



This project is co-financed by the
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finanse edilmektedir



Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Feedback from Turkish SME proposals in relation to EC expectations on 'Impact', 'Excellence' and 'Implementation'

Sanem YALÇINTAŞ, 19.04.2022



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

Understanding EIC Accelerator

What it is about:

- Selecting **great ideas and innovation** that has **sustainable and scalable market potential**
- Developed by **committed and tenacious innovators**
- That EIC Support can help become real and achieve **substantial impact** for the benefit of Europe and Europeans.

What it is NOT:

- A funding program for research projects

Before Moving Forward

- Not all impactful innovation build on breakthrough technology.
- The Accelerator aims at ascertaining European strategic autonomy
- “Risk” refers to both the risk of technological or commercial failure, and the risk of losing strategic autonomy

Short Proposals

- are expected to **trigger the interest of evaluators** – at least 2 out of 4, by providing them with convincing elements:
 - **Breakthrough and market creating nature:** degree of novelty with the potential to create or significantly disrupt markets
 - **Timing:** in terms of market, user, societal, environmental or scientific/technological trends and developments
 - **Scale-up potential:** the potential to develop new markets and impact on the growth of the company..supported with realistic financial needs
 - **Broader impact:** in societal, economic, environmental, climate terms with a focus on EU (growth & jobs & policy objectives & citizens' needs)
 - **Team:** capability and motivation to implement the action and bring it to the market. Plan to acquire missing critical competencies.

Full Proposal

1. Excellence:

- **Breakthrough and market creating nature:** degree of novelty with the potential to create or significantly disrupt markets
- **Timing:** in terms of market, user, societal, environmental or scientific/technological trends and developments
- **Technological feasibility:** TRL 4 accomplished at least.. Safe, relevant, acquirable, sustainable, feasible, achievable, reliable, impactful technologies
- **Intellectual Property:** FtO & adequate protection of the idea

Full Proposal

2. Impact:

- **Scale up potential:** the potential to develop new markets and impact on the growth of the company..supported with a credible financial plan
- **Broader impact:** in societal, economic, environmental, climate terms with a focus on EU (growth & jobs & policy objectives & citizens' needs)
- **Commercialisation strategy:** a convincing, well-thought strategy for commercialisation incl. regulatory approval/compliance, time to market/deployment/growth, business and revenue model
- **Key partners:** to develop and commercialize the innovation – a flawless value chain analysis with roles/competences/incentivisation & commitment
- **Market fit and Competitor analysis:** conditions & growth rates..competition analysis & strategy, USPs & key differentiation from competitors

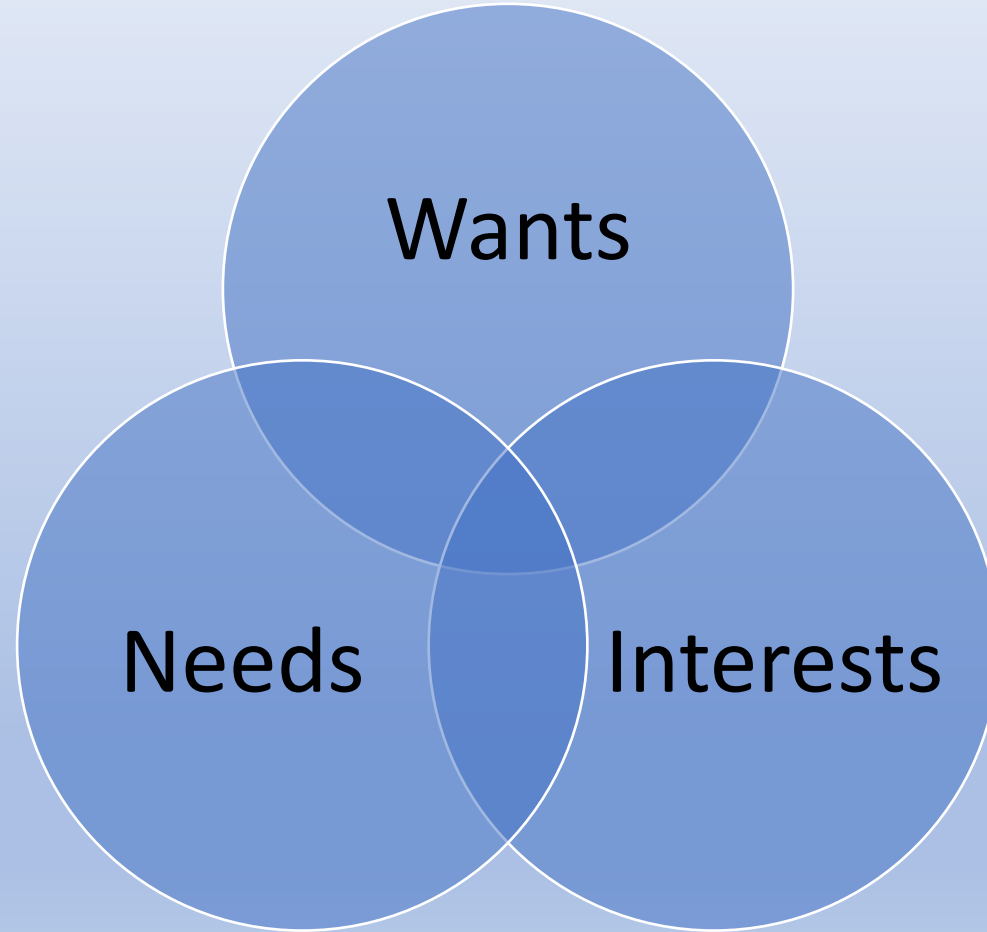
Full Proposal

3. Level of Risk, Implementation, Need for Union Support:

- **Team:** : capability and motivation to implement the action and bring it to the market. Plan to acquire missing critical competencies.
- **Risk Level of Investment:** nature and level of risk / unwillingness to commit the full amount alone, evidence for the EIC Support to create attraction for investability
- **Risk mitigation:** main risks identified i.e. technological, market, financial, regulatory? Measures of mitigation, contingency plan
- **Activity Plan & Milestones:** Clear implementation with defined milestones, WPs, deliverables –realistic resource allocation & timing

Common Mistakes - 1

Is there a difference?



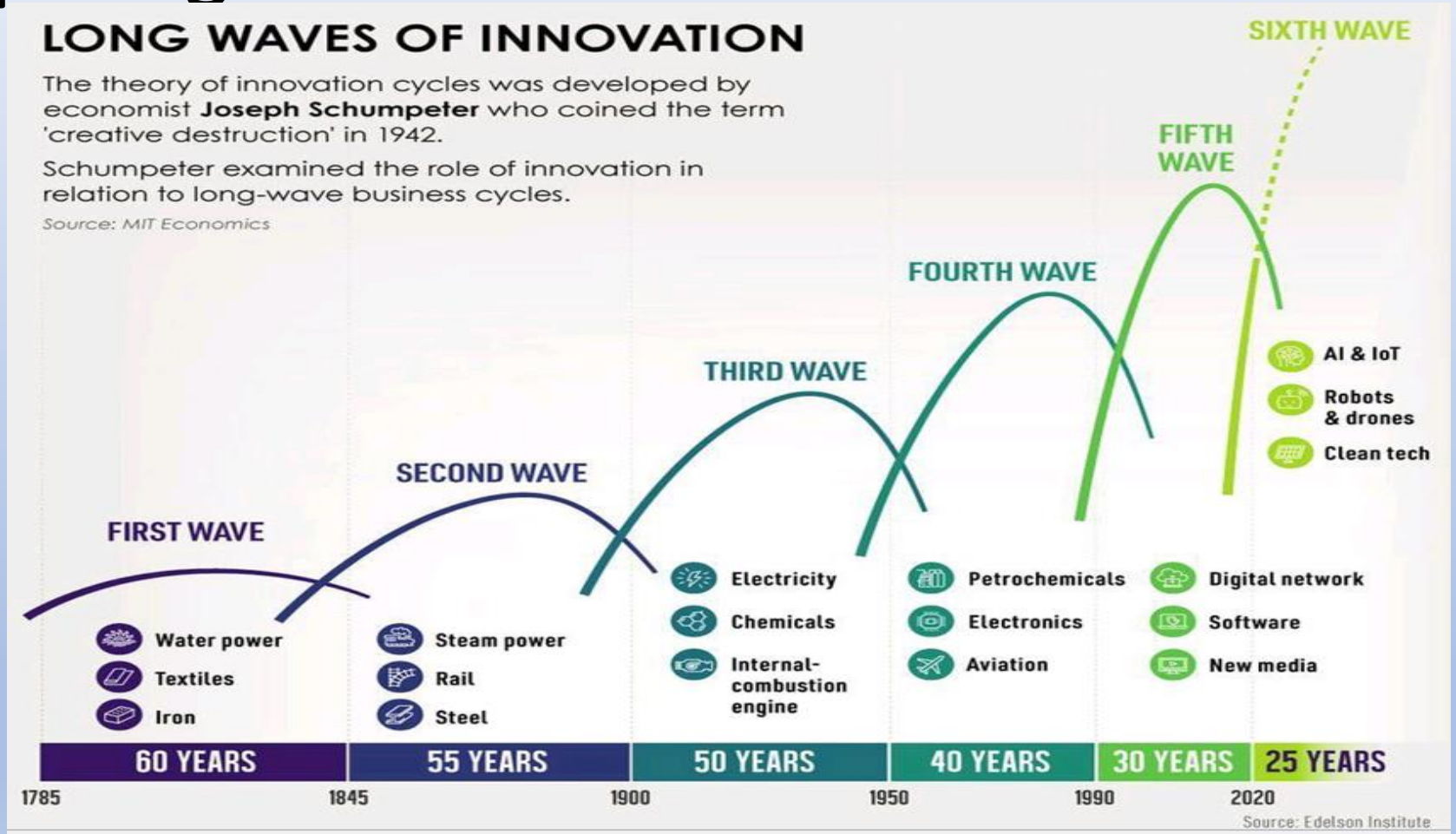
Common Mistakes - 2

Understanding the Customer and Persona Profiles

- End User
- Influencer
- Recommender
- Decision Maker
- Payer
- Saboteur

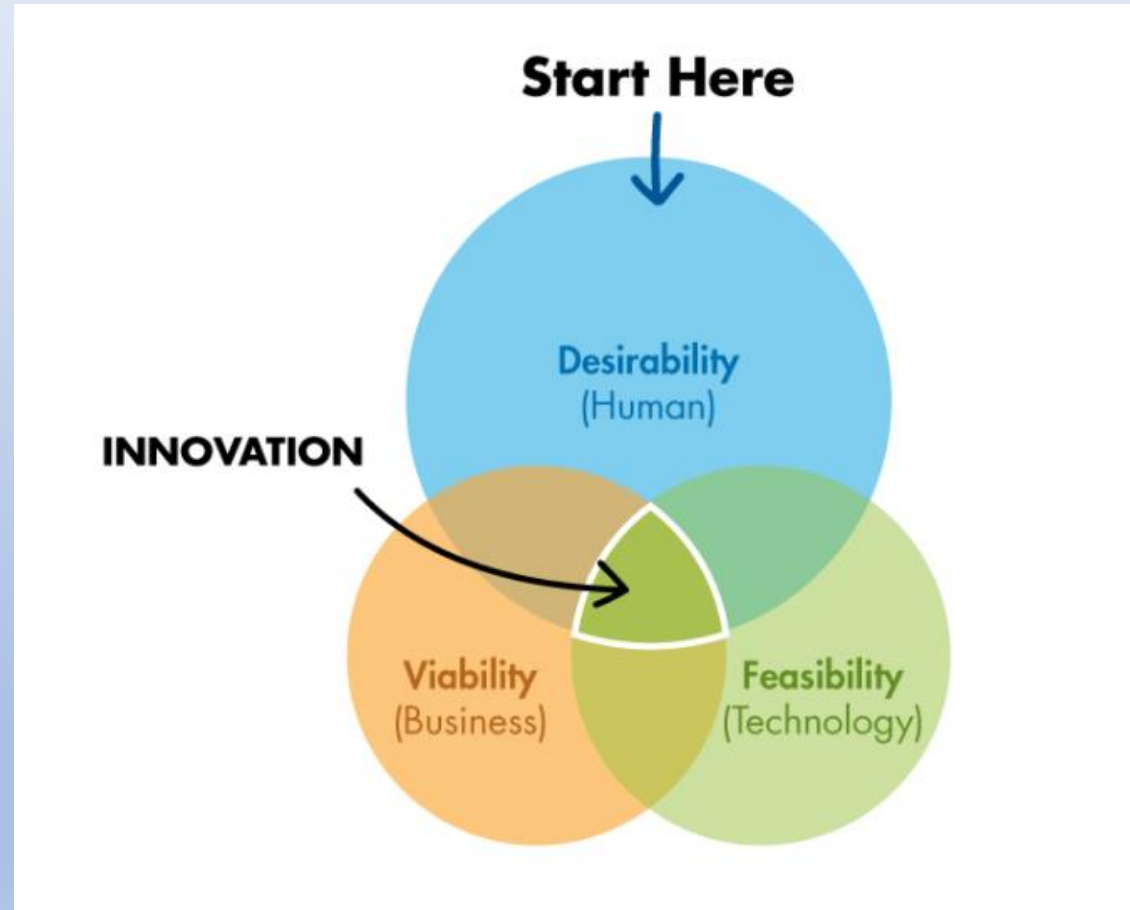
Common Mistakes - 3

Not pacing with the trends



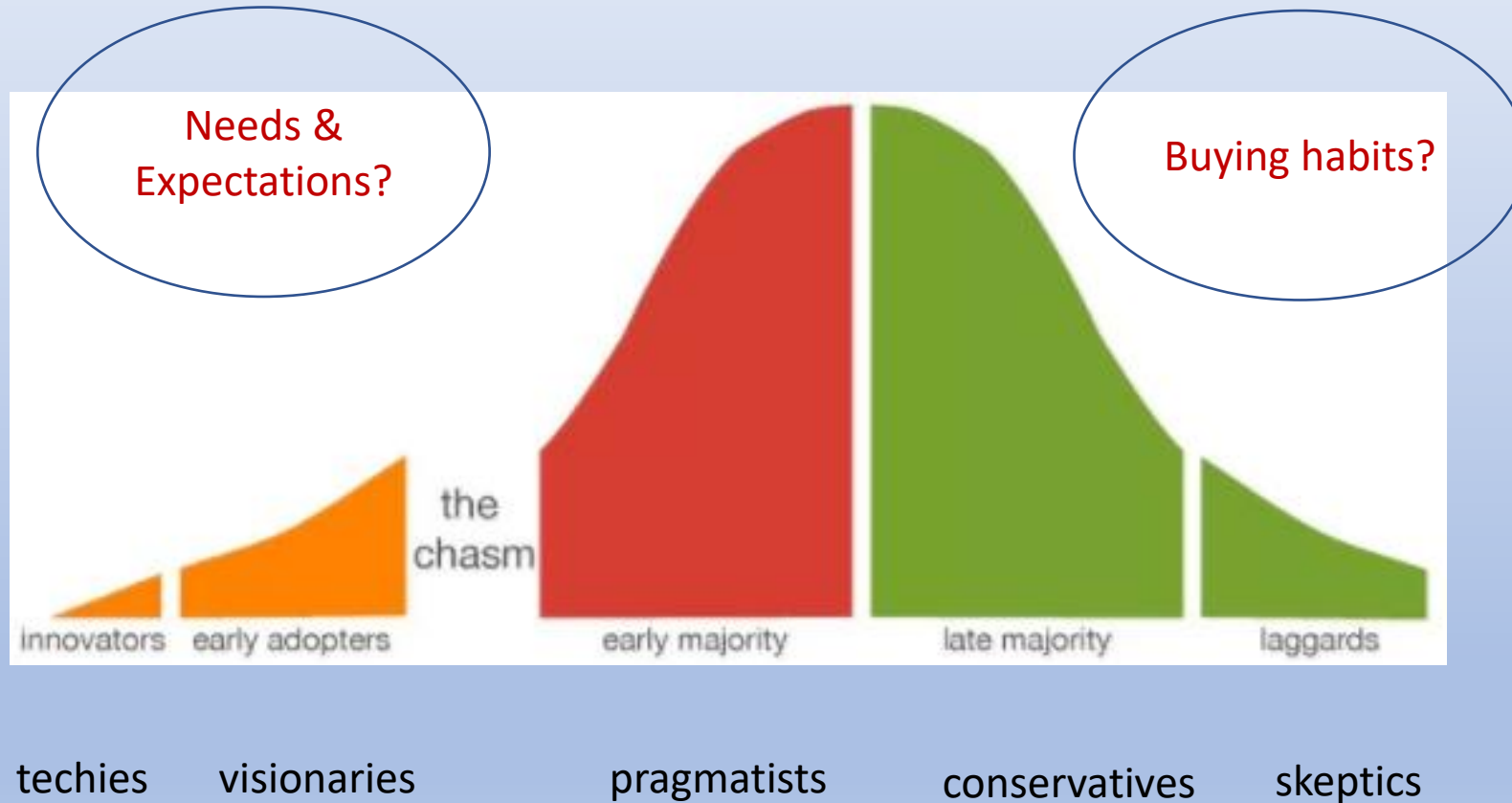
Common Mistakes - 4

Disregarding one of the following



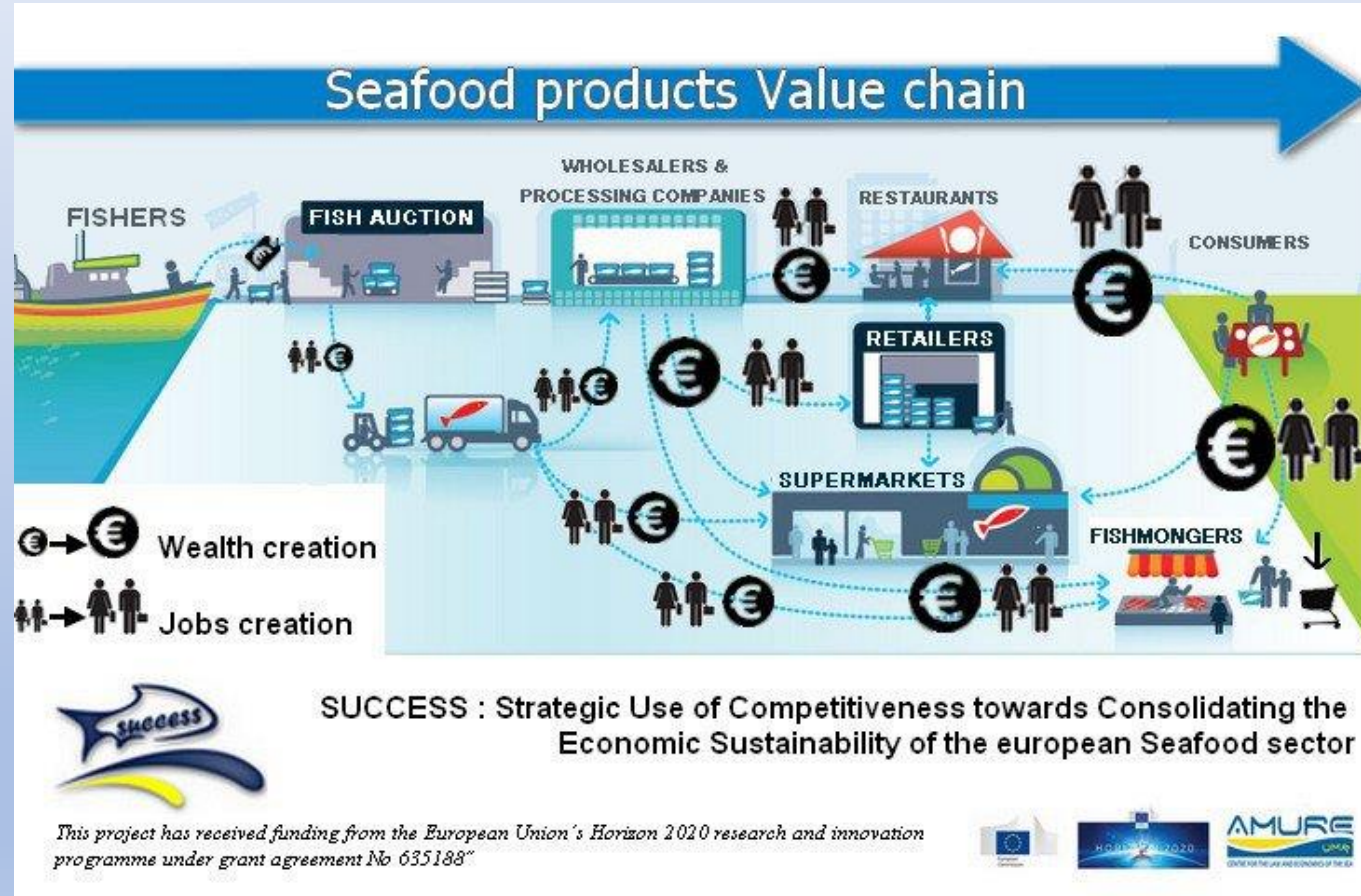
Common Mistakes - 5

Poor Commercialisation Strategy: Penetration & Growth



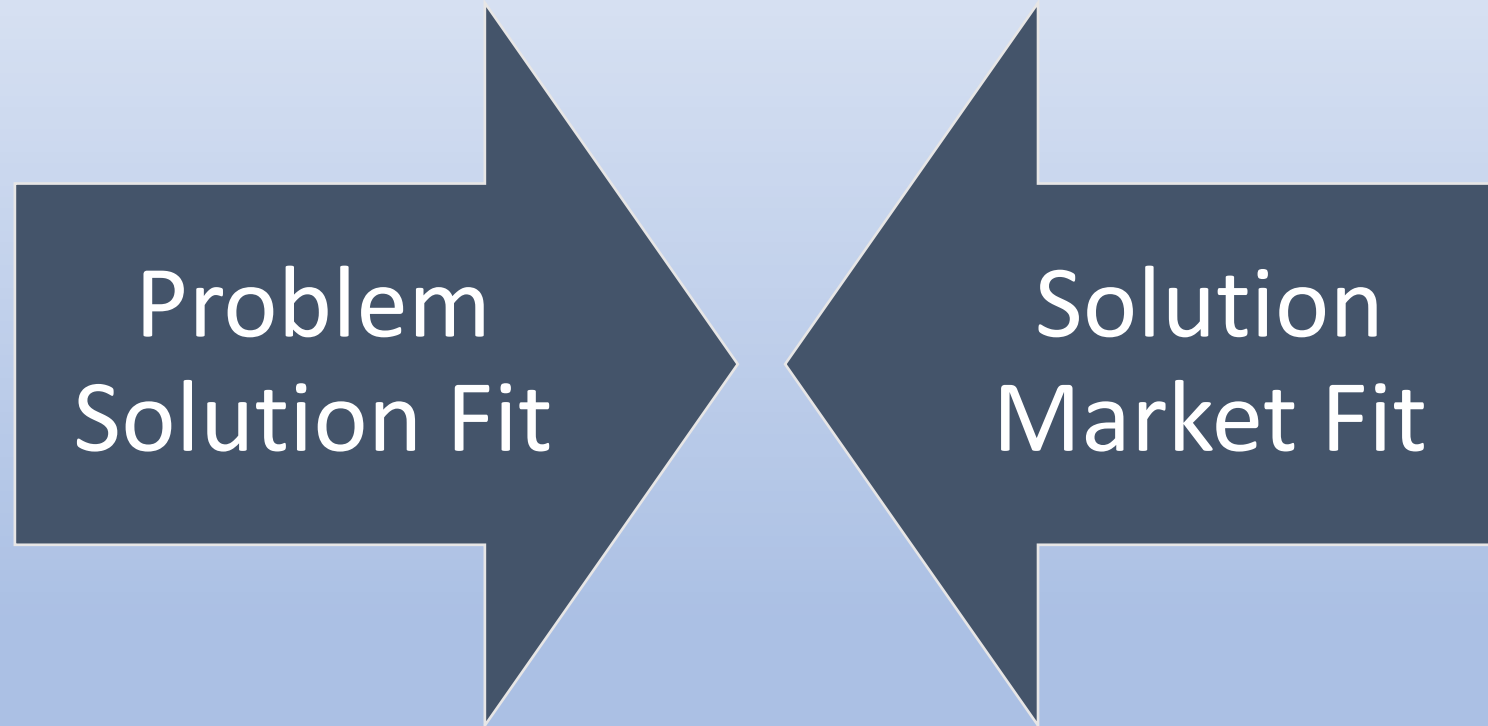
Common Mistakes - 6

No or Inadequate Value Chain Analysis



Common Mistakes - 7

Poor understanding of Fits



Common Mistakes - 8

Poor Market and Competitive Landscape Analysis

Type of Market, Market Dynamics, Growth Opportunities, Headwinds, etc.

The competitors? Similar solution? Different solution?

USPs? Differentiating points?

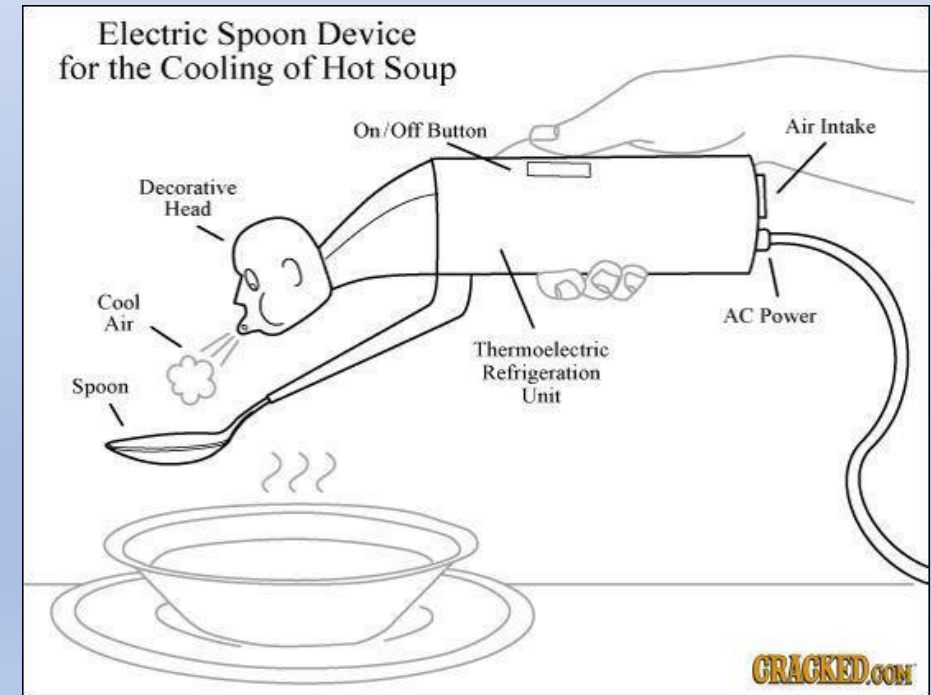
Competition Strategy?

Common Mistakes - 9

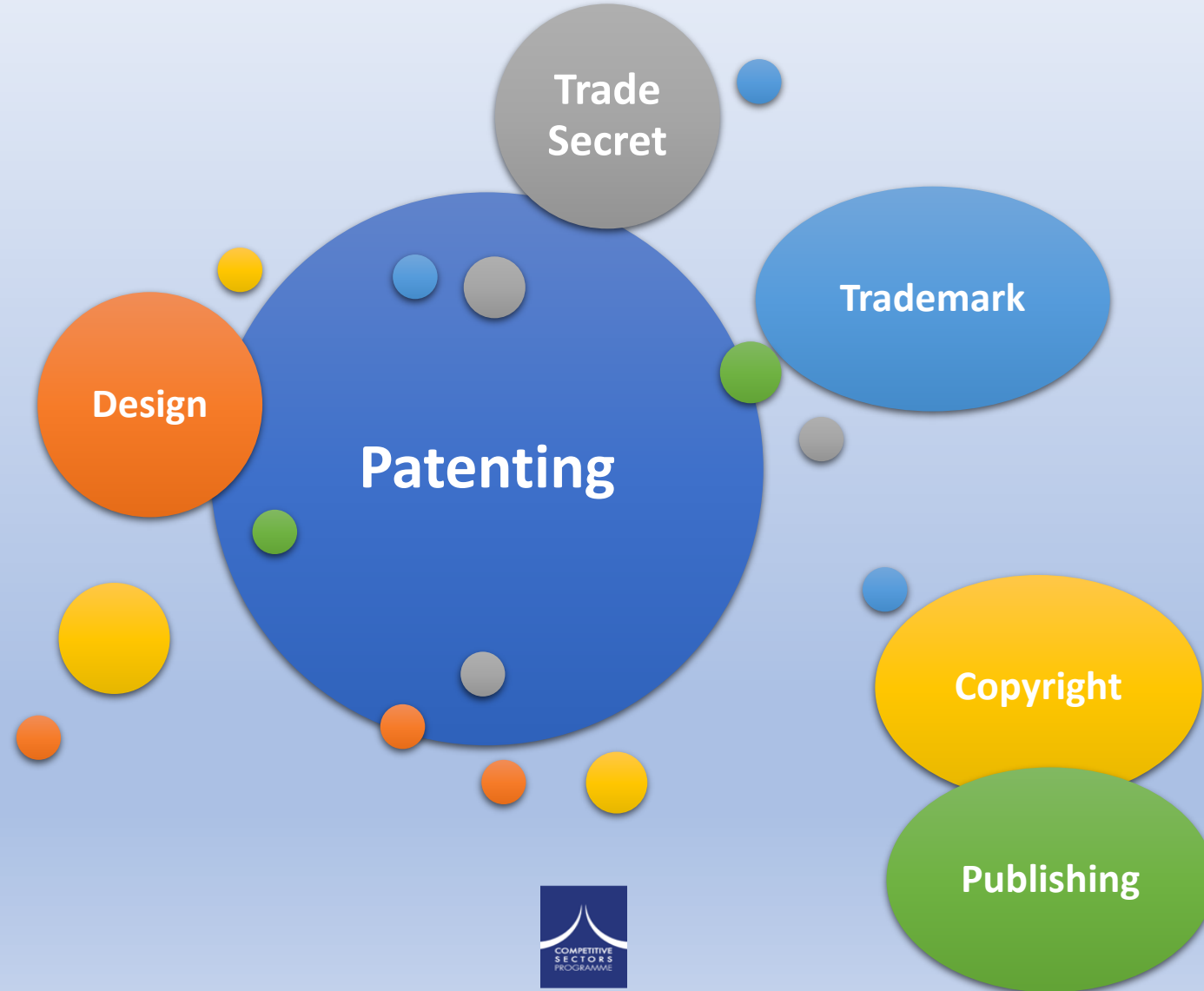
Problematic IPR Status & Poor IPR Strategy

Alleged IP is not directly owned by or accessible to the company or is the subject of litigation

Unvisionary/Flawed IPR Strategy



IPR Management



Common Mistakes - 10

Poor Risk Management Strategy

- Identify the riskin multiple domains
- Assess the riskImpact? Frequency? Probability?
- Manage the risk Reasonable Strategy:
 - Accept the risk
 - Avoid the risk
 - Transfer the risk
 - Mitigate the risk
 - Exploit the risk

Common Mistakes - 11

Poor Team Culture

- Complementing skills, know-how
- Full coverage of competencies (balance between in-house/outsourced)
- Task Ability Fit
- Motivation

Common Mistakes - 12

Poor Financial Plan & Uncredible Financial Projections

- Existing Revenue?
- Credible projections, convincing BEP & RoI
- Impact on Employment
- Cross-cutting issues?
- Should match Commercialisation Plan

Common Mistakes - 13

Hiding the Truths

I hate being
lied straight to
my face when
i know every
bit of the truth.

HpLyrikz.com

Thank you for participating