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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

## EIC Accelerator –

### Feedback on Writing, Evaluating & Judging Proposals

Project Writing Training 11

19<sup>th</sup> August 2021



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



COMPETITIVE  
SECTORS  
PROGRAMME



TÜBİTAK

# A reminder!

## We are here to help –

# Please send us your questions!

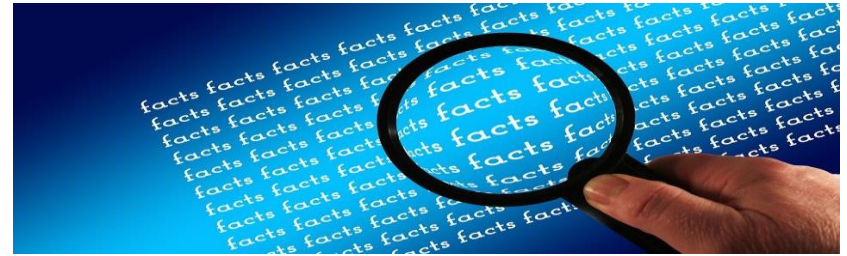
# Feedback (Good Practices)

- Very little feedback so far on the new Accelerator proposals – only 1 cut-off to date
- Presentation also based on feedback from over 200 SMEs in Accelerator Pilot and SME Instrument
- Core of new Accelerator has not changed much from Pilot
- Evaluation and judging similar
- General good practice on proposals and presentations



## Writing proposals

## Evaluation of proposals



## The Judging Panel

# Writing proposals

- Order of actions
- Writing style
- Content
- Appearance
- Key messages
- ‘Sanity check’



# Order of Action

Usual to prepare a draft ahead of using official EC system...

- Start with **NEED** – *Is it needed? Who needs it? Why? Where? When? What? Why doesn't it exist already? If it does, why is yours better? Is it better enough to win against the competition?*
- Realistically define the identified **NEED**
- If satisfied there is a need, then perfect the **IDEA**
- Develop a work programme to match **IDEA** to **NEED**
- Consider how best to **implement** idea to match need in terms of human, physical and financial resources
- With this core content decided, descriptions, introduction, budgets, etc. can be developed

# Writing Style

- You are drafting a **business proposal**, not an application for a **research grant**
- Use open, easy to read international business style
- Do not cram as many words as possible into the documents
- Ensure a ‘Wow’ factor early on to capture interest
- Maintain interest by not getting bogged down in too much detail

# Content

- Ensure good balance between technical and commercial content – commercial should take prominence
- Answer what the EC want to know – not what you want to tell them!
- Don't waste space – for example by trying to impress with academic standing or achievements – the evaluators need to be equally impressed with the business case and those making it
- Remember all this is assessed before you get a chance to meet – it must be a really good case on paper



# Appearance

- Make good use of smart layout and presentation – first impressions count
- Should be ‘easy on the eye’ and interesting, colourful
- Make good use of simple, easy to understand graphics that make a point instead of confusing
- If possible, get a native English speaker to check phraseology, spelling, etc.
- Leave plenty of time for perfecting content to make sure there are no mixed messages or ambiguities

# Appearance

## Two Body Interactions: A Longitudinal Study

Brendan [REDACTED]

March 23, 2012

### Abstract

A two body interaction is studied over an extended period of time in a variety of locations, and with a multitude of additional bodies. Additional tests are conducted in the later period of the study, and a summary of the studies results are presented. Finally, the prospect of continued study is evaluated.

### 1 Introduction

It is widely acknowledged that in general, two body interactions are poorly understood. The aim of this study was to investigate one particular set of two body interactions over an extended period of time. In section 2, the findings of the study are summarized, and in section 3, the prospect for future study is evaluated.

### 2 Overview of Results

#### Reaching a semi-bound state

The study began on the 23rd of March, 05, outside a SciSoc BBQ at the Eastern Avenue building, when the subject spontaneously appeared in a red coat and grey 'Paddington bear' hat and was similarly spontaneously introduced by a local social node. This meeting was under optimal conditions, as it happened to be the rainiest day of the year, and as it was later discovered, hydrometeors excite both subjects. This meeting would have been a fleeting interaction as so many two body interactions are, but a high level of compatibility coupled with a high rate of interaction due to similar timetables resulted in a local resonance, and eventually a semi-bound state on the 23rd of May, 05.

#### Spatial independence and the effects of additional bodies

The second phase of the study involved moving into a multi-body state, with between 3 and 5 additional principle bodies and their co-bodies. This state lasted for the majority of the rest of the study, and was shown to be consistent across a range of interactions and locations. The principle bodies were taken from a pool of 12 which ranged from purely independent, to frequently oscillating between different co-bodies. These longer term interactions were supplemented by a range of short term interactions with further additional bodies. Over the course of this phase of the study, the locational dependence of the results was tested across two main long term locations as well as a multitude of short term locations local, interstate, and international.

This phase also tested the effects of stress and tension on the two body interaction, applied first to one

subject, and then to the other, in successive honours years. Additional tests conducted on a consistent annual basis during this phase included a two week separation (NMSS) and a surprise (Project Valentine). In the second half of this phase, additional tests included the effects of martial arts training for both subjects, and the effects of a consistent weekly multi-body interaction facilitated by homemade food.

The third phase of the study involved isolating the two body interaction in a new long term location, while continuing the above mentioned additional tests. This phase of the study is ongoing.

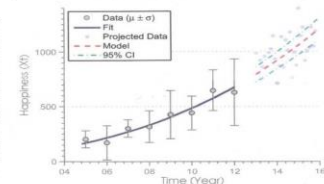


Figure 1: The happiness over time

### 3 Conclusions

The summary of the findings of the study are presented in Figure 1, and show that the projected happiness is upward with high confidence. Taking these results into account, the author proposes to Christa [REDACTED] the indefinite continuation of the study. The subject's response to this proposal should be indicated below

Yes  No

### Acknowledgements

The author thanks the [REDACTED] family and the [REDACTED] family, without which this research could not have been conducted. Additionally, the author thanks the University of Sydney for facilitating the initial period of this research.

**General Recommendations and Recommendations:** These are important methods and tools to support low-carbon plans, including assessment of technical and economic potential and development benefits, policy analysis, and design and implementation of the carbon growth program. CEAS partners are establishing a common baseline planning tool, including required methods, and tools to use by CEAS partners through joint review and joint work to (i) key plan, and conducting technical review of frameworks for strengthening support for low-carbon plans.

**Technical Training and Technical Assistance:** Essential across partner training and technical assistance programs for low-carbon technology assessment and planning that will transfer knowledge and skills to developing countries. The included engaging research, regional developing countries technical institutions, conducting joint training workshops and on-site forums, and issuing a roster of intermediate CEAS partners to provide technical assistance.

**International Energy Exchange:** Enhance implementation of activities to identify countries by integrating delivery of technical assistance to countries among CEAS partners. This could also include cooperation among CEAS partners and other international organizations in assisting low-carbon programs, methods and tools with research.

#### CEAS Network Operations

CEAS partners focus work on specific collaborative projects and often work separately activities through a shared multi-site. Through teleconferences and occasional meetings, CEAS partners also hold site events at CEAS regional training and technical assistance and seminars (annual and biennial) to help the network planning efforts.

CEAS conducts outreach to donors and governments agencies in obtaining and distributed countries to inform them of activities of the network and to promote exchange of information amongst their organizations. CEAS also offers donors and government agencies a way to ensure that technical assistance activities are implemented and a forum to engage a wide range of organizations from around the world that provide technical expertise and support in obtaining and/or providing technical assistance to developing countries.

#### CEAS Mission, Objectives, and Strategies



Please feel free to visit and explore the CEAS website:

<http://energy.org/CEAS>

For further information on CEAS, please contact:

Yulia Gao at [yulia.gao@energy.org](mailto:yulia.gao@energy.org) or 2025 544 5100

# Key Messages

- These can get blurred as more is written – keep checking to keep on track
- Be clear on what the key messages are – don't have too many
- Don't contradict in different sections
- If different authors are involved, one person must have overall control
- Ensure fit with video and pitch deck previously provided
- Pitch deck can be changed – but not video

# 'Sanity Check'

- Step back and make sure that proposal is on track overall
- Can go off in too many different directions as ideas develop
- Watch out for duplication
- Make sure it still matches what EC are looking for
- Don't overpromise to the point of losing credibility

# Evaluation of proposals

- **Impact, Excellence and Implementation**

What do evaluators consider behind these well-publicized evaluation headings?



# Impact

- Market deployment is main focus
- There must be added value for all Europeans
- Must complement and not substitute existing products
- Must be upstream of early innovation
- Used to fund where others will not
- Should have good scalability if successful
- Evidence of market creation
- Societal impact

# Excellence

- Looking for best, impactful and **riskier** innovations
- Innovativeness, breakthrough technologies if possible – but incremental improvements with good impact can also be considered excellent
- European alternatives to non-European innovations
- Avoid risks of innovations leaving Europe
- Each proposal is judged on its merits – not compared with others

# Implementation

- Supported by committed innovators
- Fully detailed and convincing business plan
- Balanced team with required skills – or clear plans to recruit
- Convincing need for EC support to bring innovation successfully to market
- Gender balance
- Any aspects for judging panel to clarify/pursue

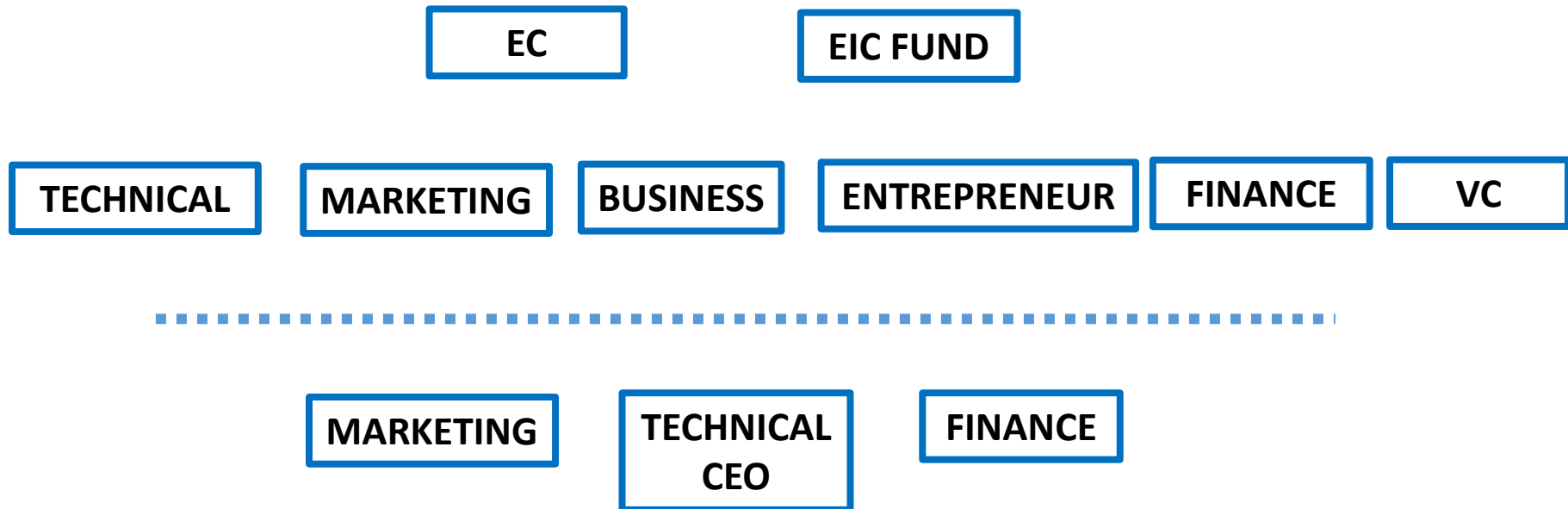


# The Judging Panel

- Structure
- Focus
- What are they really looking for?
- What wins and loses their votes?
- Additional easy points to win



# Structure



# Focus

- Credibility as a business
- Motivation of team
- Believability of business plan
- Examine and test – mainly on impact
  - Market knowledge and place of product in market
  - Forward plans for business
  - How grant/investment will be used
  - Likely return over time
- ‘Investability’
- Difference that EC funding will make

# What are they really looking for?

A team that they can believe in...

- Who know their product and its potential
- Who know the market
- Who can commercialise successfully
- Who will not waste EC funds that could be used by others

... and a product:

- That is novel and ideally disruptive
- That has a clear market niche
- Has huge potential to make a quick and substantial return on investment
- That is transferable

# What wins and loses their votes?

- Team balance
- Engagement
- Enthusiasm
- Commercial ability
- Believable business plan
- Fast response with valid answers to questions
- Trust

# Additional easy points to win

- Appearance
- Conduct
- Team spirit
- Working relationship
- Balanced responses
- ‘Business-like’
- Good answers to all questions, however oblique

# Summary

- You are proposing a business for funding, NOT filling in a form for a research grant
- Technical/scientific content is important, but a commercial approach is essential
- There are two evaluations based on written content before interview – it is therefore important to get the commercial and team messages across early
- Respond to what the EC are asking – not what you want to tell them
- Don't try to play down requirements by giving vague responses – they will be spotted!

# EUROPE



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# Good Luck!

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