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Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
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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
AND INNOVATIVE
PROGRAMME



TÜBİTAK

Philip Sowden (UK)

- Background in manufacturing
- SME programmes at regional, national & International levels
- Worked with EC for over 30 years
- SME Key Expert on two previous projects in Turkey
- Responsible for SME programmes in the present project

Our International Team of Experts



DR ALEKSANDER BAKOWSKI
TEAM LEADER
a.bakowski@idi.ie



ODYSSEAS SPYROGLU
LEGAL & FINANCIAL EXPERT
o.spyroglou@idi.ie



PHILIP SOWDEN
SME KEY EXPERT
p.sowden@idi.ie



ADAMANTIOS KOUMPIS
TRAINING COORDINATOR
a.koumpis@idi.ie



GRIGORIS CHATZIKOSTAS
SENIOR EXPERT
g.chatzicostas@idi.ie



SERKAN BOLAT
SENIOR EXPERT
s.bolat@idi.ie



ŞELELE DAĞALP
COMMUNICATION AND VISIBILITY
MANAGER
s.dagalp@idi.ie



ELIF BENGI ÖZDEMİR
COMMUNICATION EXPERT (JNKE)
b.ozmen@idi.ie

Horizon Europe and Accelerator

Our approach to helping SMEs ahead of each cut-off date ...

- Sequence of: Webinar on HE + 2 PWT + 1 PWC will be staged before each cut-off date...

6th October 2021

6th June 2022?

6th October 2022?

Horizon Europe and Accelerator

Our approach to helping SMEs ahead of each cut-off date ...

- **Webinar**
 - **General Advice on HE**
- **Project Writing Training Event**
 - **Accelerator Short Application**
- **Project Writing Training Event**
 - **Accelerator Full Application**
- **Project Writing Camp**
 - **Dealing with final Q&As on proposals ahead of submission**

Horizon Europe and EIC Accelerator

Our approach to helping SMEs ahead of each cut-off date ...

- Webinar – 2nd July 2021
 - General Advice on HE
- **Project Writing Training Event - TODAY**
 - **Accelerator Short Application**
- **Project Writing Training Event**
 - **Accelerator Full Application**
- **Project Writing Camp**
 - **Dealing with final Q&As on proposals ahead of submission**
- **NEXT CUT-OFF = 6th October 2021**

Today's Event

Objectives:

- **To provide information on our project, Horizon Europe and Accelerator**
- **Provide details on the first stage (short) application process**
 - **Process**
 - **Content**
 - **Pitch deck**
 - **Video**

Today's Event

- **Brief introduction to Turkey in Horizon 2020 project**
- **Overview of Horizon Europe and its relevance to SMEs**
- **The EIC Accelerator application process**
- **Key aspects of winning content**
- **The 'Do's' and 'Don'ts' of bidding to the EC**
- **Preparing a Pitch Deck**
- **Producing a 3-minute video**
- **Q&A session**

A reminder!

We are here to help –

Please send us your questions!



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TURKEY_{in}
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

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Project Information

Project Writing Training 10

29th July 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK



TURKEYⁱⁿ
HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

EUROPE



**TURKEYⁱⁿ
HORIZON 2020**
COOPERATION, INNOVATION, COMPETITIVENESS

... will continue with Horizon Europe support until 2022 ...

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HORIZON EUROPE

THE EU RESEARCH &
INNOVATION PROGRAMME
2021 - 2027

#HorizonEU

EUROPEAN UNION

We have lots of useful information...

EC TERMINOLOGY... Reflective look at SME issues in
H2020... **TRL LEVELS** ... **Business Planning; Purpose,
Process and EC Expectations** ... **Accelerator Financial
Issues** ... **Interpreting Impact and Excellence** ... **Dealing
with Intellectual Property issues** ... etc., etc.

ALL Recordings may be found on our project web site:

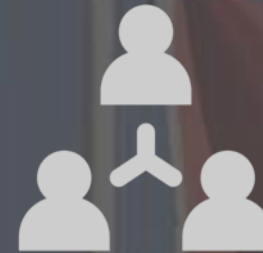
www.turkeyinh2020.eu

Project activities ...

Training Events



- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Webinars
- Lobbying
- Project Writing Camps



SME Support

- 1-to-1 Support
- Project Writing
Training
- Pitching Workshop
- Feasibility Reports
- Investment Readiness

Networking



- Brokerage Events
- International Study
Visits
- Award Ceremonies
- Conferences
- Info Days



Tools

- Website
- Helpdesk
- Training Guides

Key Project Objectives for Turkey

- Support Turkish participation in Horizon Europe
- Strengthen capacity in Science, Technology and Innovation
- Help Turkish Researchers into European Research Area by increasing Horizon Europe participation
- Provide range of activities to support businesses – particularly SMEs

Web site: <http://www.turkeyinh2020.eu/>

Why Participate in Horizon Europe?

- Financial support
 - Grants to cover final stage project risks
 - Funding to commercialise - EC venture funding
 - Better access to private sector venture capital
- Support from mentors
 - Builds stronger management team
 - Gives better market awareness
 - Benefit of commercial experience
- As a company
 - Helps take a more strategic view
 - Builds commercial strength
 - Generates more confidence from Turkish investors
 - Product 'endorsed' through EC funding
 - Amplifies national project investment

So, let us first look at how Horizon Europe as a whole can help SMEs...