



This project is co-financed by the
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Bu proje Avrupa Birliđi 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

INNOCOACH Project

Anıl ÖZŞAR- İstanbul Mineral and Metals Exporters' Association (İMMİB)

Focus Group Training on European Innovation Ecosystems

24th & 25th of February 2022



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

AGENDA

- A Short Introduction of  **immie**
Istanbul Mineral and Metals
Exporters' Association
- Project Preparation & Partner Finding Processes- **INNOCOACH**
- The Project Summary
- Project Activities
- The Importance and Gains of the Project for Europe's & Turkey's Innovation Ecosystem



LEGAL STRUCTURE



REPUBLIC OF TURKEY
MINISTRY OF TRADE



Turkish
Jewellery

JEWELLERY
EXPORTERS'
ASSOCIATION

IMMIB is an umbrella organization
covering **6 sectors**:

- Chemical & Chemicals Products
- Mines & Minerals
- Electric & Electronics
- Jewellery
- Ferrous & Non- Ferrous Products
- Steel



GENERAL INFORMATION



1986
Istanbul, Turkey



Non-Profit
Business Support Organization



~ 30.000
Member Companies

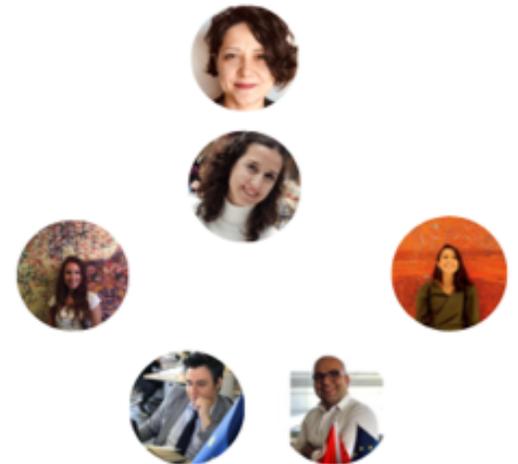


IMMIB

has close cooperation with:

- Universities,
- R&D institutions
- Technology providers
- Policy makers & Government institutions

IMMIB EU PROJECT PERFORMANCE





PROJECTS



INNOCOACH



Erasmus for Young
Entrepreneurs



For Further Information:

SCAN ME

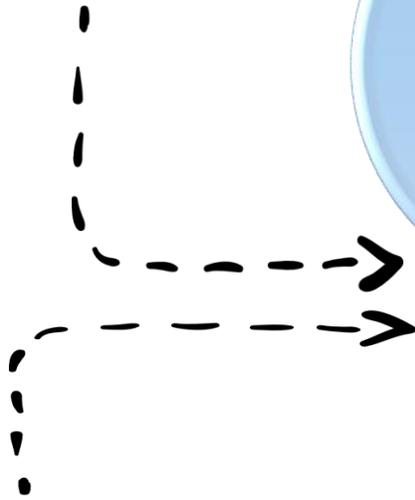




PROJECT PREPARATION & PARTNER FINDING PROCESSES

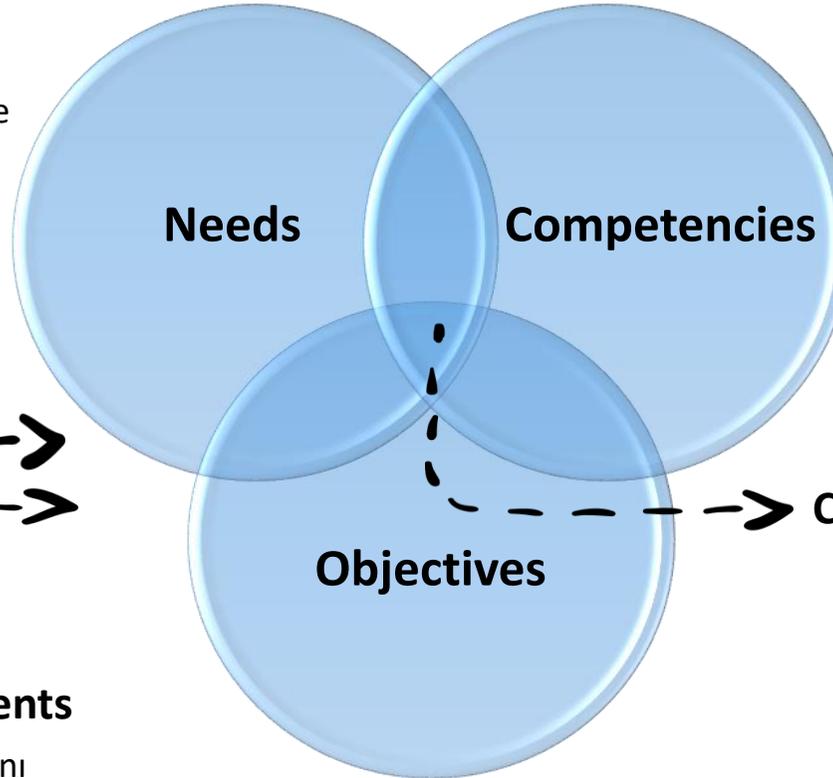
EC's Priorities

- A Europe fit for the digital age
 - Green Deal etc.



National Policy Documents

- Yeşil Mutabakat Eylem Planı
- Dijital Türkiye Yol Haritası



→ Calls for Proposals



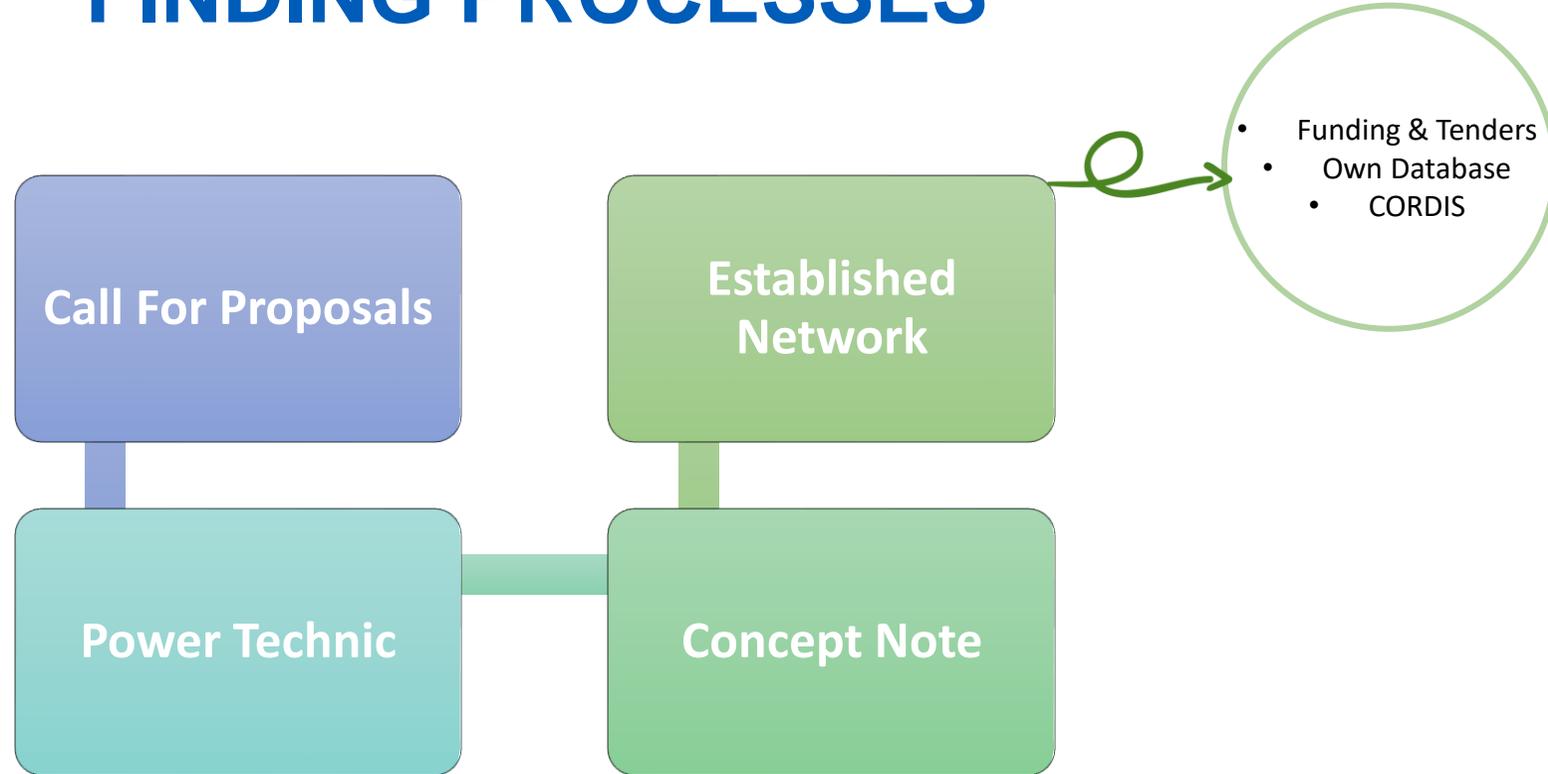
PROJECT PREPARATION & PARTNER FINDING PROCESSES

- A Top-Down Decision & Concept Note Preparation





PROJECT PREPARATION & PARTNER FINDING PROCESSES





PROJECT PREPARATION & PARTNER FINDING PROCESSES

• OVERALL STEPS

- ✓ Looking for internal needs, competencies and objectives
- ✓ Getting a top-down support throughout your organization (*from top management to bottom*)
- ✓ Preparing a clear concept note of your project
- ✓ Publishing your project idea and preparing a survey for partner candidates
- ✓ Prioritizing face to face discussions with partners while designing the project



THE PROJECT SUMMARY



INNOCOACH Project

	<ul style="list-style-type: none"> •12 MONTHS
	<ul style="list-style-type: none"> •   
	<ul style="list-style-type: none"> •INNOCOACH aims to develop new coaching service mechanisms for the EIC Accelerator Program.
	<ul style="list-style-type: none"> •SMEs and Innovation Agencies (i.e <i>EENs intermediary organizations, chamber of commerce's, business support organization</i>)



THE PROJECT SUMMARY

• Aim of the Project

1. Creating Synergy among Innovation Agencies within the context of coaching services for EIC Accelerator Program

2. Developing better Coaching Services or a new methodology to promote SMES for applying EIC Accelerator Program

2.1. Understand needs of SMEs and Innovation Agencies
(Surveys & Interviews)



2.2. Develop methodology based on these needs
(Peer Learning Activities)



2.3. Testing
(Workshop)



THE PROJECT ACTIVITIES

DESIGN OPTIONS PAPER

- The current Design Options Paper (DOP) is the result of a peer-review process conducted by **IMMIB-Turkey**, **KEPA - Greece**, **ComoNExT – Italy**.
- It is a **practical handbook** that provides a **tested methodological framework** on how to better coach SMEs when applying to EIC Instrument.



THE PROJECT ACTIVITIES

DESIGN OPTIONS PAPER

1. Literature
Review

2. Research
Analysis

3. Needs identified
and priorities set

4. Best Practices

5. Methodology
developed to
encourage SMEs
apply for EIC

6. Pilot Action

7. Sources / Links

8. Annexes - the
tools developed



THE PROJECT ACTIVITIES

Litrature Review

- **The EIC Accelerator** supports individual SMEs, in particular **Start-ups** and **spinout** companies, to develop and scale up game-changing innovations. In some cases small mid-caps (*up to 500 employees*) are supported.
- The literature review was conducted to analyze the **state of art for SMEs** and **Innovation Agencies** in partner countries.
- Research target group: **SMEs with Seal of Excellence & Innovation Agencies**



THE PROJECT ACTIVITIES

Litrature Review

Analyzing current **needs** and **status quo** of SMEs and Innovation

Agencies to be more active in the EIC Accelerator

Studying different documents on **lessons learned** from previous
experiences

Identifying **good practices** in partner countries.



THE PROJECT ACTIVITIES

Desk Research

				
		28 SMEs 23 Innovation Agencies		51 Viewpoints
		14 SMEs 5 Innovation Agencies		19 Interviews



THE PROJECT ACTIVITIES

Desk Research



EIC Application Details



Business Plan Modelling &
Presentation Skills

Project Writing &
Management Capacity

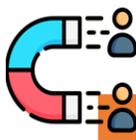


Other Grant Experiences



- Preparing business plan and presentation
- Understanding what it needs to apply for EIC Accelerator

INNOCOACH METHODOLOGY



ATTRACT

- **Create short videos about EIC**
- Workshop events
- Create a common platform with consolidated but local info about the EIC Program
- **Create an initial self assessment questionnaire to filter companies**



INFORM

- **Provide tips**, evaluation criteria, targeted information, and workshops by Innovation Agencies
- Provide a list of contacts of professionals & consultants that can help draft the application
- **Create a persona profile** and deeply analyze the companies' projects to understand if it fits into the EIC Accelerator Program



TRAIN

- **Business plan drafting** support with examples of past success stories
- Innovation assessments for the project proposals
- Discuss common mistakes and best practices
- **Teach SMEs how to navigate information on EU Commission portals and websites**
- **Stick to the application template for training.**
- Motivate applicants with success stories
- **Create common content for training materials.**
- Create training modules for market research in groups
- Create a common list of knowledge sources for business planning and



COACH

- **Build matrix to guide companies towards the right financing options**
- One-to-one mentoring for market research
- Networking coaching (*searching for brokerage activities, creating a profile, follow-up etc.*)
- Collaborate between innovation agencies and national contact points
- **Help to create video story board for the pitch.**
- Invite companies for periodical assessments
- Commit one dedicated representative within the agency to follow through with the company throughout the process



THE PROJECT ACTIVITIES

PILOT ACTION



- ✓ A pilot workshop was organized.
- ✓ Services from each methodological step were tested.



THE PROJECT ACTIVITIES

THE TOOLS DEVELOPED

Self-
Assessment
Questionnaire

Company
Identikit

Fundability
Matrix

Training
Modules

Pitch Deck
Sample

THE IMPORTANCE AND GAINS OF THE PROJECT FOR EUROPE'S & TURKEY'S INNOVATION ECOSYSTEM

PROBLEMS

- No structured or common way of services among Innovation Agencies in both Turkey and Europe.
- An absence of facilitator for SMEs always exists in Turkey and partly in Europe.
- Lack of support services for SMEs for innovation in Turkey.
- Innovation Agencies in Turkey do not have a comprehensive methodology for innovation services

The EU / National / Regional Level Impacts of INNOCOACH

Increase in the number
of Innovation Agencies
engaged in peer
learning activities

EU / National and
regional level
awareness on the needs
and problems of SMEs

«Decoded» and
«Simplified» processes

A common structured
methodology for
Innovation Support



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