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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

Full Application

Project Writing Training 11

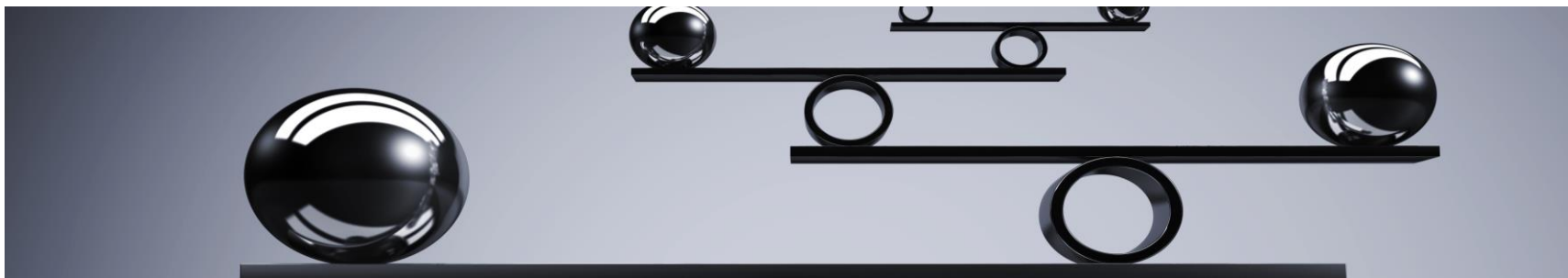
August 19, 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



Introduction



- Today's audience has short and full proposal applicants
- More knowledge on full application = better preparation of short one
- Short application only aims to **filter ideas**
- Full application is **actual reflection** of your innovation project
- Online form is **first of its kind** with visualizations and information retrieval from earlier sections

Health warning

Presentation is based on official EU and EIC reference documents



EIC AI Platform is still **‘work in progress’** - online procedures may change without notice

Refer to [EIC Accelerator Call](#) and [EIC AI Platform](#) for up-to-date requirements and guidance

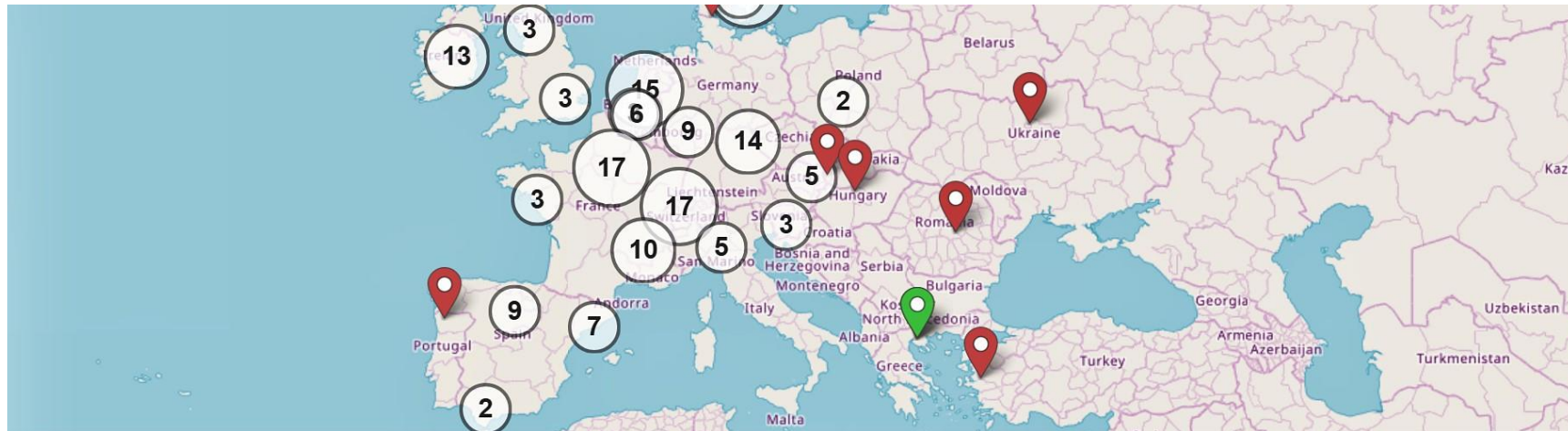
Benefit from our [previous event recordings and presentations](#)

The Ideal EIC Accelerator SME...



- Market-creating, high-risk, high-growth, high-impact, breakthrough innovations to
 - Help Europe gain competitive advantage and a greater share of global markets
 - Projects destined for full market deployment
 - Best innovations + most committed teams - not best drafted proposals
-
- Even if they are **not based** on breakthrough technologies, impactful innovations involving radical thinking and incremental technologies

Serving European technological sovereignty

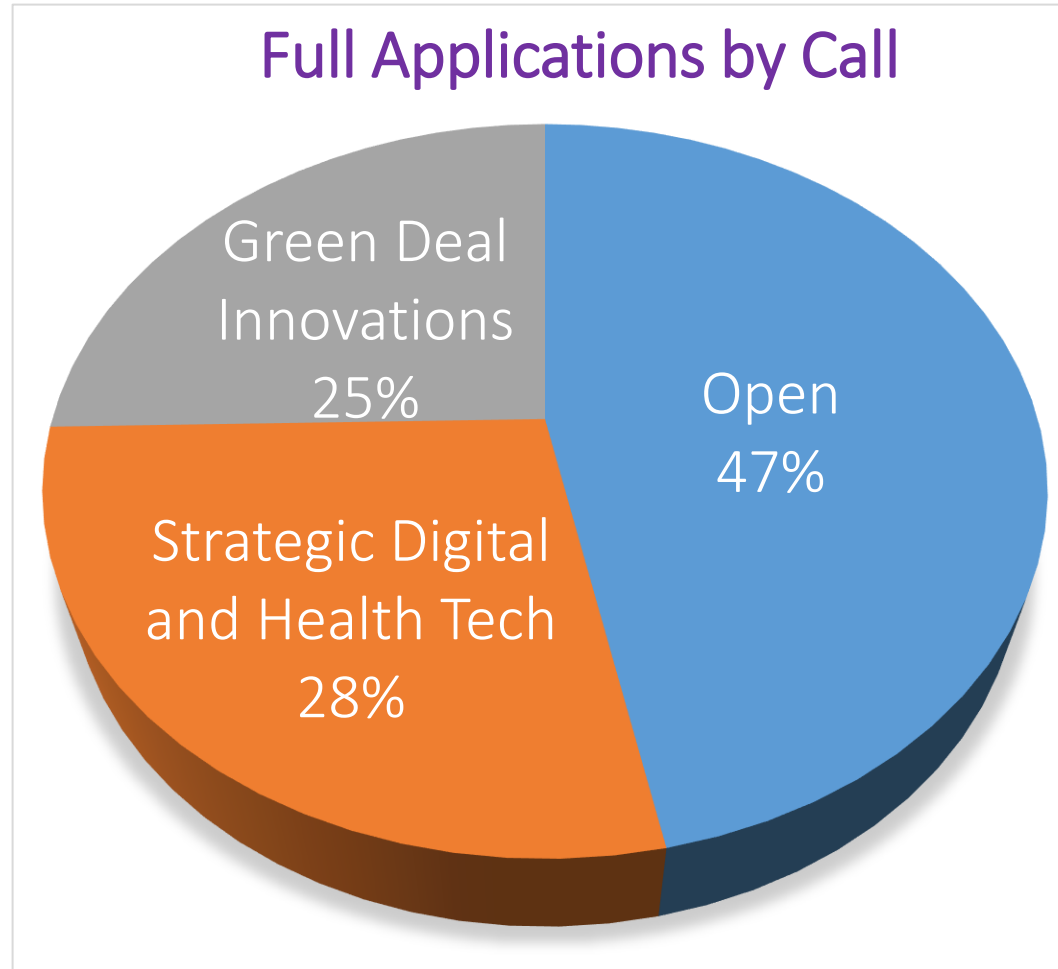


- Strategic tech innovations with deep structural impact on **European values** and the society
- Projects failed to attract other European granters and investors although **non-European** funding is available for them
- Innovations based on novel approaches that compete with existing **non-European** alternatives

EIC Accelerator Statistics @ 16/06 Cut-off

Stages	Numbers
Diagnostics	7.000+
Short applications	2.000+
Short applications given 'GO'	1.100+
Full applications (83% requested blended finance)	801
Invited for Jury Interview	130
Funded	<100

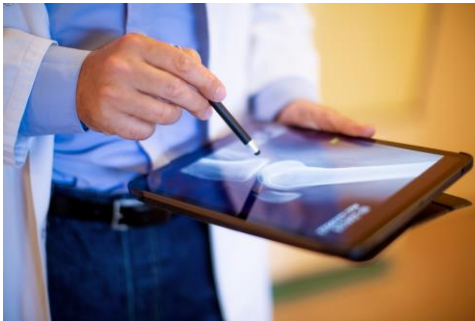
Call choices @ 16/06 cut-off



EIC Accelerator Open Call

Innovations in **any field** of technology/application

(exceptions: those damaging the environment, social welfare, military applications, human cloning, and embryo research)



Highlight strategic importance of your project regarding European competitiveness, technological sovereignty, new market creation, growth of knowledge-based industries, and sustainable society.

Strategic Digital and Health Technologies

Digital Tech

- Advanced high-performance computing
- Edge computing
- Quantum technologies
- Cybersecurity
- Artificial Intelligence
- Blockchain
- Cloud infrastructure
- 'Internet of Things'

Health Tech

- AI-driven tools for early diagnosis
- Point-of-care diagnostics
- Cell and gene therapy approaches
- Biomarkers
- Bioprocessing 4.0
- Healthcare intelligence services
- E-health solutions

Distribution of Interviewees by Technology areas

40+% of Jury Interviewees will be selected among those targeting Digital Tech areas

40+% of Jury Interviewees will be selected among those targeting Health Tech areas



Does the innovation have potential to be a strategically important technology for Europe, in terms of welfare of citizens or relevance to economic development?
Proposals must describe this impact in relation to these strategic areas.



Green Deal Innovations for Economic Recovery



fresh air, clean water,
healthy soil and
biodiversity



renovated, energy
efficient buildings



healthy and affordable
food



more public transport



cleaner energy and
cutting-edge clean
technological
innovation



longer lasting
products that can be
repaired, recycled and
re-used



future-proof jobs and
skills training for the
transition



globally competitive
and resilient industry

Priority Areas

- (1) Renewable energy
- (2) Deep Renovation of buildings
- (3) Low carbon industries
- (4) Batteries and energy storage systems

50+% of Jury Interviewees will be selected
among those targeting above priority areas



Does the innovation have potential to make significant impact on at least one of Green Deal goals?

Proposals must quantitatively describe this impact in relation to the Green Deal goals, such as reduction or avoidance of GHG emissions.



Funding type

Proposal content

Grant First

- 70% of TRL 5-8 costs
- 30% co-financing investment if lacking own resources
- Opportunity for blended financing

- Go2Market section can be loose
- activities should include a full FTO analysis and other necessary studies to prepare for TRL 9 onwards.
- a key Milestone before 2/3 of project duration to decide to continue the project and receive investment for TRL 9 onwards

Grant Only

- 70% of TRL 5-8 costs

- Detailed Go2Market section with post-TRL9 market deployment activities
- Clear differentiation of TRL 5-8 and TRL 9 activities
- Demonstration of the capacity to co-finance TRL 5-8 activities and to fund TRL 9 onwards

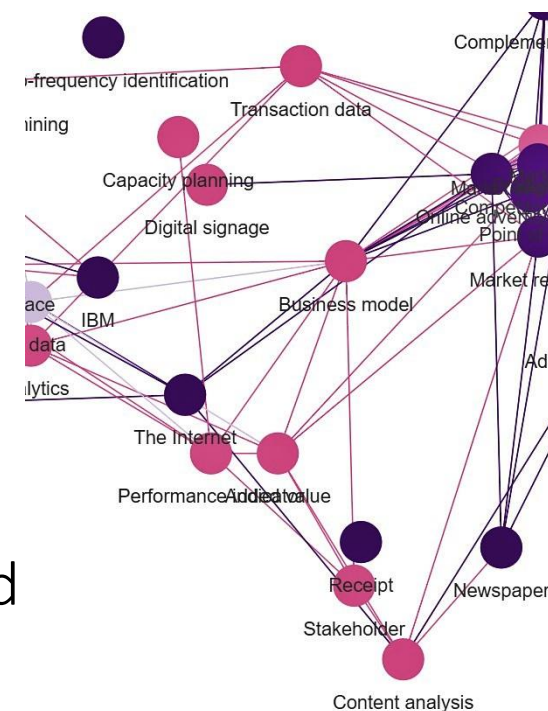
Blended finance

- Grant for 70% of TRL 5-8 costs
- Investment for 30% co-financing and/or for TRL 9 onwards

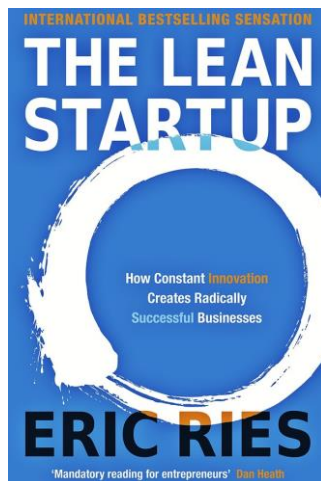
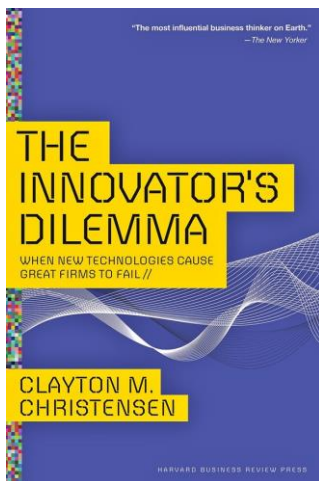
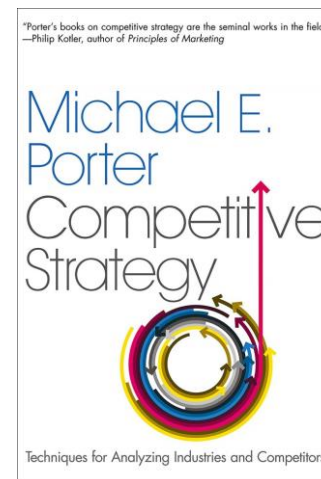
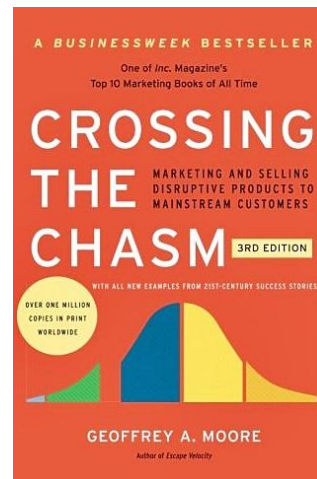
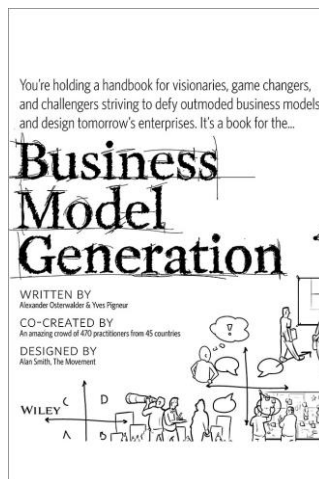
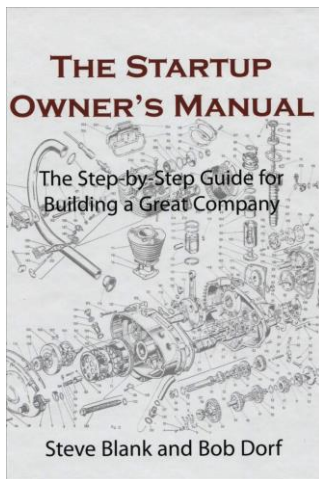
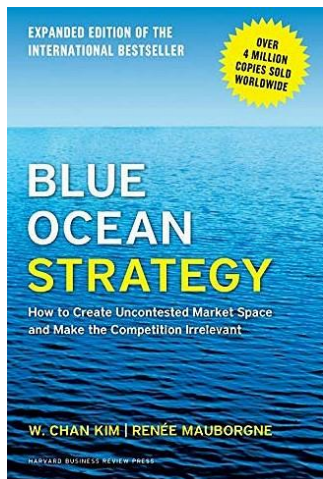
- Detailed Go2Market section with TRL 9 onwards market deployment activities
- Descriptions of TRL 5-8 activities if grant requested
- *Small mid-caps can only apply for investment-only

Full Application










- 'Approval' for full application means you have the evaluators' attention for more
- It is **not** an indicator of project novelty or demand
- Full Application must be submitted at cut-off date within 12 months of short application approval
- Next cut-off date is **6 October 2021**
- Proposal Template is 'coming soon'
- EIC provides optional **3-day business coaching**
- You can revise most things from short application
- Submitted application form is not downloadable
- No CV or company introduction document upload
- No detailed subcontracting information table



Breakthrough innovations | Reshaped industries



Business Model Canvas

<p>Key Partners </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</p> <p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Channels </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</p>
<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p>		<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>		

Content from Initial application

EU Login
One account, many EU services

English (en) ▼

[Create an account](#) **Login**

Create an account

[Help for external users](#)

First name

Last name

E-mail

Confirm e-mail

E-mail language
English (en) ▼

Funding & tender opportunities
Single Electronic Data Interchange Area (SEDIA)

Participant's Register [Need help?](#)


1 2 3 4 5 6
Identification Organisation Data Legal Information Authorised Users Summary Success

Identification

Legal name * 740

Registration country * ▼


Registration number 50



Discover the most relevant funding for your idea

Discovery


Step 1



Diagnose the chances of success of your sketch

Diagnostic

Step 2



Design an innovative project

Design

Full Application



Short Application
+ Pitch Deck + Video
4 Evaluator Reports

Business Plan (created online)
Pitch Deck
Freedom-to-Operate analysis
Data Management Plan
Financial information

optional →

Letters of Intent
Annex = 10 pages max.

Application & Evaluation Context

Which EIC topic do you want to apply for?



EIC Accelerator Open



**EIC Accelerator Challenges
2021 - Strategic Digital and
Health Technologies**



**EIC Accelerator Challenges
2021 - Green Deal innovations
for the Economic Recovery**

What kind of funding are you looking for? (you will be able to edit this choice later) *



Blended finance



Grant first



Grant only

Business Plan

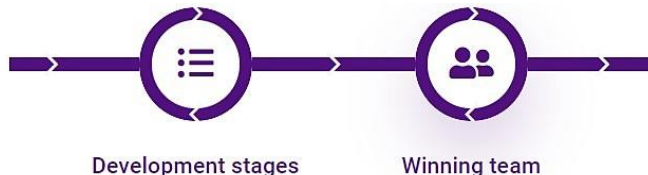
Ideation

From initial
idea



Development

From expectations



To deliverables

Go2Market

Know



Market scoping Willingness to pay Competitors and Threats SWOT Analysis

Prepare



Readiness Corporate Strategy Business Model Finance Intellectual property

Enter



Strategy to Enter Barriers To Entry Legal and regulatory compliance

Scale



Scaling strategy Future developments

Impact



Effect of the solution Impact on the Market Societal impacts Future legal and regulatory compliance

Ideation

Stakeholder's pains

Competitors

Medium

RD organisation / lab

Medium

Large company

High

Stakeholder's gains

Competitors

Medium

RD organisation / lab

Medium

Large company

High

Function/use case
Your solution with
regard customer
needs & problems
NO technical jargon

Features
Tech components
or subsystems
enabling
function/use case
Highlight
innovativeness

Function A	Function B	Function C	
Your use case			
Function A			
Pains and gains addressed by this use case			
Pains			
High	High	High	
Gains			
High	High	High	
Your features			
Feature name			
Feature description			
Existing technology/knowledge			
Needed technology/knowledge			
Bottlenecks			
Technology/knowledge to be developed			

Ideation

‘A business is a value delivery system.’

Lanning & Michaels

Value proposition

Reasons why customers turn to your company over another. Solves customer's problem or satisfies customer's need.

Value Proposition is more than a collection of features.
It is not a slogan or a tagline.

Our team will help [target market] to achieve [primary benefit] by [your solution] at [price].

Ideation

Existing Solutions and State-of-the-Art

	Pain 1	Pain 2	Pain 3	Gain 1	Gain 2	Gain 3
Existing Solution A	✗	✗	✗	✗	✗	✗
Existing Solution B	✗	✗	✗	✗	✗	✗
Existing Solution C	✗	✗	✗	✗	✗	✗
Your solution	✓	✓	✓	✓	✓	✓

Comparisons

To which extent existing solutions and yours relieve the pains and satisfy the gains expected by the stakeholders of your value chain.

Ideation

Risk 1	Risk 2	Risk 3	Risk 4
Type			
Description of the risk		Likelihood	
<div></div>		<div></div>	
Effect		Mitigation method(s)	
<div></div>		<div></div>	

Risk Assessment
Risks are intrinsic in innovation projects
The EIC welcomes high-risk proposals

Development

TRL & BRL

What past technology and marketing achievements brought you here?

What technological and business development progress you are planning?

TRL Definitions

1 | Basic Research

Basic principles observed

2 | Technology Formulation

Technology concept formulated

3 | Needs Validation

Experimental proof of concept

4 | Small Scale Prototype

Technology validated in lab

5 | Large Scale Prototype

Technology validated in relevant environment

6 | Prototype System

Technology demonstrated in relevant environment

7 | Demonstration System

System prototype demonstration in operational environment

8 | First Of A Kind Commercial System

System complete and qualified

9 | Full Commercial Application

Actual system proven in operational environment

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

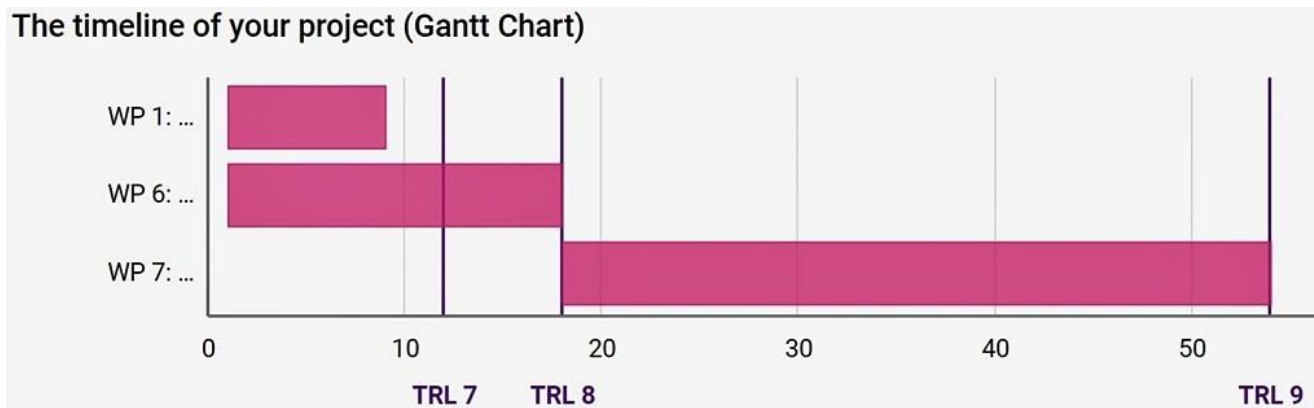
8 | Proof of scalability

A stable sales pipeline and strong understanding of the market allow revenue projections

9 | Proof of stability

KPIs surpassed and predictable growth

Development



Work Plan presents the logical sequence of Work Packages

Work Packages categorize/organize operations under Tasks

Tasks are activities dedicated to produce specific Deliverables

Deliverables are Task results, i.e., reports, studies, tests

Milestones are checkpoints at a specific point in a Task,
i.e., TRL 7, TRL 8, and TRL 9 (mandatory)

Work Packages

Milestones and Deliverables are not necessarily linked. Though important, Deliverables can help to decide the placing of Milestones.

Each feature should be assigned to a Work Package for consistency

Innovation Activities (TRL < 9)

At least 3 Work Packages in total, for

- Technology development,
- Market activities, and
- Management of innovation activities

Market/Scale-up activities

At least 2 Work Packages, for

- Market activities and
- Management of TRL 9 activities

Innovation activities (TRL < 9)

WP 1:

WP 5:

WP 6:

WP 4:

WP 1:

Type of the workpackage

Development/Test

Start Month

End Month

Number of tasks

4

Total costs

€

Objectives of the workpackage

Tasks

1.1

1.2

1.3

1.4

1.1

Description

Targeted TRL *

TRL ..

Effect

Target

subsystem

Deliverables

Dissemination Level *

CO = Confidential, restricted under condition: ..

Nature *

Final

Delivery month *

...

Type *

R: Document, report (excluding the periodic a ..

Costs

Total: .. € - 2 type(s) of cost

Cost 1

Cost 2

Type of cost *

B. Subcontracting costs

Amount (€) *

Description *

Development

Missing competencies

At proposal submission stage,
it is usual to lack some skills
and talent needed for the
later stages of the project.

A recruitment plan is needed
to ensure an uninterrupted
implementation.

Your team

<div>-----</div>		<div>-----</div>	<div>-----</div>	<div>-----</div>
First name	Last name			
<div></div>	<div></div>			
Position				
<div>Technology Development Expert</div>				
Domains of expertise				
<div></div>				
Is this team member a shareholder? If not, type 0%, if yes, define how many share(s) he/she owns:				<div>-----</div> %
Workpackages on which this person will work on :				
<input checked="" type="checkbox"/> WP 1	<input type="checkbox"/> WP 5:			

Development

Key partners
help your business model succeed

Other partners
stakeholders of your value chain

You will be requested to choose a
Work Package and identify the
Partner(s) you are engaging with
on your project

Edit stakeholder

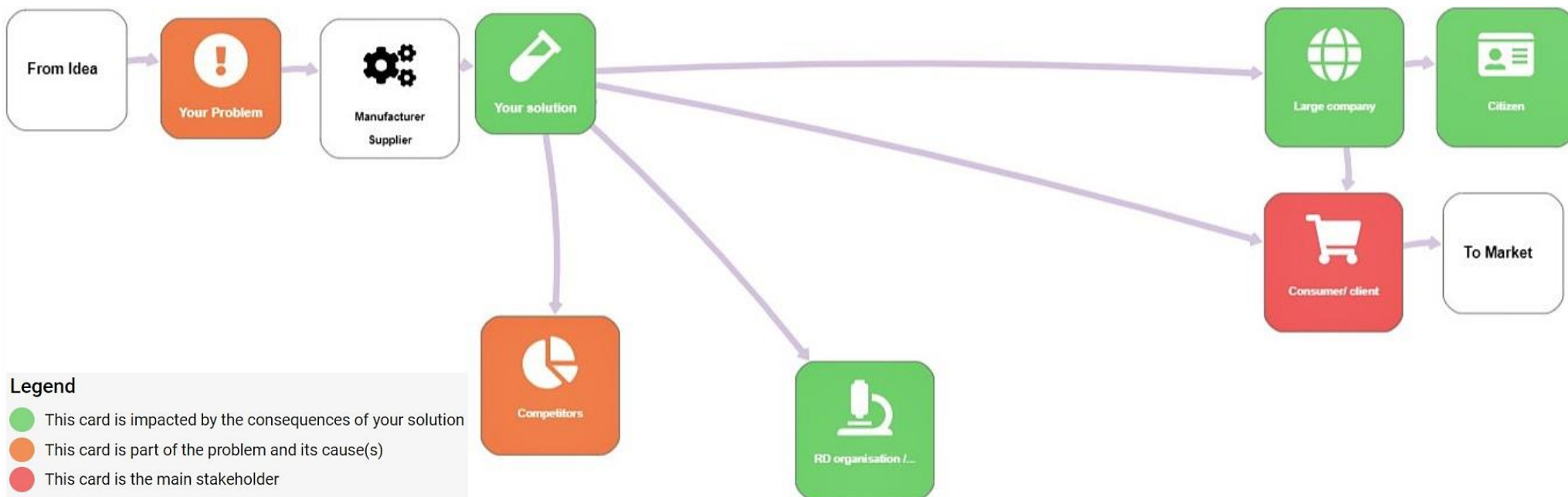
Name of the stakeholder (optional)

Who is the stakeholder concerned by the problem in the value chain ?

Technology Transfer Office (TTO) ▼

- ☐ This stakeholder is the main stakeholder
- ☐ This stakeholder is part of the cause(s) of the problem
- ☐ This stakeholder is impacted by the consequences of the solution
- ☒ **This stakeholder is a key partner (necessary for the development or implementation of your project)**
- ☐ This stakeholder is a customer
- ☐ This stakeholder is a potential user

Go2Market



Value Chain

a set of interdependent economic activities
creating added value around a product or service

the visual representation of all the actors
that are external to your organization, and
which are either affected by the problem
or benefiting from your solution

Go2Market

**Total Available Market, Served
Available Market, Target Market**



Go2Market

Business model

Key Activities

Value proposition ?

Customer relationship

Resources



Customer segments?
Key partners?

Channels

Costs

Revenues

Go2Market



What is your competition intensity?

Competitive intensity
the extent to which companies
within a specific industry exert
pressure on one another
Some level of competition is healthy
because it acts as an impetus for
innovation within organizations

Go2Market

Choose a competitor in order to see the details

Competitor A

Competitor B

Competitor C

Competitor D

Do this competitor have the same solution
as you? *



Comment *

Do this competitor have the same
customers as you? *

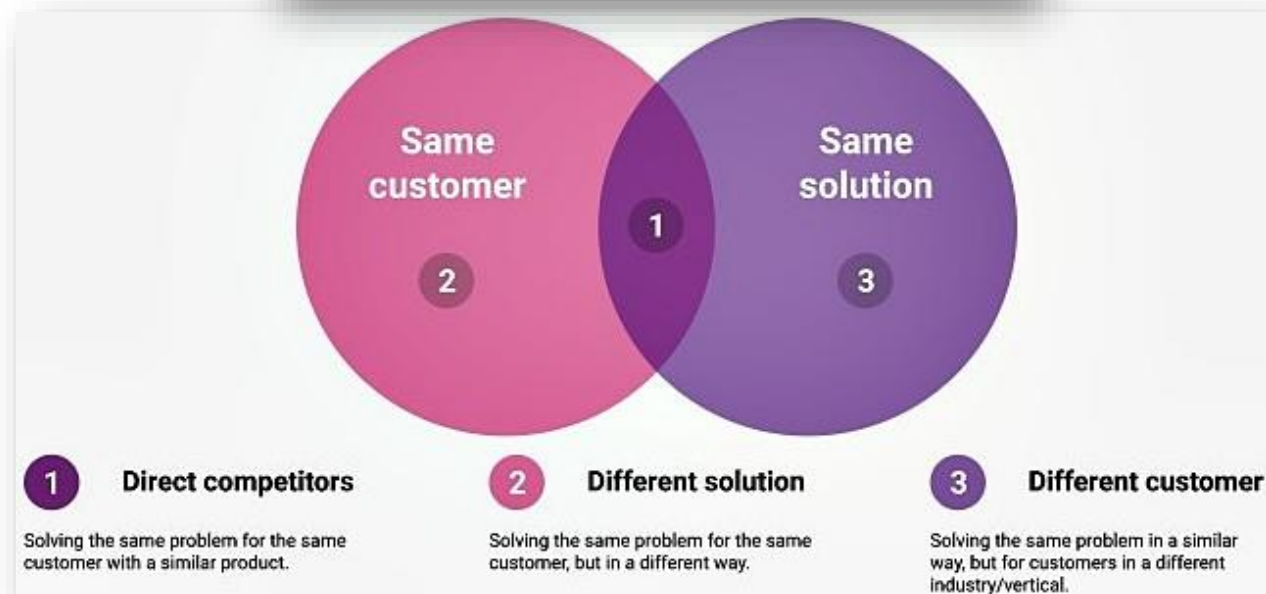


Comment *

Can you point out how you are better or different (for
example: price, product size, market experience,
innovation and new product, value, branding, etc.)? *

Go2Market

Competitors	Direct	Different solution	Different customer
Competitor A	✓		
Competitor B	✓		
Competitor C		✓	
Competitor D		✓	✓



Go2Market

SWOT Analysis

What are your opportunities?

What are your threats?

Your action plan?

What are your strengths?

What are your weaknesses?

Action Plan?

How all these findings will be transformed into a coherent business strategy

Opportunities

Threats

Strengths

Weaknesses

Go2Market

What are the effects of your solution ?

What are the direct effect of your deliverables?

KPI 1

KPI 2

KPI 3

KPI 4

Category ?

**Action (increase,
decrease, ...)**

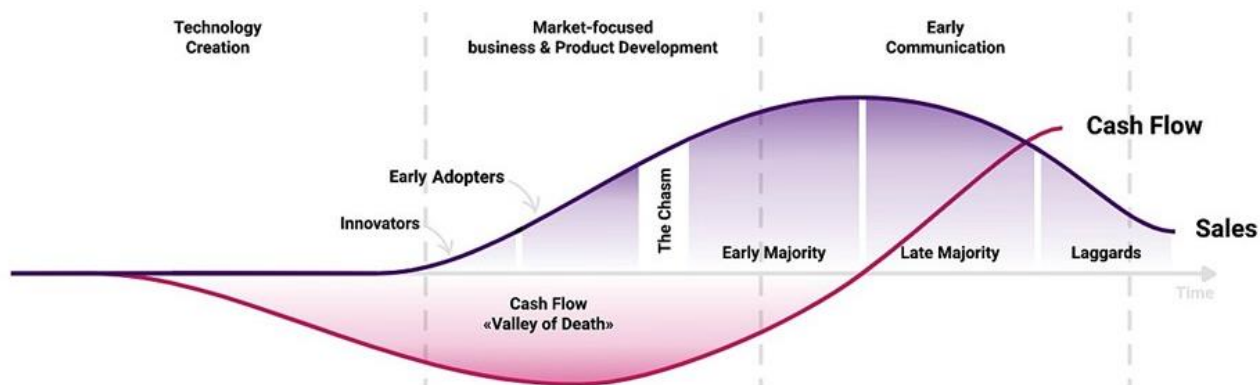
Value

**Unit measure (% , km , kg,
liters, ...)**

Deliverables that serve this KPI

Effect(s) on Solution

Go2Market



Disruptive innovation
your deployment strategy
to create a new market?

Radical innovation
the stage your solution will
enter an existing market?

Sales & Cash Flow
the time needed to
achieve objectives?

Please fill the relevant steps of the market penetration you are targeting?

Innovators	Early adopters	The Chasm	Early majority	Late majority	Laggards
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The penetration strategy

Estimated Cash-Flow ?

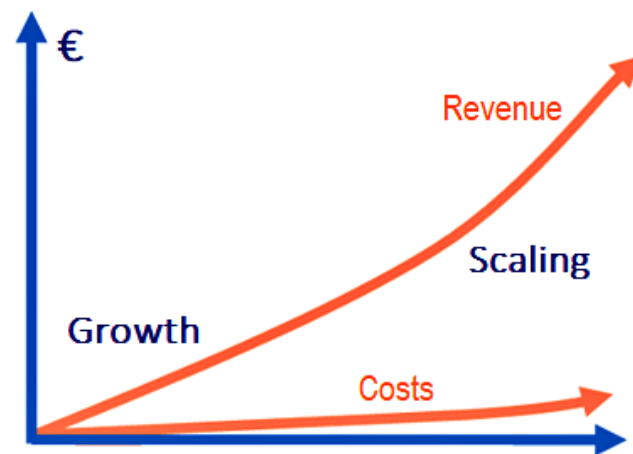
Estimated Sales ?

The time to next step

Go2Market

Scaling

Your **ability** (organizational capacity) to scale up?
How the EIC funding will **impact** your scalability?
Scalability of your business (innovation project)?



Scalability

a company's ability to grow without being hampered by its structure or available resources when faced with increased production

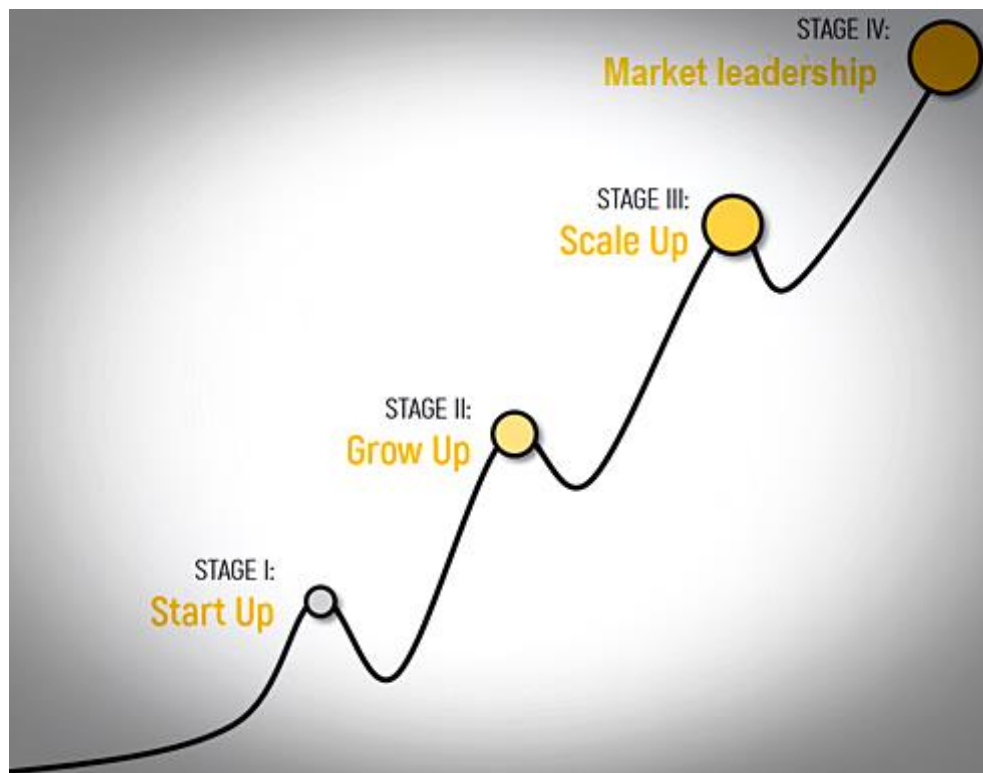
Beyond reaching TRL 9

EIC funding should help structure your business model to reduce your fixed costs and increase your margin for stronger growth

Scalable company

one that can maintain or improve profit margins while sales volume increases

Pitch Deck



- No slide limit
- No pre-defined Template
- Pitch Deck will be used during Jury Interview if invited
- Summarize, visualize, and complete the information shared in the online forms; avoid repetitions

Profit & Loss Account

P&L

Revenues

Gross Margin

Selling, General and Administrative expenses

R&D expenses

Other operational expenses

EBITDA

Interest

Other revenues/expenses (including grants)

EBT

Taxes

Net Income

CASHFLOWS

Cashflows from operating activities (net)

Cashflows from investing activities (net)

Cashflows from financing activities (net)

of which

Proceeds from grants

Proceeds from issuance of debt

Repayment of debt

Proceeds from issuance of equity

Dividends

Net increase/decrease in cash and cash equivalents

BALANCE SHEET

Total assets

of which

Cash and cash equivalents

Inventory

Accounts receivable

Property and Equipment

Intangible assets

Other assets

Outstanding liabilities

of which

Accounts payable

Short-term debt

Long-term debt

Other liabilities

Equity

of which

Share capital

Retained Earnings

Other equity

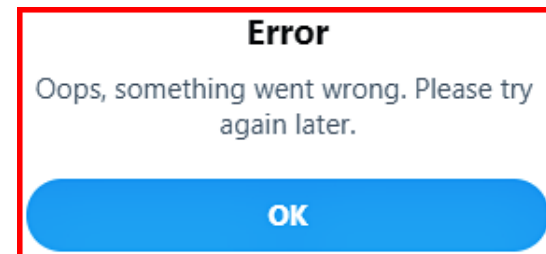
- Covers next 3 years
- Downloadable Excel Template available
- No pre-determined financial ratios or projections to meet

Evaluation

- Proposals will be assessed on **3** criteria by **3** evaluators. No scores; only 'Go' and 'No Go'.
- 9** x 'Go' will pass to Jury Interview.
- Evaluation Reports accessible to applicants in **5** weeks.
- Jury Interviews after **9** weeks.
- Proposals not evaluated comparatively but **on their own merits**
- Evaluation criteria not direct reflections questions asked in application form.
- Clear explanations linked to evaluation criteria** help evaluators.

Resubmission

No redress procedure



First time rejection...

- Improved proposal can be submitted to one of next **2** full application cut-offs.

Second time rejection...

- No resubmission allowed for **12** months.
- Then, a new or improved proposal can be submitted as **short application**.

Final Remarks



- Full application forms are demanding. Start drafting your proposal **as soon as possible**.
- Ask for a second opinion and pre-evaluation.
- EIC Accelerator requirements may change without prior notice - Keep **up-to-date**! Submit proposal as **close to cut-off date** as possible.
- If you receive 1 'No Go', you fail. So, consider the **diversity of evaluators** when drafting your proposal.
- If you have any questions **give us a call**.

Contact:

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REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
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