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 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

Navigating the EIC Accelerator Short Application

Serkan Bolat

Project Writing Training 10
July 29, 2021

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

The European Union's 9th R&D and Innovation Framework Program

TECHNOLOGICAL SOVEREIGNTY

EUROPEAN COMPETITIVENESS

SUSTAINABLE SOCIETY

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

EIC Accelerator

- open to **all types of innovations** from SMEs, individuals, and mid-caps
- supports later stages of technology development, market deployment, and expansion
- with up to €**2,5M of grant** and €**15M of equity** in addition to **business acceleration services**
- 3 calls: **Open**, **Digital and Health Tech**, and **Green Deal Innovations**
- 3 funding types: **grant-only**, **grant first,** and **blended finance**
- 3-stage evaluation: Short Application, Full Application, Jury Interview
- up-to-date call details: EIC Accelerator Open Call
- proposal submission: The EIC AI Platform

EIC Accelerator Calls

All Short Applications are submitted to **Open** call

Open

- Innovations in any field of technology / application

Strategic Digital and Health Technologies

- High-performance computing, Edge computing, Quantum Tech, Cybersecurity, AI, Blockchain, Cloud infrastructure, IoT

- Early / Point-of-care diagnostics, Cell / gene therapy, E-health, Biomarkers, Bioprocessing 4.0, Healthcare intelligence

Green Deal Innovations for the Economic Recovery

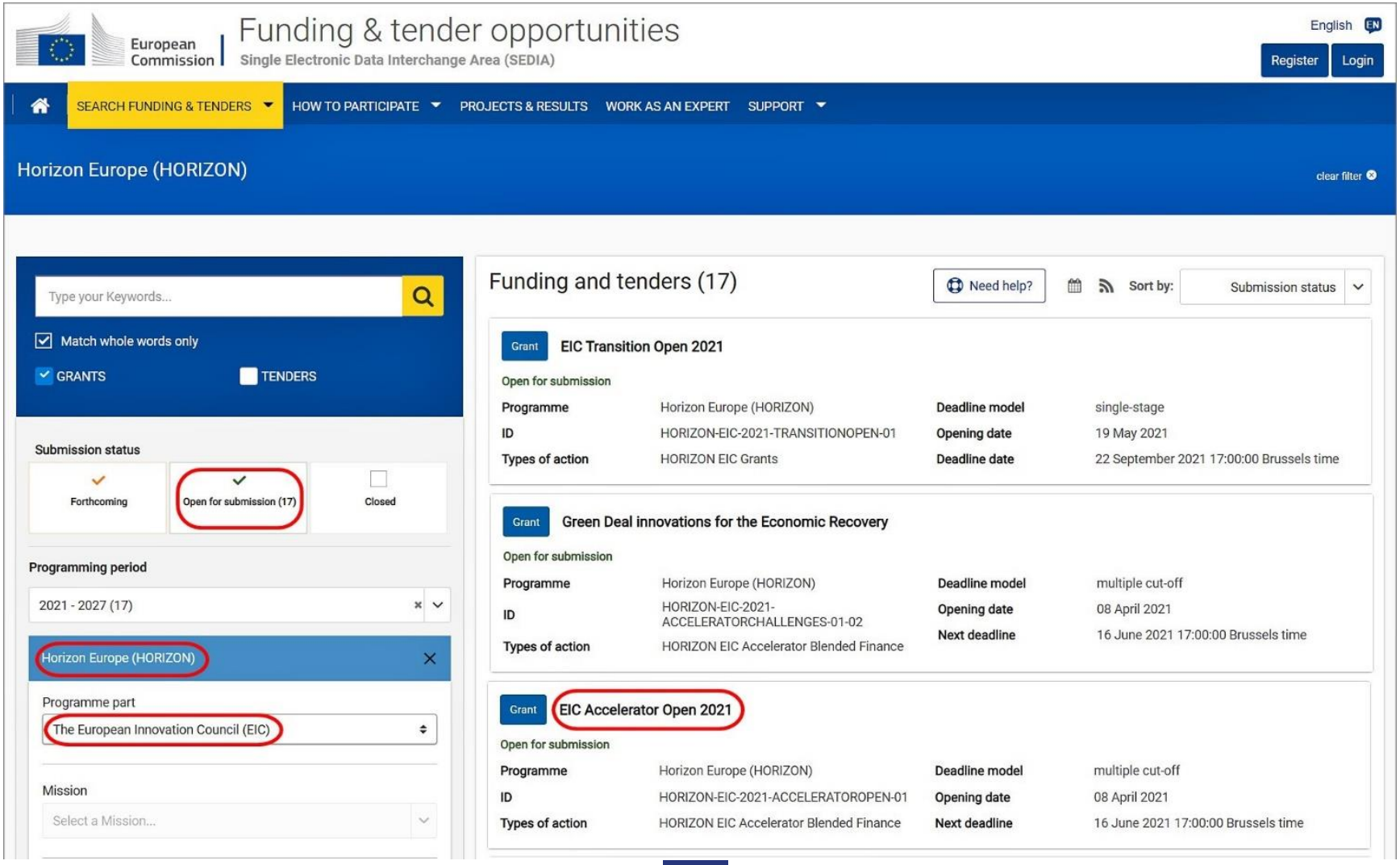
- Climate mitigation, clean energy, circular economy, eco-friendly food system, renovation of buildings, sustainable mobility, preserving / restoring biodiversity, zero-pollution

EIC Accelerator Statistics @ 16/06 Cut-off

Stages	Numbers
Diagnostics	7.000+
Short applications	2.000+
Short applications given 'GO'	1.100+
Full applications	801
Invited for Jury Interview	130
Funded	<100

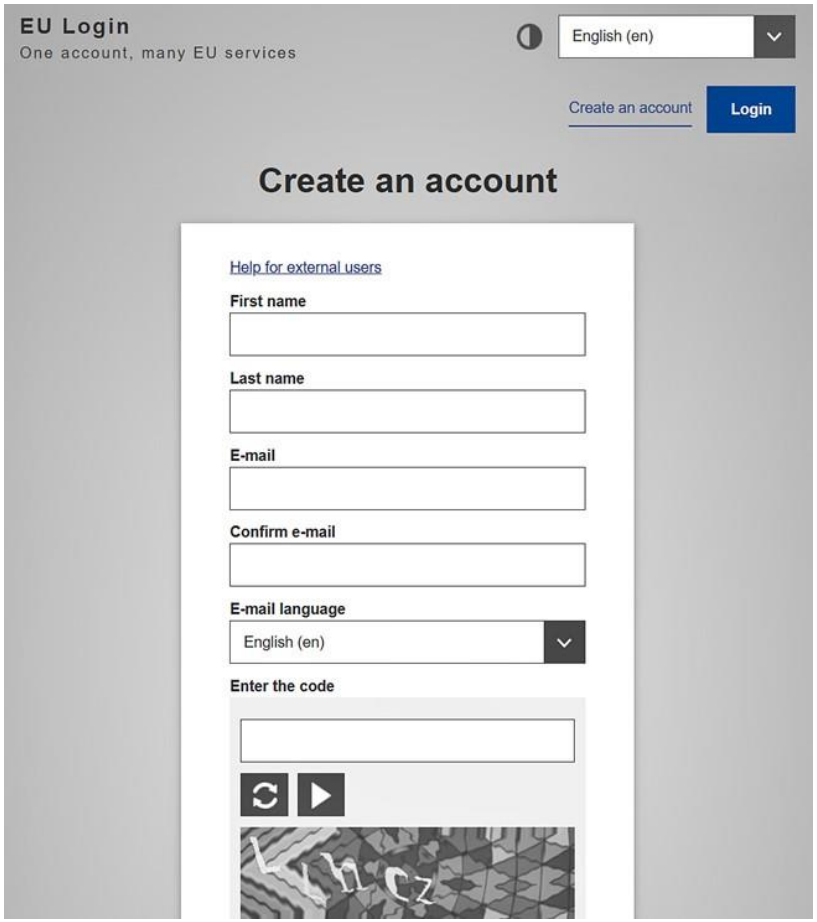
This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Funding & Tender Portal



Create an account

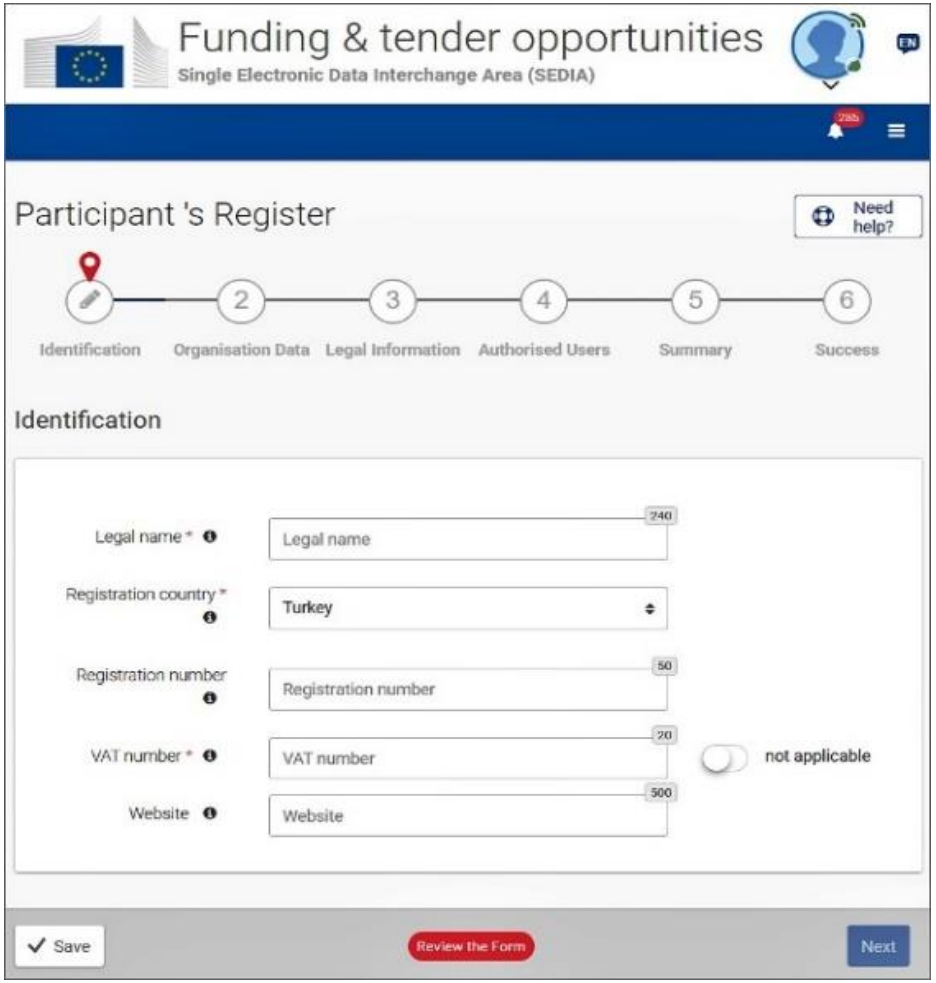
- All company representatives who will **communicate with the EIC** and **participate in Jury interviews** must create an account.
- Other project team members, your employees, or subcontractors do **not** need to have an EU Login.



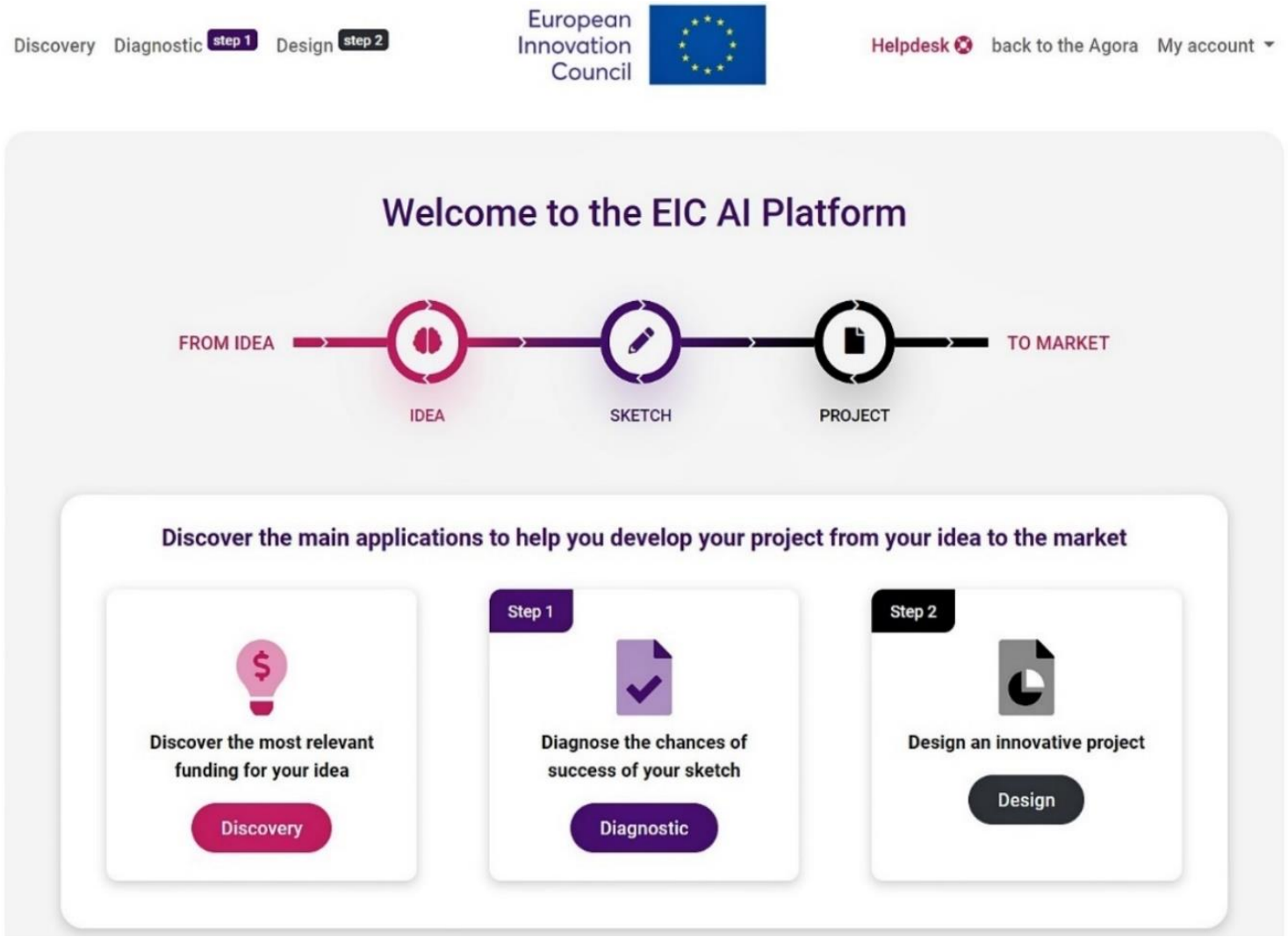
This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Register your organization

All applicants including natural persons must register their organization in the Portal and receive their PIC (Participant Identification Code) to use during short proposal creation.



The EIC AI Platform



The EIC AI Platform

An optional search tool to **discover** both EU and non-EU fundings.

The required **first** step, where you enter **main project details** and see project **diagnostic** ratings and indicators.

Requiring a **PIC number**, the **second** step of Diagnostic is the creation and submission of your **short proposal**.

Once your short application is **accepted**, you will be allowed to **design** and submit your **full application**.

Online Application

General Information

- Main proposal and applicant details

Proposal Submission Form

- Online interactive questionnaire with multiple-choice and open-ended questions
- Focus on innovative impact and your team

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

General Information

Short Application Information

Proposal Number (generated automatically)

Acronym of your proposal [50]

Proposal full title [200]

Keywords (drop-downs, suggested or own keywords)

Abstract [1000]

Applicant Information

PIC Number, Legal entity name (or the natural person), Entity type, Sector of activity, Business name, and Contact info

Who is your CEO (or the person managing the innovation)

Proposal Submission Form

1. IDEATION	What is your innovation? Why your offering over competition?
2. DEVELOPMENT	Who are your team members? How will you implement your project? How much funding do you need?
3. GO2MARKET	For whom is your value proposition? For what impact is your innovation?
UPLOADS	Pitch Deck & Pitch Video

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Ideation

What?

What is the purpose of your project? (select as many as apply)

- R&D infrastructure
- Training and mobility
- Basic research
- Applied research and/or technological innovation
- Non-technological innovation

What type(s) of solution do you have in mind? (select as many as apply)

- Product
- Service
- Process
- Marketing method
- Organizational method
- Consulting services
- Other

What is the type of your innovation?

- Significant improvement of something existent
- Brand new thing
- Other

Please justify your choice [1000]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Ideation

What is the level of your innovation?

Some distinct, probably minor, improvement over existing products	Innovative but could be difficult to convert customers	Obviously innovative and easily appreciated advantages to customer	Very innovative

Please justify your choice [1000]

Describe your solution [1000]

What are the existing solutions and what are their limits? [1000]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Ideation

Why?

Describe the problem to be solved or the need(s) to be satisfied [1000]

Is it an idea or a technology-based innovation?

Idea | Technology

Why it is new compared to the existing solutions? [1000]

Why do you think it will be successful? [1000]

Why now? [1000]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Development

Who?

Are you an investor who supports and submits on behalf of an SME, a small mid-cap or a natural person willing to establish a start-up/SME in an EU Member State or an Associated country? NB: Investors cannot include consultants or organizations in the capacity of intermediaries of Horizon Europe (EEN 'European Enterprise Network', NCP 'National Contact Point')

○ Yes ○ No

What is your type of entity?

Public body

Are you a for-profit organization?

○ Yes ○ No

Private organization

Are you:

An SME | A small mid-cap | Other

Natural person

Are you planning to establish a start-up/SME?

○ Yes ○ No

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Development

What is your sector of activity?

Research | Education | Research & Education | Industry | Other

Your winning team (You may add as many members as you'd like.)

Your Team Member #...

Name

Position (Select from the drop-down options, i.e., CEO, Sales Manager)

Dedicated field (Select from the drop-down options: Market, Solution)

Domains of expertise (at least one is required)

Why is this person fitted to work on this project? [150]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Development

Do you have the team you need to implement the action? (If 'No', what competencies/skills are missing and how will you acquire them?) [1000]
Please note it is possible to not have all the competencies at the time of application. The missing ones could be acquired during the implementation of the project with the help of the EIC Funding.

Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors, …) to implement the action? (If 'Yes', can you identify these stakeholders?) [1000]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Development

How?

USE CASE(S)/FEATURE(S) (You can list as many use cases as you'd like for your innovation. You can associate your use cases with as many features as you'd like. A feature can be utilized in multiple use cases.

The **use cases** of your project are simply their utility. In other words, what is it for? For example: A hammer is used to hammer in a nail.

The use cases are implemented by technical **features**. For example, a hammer consists of a handle and a head.

Your use case #... [100] **Your feature name #...** [100] **Describe your feature** [500]

Deliverables (Please describe between 1 to 3 main deliverables.) [1000]
A deliverable is a distinct output of the project, meaningful in terms of the project's overall objectives.)

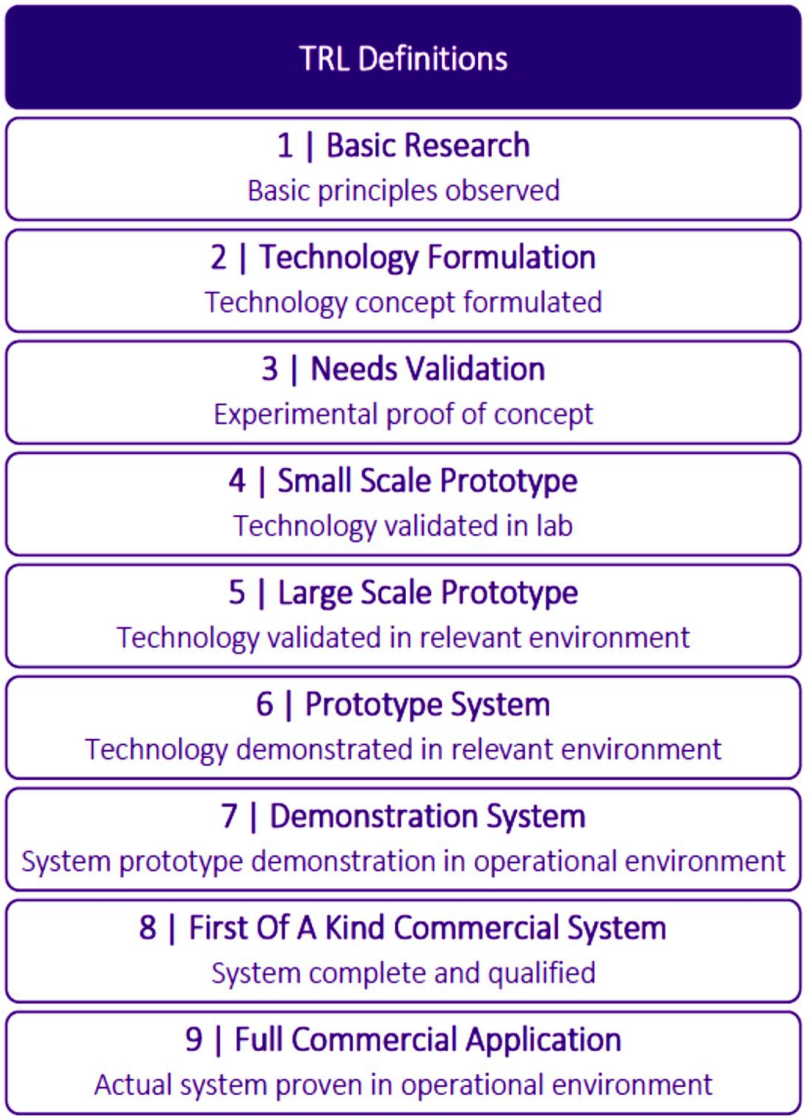
This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Development

TRL (Technology Readiness Level) is a method for estimating the maturity of technologies developed at NASA during the 1970s and now also used by the European Commission. The use of TRL enables consistent, uniform discussions of technical maturity across different types of technology.

Could you estimate the current TRL of your project?

Could you estimate the expected TRL you intend to reach at the end of your project?



This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Development

What are the risks of failure?

The EIC Accelerator supports projects presenting a high level of risk. In other words, don't be shy of demonstrating the risks of your project: The riskier your project is, the more it fits the EIC Accelerator's scope. So, please describe all the risks related to your project.

Risk category (Select from the drop-down options, i.e., technological, commercial, regulatory, societal acceptance, financial, and other)

Risk Description [500]

Why can't you do it without the EIC? Why not other funding sources including National/Regional public programs? [1000]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Development

How much?

The information required depends on the type of EIC support requested. Please fill out only the section of your choice. You can change your choices at full application stage.

Blended finance

INNOVATION ACTIVITIES

How much do you think that the innovation activities related to your project will cost?
(€)

Amount of grant requested to EIC?
(€) (70% of total cost of innovation activities)

Amount of investment requested to EIC?
(€) (30% of total cost of innovation activities)

MARKET DEPLOYMENT/SCALE-UP ACTIVITIES

How much do you need in terms of investment?
(€)

Total amount of other funding sources:
(€)

Please detail your other funding sources [1000]

Development

Grant-only

INNOVATION ACTIVITIES

How much do you think that the innovation activities related to your project will cost?
(€)

Amount of grant requested to EIC?
(€) (70% of total cost of innovation activities)

Total amount to be funded by other resources?
(€) (30% of total cost of innovation activities)

Please detail your other funding sources [1000]

MARKET DEPLOYMENT/SCALE-UP ACTIVITIES

Total amount of other funding sources:
(€)

Please detail your other funding sources [1000]

Please note that if you declare €0 for your market deployment/scale-up activities, you are out of scope with regards to the ultimate objective of EIC Accelerator which is market deployment and/or scale-up, innovation activities being just a part of it.

Development

Grant first

INNOVATION ACTIVITIES

How much do you think that the innovation activities related to your project will cost?
(€)

Amount of grant requested to EIC?
(€) (70% of total cost of innovation activities)

Total amount to be funded by other resources?
(€) (30% of total cost of innovation activities)

Please detail your other funding sources [1000]

MARKET DEPLOYMENT/SCALE-UP ACTIVITIES

How much do you think the EIC should provide you in the form of investment for the market deployment / scale-up activities related to your project?
(€)

If you have other sources for market deployment, please specify the amount
(€)

Please detail your other funding sources [1000]

Please note that if you declare €0 for your market deployment/scale-up activities, you are out of scope with regards to the ultimate objective of EIC Accelerator which is market deployment and/or scale-up, innovation activities being just a part of it.

Go2Market

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

For Whom?

Who will use the innovation?

Current customers | New customers

Please justify your choice [1000]

Describe your targeted market? [1000]

Would you say that the market targeted by this innovation is ...

Not yet existing and it is not yet clear that the innovation can create it	Not yet existing but the innovation can create it (market-creating)	Emerging: there is a growing demand and few offerings are available	Mature: the market is already supplied with many products of the type proposed

Please justify your choice [1000]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Go2Market

How will the innovation be exploited?

Introduced as new to the market (commercial exploitation)	Only new to the organization	No exploitation

Please justify your choice [1000]

Who cares about your innovation? [1000]

Could you estimate your time-to-market in years?
(please include the time needed to develop your project)

Go2Market

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

For what impact?

The **Business Readiness Level** is a measure to assess the maturity of evolving demands identified by potential innovation actors towards an appropriate stage of conceptualization of the need in the market allowing a matching point with scientific research teams capable to either propose as solution an existing scientific result through technology transfer process or translate the demand in new R&D projects.

Indicate your current BRL (Business Readiness Level)

BRL Definitions
1 | Basic research You can describe the need(s) but have no evidence
2 | Needs formulation You articulate the need(s) using a customer/user story
3 | Needs validation You have an initial 'offering', stakeholders like your slideware
4 | Small scale stakeholder campaign Run a campaign with stakeholders ('closed' beta - a number of friendly stakeholders that is relevant according to specificities of your market)
5 | Large scale early adopter campaign Run a campaign with early adopters ('open' beta - a number of intended customers that is relevant according to specificities of your market)
6 | Proof of traction Sales match a number of paying customers that is relevant according to specificities of your market
7 | Proof of satisfaction A happy team and happy customers give evidence to progress
8 | Proof of scalability A stable sales pipeline and strong understanding of the market allow revenue projections
9 | Proof of stability KPIs surpassed and predictable growth

Go2Market

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Can you describe potential societal or industrial applications? Will your innovation have broader societal, economic, environmental, or climate impacts? [1000]

What are the payoffs for your company in case of success? How do you see your company in 5 years? [1000]

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Document Upload

Pitch deck

- (.pdf only, max 10 pages)
- **Wrap up** your project.
- Tell and sell the evaluators **your story**! Give them a **thrill** and convince the EC to support your innovation!

- No need for sophisticated visual effects, **just be clear** about your project!
- You will be required to upload a **new** Pitch Deck with your full application.

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Document Upload

Pitch video

- (3 minutes and 250MB max)
- Present your **team** and **motivation** for your application. Tell about the people, including the ones **you miss and still need to find**!
- Present your innovation, give the evaluators a **thrill**, and convince the EC to work with you!
- No need for sophisticated video effects, just **speak clearly**!
- You are required to upload a Pitch Video **only** at short application stage. It will be accessible to full application evaluators.

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Evaluation Approach

- Focuses on innovative idea and team
- Evaluation criteria are **not** direct reflections of questions in application form
- **Clear explanations linked to evaluation criteria** help evaluators

- Your application will be assessed as **a whole** and receive **one** response from each evaluator: 'Go' or 'No Go'
- Type and amount of funding requested are **not** assessed and can be **changed** at full application

Evaluation Criteria

Breakthrough and market creating nature: Does the innovation have a high degree of novelty – compared to existing products, services, and business models?

Timing: Is the timing right for this innovation in terms of market, user, societal or scientific of technological trends and developments.

Team: Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing?

Scale-up potential: Does the innovation have scale up potential, including the potential to develop new markets and impact on the growth of the company? Are the associated financial needs well assessed and realistic?

Broader impact: Will the innovation, if successfully commercialized achieve broader societal, economic, environmental or climate impacts?

Conclusion & Additional Comments

Resubmission Rules

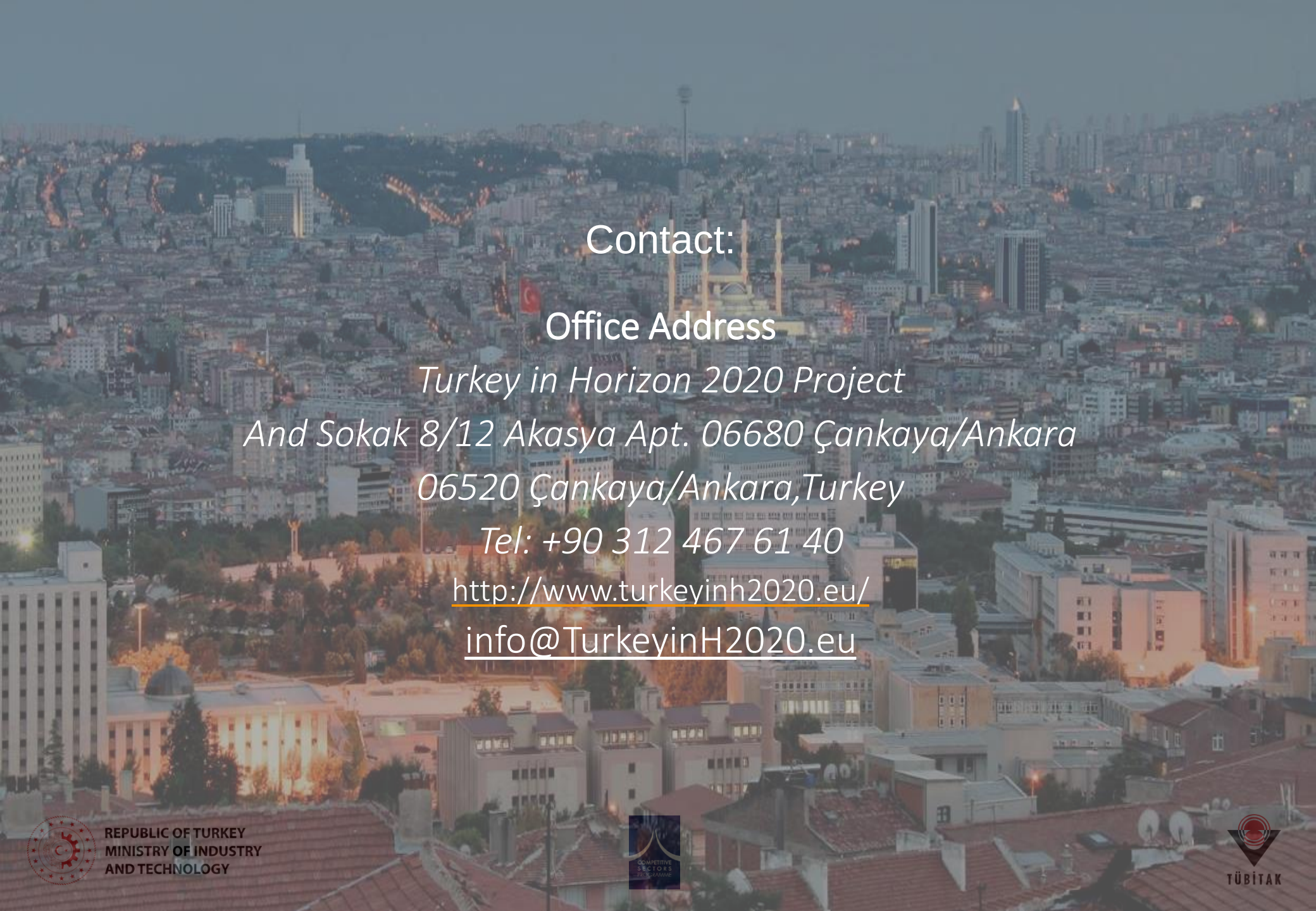
No redress procedure

First time rejection…

- Improved proposal can be submitted **anytime**.

Second time rejection…

- No resubmission allowed for months.
- Then, a new or improved proposal can be submitted.



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
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK