Turkey in Horizon 2020 II

EIC Accelerator
SHORT Application Process

Serkan Bolat

Project Writing Training 12
December 14, 2021

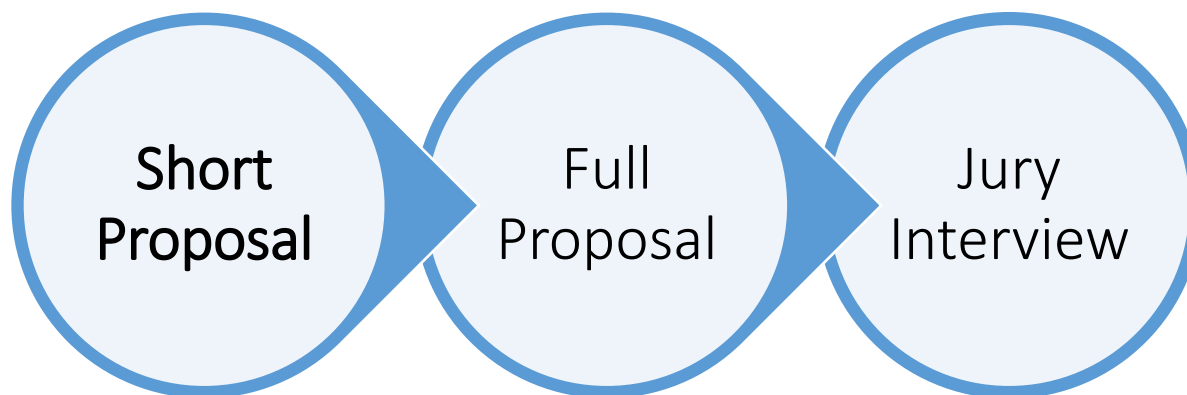**REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY**

COMPETITIVE
SECTORS
PROGRAMME

TÜBİTAK

Horizon Europe

EIC (European Innovation Council)

EIC Accelerator

Sole SMEs

High-risk   High-growth   Market-creating   Breakthrough Innovation   Any sector/topic

EIC Accelerator
Guide for Applicants

Short Proposal → Full Proposal → Jury Interview

EIC Work Programme 2021
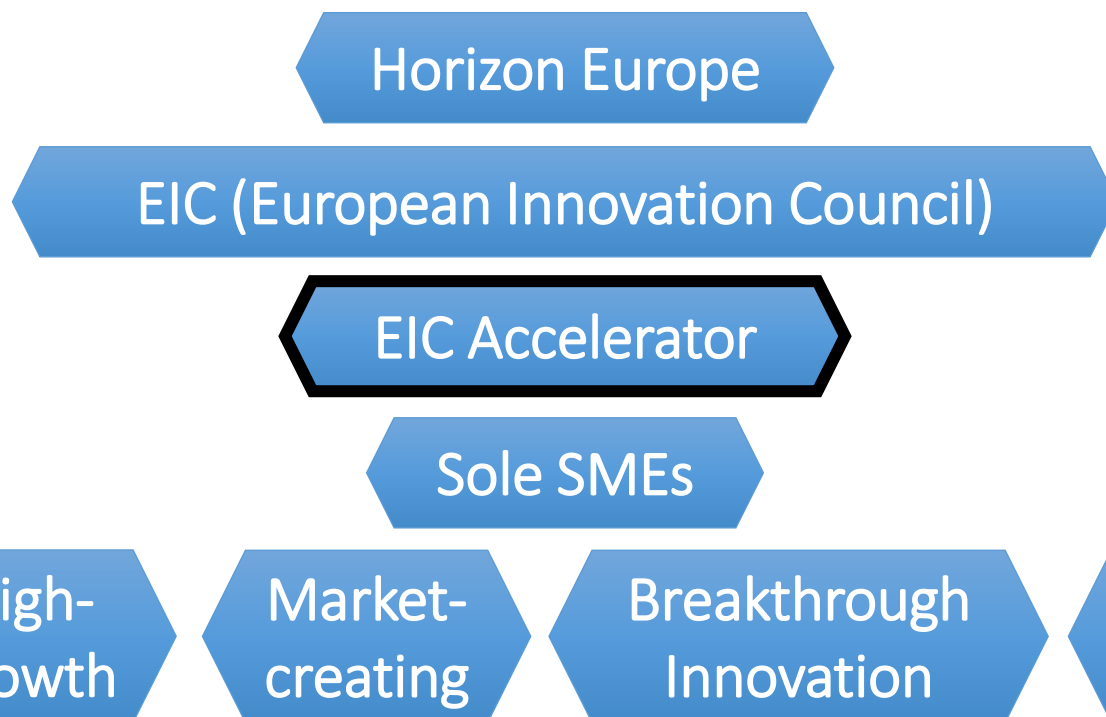
Guide for Applicants

EIC Work Program

REPUBLIC OF TURKEY
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Since 2014

THE EUROPEAN INNOVATION COUNCIL IMPACT REPORT 2021

TURKEY

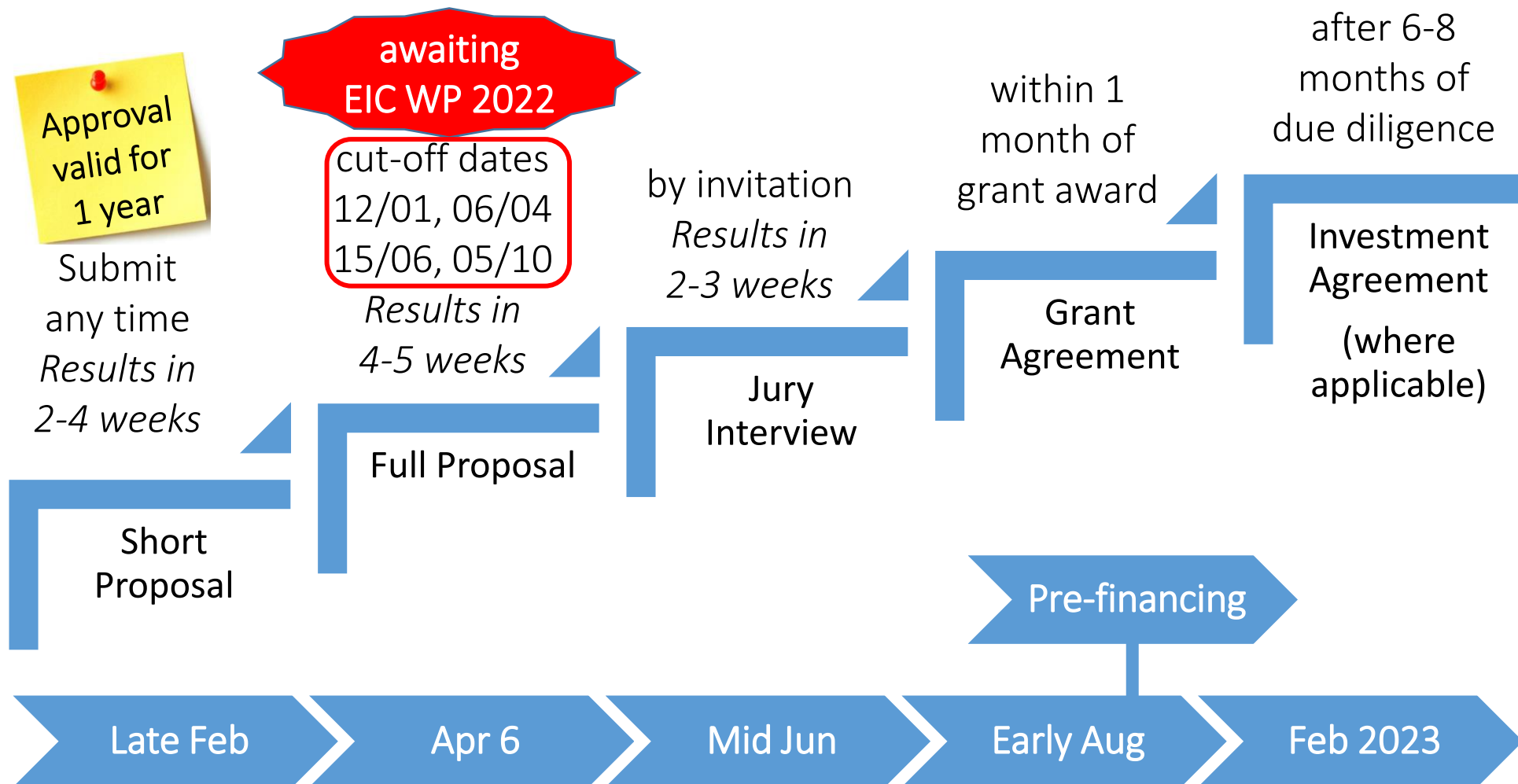|	
Accelerator funded companies	49
Accelerator companies with equity investments	0
Participations in Pathfinder projects	1
Companies awarded Seal of Excellence	28

- €3.1bn. **grants** + €0,7bn. **equity** to **5,500+** SMEs

- 57% SMEs **less than 5 years** old (2021)

- 38% **micro**, 41% **small-size** SMEs (2021)

- 1,250+ SMEs **pitching** at events

- 400+ **investor database**

- €9.6bn. in follow-up **investments**

- CELLINK & BioArctic 'Unicorns' & 91 'Centaurs'
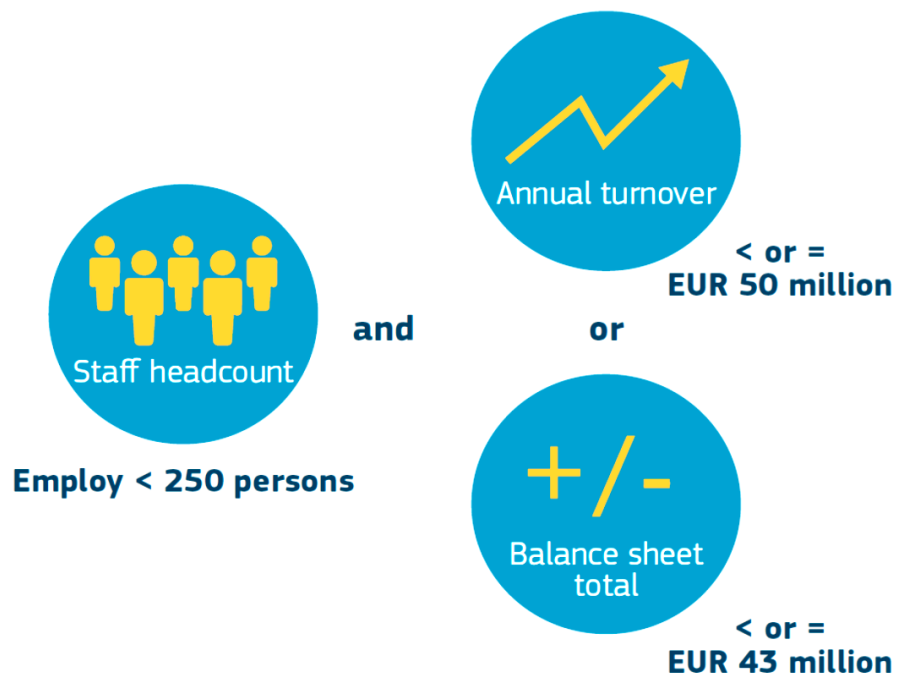
- 31 SMEs with **IPOs**, 96 **acquired**

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

How the Accelerator Works

Approval valid for 1 year

Submit any time
Results in 2-4 weeks

awaiting EIC WP 2022

cut-off dates
12/01, 06/04
15/06, 05/10
Results in 4-5 weeks

by invitation
Results in 2-3 weeks

within 1 month of grant award

after 6-8 months of due diligence

Short Proposal

Full Proposal

Jury Interview

Grant Agreement

Investment Agreement (where applicable)

Pre-financing

| Late Feb | Apr 6 | Mid Jun | Early Aug | Feb 2023 |

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Eligibility

SME Definition

Individuals can apply. If awarded, company can be established before Grant Agreement

Staff headcount — **Employ < 250 persons**

and

Annual turnover — < or = EUR 50 million

or

+/- Balance sheet total — < or = EUR 43 million

Small mid-caps (up to 499 persons) can apply for equity-only support

Technology Readiness Level (TRL)

Establishes maturity level of new technologies; **higher the TRL = closer to market entry**.

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

Scope of EIC Accelerator
TRL 5 - 9

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EC Support

€0.5-2.5m. grant

TRL 5-8

70% of total
eligible costs

€0.5-15m. equity

TRL 9 onwards

EIC Fund
10-25% share

+ Co-investor search

Business Acceleration Services

Coaching, Training, Corporate Days

VC Meetups, Overseas Trade Fairs

Funding Types

Grant first

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

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

Grant-only

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

Blended finance

Full blended

grant + equity for development and TRL 9

Equity-only

for TRL 9 onwards scaleup

Short Proposal only needs to indicate type and amount of funding needed
Full Proposal makes formal request for detailed funding.

EIC Accelerator Calls

Open

Any tech or non-tech innovation

Short Proposals submitted to Accelerator Open call.

Strategic Digital & Health Tech

DIGITAL

Advanced high-performance computing

Edge computing

Quantum technologies

Cybersecurity

Artificial Intelligence

Blockchain

Coud infrastructure

Internet of Things

HEALTH

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

Green Deal Innovations

fresh air, clean water, healthy soil and biodiversity

renovated, energy efficient buildings

cleaner energy and cutting-edge clean technological innovation

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

healthy and affordable food

more public transport

future-proof jobs and skills training for the transition

globally competitive and resilient industry

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Turkish Success Stories

SORANUS *Best of life*

Treatment of female urinary incontinence
EIC Accelerator Pilot, 2020, €0.7M

AMBEENT

AI-based smart Wi-Fi optimization
EIC Accelerator Pilot, 2019, €1M

EIC Accelerator Statistics 2021

Stages	June	October
Short Proposals	2,300+	4,000+
Short Proposals given 'GO'	1,300+	2,300+
Full Proposals	801	1,098
Invited for Jury Interview	132	
Funded	65	

List of Beneficiaries (.pdf)
No Turkish Beneficiary

Why to submit a Short Proposal

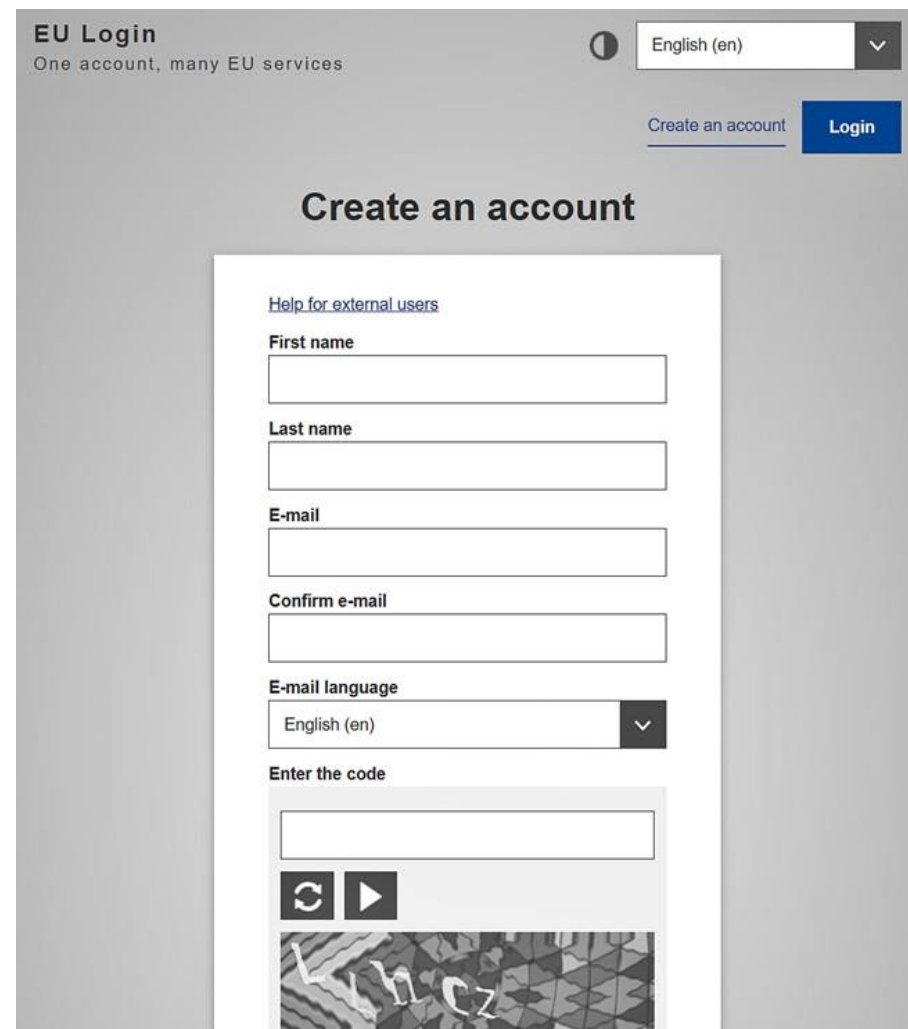Mandatory for all except **Fast Trackers**

See if your project is **suitable**

Receive **comments** and **suggestions** from expert evaluators

Secure your approval sooner to **plan further steps confidently**

Fast Track Scheme allows Short Proposal step to be skipped for beneficiaries of eligible European programs: EIC Pathfinder and Transition, ERC Proof of Concept, KICs by EIT, Eurostars-2, and Partnership on Innovative SMEs.

TURKEY in
HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

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European Union and the Republic of Turkey
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finanse edilmektedir

1

- All company representatives who will communicate with the EIC **should** create an account.

- Other project team members, your employees, or subcontractors do **not** need to have an EU Login.

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14

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2

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

The EIC AI Platform

Discover the most relevant funding for your idea

Discovery

Diagnose the chances of success of your sketch

Diagnostic

Design an innovative project

Design

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

Mandatory **first** step, where **main project details are entered,** and project **diagnostic** ratings and indicators result.

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

If short application is **accepted**, SMEs allowed to **develop** and submit **full application**.

Online Application

General information ———————————— Submission form

General Information
- Main proposal and applicant details

Proposal Submission Form
- Online interactive questionnaire

Document Upload
- Pitch Deck; max. 10-slide .pdf
- Pitch Video; max. 3-minute 250MB

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 information

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

Proposal Submission Form

General information ————————————————————————— Submission form

IDEATION

What is your innovation?
Why is your offering superior to competition?

DEVELOPMENT

Who are your team members?
How will you implement your project?
Roughly How much funding do you need?

GO2MARKET

For whom is your value proposition?

What impact will your innovation have?

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 existing | Brand new thing | Other |

Please justify your choice [1000]

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]

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]

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	Private organization	Natural person
Are you a for-profit organization?	Are you:	Are you planning to establish a start-up/SME?
○ Yes ○ No	An SME A small mid-cap Other	○ Yes ○ No

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]

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]
Note: You may not have all the competencies at the time of application. Any missing may be acquired during project implementation with the help of 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]

Development

How?

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

The **use cases** of your project means 'what is it for?' Example, A hammer is used to hammer in a nail.

The use cases are supplemented by technical **features**. Example, a hammer consists of a handle and a weighty head.

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

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

Development

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?

What are the risks of failure?
The EIC Accelerator supports projects presenting a high level of risk, so don't avoid demonstrating your project's risks. The riskier your project is, the more it fits the EIC Accelerator's scope, so long as the solution is not impossible.

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]

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]

NOTE: if you declare €0 for market deployment/scale-up activities, you will be out of scope on the ultimate objective of EIC Accelerator, which is **market deployment** and/or **scale-up.** Innovation activities are only a part of the overall aim.

Development

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]

NOTE: if you declare €0 for market deployment/scale-up activities, you will be out of scope on the ultimate objective of EIC Accelerator, which is **market deployment** and/or **scale-up.** Innovation activities are only a part of the overall aim.

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]

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?
(include the time needed to develop your project)

Go2Market

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 a solution an existing scientific result through a 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

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Go2Market

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]

Short Proposal Evaluation

- Submission and evaluation on rolling basis

- Focuses on innovative idea and team

- Applications assessed as **a whole** and receive **one** response from each of 4 evaluators: Go or No Go

- 2 / 4 Go will pass to Full Proposal

- Evaluation Results accessible to applicants in 4 **weeks**.

- **Clear explanations linked to evaluation criteria** help evaluators to make their decisions

Evaluation Criteria

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?

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

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

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

Short Proposal Resubmission

First time rejection…

- **No redress** procedure, **counter-argument** in resubmission
- Improved proposal can be submitted **any time**.

Second time rejection…

- A **complaint for errors** is possible in **5** days
- No resubmission allowed for **12** months.
- A new or improved proposal can then be submitted**.**

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Good Luck!

Any questions?

Presentation on Full Application after the break

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