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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

EIC Accelerator – Making a Successful Application

Project Writing Training 10

29th July 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME

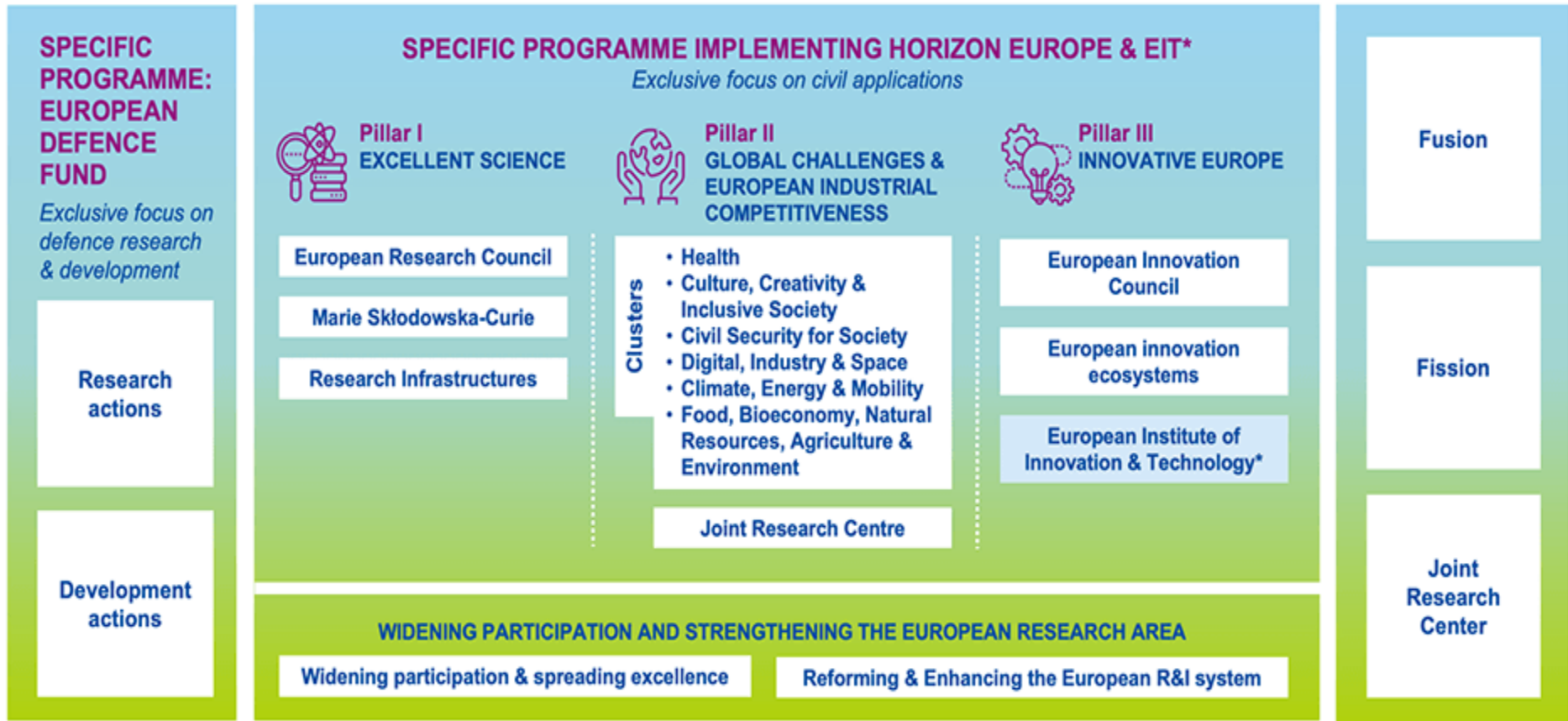


TÜBİTAK

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

HORIZON EUROPE

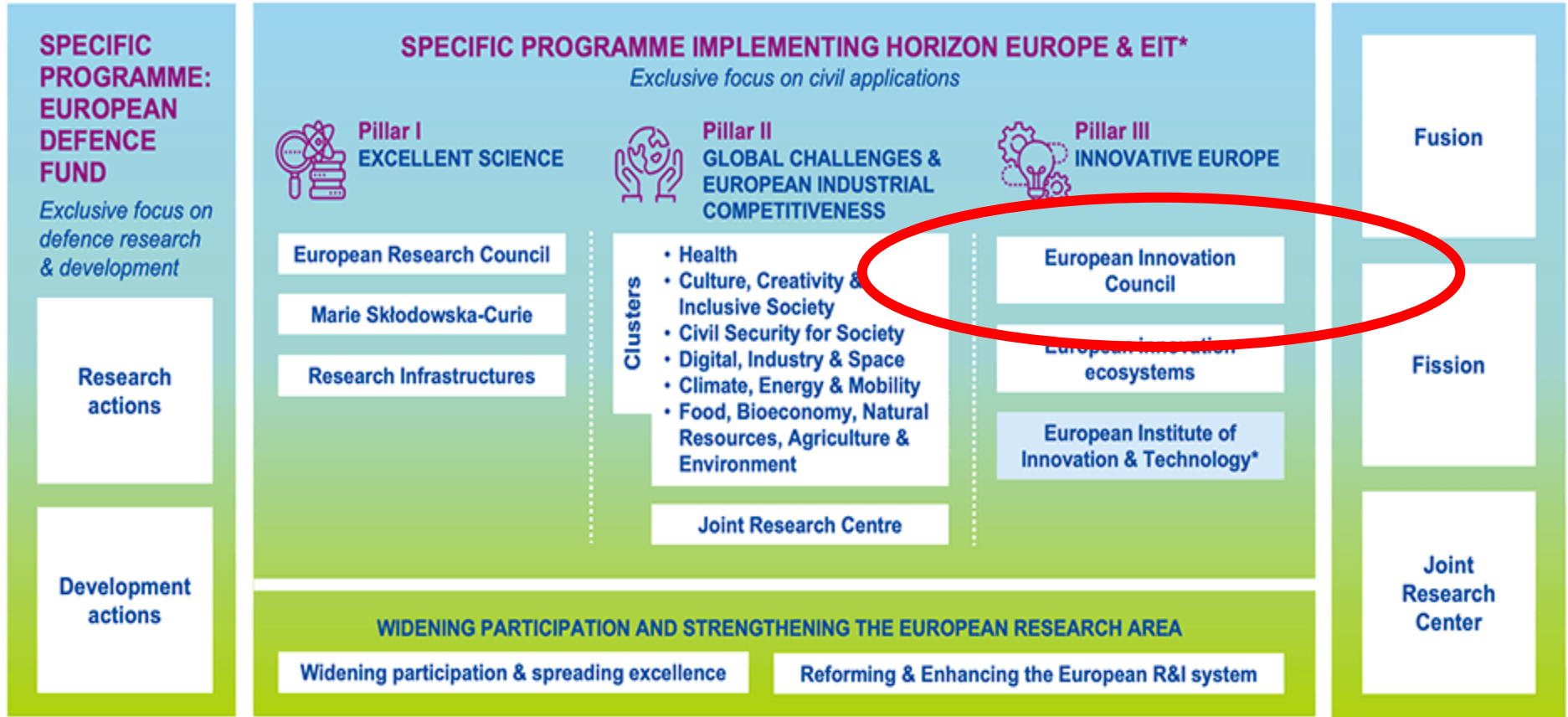
EURATOM



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

HORIZON EUROPE

EURATOM



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European Innovation Council (EIC)

Three main areas of support for SMEs

- **EIC Pathfinder**

Developing novel ideas for radically new technologies

- **EIC Transition Activities**

Transformation of research results into innovation

- **EIC Accelerator**

Deployment of innovation to market.



From deep-tech research to visionary innovation and scale-up to successful commercialisation

Can you apply?



- Single start-up
- Small or Medium Enterprise (SME) up to 250 employees
- ‘Small mid-cap’ – up to 500 employees and seeking funding for TRL 9 investment support

Why should you apply?

- Helps to **scale-up high impact innovations with potential to create new markets or disrupt existing ones**
- Build on scientific discovery or technological breakthroughs – **‘deep tech’**
- Need significant funding over a long timeframe before returns can be generated (**‘patient capital’**)

Two types of Call

- **OPEN CALL** - Anytime
 - Innovations in any field of technology
 - Innovations that cut across different scientific, technical, sectoral and application fields – or represent novel combinations
- **CHALLENGE DRIVEN CALLS** – Specific dates
 - Based on EU priorities for transitioning to a green, digital and healthy society
 - Strategic relevance for 2021 cut-offs are
 - Strategic digital and health technologies
 - Green deal innovations for economic recovery



What funding is available?

Grant Only

If you can prove that you have sufficient financial means for deployment and scale-up (TRL 9).

Grant First

If your innovation still requires significant work to validate and demonstrate in relevant environments to assess the commercial potential.

Grant and Investment

If you need support for development (TRL 5/6 > 8), deployment and scale-up (TRL 9).

Investment Only

If you are looking to fill the funding gap for rapid scale-up of your high-risk innovation and you don't need a grant.

How much can you receive?

Grant Component

- Maximum **EUR 2.5 million**
- Eligible costs reimbursed up to 70% max.
- Completion within 24 months
- Small mid-caps not eligible for grant (can apply for investment only)

Investment Component

- Minimum **EUR 0.5 million** and maximum **EUR 15 million**
- Usually as direct- or quasi-equity
- Maximum 25% of voting shares of company
- 'Patient Capital' principle (7-10 years perspective on average)

Accelerator 5 stage process

1

You have a disruptive/deep tech idea with potential to scale up
Submit short application to be assessed by remote evaluators

2

If accepted, there is help to prepare a **Business Plan** and draft a
proposal with AI tool and coaching. Submit a full proposal

3

Full proposal is assessed by **remote evaluators**






4

If accepted, the innovation project is **pitched** in front of **EIC Jury Members**. If selected you sign the **grant agreement**

5

For **investment component**, due diligence process is done, plus compliance checks. If successful, **Investment Agreement** signed

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Short Application process

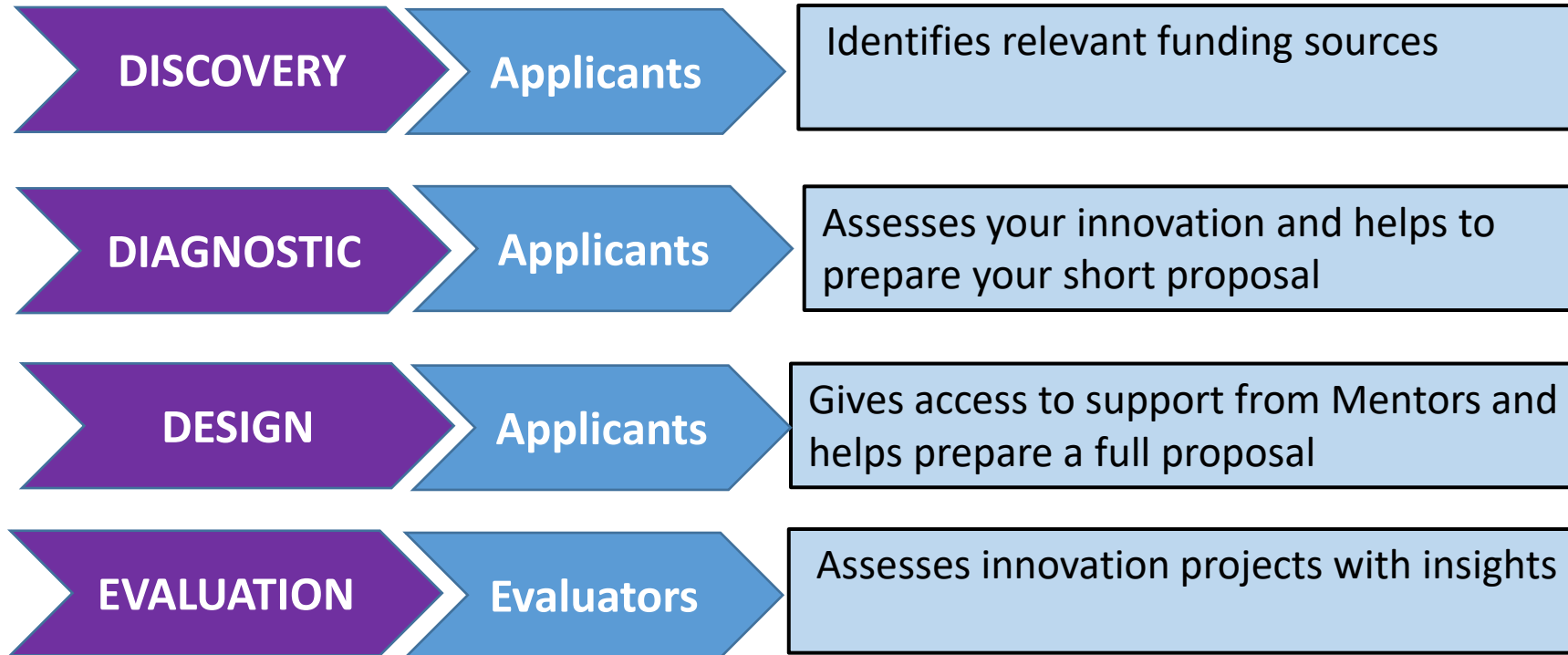
1

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- Short proposal (Application Form) - Respond to a set of questions on the **EIC AI-based platform**
- Submit a 10 slide pitch deck
- Submit a 3-minute video pitch

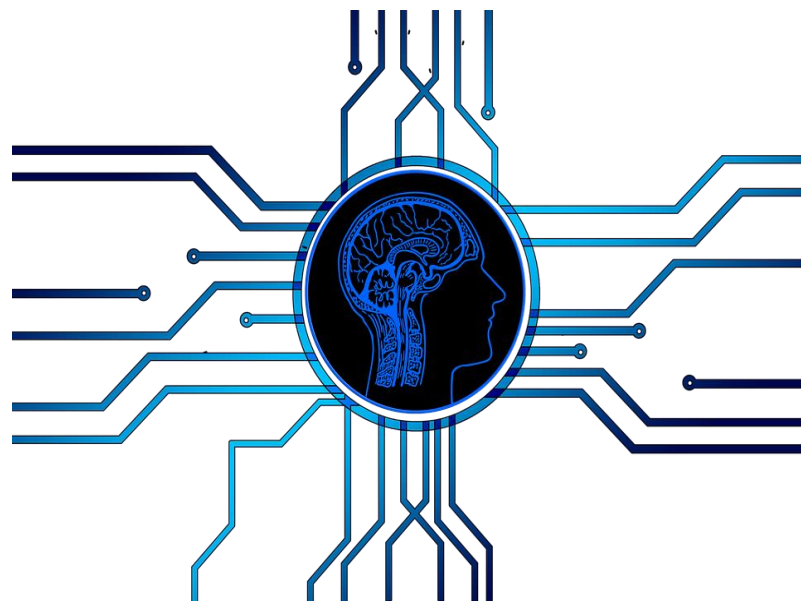


EIC AI-Based Platform

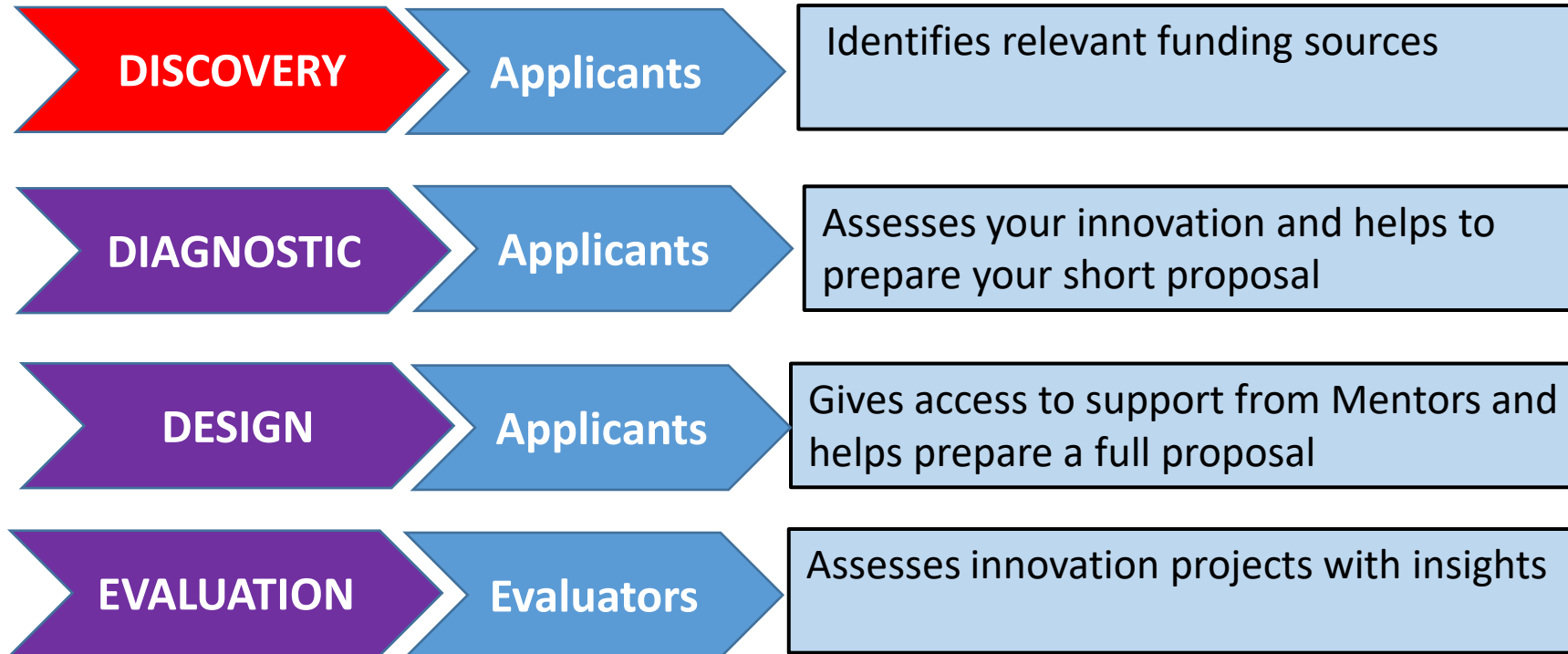


EIC AI-Based Platform

- www.europa.ec
- EC Funding & Tenders Portal
 - Horizon Europe
 - Pillar 3 – European Innovation Council
 - ‘EIC Accelerator Open’ 2021 – 3 levels
 - Start submission
 - EIC AI-based Platform;
www.accelerator.eisma.eu
- EIC Work Programme 2021



EIC AI-Based Platform

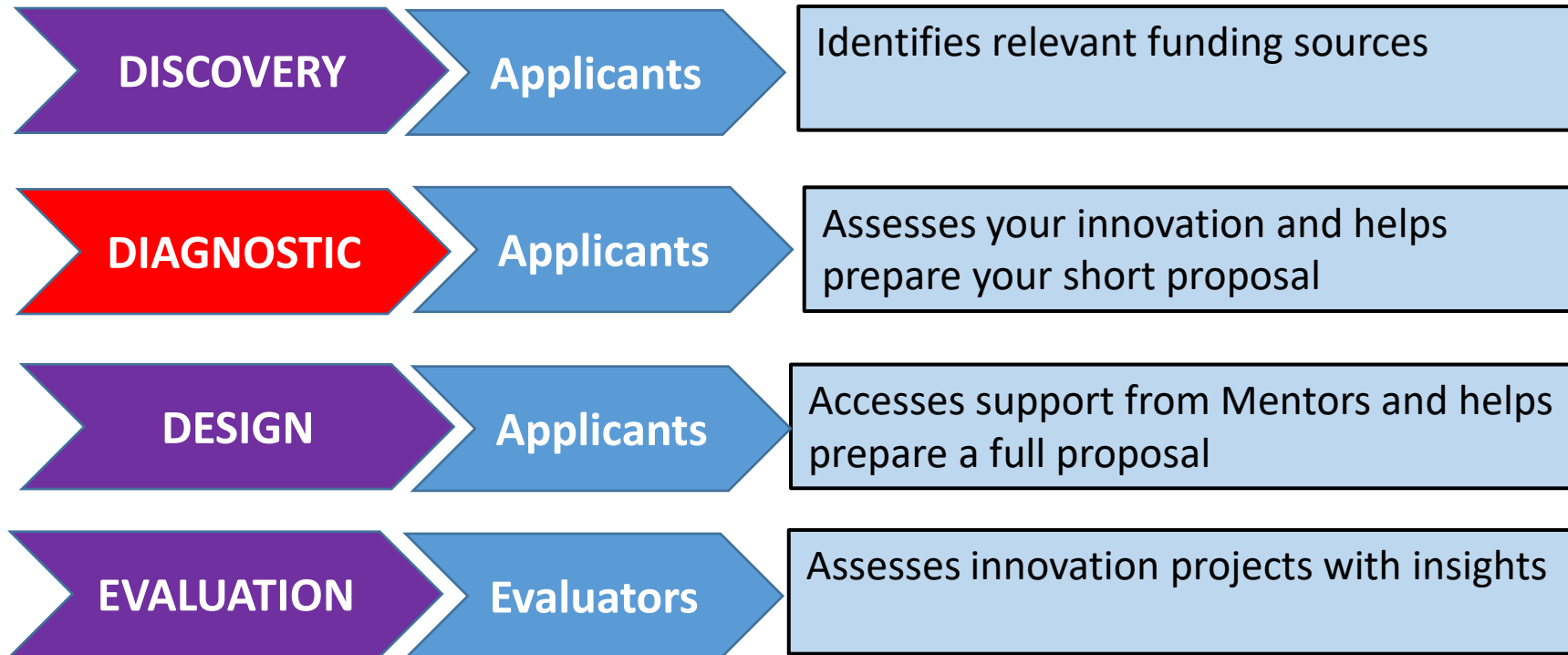


EIC AI-Based Platform - Discovery

- Based on details you enter – description and keywords
- Uses AI to identify relevant funding sources at European and national and regional levels
- Covers grants, investment funding and loans
- Set of questions in ‘Diagnostic’ ask if you have searched for alternative funds



EIC AI-Based Platform



EIC AI-Based Platform - Diagnostic

- Mandatory before starting submission
- Provides assessment of your concept/idea against a large number of scientific publications, patents and successful European projects
- Set of questions about the problem you want to solve, the solution you have, its features and the targeted market
- Responses automatically transfer to short application form



Diagnostic Questions

QUESTION	SUB-QUESTION
What?	What solution do you have in mind? (multiple choice)
	What is the purpose of your project? (multiple choice)
	Acronym (name) of your proposal
	Describe your solution (1,000 character limit)
Why?	Describe problem to be solved or need(s) to be satisfied (1,000 limit)
How?	Idea or Technology based? (multiple choice)
	Functions/Use - cases
	Additional features
	Describe 1 to 3 main deliverables against project's objectives (1,000 limit)
	Indicate your current TRL (multiple choice)
	Indicate TRL you intend to achieve at end of project (multiple choice)

Diagnostic Questions

QUESTION	SUB-QUESTION	
Who?	Who are your targeted customers?	(multiple choice)
	What is your sector of activity?	(multiple choice)
	Details of your winning team	
For whom?	Describe your targeted market	(1,000 character limit)
For what impact?	Indicate your current market readiness level (MRL)	(multiple choice)
	Indicate your time-to-market in years	(multiple choice)
	Describe the potential societal/industrial benefits	(1,000 character limit)

EIC AI-Based Platform - Diagnostic

When questions are completed, AI will provide you with:

- Comprehensive **diagnostic result** on technical and market readiness of your concept/idea
- **Assessment** of the team members in relation to their tasks
- Best **matching funding** opportunities – grants, equity and loans

If you still prefer to seek Accelerator funding, press 'submit a proposal' to transfer details

Short Application – at any time

Using same EIC Artificial Intelligence-based IT platform

- **Proposal information**

- Acronym, title, abstract, keywords

- **Company and CEO information**

- EC registration number, CEO (or highest managing position) details

- **Pitch deck – 10 slides maximum**

- **Video (link) – maximum 3 minutes**

- **Series of additional questions**

- Covering ideation, development and Go2market

Short Application Question Groups

- **Ideation**

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

- **Development**

- Risks of failure? Need to cooperate with others? Right team? Why can it not be done without EC funding? What will it cost?

- **Go2market**

- Targeted market? Your company in 5 years? What will you consider to be a success?

Short Application Questions

QUESTION	SUB-QUESTION
IDEATION	What solution do you have in mind? (pre-filled from diagnostic)
	Describe your solution (pre-filled)
	What are the existing solutions and what are their limits? (1,000 limit)
	What is the problem you are trying to solve? (pre-filled)
	Is it an idea or a technology based innovation? (pre-filled)
	Why is it new compared to the existing solutions? (1,000 limit)
	Why do you think it will be successful? (1,000 limit)
	Why now? (1,000 limit)

Short Application Questions

QUESTION	SUB-QUESTION
DEVELOPMENT	Your team? (pre-filled from diagnostic)
	Do you have the team you need to implement the action?
	Will you need cooperation with other stakeholders of your value chain (research & innovation, industrial, financial, suppliers, distributors...) to implement the action? (1,000 character limit)
	What are the risks of failure?
	Why can't you do it without the EIC? Why not other funding sources, including national/regional public programmes? (1,000 limit)
	How much will it cost to develop your idea? How much grant do you need from the EIC? (tentative amounts at this stage – only used for statistical purposes)

Short Application Questions

QUESTION	SUB-QUESTION
GO2MARKET	What is your targeted market? (pre-filled from diagnostic)
	Who cares about your innovation? (1,000 character limit)
	Will your innovation have broader societal, economic, environmental or climate impacts? List and describe them) (pre-filled from diagnostic)
	What are the pay-offs for your company in case of success? How do you see your company in 5 years? (1,000 limit)

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
- **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 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



Unsuccessful proposals

- **First time rejected** – Can resubmit an improved short application at any time
- **Second time rejected** – applicant will not allowed to resubmit short application for 12 months
 - Short application will have to be new or significantly improved



If the short application is successful...

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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



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