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

EIC Accelerator – Making a Successful First Application

Project Writing Training 14

19th April 2022

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE
SECTORS
PROGRAMME

TÜBİTAK

…so that is the broad picture on Horizon Europe, now let's take a closer look at how SMEs can for **EIC programmes** and the **EIC Accelerator** in particular…

Philip Sowden (UK)

- Background in manufacturing and R&D

- SME programmes at regional, national & International levels

- Worked with EC for over 40 years

- SME Key Expert on two previous projects in Turkey

- Responsible for SME programmes in the present project

- Visited and advised over 150 SMEs
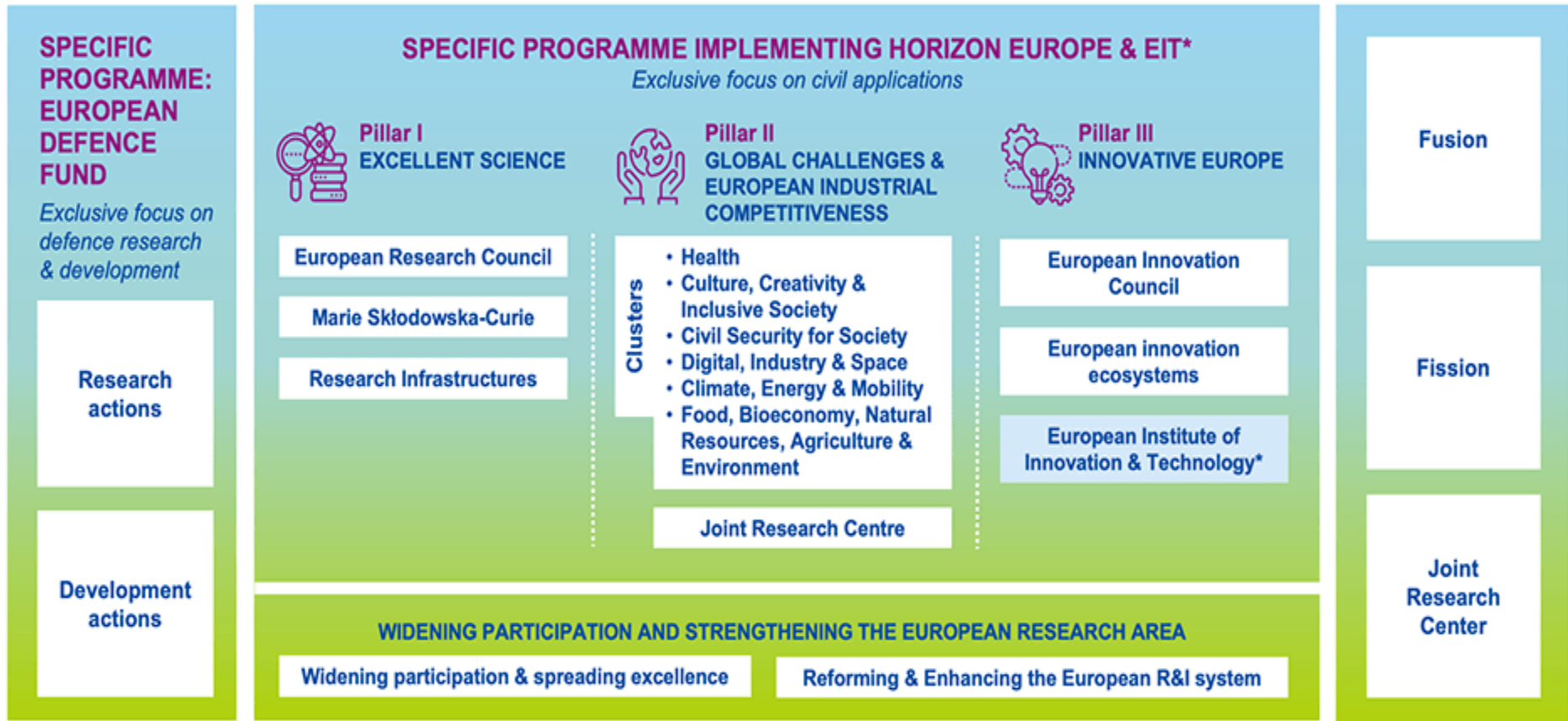
Today's Presentation

We shall look at....

- What the EIC offers to SMEs
- How they offer it
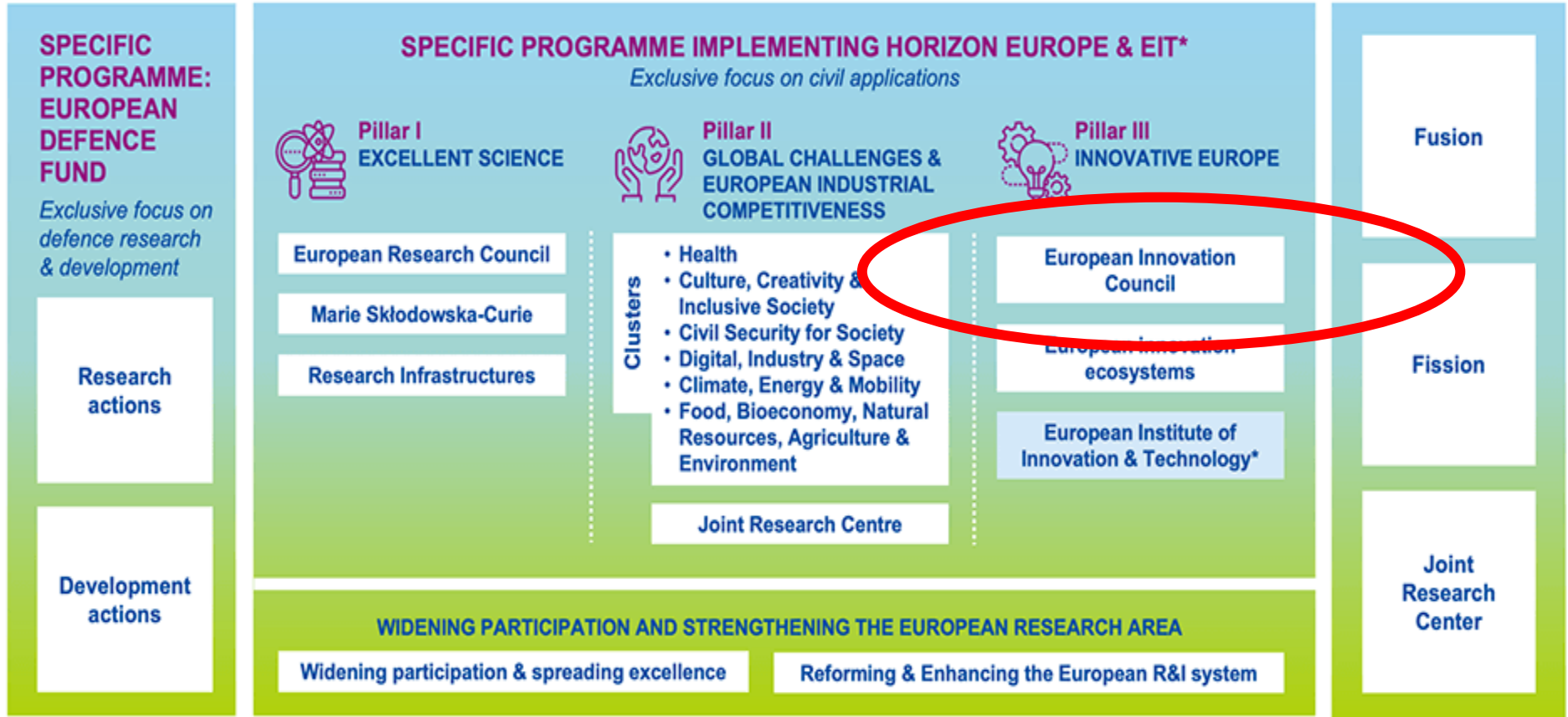- How to apply
- How to improve your chances of success

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE
SECTORS
PROGRAMME

TÜBİTAK

HORIZON EUROPE **EURATOM**

SPECIFIC PROGRAMME: EUROPEAN DEFENCE FUND

Exclusive focus on defence research & development

- Research actions
- Development actions

SPECIFIC PROGRAMME IMPLEMENTING HORIZON EUROPE & EIT*

Exclusive focus on civil applications

Pillar I EXCELLENT SCIENCE
- European Research Council
- Marie Skłodowska-Curie
- Research Infrastructures

Pillar II GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

Clusters
- Health
- Culture, Creativity & Inclusive Society
- Civil Security for Society
- Digital, Industry & Space
- Climate, Energy & Mobility
- Food, Bioeconomy, Natural Resources, Agriculture & Environment

Joint Research Centre

Pillar III INNOVATIVE EUROPE
- European Innovation Council
- European Innovation ecosystems
- European Institute of Innovation & Technology*

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA
- Widening participation & spreading excellence
- Reforming & Enhancing the European R&I system

Fusion

Fission

Joint Research Center

* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme

REPUBLIC OF TURKEY MINISTRY OF INDUSTRY AND TECHNOLOGY

TÜBİTAK

What is the purpose of EIC?

What is behind this ambition?

'Europe's most ambitious innovation initiative'

- **€10 billion programme** to identify, develop and scale up breakthrough technologies and disruptive innovations in Europe

- Unique in the world to combine research on emerging technologies with Accelerator for start-ups, SMEs and scaleups

- EIC set to become largest deep-tech investor in Europe (over €3 billion)

- Enhances the European innovation ecosystem (partnerships with EIT, ERC, etc.

- **First work Programme adopted 18 March 2021, €1.5 billion**

- **Second Work Programme adopted 7 February 2022, €1.7 billion**

MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL
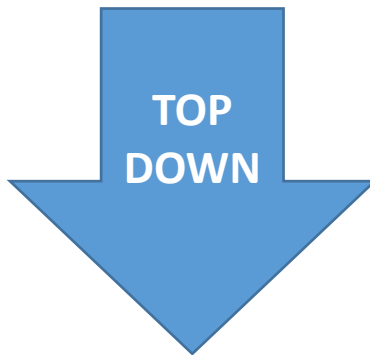## How technology ready is your service/product?

0 **IDEA**
Unproven concept, no testing has been performed

1 **BASIC RESEARCH**
You can now describe the need(s) but have no evidence

2 **TECHNOLOGY FORMULATION**
Concept and application have been formulated

3 **NEEDS VALIDATION**
You have an initial 'offering'; stakeholders like your slideware

IDEA

4 **SMALL SCALE PROTOTYPE**
Built in a laboratory environment ("ugly" prototype)

5 **LARGE SCALE PROTOTYPE**
Tested in intended environmentt

PROTOTYPE

6 **PROTOTYPE SYSTEM**
Tested in intended environment close to expected performance

7 **DEMONSTRATION SYSTEM**
Operating in operational environment at pre-commercial scale

VALIDATION

8 **FIRST OF A KIND COMMERCIAL SYSTEM**
All technical processes and systems to support commercial activity in ready state

9 **FULL COMMERCIAL APPLICATION**
Technology on 'general availability' for all consumers

PRODUCTION

Technology Readiness Levels as adapted by the CloudWATCH2 project

Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL

How is the support delivered?

PATHFINDER

PATHFINDER funds **research** to **develop the scientific basis** to underpin **breakthrough technologies**

How is **PATHFINDER** delivered?

PATHFINDER (TRL1-4)
- **For consortia**
- **Early stage research on breakthrough technologies**
- **Grants of up to €3m**
€350m total budget

- **PATHFINDER** Open – Deadline 4th May
- **Challenges – Deadline 19th October**
- **6 Challenges (€167m)**
  - Carbon Dioxide and Nitrogen management
  - Energy Storage
  - Cardiogenomics
  - Healthcare continuum technologies
  - DNA-Based Digital Storage
  - Quantum Information Processing, Communication and Sensing

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

For **PATHFINDER** Open Consortia

Consortia have to include at least **3 legal entities** established in different EU Member States or Associated country – at least 1 must be in a Member State... 'legal entities' includes SMEs, universities, research institutes, etc.

3 key questions for applicants...

- Do you have **a vision for a future technology** that could make a real difference to our lives?
- Do you see a plausible way of **achieving the scientific breakthrough** that will make this technology possible?
- Can you imagine collaborating with an **interdisciplinary team of researchers and innovators** to realise the **proof of principle** and validate the scientific basis of the future technology?

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

TURKEY in HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

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

TRANSITION

TRANSITION supports the **maturation and validation of novel technologies** beyond proof of principle (TRL 4-6) **and business activities towards commercialisation**

What's in **TRANSITION** for Turkish SMEs?

Successful outcomes from:
- **H2020 FET schemes**
- **EIC Pilot Programme**
- **ERA NET call – FET (CHIST-ERA, QUANT-ERA, FLAG-ERA)**
- **ERC PoC Projects**

How is **TRANSITION** delivered?

TRANSITION (TRL 4-6)
- **For consortia and single entities**
- **Technology maturation from proof of concept to validation**
- **Business & market readiness**
- **Grants up to €2.5 million**

TRANSITION Open and Challenges – 1ˢᵗ Deadline 04/05/22, 2ⁿᵈ Deadline 28/09/22
- **3 Challenges (€60.5m)**
  - Green digital devices for the future
  - Process and system integration of clean energy technologies
  - RNA-based therapies and diagnostics for complex or rare genetic diseases

For **TRANSITION** Consortia

- **Consortia** can be **2 or 3 legal entities** established in different EU Member States or Associated country – full definition from EIC web site.
- **Eligible Projects** – started more than 12 months ago or ended les than 24 months before call deadline.
- You do not have to be a **participan**t or **result owner** of previous project...
- ...however, you need to **prove the commitment** from the owner to negotiate access to the results.

3 key questions for applicants...
- Is this a **novel technology ready** for the next steps?
- Have you performed **early explorations of market(s)/competition?**
- Do you have a **motivated and diverse team** for commercialisation?

ACCELERATOR

ACCELERATOR supports start-ups and SMEs seeking to…

- **Scale up** high impact innovations with the **potential to create new markets**
- Innovations building on **scientific discovery** or technology breakthroughs (**deep tech**)
- Innovations where **significant funding** is needed over a **long timeframe** and are **too risky** for private investors

How is ACCELERATOR delivered?

Accelerator (TRL 5/6-9)
- **For individual SMEs**
- **Development & scale up of deep-tech/ disruptive innovations by start-ups/SMEs**
- **Blended finance (grants up to €2.5 million; equity investment up to €15 million or above)**

ACCELERATOR Open – Apply any time
FULL PROPOSALS and Challenges - Deadlines 23/03/22, 15/06/22 and 05/10/22
2 Challenges:
- Technologies for open and strategic autonomy (healthcare, critical raw materials, security, etc.)
- Technologies for 'Fit for 55' (energy, buildings, land use, etc.)

Two types of Call

- **OPEN CALL** - Anytime
  - Innovations in any field of technology
  - Innovations that cut across different scientific, technical, sectoral and application fields – or represent novel combinations

- **CHALLENGE DRIVEN CALLS** – Same cut-off dates as Full (Stage 2) Applications dates
  - Based on EU priorities for transitioning to a green, digital and healthy society
    - Strategic Technologies for Open Strategic Autonomy
    - Technologies for 'Fit for 55'

What do these terms mean?

- **Open Strategic Autonomy**

  Defined as; 'the ability to **act autonomously**, to **rely on one's own resources in key strategic areas** and to **cooperate with partners whenever needed**'

- **'Fit for 55'**

  'A set of legislative proposals to make the EU's climate, energy, land use, transport and taxation policies fit for reaching the European Green Deal's objective of **reducing net greenhouse gas emissions by at least 55% by 2030**'

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Can you apply?

- Single start-up

- Small or Medium Enterprise (SME) up to 250 employees and €50m. turnover

- 'Small mid-cap' – up to 500 employees and seeking funding for TRL 9 investment support

Why should you apply?

- Helps to ==scale-up high impact== innovations with ==potential to create new markets== or ==disrupt existing ones==

- Build on scientific discovery or technological breakthroughs – =='deep tech'==

- Need significant funding over a long timeframe before returns can be generated (=='patient capital'==)

What's in ACCELERATOR for Turkish SMEs?

- **Grant Only** (with other finance)
- **Grant First** (with equity follow up)
- **Grant and Investment** (Blended Finance)
- **Investment Only**

What funding is available?

Grant Only
If you can prove that you have sufficient financial means for deployment and scale-up (TRL 9).

Grant First
If your innovation still requires significant work to validate and demonstrate in relevant environments to assess the commercial potential.

Grant and Investment
If you need support for development (TRL 5/6 > 8), deployment and scale-up (TRL 9).

Investment Only
If you are looking to fill the funding gap for rapid scale-up of your high-risk innovation and you don't need a grant.

How much can you receive?

Grant Component

- Maximum **EUR 2.5 million**
- Eligible costs reimbursed up to 70% max.
- Completion within 24 months
- Small mid-caps not eligible for grant (can apply for investment only)

Investment Component

- Minimum **EUR 0.5 million** and maximum **EUR 15 million** – or above
- Usually as direct- or quasi-equity
- Maximum 25% of voting shares of company
- 'Patient Capital' principle (7-10 years perspective on average)

How do SMEs Apply?

Accelerator 5 stage process

1 | You have a disruptive/deep tech idea with potential to scale up **Submit short application** to be assessed by remote evaluators

2 | If accepted, there is help to prepare a **Business Plan** and draft a **proposal** with **AI tool** and **coaching**. **Submit a full proposal**

3 | Full proposal is assessed by **remote evaluators**

4 | If accepted, the innovation project is **pitched** in front of **EIC Jury Members**. If selected you sign the **grant agreement**

5 | For **investment component**, due diligence process is done, plus compliance checks. If successful, **Investment Agreement** signed

Accelerator 5 stage process

1 You have a disruptive/deep tech idea with potential to scale up **Submit short application** to be assessed by remote evaluators

2 If accepted, there is help to prepare a **Business Plan** and draft a **proposal** with **AI tool** and **coaching**. **Submit a full proposal**

3 Full proposal is assessed by **remote evaluators**

4 If accepted, the innovation project is **pitched** in front of **EIC Jury Members**. If selected you sign the **grant agreement**

5 For **investment component**, due diligence process is done, plus compliance checks. If successful, **Investment Agreement** signed

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

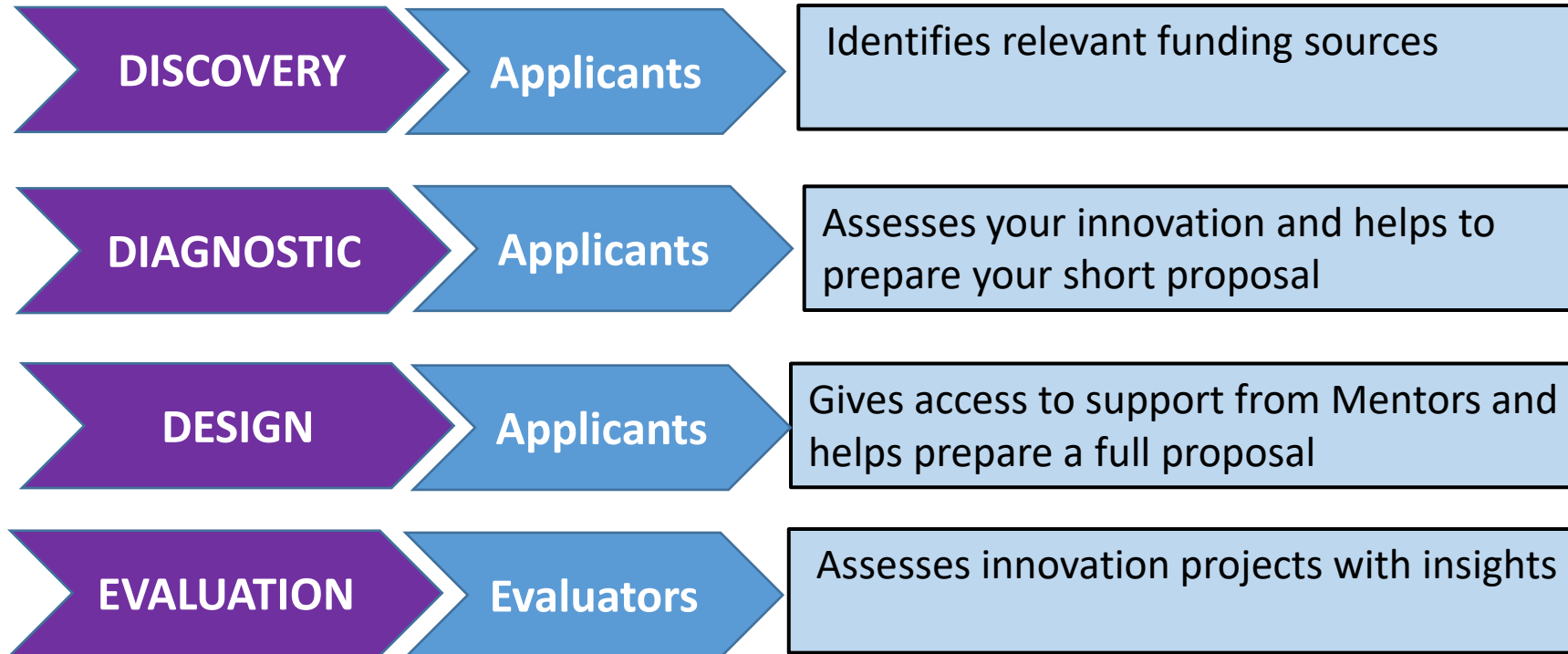TÜBİTAK

Short Application process

1 You have a disruptive/deep tech idea with potential to scale up
Submit short application to be assessed by remote evaluators

- Short proposal (Application Form) - Respond to a set of questions on the **EIC AI-based platform**

- Submit a 10 slide pitch deck
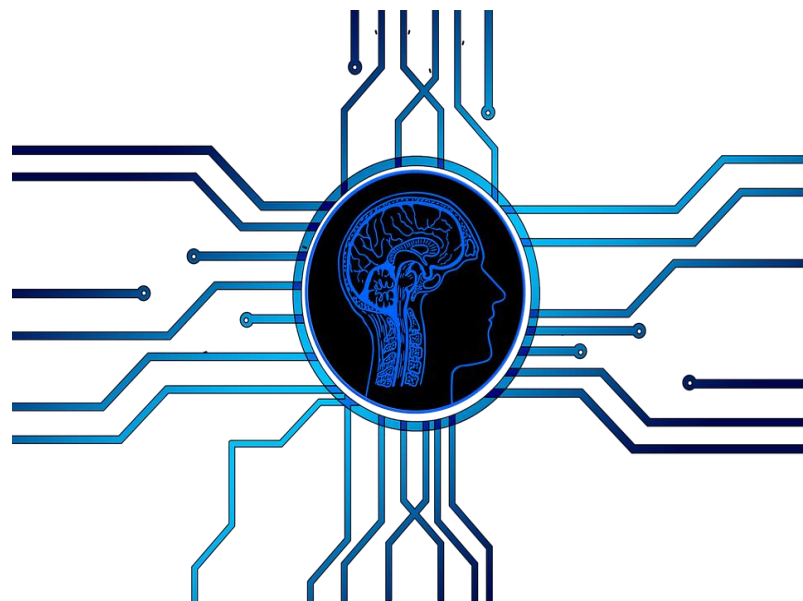
- Submit a 3-minute video pitch

EIC AI-Based Platform

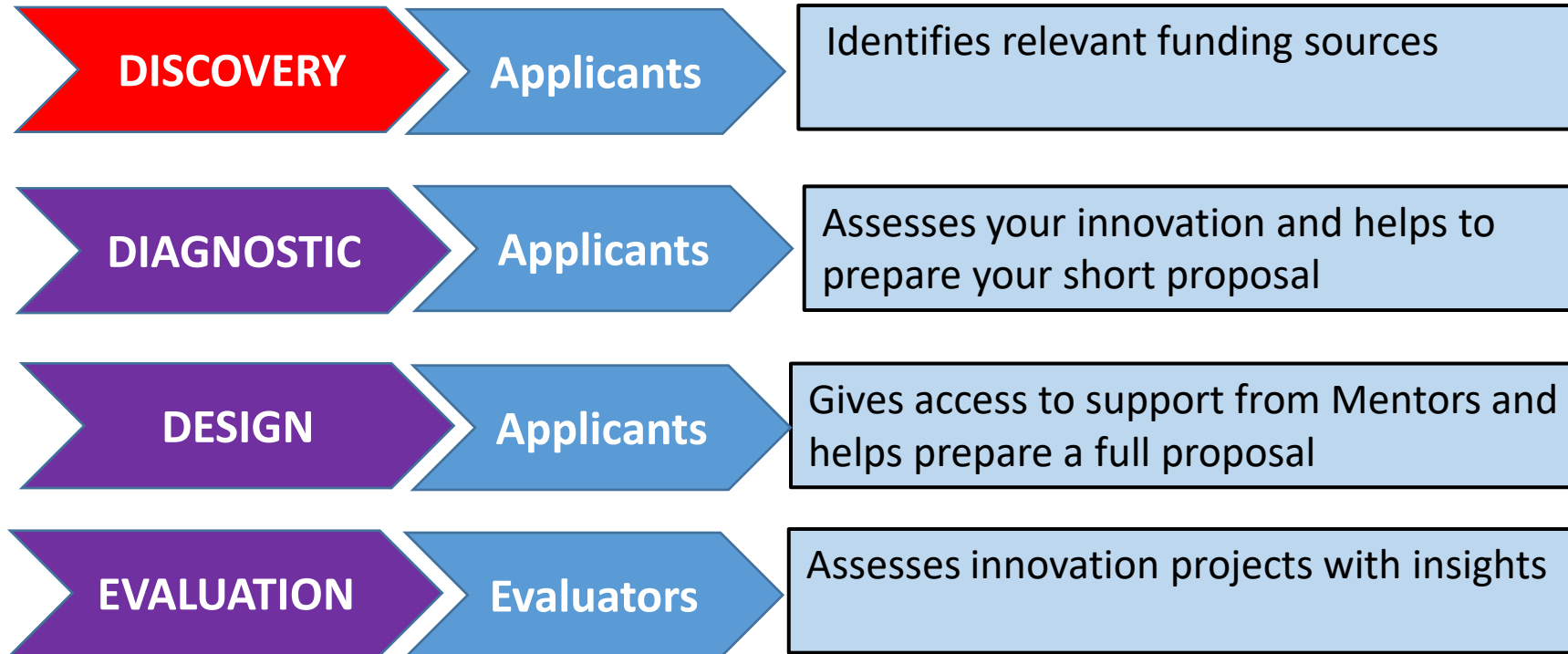| DISCOVERY > Applicants	Identifies relevant funding sources
DIAGNOSTIC > Applicants	Assesses your innovation and helps to prepare your short proposal
DESIGN > Applicants	Gives access to support from Mentors and helps prepare a full proposal
EVALUATION > Evaluators	Assesses innovation projects with insights

EIC AI-Based Platform

- Register with EC

- www.europa.ec

- EC Funding & Tenders Portal
  - Horizon Europe
    - Pillar 3 – European Innovation Council
    - 'EIC Accelerator Open' 2022 – 3 levels
    - Start submission
  - EIC AI-based Platform;
  www.accelerator.eismea.eu
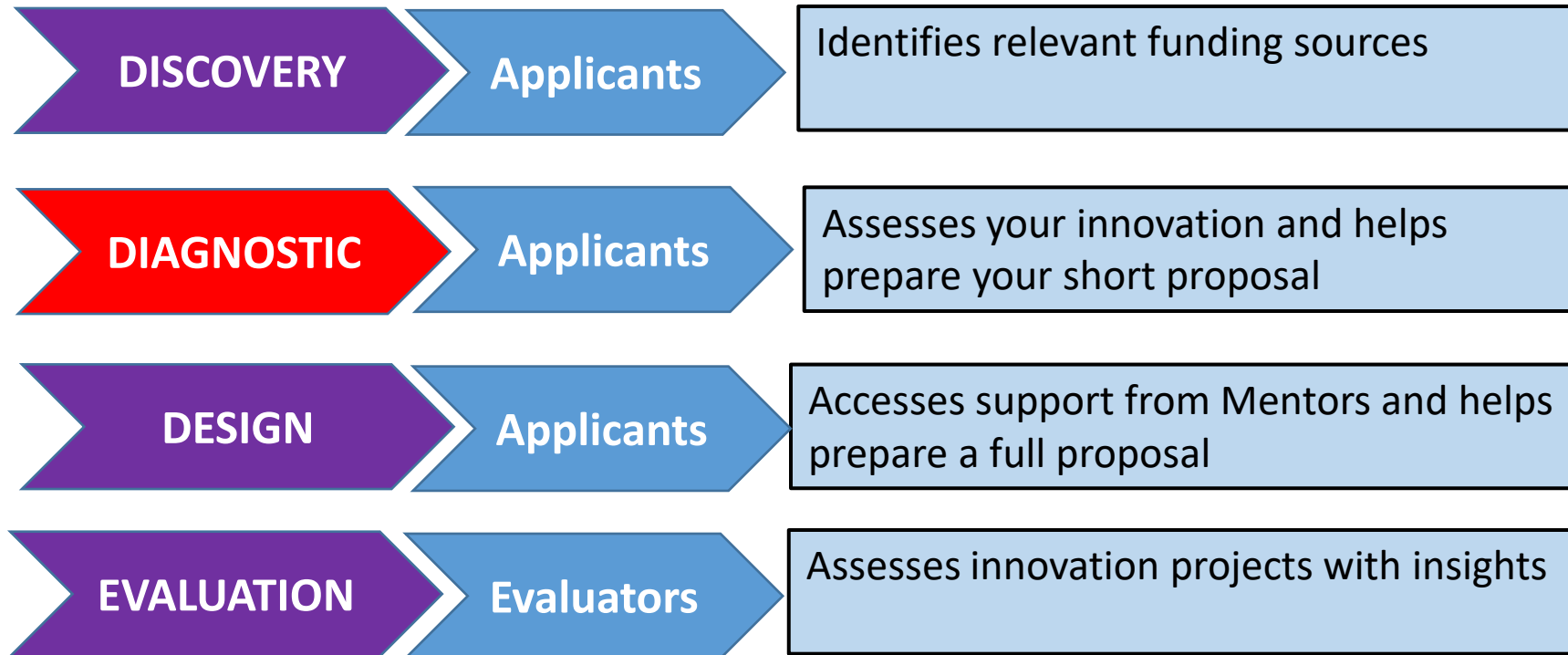- EIC Work Programme 2022

EIC AI-Based Platform

DISCOVERY	**Applicants**	Identifies relevant funding sources
DIAGNOSTIC	**Applicants**	Assesses your innovation and helps to prepare your short proposal
DESIGN	**Applicants**	Gives access to support from Mentors and helps prepare a full proposal
EVALUATION	**Evaluators**	Assesses innovation projects with insights

EIC AI-Based Platform - DISCOVERY

- Based on details you enter – description and <u>keywords</u>

- Uses AI to identify relevant funding sources at European and national and regional levels

- Covers grants, investment funding and loans

- Set of questions in 'Diagnostic' ask if you have searched for alternative funds

EIC AI-Based Platform

DISCOVERY	**Applicants**	Identifies relevant funding sources
DIAGNOSTIC	**Applicants**	Assesses your innovation and helps prepare your short proposal
DESIGN	**Applicants**	Accesses support from Mentors and helps prepare a full proposal
EVALUATION	**Evaluators**	Assesses innovation projects with insights

EIC AI-Based Platform - DIAGNOSTIC

- Mandatory before starting submission

- Provides assessment of your concept/idea against a large number of scientific publications, patents and successful European projects

- Set of questions about the problem you want to solve, the solution you have, its features and the targeted market

- Responses automatically transfer to short application form

Diagnostic Questions

QUESTION	SUB-QUESTION
What?	What solution do you have in mind? (multiple choice)
	What is the purpose of your project? (multiple choice)
	Acronym (name) of your proposal
	Describe your solution (1,000 character limit)
Why?	Describe problem to be solved or need(s) to be satisfied (1,000 limit)
How?	Idea or Technology based? (multiple choice)
	Functions/Use - cases
	Additional features
	Describe 1 to 3 main deliverables against project's objectives (1,000 limit)
	Indicate your current TRL (multiple choice)
	Indicate TRL you intend to achieve at end of project (multiple choice)

Diagnostic Questions

QUESTION	SUB-QUESTION	
Who?	Who are your targeted customers?	(multiple choice)
	What is your sector of activity?	(multiple choice)
	Details of your winning team	
For whom?	Describe your targeted market	(1,000 character limit)
For what impact?	Indicate your current market readiness level (MRL)	(multiple choice)
	Indicate your time-to-market in years	(multiple choice)
	Describe the potential societal/industrial benefits	(1,000 character limit)

EIC AI-Based Platform - Diagnostic

When questions are completed, AI will provide you with:

- Comprehensive **diagnostic result** on technical and market readiness of your concept/idea

- **Assessment** of the team members in relation to their tasks

- Best **matching funding** opportunities – grants, equity and loans

If you still prefer to seek Accelerator funding, press 'submit a proposal' to transfer details

Short Application – at any time

Using same EIC Artificial Intelligence-based IT platform

- **Proposal information**
  - Acronym, title, abstract, keywords

- **Company and CEO information**
  - EC registration number, CEO (or highest managing position)details

- **Pitch deck – 10 slides maximum**

- **Video (link) – maximum 3 minutes**

- **Series of additional questions**
  - Covering ideation, development and Go2market

Short Application Question Groups

- **Ideation**
  - Solution? Existing solutions? What is new? Why do you think it will be successful? Why now?

- **Development**
  - Risks of failure? Need to cooperate with others? Right team? Why can it not be done without EC funding? What will it cost?

- **Go2market**
  - Targeted market? Your company in 5 years? What will you consider to be a success?

Short Application Questions

QUESTION	SUB-QUESTION	
IDEATION	What solution do you have in mind?	(pre-filled from diagnostic)
	Describe your solution	(pre-filled)
	What are the existing solutions and what are their limits?	(1,000 limit)
	What is the problem you are trying to solve?	(pre-filled)
	Is it an idea or a technology based innovation?	(pre-filled)
	Why is it new compared to the existing solutions?	(1,000 limit)
	Why do you think it will be successful?	(1,000 limit)
	Why now?	(1,000 limit)

Short Application Questions

QUESTION	SUB-QUESTION
DEVELOPMENT	Your team? (pre-filled from diagnostic)
	Do you have the team you need to implement the action?
	Will you need cooperation with other stakeholders of your value chain (research & innovation, industrial, financial, suppliers, distributors…) to implement the action? (1,000 character limit)
	What are the risks of failure?
	Why can't you do it without the EIC? Why not other funding sources, including national/regional public programmes? (1,000 limit)
	How much will it cost to develop your idea? How much grant do you need from the EIC? (tentative amounts at this stage – only used for statistical purposes)

Short Application Questions

QUESTION	SUB-QUESTION
GO2MARKET	What is your targeted market? (pre-filled from diagnostic)
	Who cares about your innovation? (1,000 character limit)
	Will your innovation have broader societal, economic, environmental or climate impacts? List and describe them) (pre-filled from diagnostic)
	What are the pay-offs for your company in case of success? How do you see your company in 5 years? (1,000 limit)

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

What do evaluators look for?

Does the bid have collaborative, interdisciplinary research which meets the following...

- Does it give a **convincing, long-term vision of a radically new technology** that has the potential to have a transformative positive effect to European society and economy?
- Does it offer a **concrete, novel and ambitious science-towards-technology breakthrough** providing advancement towards the envisioned technology?
- **Does the bid have high-risk and high-gain research approach and methodology** with concrete and plausible objectives?

What do evaluators look for?

Does the applicant provide convincing answers to the following…

- Is the novel technology **ready for the next steps** towards its maturation and validation in some specific applications?
- Has the applicant performed **early exploration of potential markets** for the innovation as well as studied **potential competitors?**
- Does the applicant envisage building a **motivated and diverse team** to develop the idea towards commercialisation?

Evaluation – 4 weeks after submission

Evaluated remotely by 4 experts on a first come, first served basis

- **Expert evaluators** have expertise in the area of technology and market application, based on the <u>keywords</u> provided
- **Evaluators** will look at **innovative nature** and **disruptive potential** of the innovation, its likely **impact** and the team proposed
- Each evaluator will give a **'GO'** or **'NO GO'** to the proposal
  - If at least 2 evaluators give 'GO' applicant will be invited to submit a full proposal within 12 months of application date
  - If more than 2 give 'NO GO', application is unsuccessful

Evaluator feedback

Top reasons for **'NO GO'**

1. Lack of understanding of the market and competition
2. Quality and composition of team
3. Business model
4. Lack of involvement of early users/customers
5. Novelty/disruptiveness of innovation
6. Wrong timing in terms of TRL,USP, feasibility

Top reasons for **'GO'**

1. Novelty and disruptiveness of the innovation
2. Quality and composition of team
3. Understanding and knowledge of the market competition
4. Involvement of users and early customers
5. Business model
6. Appropriate timing

Successful first stage applications

- Feedback from evaluators
- Business strategy/plan
- 3 free days of remote coaching
- Submit full proposal within 12 months of response date of first application

Unsuccessful proposals

- **First time rejected** – Can resubmit an improved short application at any time. **Rebuttal comments** can be made.

- **Second time rejected** – applicant will not allowed to resubmit short application for 12 months
  - Short application will have to be new or significantly improved

If the short application is successful…

1 You have a disruptive/deep tech idea with potential to scale up **Submit short application** to be assessed by remote evaluators

2 If accepted, there is help to prepare a **Business Plan** and draft a **proposal** with **AI tool** and **coaching**. **Submit a full proposal**

3 Full proposal is assessed by **remote evaluators**

4 If accepted, the innovation project is **pitched** in front of **EIC Jury Members**. If selected you sign the **grant agreement**

5 For **investment component**, due diligence process is done, plus compliance checks. If successful, **Investment Agreement** signed

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

TÜBİTAK

Other types of application

Fast Track Scheme

- Only available for certain projects from EIC Pathfinder and Transition programmes; ERC Executive Agency; Knowledge and Innovation Communities (KICs); Eureka Secretariat for SMEs supported under Eurostars-2
- Projects are assessed by these bodies and entered at Stage 2 (full application)

Plug-in Scheme

- Pilot initiative launched in September 2021 where projects are assessed at national level and then they enter Accelerator application process at Stage 2

Additional support for women innovators

- **Transition Call** – priority interview phase for women-led projects (women-led companies or 50% of work package leaders

- **Accelerator Call** – Broader definition of women-led company (now includes Chief Technology/Scientific Officer as well as CEO)

- **Pilot European Gender and Diversity Index** – to define, collect and track data across European innovation ecosystems

- **€10m budget for WomenTech.eu** (up from €4m in 2021) – to support approx. 130 female deeptech founders (€75,000 grants)

ACCELERATOR 2021

5,000 Short applications evaluated

144 selected for funding

96 Blended finance, 34 Grant first,
9 Grant only, 5 Equity only

3 weeks average time to inform at first stage

Total funding up to €991m

SUMMARY

- A huge amount of support from idea through to commercialisation – but hard work needed to get it

- Read the aims, objectives and requirements carefully and make sure you have them covered

- Look at your business strategy and business plan ahead of applying

- Make your project fits requirements – no chance of fitting requirements to suit your project

- Look for customer **needs,** then develop appropriate **ideas** and make sure that you can **implement** through to commercialisation

- Don't look at what you are good at **implementing**, then seek and **idea** to fit and look for funding without considering if there is a customer **need**!

Further information

- EIC Work Programme 2022

https://eic.ec.europa.eu/eic-work-programme-2022

- Horizon Europe

Horizon Europe | European Commission (europa.eu)

- European Innovation Council

European Innovation Council (europa.eu)

- Turkey in Horizon 2020 Project

Turkey In Horizon 2020 | Ufuk Avrupa

Thank you for joining us today!

Turkey in Horizon 2020 II

EIC Accelerator – Making a Successful First Application

Project Writing Training 14

19th April 2022