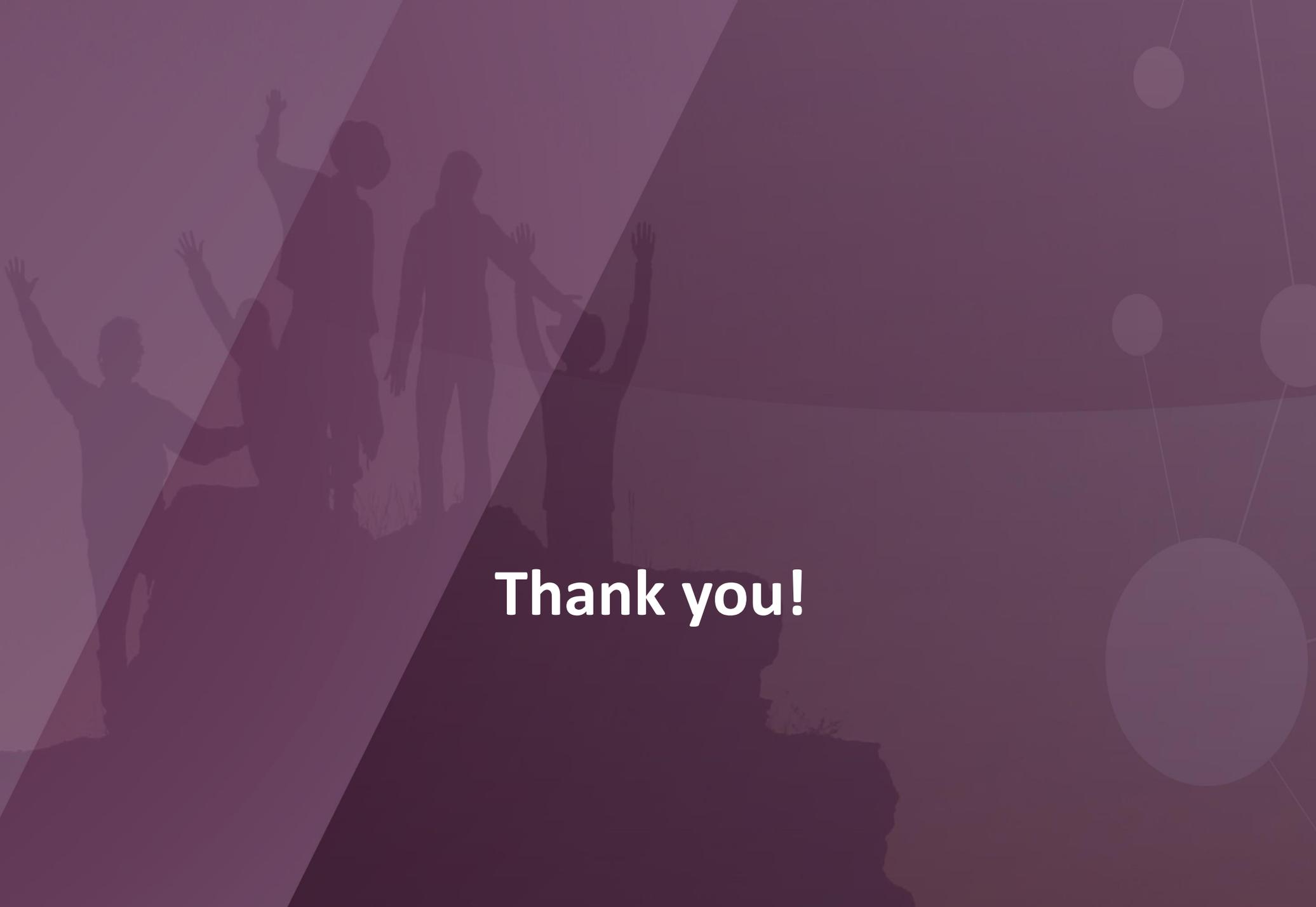


The majority of SMEs were smaller companies
 → **> 80%** of SMEs had **fewer than 50 employees**

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

SMEs supported per targeted segment



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Thank you!

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
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COMPETITIVE
& SUSTAINABLE
GROWTH PROGRAMME



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