



This project is co-financed by the
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finanse edilmektedir



TURKEYⁱⁿ
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

FULL Application Process

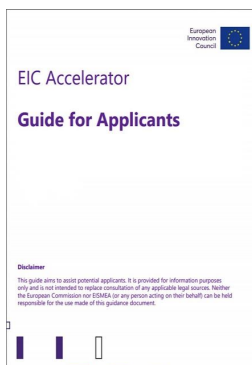
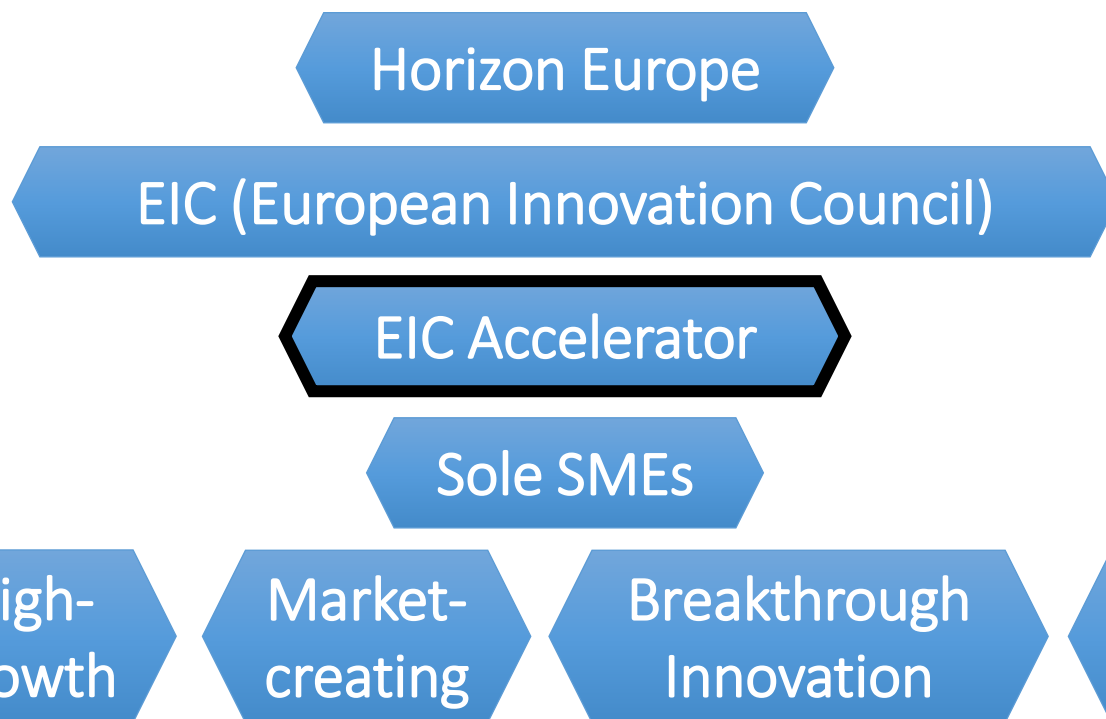
Project Writing Training 12

December 14, 2021

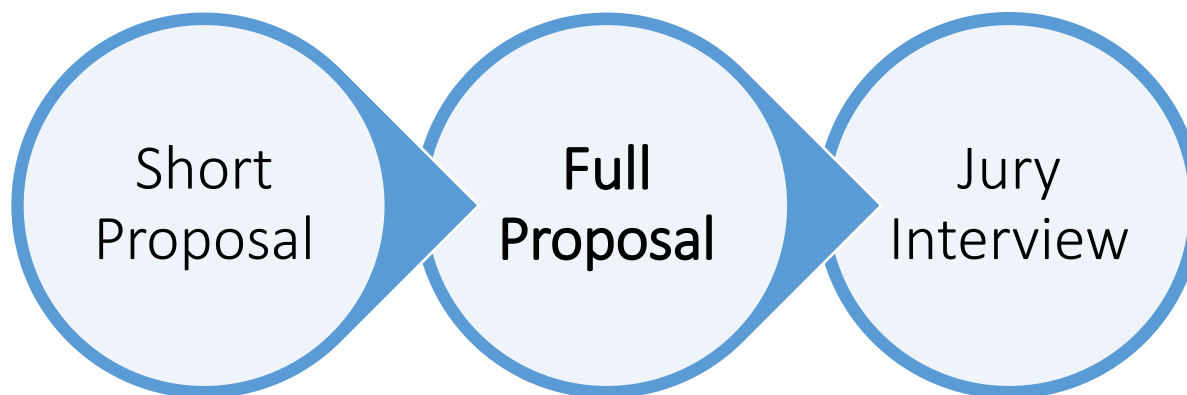


REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



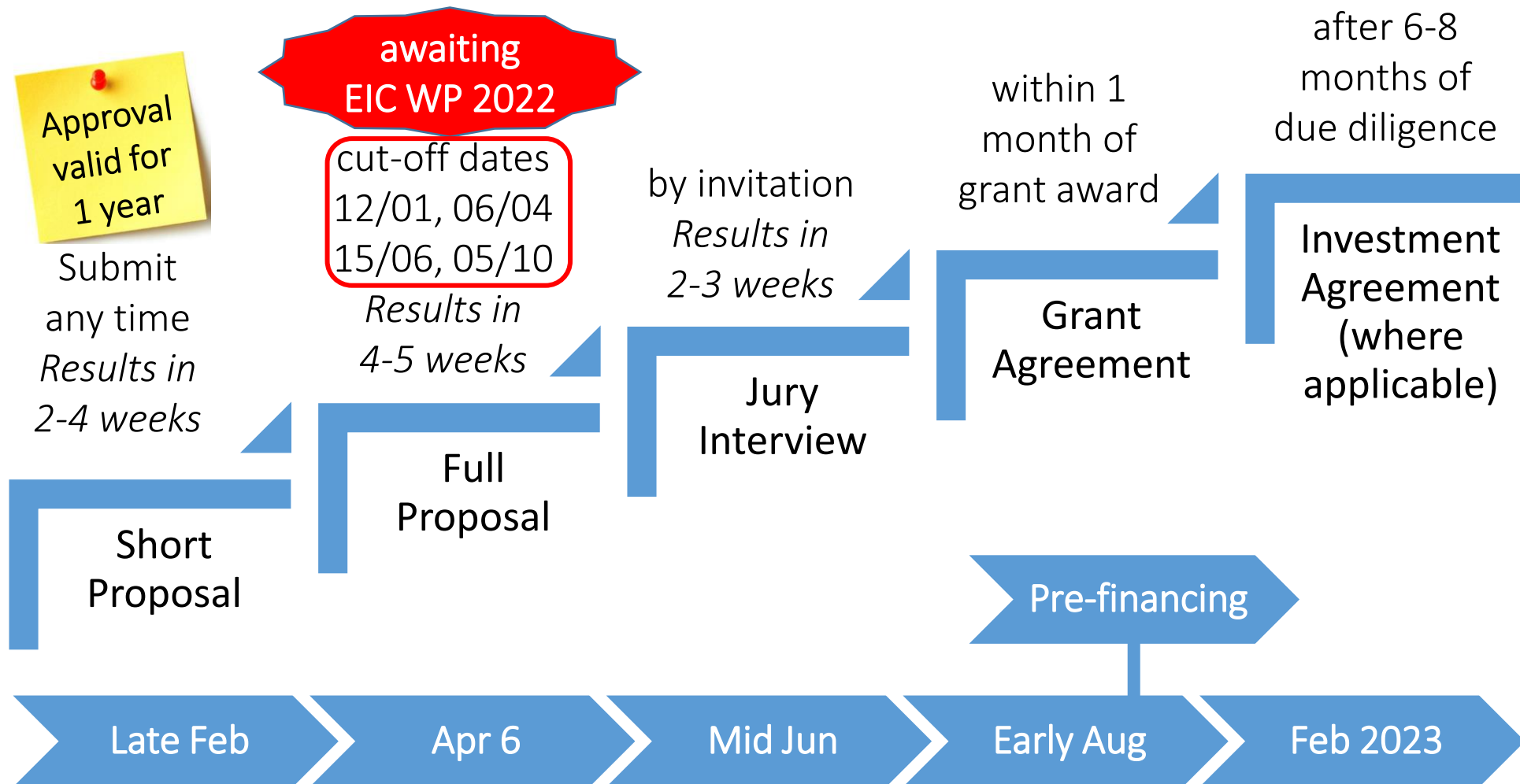


Guide for Applicants



EIC Work Program

How the Accelerator Works

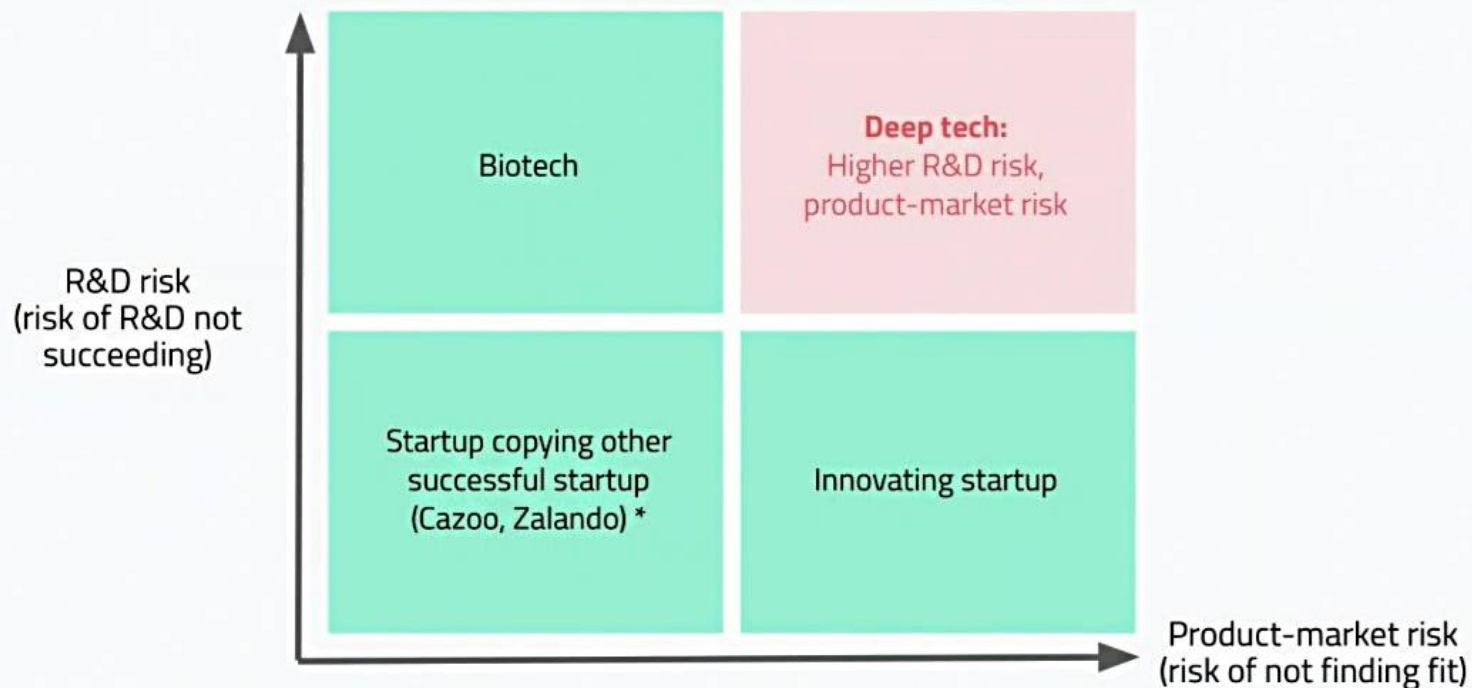


'Deep tech' in 1 minute

deep tech + patient capital

- ✓ cutting-edge scientific advances
 - ✓ constant need to interact with new ideas and discoveries
 - ✓ longer R&D and slower Return-on-Investment
- ≠ High tech = R&D intensity

Deep Tech combines engineering/scientific risk with product market risk.

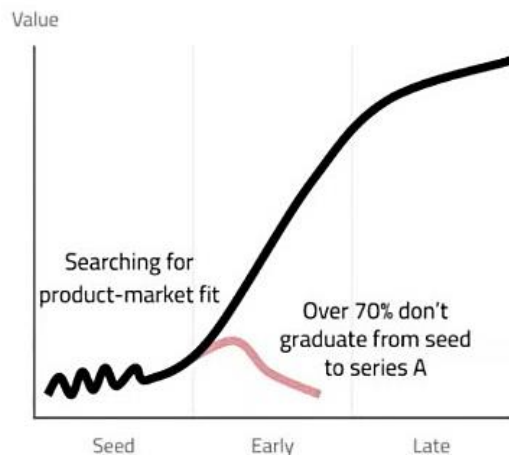


*Cazoo is a perfect example of a startup with all major risks mitigated: serial founder, proven business model and technology (of course many risks remain).

Deep Tech startups scale differently.

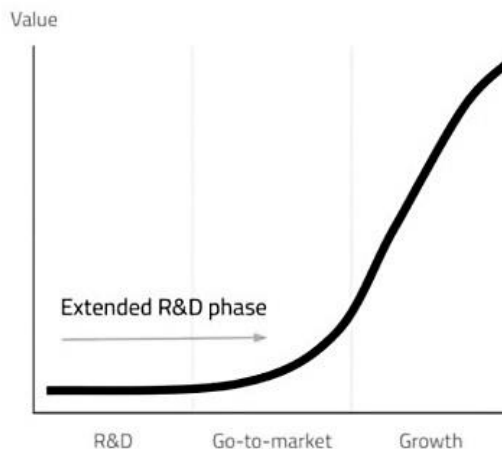
Regular startup

Exploit new but proven technologies
Validate product-market fit as early as possible
R&D and patent ownership is rare



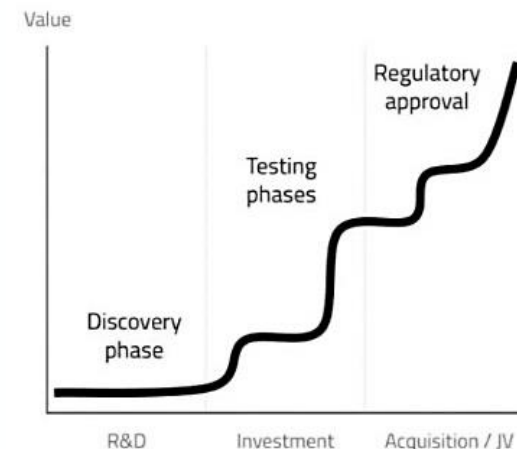
Deep tech startup

Starts with extended R&D phase
Higher share of technical staff
Often involves hardware and/or IP





















Biotech startup

Long and costly testing phases
Discovery phase becoming shorter *
Less market risk **

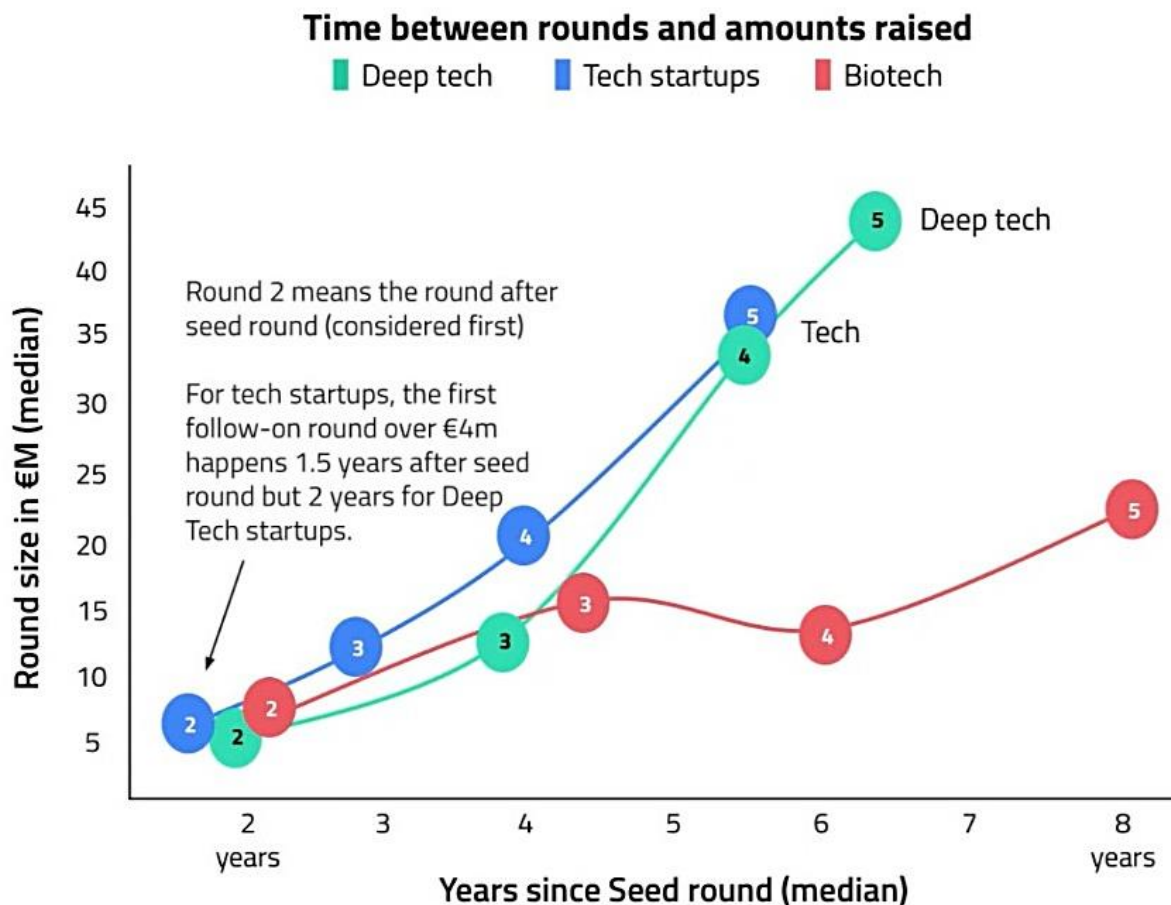


Many of Europe's top Deep Tech companies have their roots in academia and drew early support from government grants.

Company	Category	University	Grants	VC funding
 BIONTECH	Biotech	Mainz	European H2020 programs	€1.3b
 onfido	Identity verification	Oxford	Eurostars SME Programme, Tech Nation	€192m
 Alcedia	Light-emitting diodes	CEA	European Innovation Council (EIC)	€171m
 ICEYE	Satellites	Aalto	European Commission, Eurostars SME Programme	€123m
 climeworks	Carbon sequestration	ETH Zurich	Eurostars SME Programme	€114m
 XMOS	Edge AI chips	Bristol	EIC	€102m
 Exscientia	AI-based drug discovery	Dundee	Bill & Melinda Gates Foundation	€96m
 IQM	Quantum computing	Aalto	EIC	€68m
 MAGAZINO	Intral logistics robots	TUM	EXIST	€41m
 KALRAY	Intelligent microprocessors	CEA	Eurostars SME Programme	€34m
 oxbotica	Autonomous vehicle software	Oxford	Innovate UK	€70m
 wingtra	Professional drones	ETH Zurich	EIC	€27mp
 ULTROMICS	AI-based diagnostics	Oxford	Government of the UK, NIHR	€24m
 Aragraf	Graphene-based electronics	Cambridge	ERDF	€23m
 Recycling Technologies	Plastic recycling	Warwick	EIC, UKRI	€20m
 river lane	Quantum computing	Cambridge	Government of the UK	€4m
 vaccitech	Biotech (Oxford's Covid vaccine)	Oxford	UKRI	€43m
 ONI	Super resolution microscopes	Oxford	n/a	€27m

Thanks to [Dealroom.co presentation](https://dealroom.co/presentation) #EICSummit21

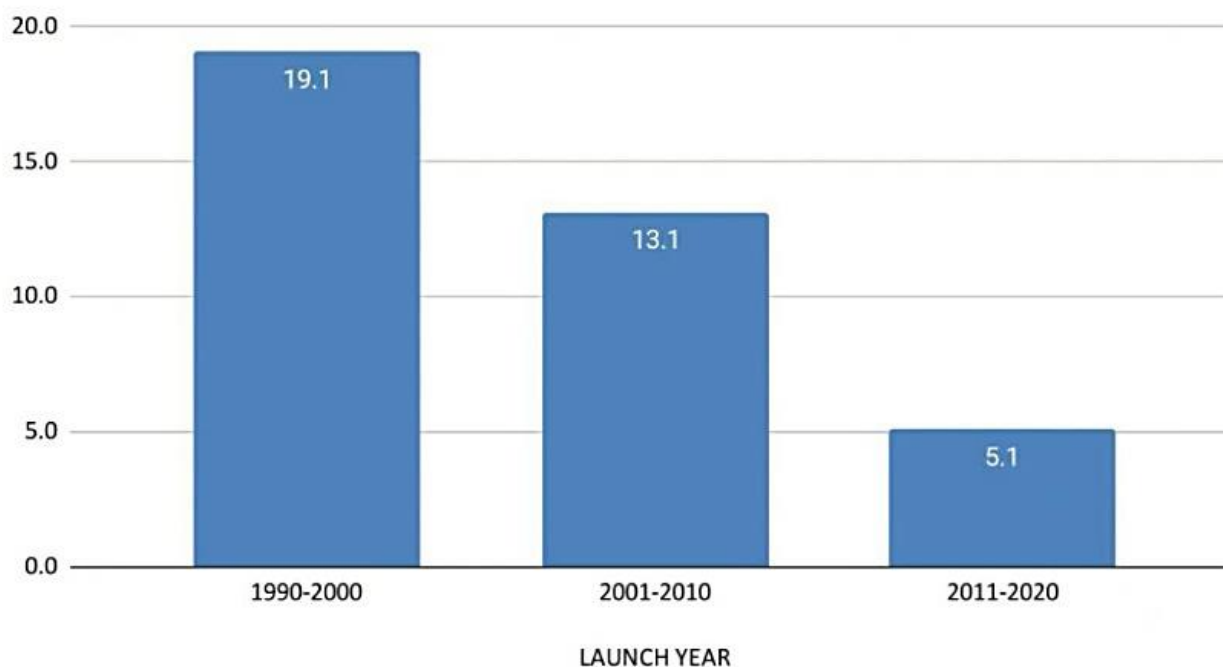
**It takes (a bit) more
time and capital to build
a Deep Tech startup.**



But even Deep Tech startups are scaling faster than before.

Average time from founding to unicorn globally for deeptech

Time for unicorn for deep tech startups












Thanks to [Dealroom.co presentation](https://dealroom.co/presentation) #EICSummit21

Full Proposal Development



- Optional 3-day EIC business coaching
 - Address earlier **evaluator** comments
 - **Fundraising effort** is key to EIC support
-
- Design your project for **full market deployment**
 - **Most things** can be **revised** from short application

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>		

Full Proposal Content



Short Application
+ Pitch Deck + Video
+ 4 Evaluation Results

Business Plan (created online)
Pitch Deck
Freedom-to-Operate Analysis
Data Management Plan
Financial Information

optional →

Letters of Intent
Annex = 10 pages max.

Proposal & 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?



Blended finance



Grant first



Grant only

Open and Challenge-Driven Calls

Open

Innovations in any field of technology / application

Strategic Digital and
Health Technologies

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

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

Green Deal Innovations
for Economic Recovery

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

Cost Eligibility | TRLs

TRL 5-8 'Innovation' activities

Prototyping, Piloting, Validating, Demonstrating, and TRL 9 Planning

TRL 9 'Market Deployment' activities

Commercialization, sales, scale-up, manufacturing, and distribution

Main Eligible Costs: Personnel, travel, equipment, products, services, indirect costs (25% of above)

Main Ineligible Costs: Currency exchange losses, interest, deductible VAT, excessive expenditure,...

Funding Types

Grant first

Innovations that need **further validations** before full market deployment

30% **co-financing** and subsequent **equity** support optional

Key Milestone achievement is a must

Go2Market **loose**

Planning for TRL 9

Grant-only

Innovations with **secured funding** for TRL 9 onwards

Demonstration of the capacity for 30% co-financing and funding of TRL 9 onwards

Clear differentiation of TRL 5-8 and TRL 9 activities

Blended finance

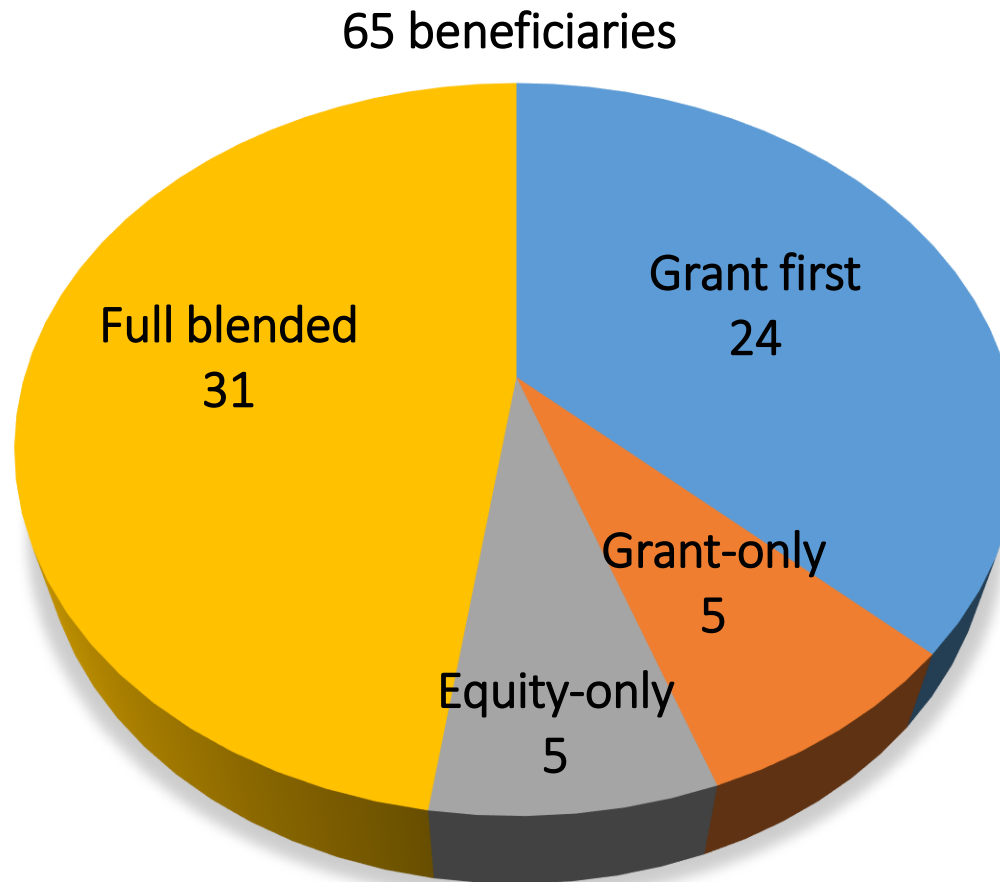
Full blended

grant + equity for development and TRL 9

Equity-only

for TRL 9 onwards
scaleup

Funding type choices - June 2021 cut-off



Business Plan

Ideation

From initial
idea



To stakeholder's
needs

Market opportunities

Risks

Innovation

Development

From expectations



To deliverables

Development stages

Winning team

Know



Market scoping Willingness to pay Competitors and Threats SWOT Analysis

Prepare



Readiness Corporate Strategy Business Model Finance Intellectual property

Go2Market

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

1.1. What are your Market opportunity?

1.1.1. What is the market opportunity?

- What is the identified pain point / problem to solve?
- What is it about? What is your solution (product/service/process/method/service/...)?
- What are the use cases / functions of your solution?
- What are the features of your solution?
- What is/are the final deliverable(s)?
- What is your value proposition?

1.1.2. What is the market's state-of-the-art?

- What are the other existing solutions and what are their limits?
- Why now?

1.2. What are the risks of failure?

1.3. What is your innovation?

1.3.1. What is unique in your approach, compared to those of other companies?

- What is your Unique Selling Point (USP)?
- What is your unique positioning/place on the market?

Development

2.1. What are the past and future development stages?

2.1.1. What is the current development stage of your innovation?

- What are your achievements and current Technological and Marketing stages?
- What is your current TRL (Technology Readiness Level)?
- What is the current technological state-of-the-art?

2.1.2. What are the further stages and activities needed to commercialize your innovation?

- What are the Future technological and Marketing/commercial development needed to develop further your solution? **Per Workpackage:**
 - Tasks per TRL. Where you intend to run a clinical trial, you will be asked to upload an explanatory document using this [template](#).
 - Budgeted costs for TRL 5 to 8 included (covered by an EIC grant component)
 - Budgeted costs for TRL 9 (covered by and EIC investment component or other resources)
 - Main deliverables per tasks
 - Milestone per TRL
- **For Grant First:** what is the TRL you intend to achieve at the end of this first stage of your project?

2.2. What is your winning Team and Partnership?

2.2.1. What about your winning team?

Go2Market

3.1. Know your market

3.1.1. What is the market in terms of type, size and growth?

- What is your targeted market?
- What is your market size?
- What is the CAGR (Compounded Annual Growth Rate) of your targeted market?
- What is your market annual growth rate?

3.1.2. Who cares about your innovation: Who are the targeted users and/or customers and their expected satisfaction?

- Who are your customers? Who pays for the solution?
- Who are your potential users, if different from customers? Who has the problem/need and will use your solution?
- What is your market segmentation?
- Is there any other potential Market application? Which one?
- Is there any other Future Market segment? Which one?
- Explain why you think that there is a willingness to pay from your targeted customers
- Why do you think it will be successful? (customer satisfaction, Performance improvement and time)

3.1.3. What is your value chain?

- Is it a new or an existing value chain?
- Are there new or existing customers/users?

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 to 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 <div>Function A</div> <p>Pains and gains addressed by this use case</p> <p>Pains</p> <div> <div>High</div> <div>High</div> <div>High</div> </div> <p>Gains</p> <div> <div>High</div> <div>High</div> <div>High</div> </div> <p>Your features</p> <div> <div>-----</div> <div>-----</div> <div>-----</div> <div>-----</div> </div> <p>Feature name</p> <div></div> <p>Feature description</p> <div></div> <p>Existing technology/knowledge</p> <div></div> <p>Needed technology/knowledge</p> <div></div> <p>Bottlenecks</p> <div></div> <p>Technology/knowledge to be developed</p> <div></div>		

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

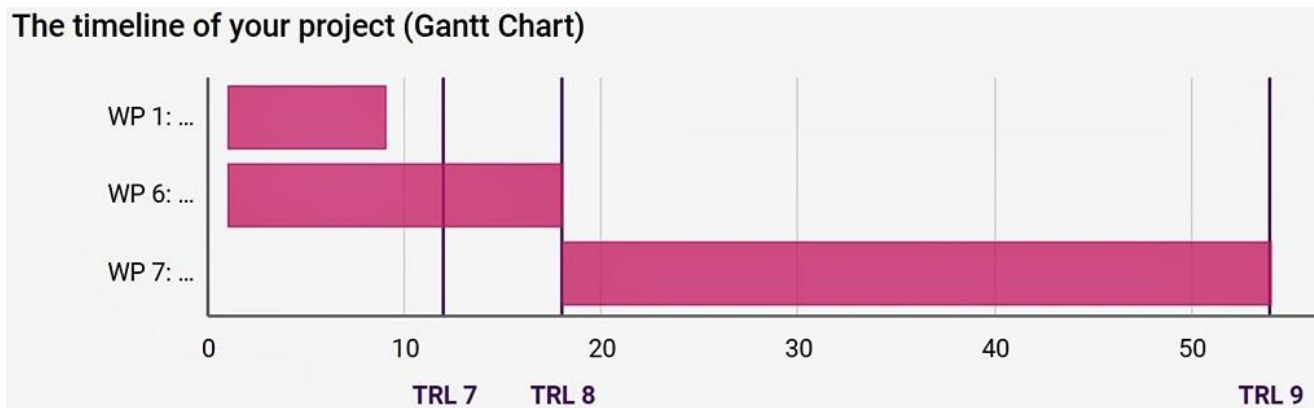
To which extent existing solutions and yours relieve the pains and satisfy the gains expected by the stakeholders of your value chain.

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



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

First name

Last name

Position

Technology Development Expert

Domains of expertise

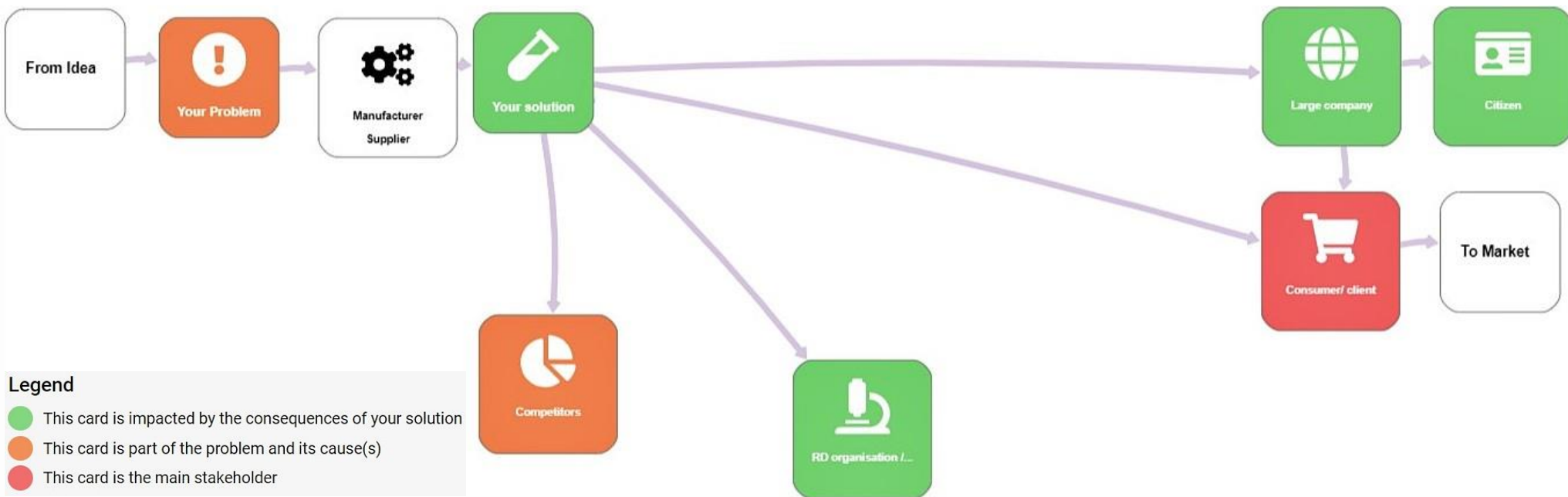
Is this team member a shareholder? If not, type 0%, if yes, define how many share(s) he/she owns:

%

Workpackages on which this person will work on :

☒ WP 1
 ☐ WP 5:

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

Business model

Key Activities

Value proposition ?

Customer relationship

Resources

Channels

Costs

Revenues

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.)? *

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

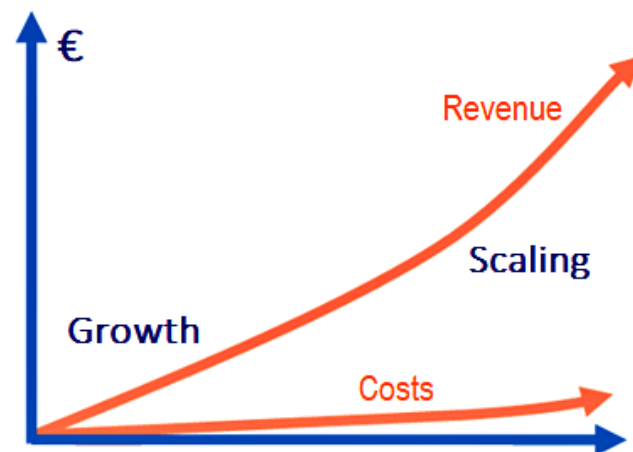
Strengths

Weaknesses

Go2Market

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

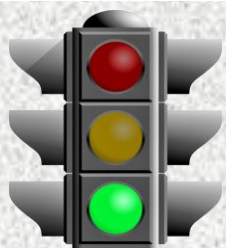
Beyond reaching TRL 9

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

Scalable company

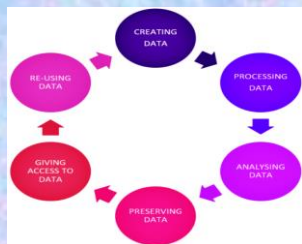
one that can maintain or improve profit margins while sales volume increases

Mandatory Uploads



- **Pitch Deck** used in Jury Interview
- No slide limit (but 10-minute limit), to visualize proposal
- 2-4 slides for business model, target market, and growth

- Describe IP (Intellectual Property) arrangements
- Outline barriers and restrictions related to IP Rights
- Conclude that there is **Freedom-to-Operate**



- **Data Management Plan** will outline a methodology
- What data will be collected and/or generated
- How the data will be processed, shared, and preserved

P&L

Revenues
Gross Margin
Selling, General and
Administrative
expenses

- Downloadable Excel Template
- **Financial information** for first 3 years
- No pre-determined financial ratios or projections to meet

Optional Uploads



- Letters of Intent/Support, Reference Letters, E-mails,... from Investors, Partners, Pilot Customers, Stakeholders,...



- Max. 10-page **Annex**
- No need to repeat information
- Can share images, graphs, tables...

Full Proposal Evaluation



- **3** main criteria, **3** evaluators
- No scores, no ranking; only **Go** and **No Go**
- **9** x **Go** will pass to Jury Interview
- Evaluation Reports accessible in **5** weeks.
- Jury Interviews after **9** weeks
- Proposals not evaluated comparatively but **on their own merits**
- **1 No Go** ➡ failure.

Evaluation Criteria - Excellence

Breakthrough and market creating nature: Degree of novelty?
Potential to create or significantly disrupt markets?

Timing: Is the timing right in terms of industrial, customer, social,
scientific, or technological developments?

Technological feasibility: Is TRL at least 5/6? Potentials and risks?

Intellectual Property: Is IP protected? Freedom-to-operate?

Evaluation Criteria - Impact

Scale-up potential: Potential to develop new markets? Growth of the company? Associated financial needs?

Broader impact: Broader societal, economic, environmental or climate impacts?

Market fit and competitor analysis: Market conditions and growth rates? Competitive analysis? Identification of potential customers? Unique selling points and key differentiation from competitors?

Commercialization strategy: Strategy for commercialization? Regulatory approvals/compliance needed? Time to market? Business and revenue model?

Key partners: Roles, competences, commitment, and incentivization of key partners?

***For Challenge call applications:** Quantified significance and impact

Evaluation Criteria - Level of risk, implementation, and need for union support

Team: Capability and motivation to implement the proposal? A plan to acquire missing critical competencies?

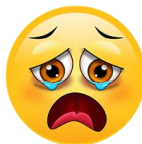
Milestones: Implementation plan with milestones, work packages, deliverables, resources, and timing?

Risk level of the investment: Market actors are unwilling to commit the full amount alone due to the nature and level of risks but willing to invest, either alongside the EIC or at a later stage?

Risk mitigation: Main risks and mitigation measures?

Full Proposal Resubmission

No redress procedure



First time rejection...

- **Counter-argument** in resubmission
- 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 significantly improved proposal can be submitted as **Short Application** again.

Jury Interview



- 4-6 Jury members, informed on short + full applications and their evaluations
- 10-min. Pitch Deck **presentation** and 35-min. open-ended **Q&A**
- Main focus on **team**, **need for EIC support**, **scale-up**, and **differentiation of grant- and equity-supported activities**.
- Results in 2-3 weeks.
- If **Go**, sign a **Grant Agreement** and/or start due diligence with the EIC Fund for **Investment Agreement**

Jury Interview Resubmission

First time rejection with a second chance

- Submission of the improved proposal to **1** of the next **2** jury interviews

First time rejection...

- Improved proposal can be submitted to **1** of the next **2** full application cut-offs
- Also, awarded **Seal of Excellence** if given **Go** on Impact and Excellence criteria

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**.

Further References

[EIC Accelerator Call](#)

[EIC AI Platform](#)

[EIC Work Program 2021](#)

[EIC Accelerator web site](#)

[Accelerator FAQ](#)

[Guide for Applicants](#)

[European Green Deal](#)

[UN Sustainable Development Goals](#)

[TUBITAK Horizon 2020](#)

[Turkey in Horizon 2020 event recordings](#)



Good Luck!

Any questions?

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