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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

The big picture: building your proposal
and the consortium

Dr Ian Gee, Iconiq Innovation

Focus Group Training 17 – BATTERIES

9th May 2022



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

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- Introduction to the project jigsaw
- The Need
- SMART objectives
- Existing Solutions
- The idea
- The idea in pieces
- Barriers
- Enabling Science and Technology
- Partnering and Recruitment

The Concept Jigsaw



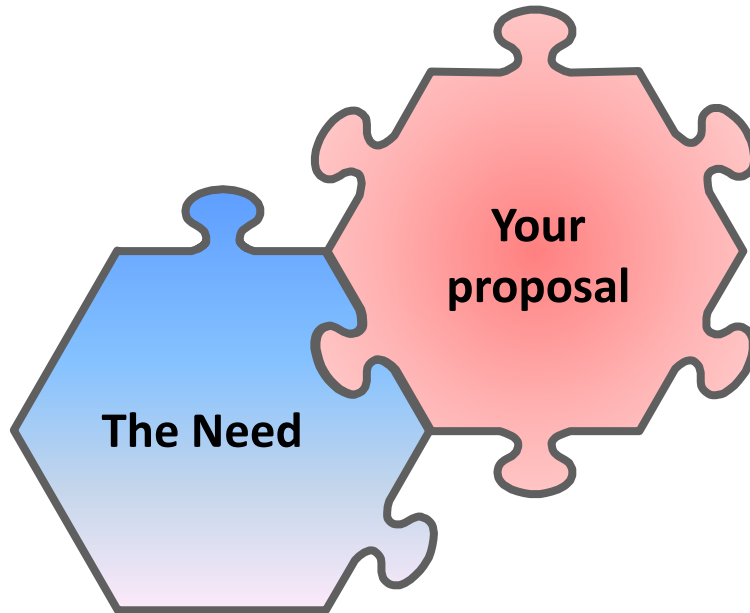
If there are pieces missing



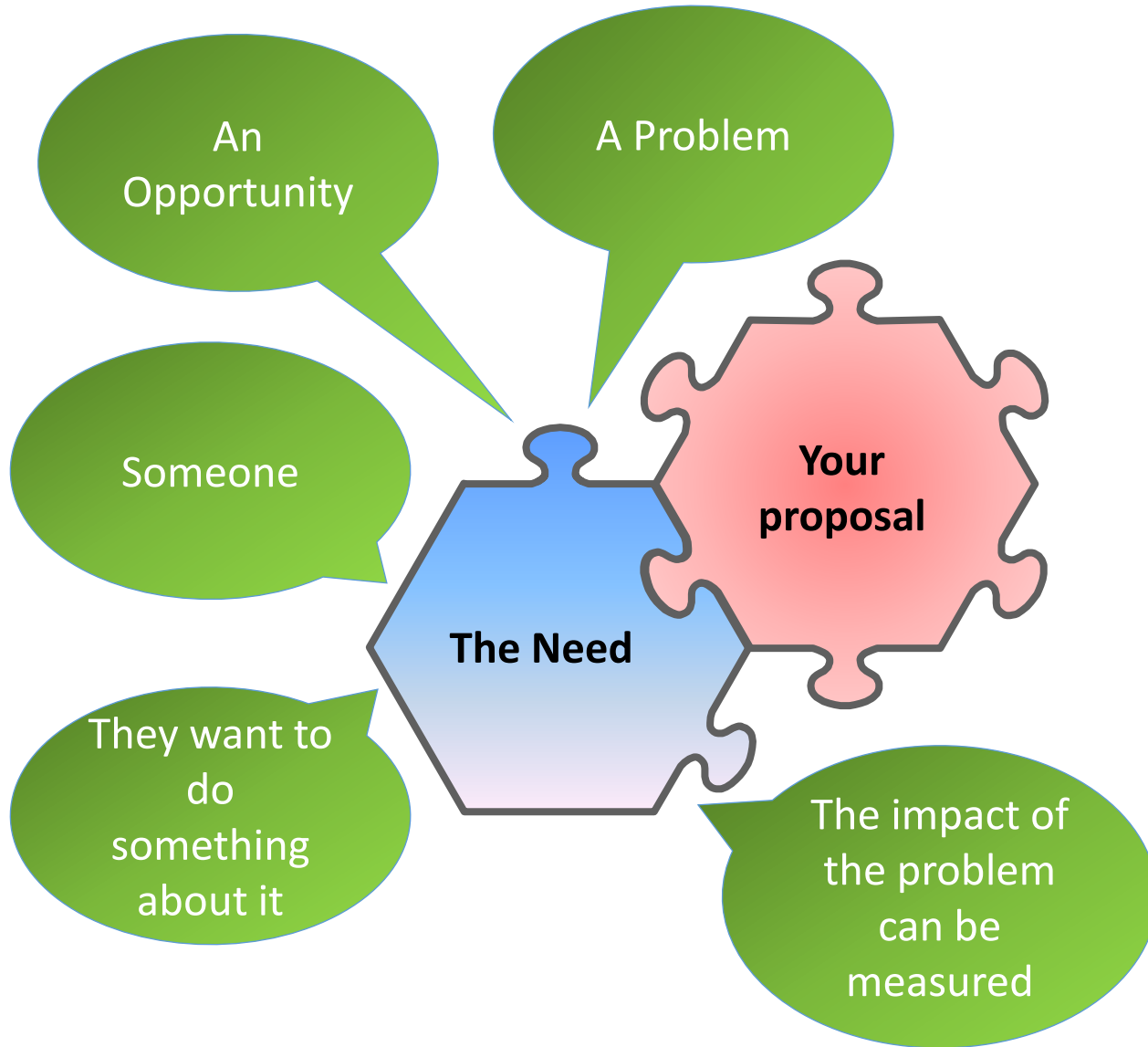
The Project Jigsaw



The Need



The Need



The Need

How to miss the target...



Break-Out SMART Objectives

Specific

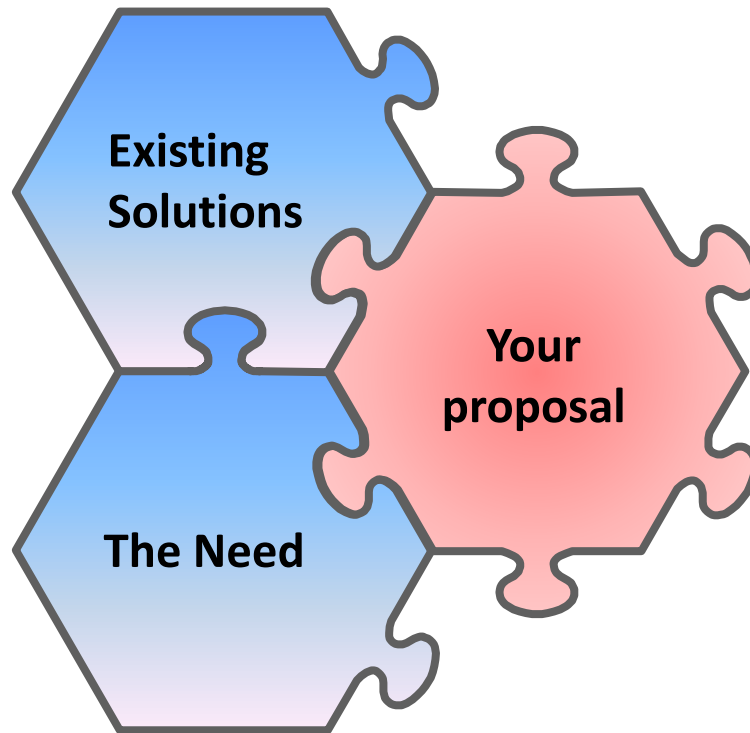
Measureable

Achievable

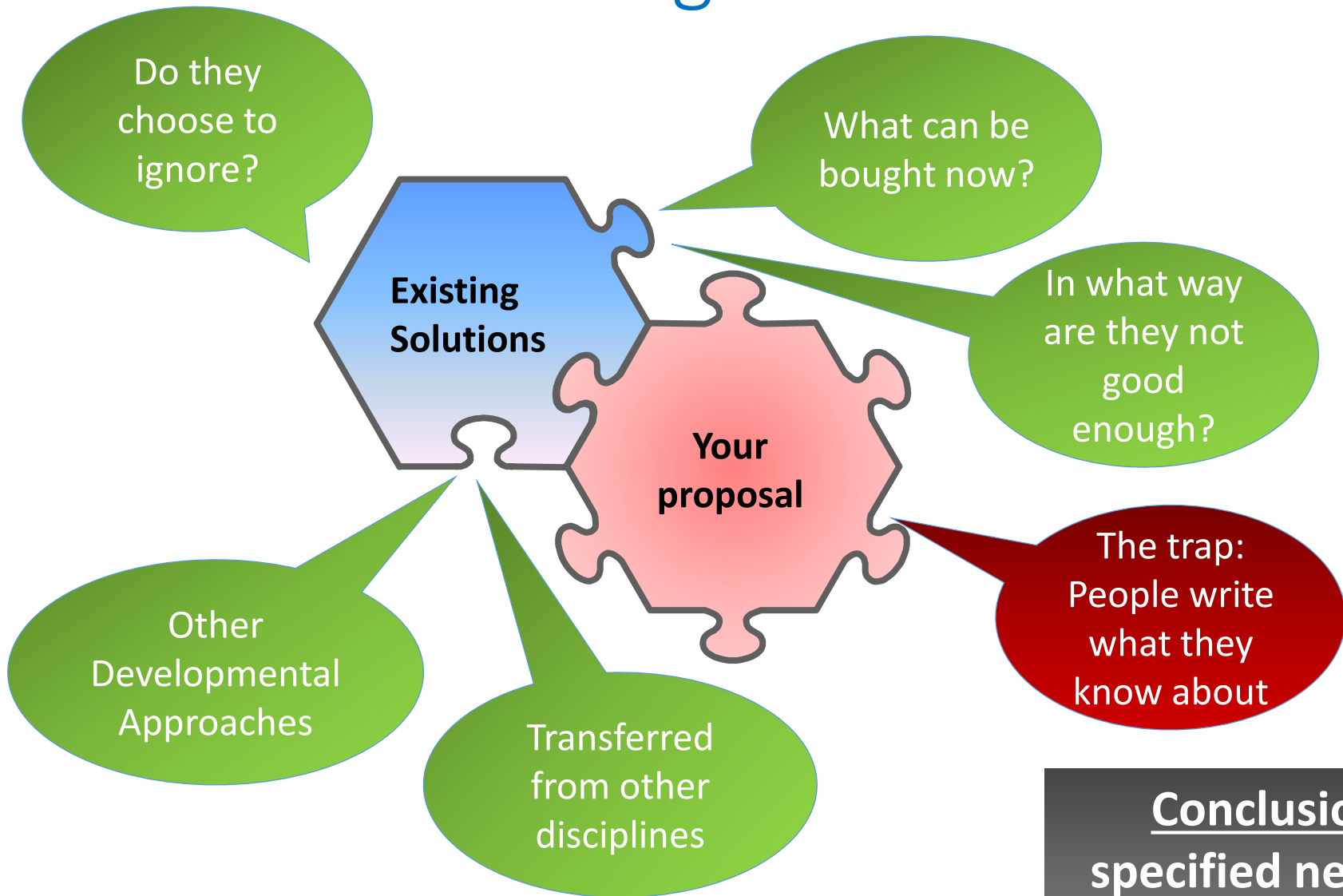
Realistic

TimeBound

Existing Solutions



Existing Solutions

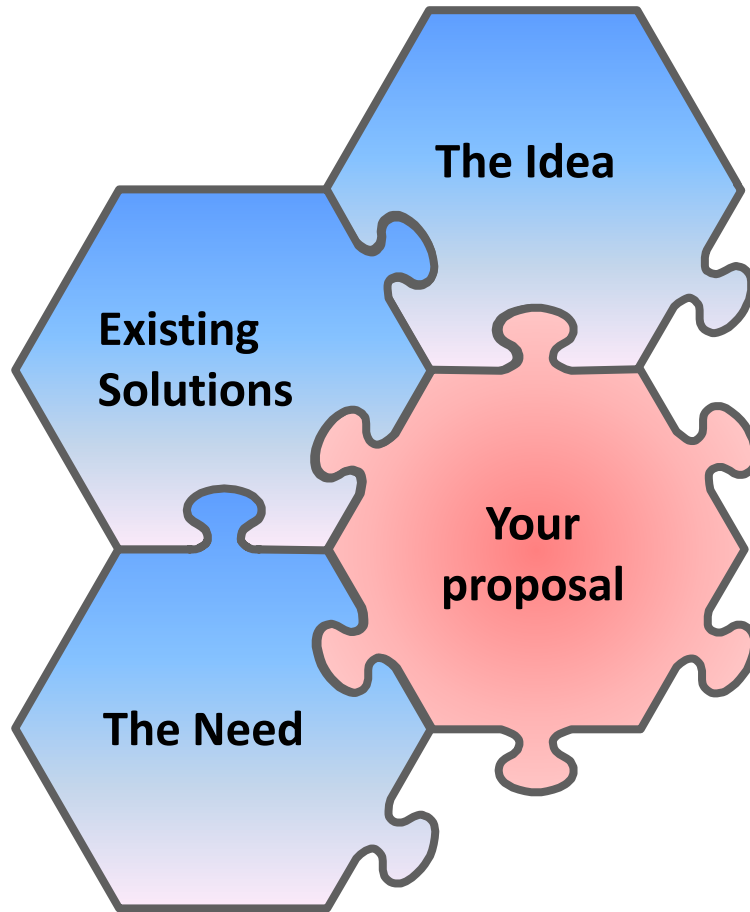


Conclusion
specified need is
not met

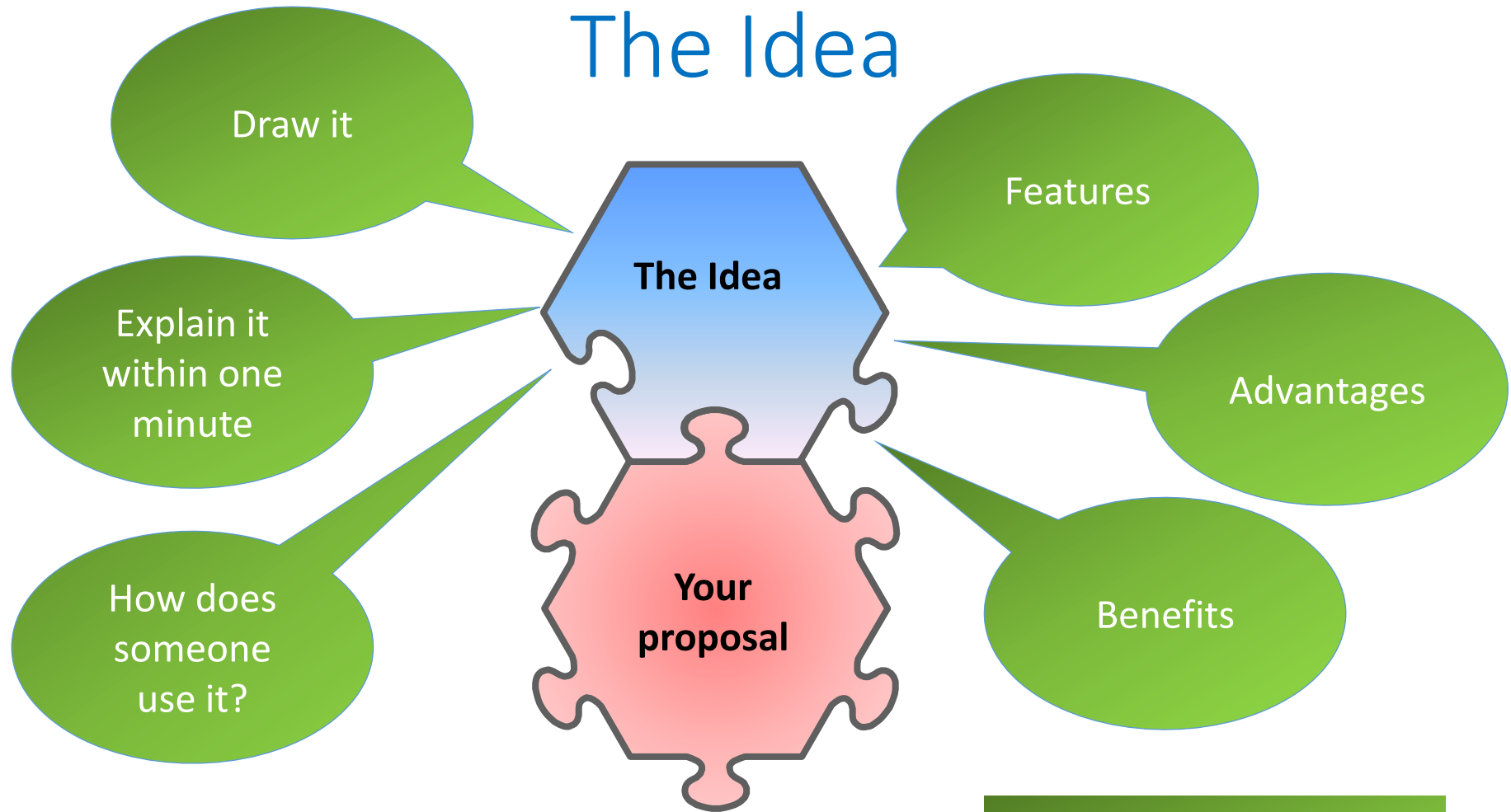
Show they are not good enough...

Existing Solution	Global Objectives: Specified Metrics					
	A	B	C	D	E	F..etc
Existing Solution 1						
Existing Solution 2						
Existing Solution 3						
Solution in Development 1						
Solution in Research 1						
Tech Transfer Solution						

Next Piece: The Idea



The Idea



Conclusion
FABs satisfy unmet
need

The Idea - Impact

Call Text

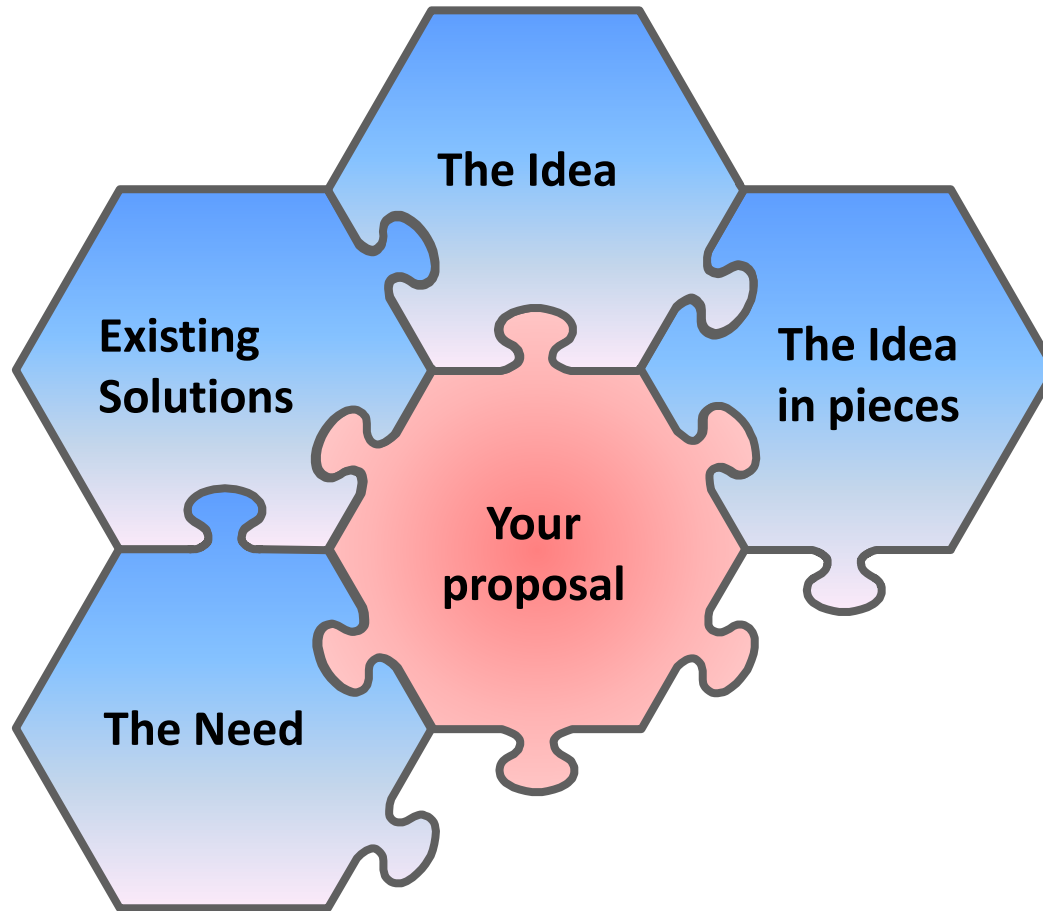
*EU (PESTLE)
why fund (and
why Europe?)*

Impact for
who?

*End-User
(saving) –
why
buy/use*

*Value Chain
(revenue and
margin
generating)
why make*

The Idea in Pieces



Then Break-up your Idea into Pieces



IDEA

Components

sub-components

IDEA

I

D

E

A

d

d

e

a

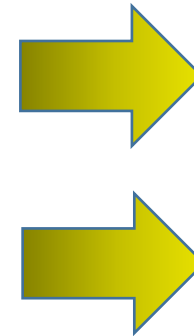
a

SMART Objectives of your IDEA to match NEED performance

Action:
Map out your idea
and its components

your idea
performance

overall SMART
objective



Break up your idea into its component parts

start

Each idea component

Each idea component

Each idea component

Each idea component

Each idea component

Each idea component

Each idea component

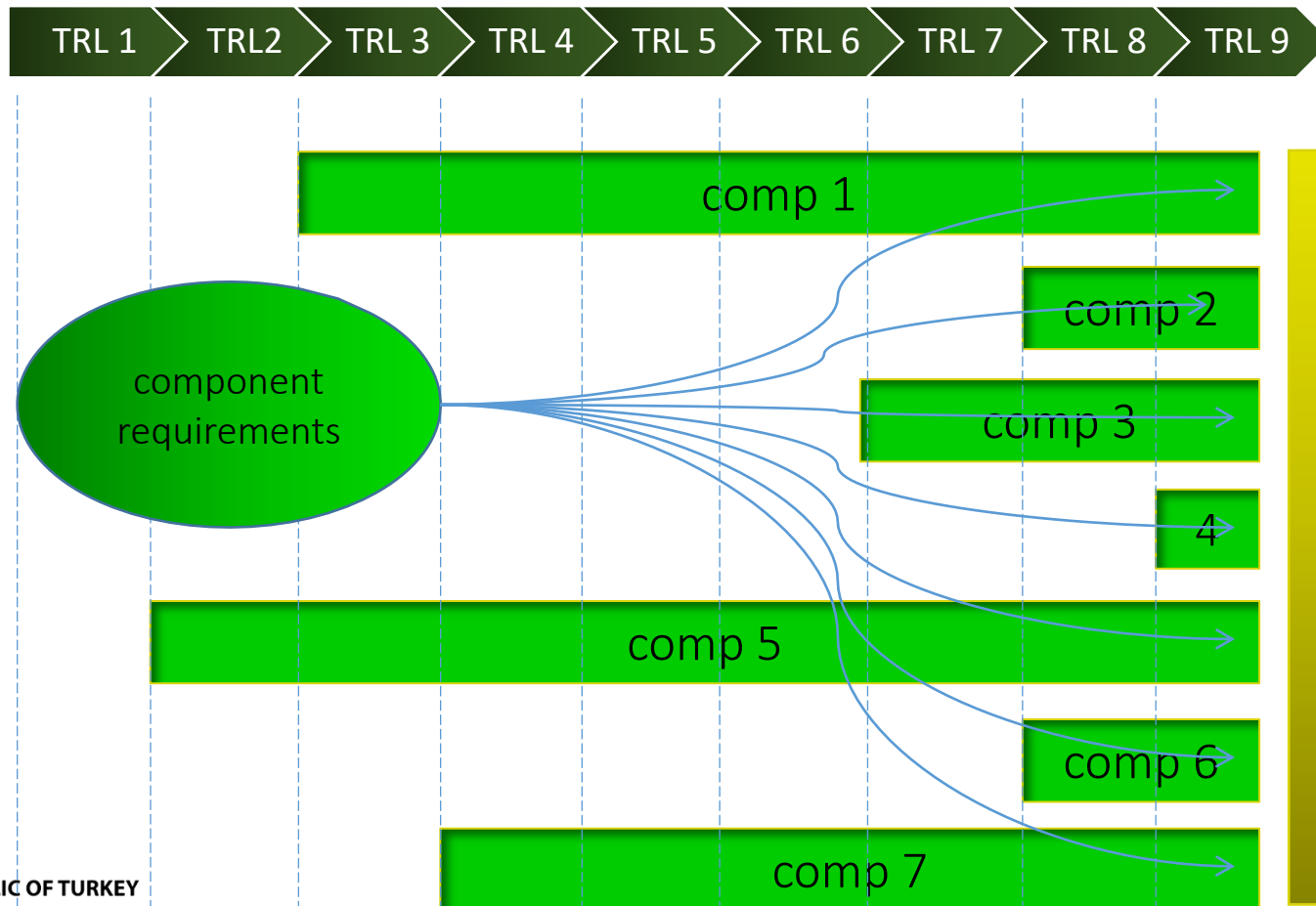
success

IDEA
objective
20

Measure each component against a readiness level

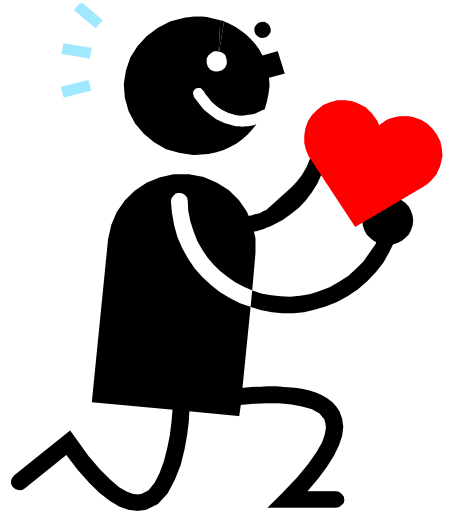


Component requirements to deliver your IDEA objective

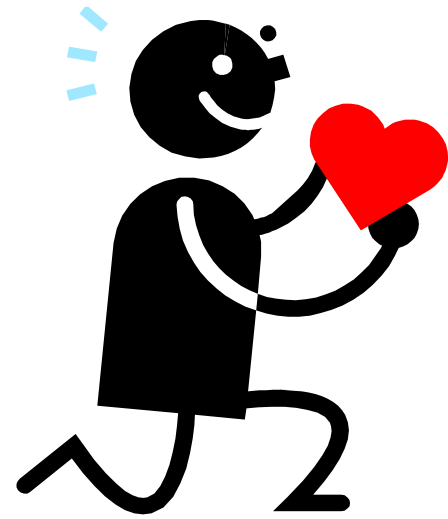


Components Married to Partners

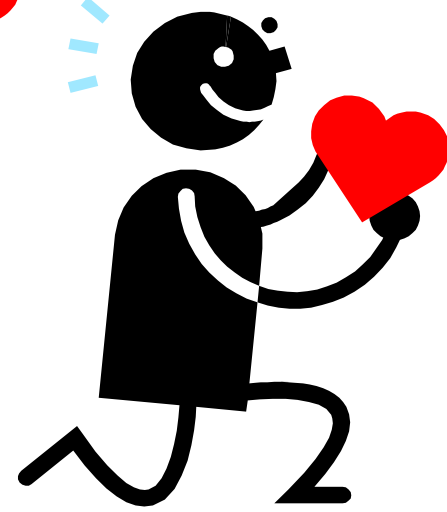
End User (s)



Component 1



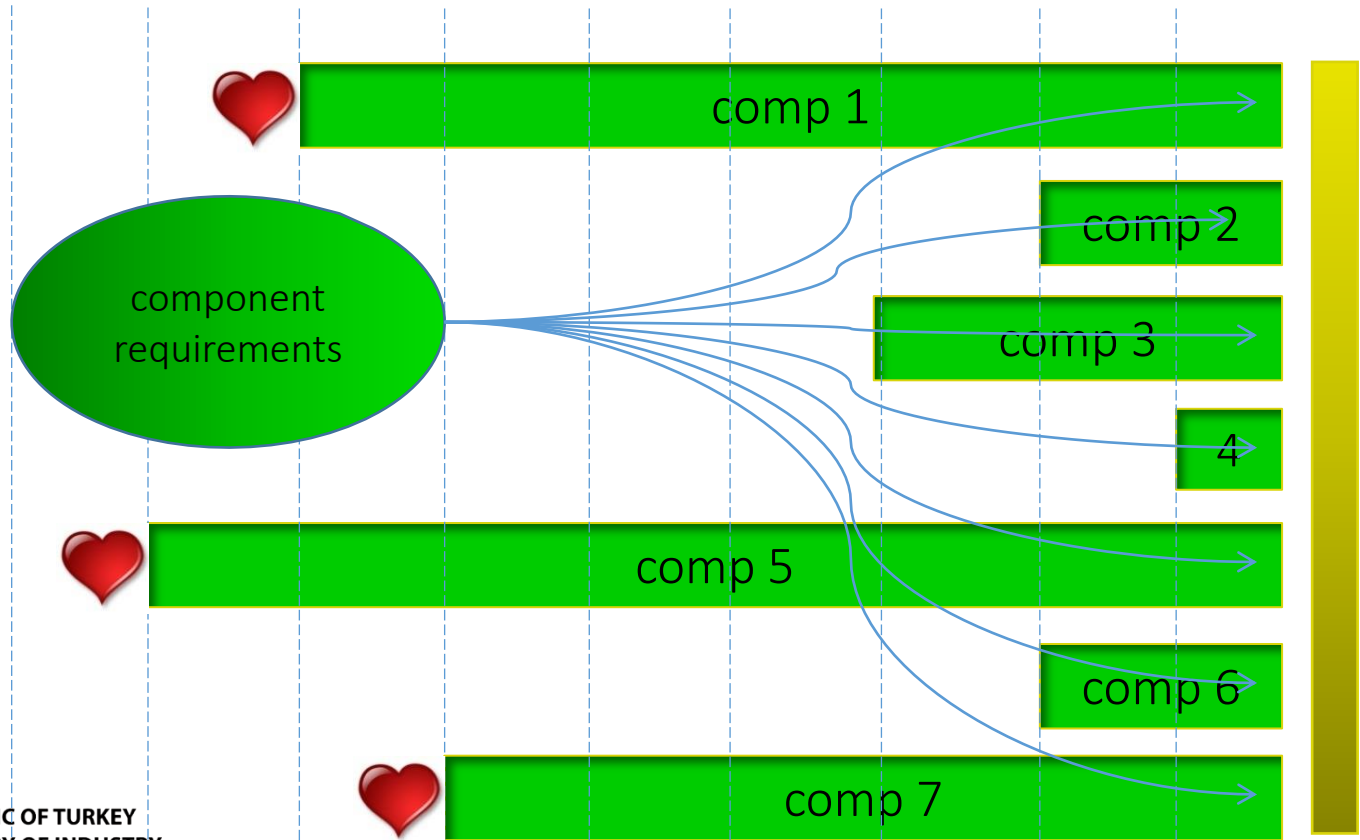
Component 5



Component 7



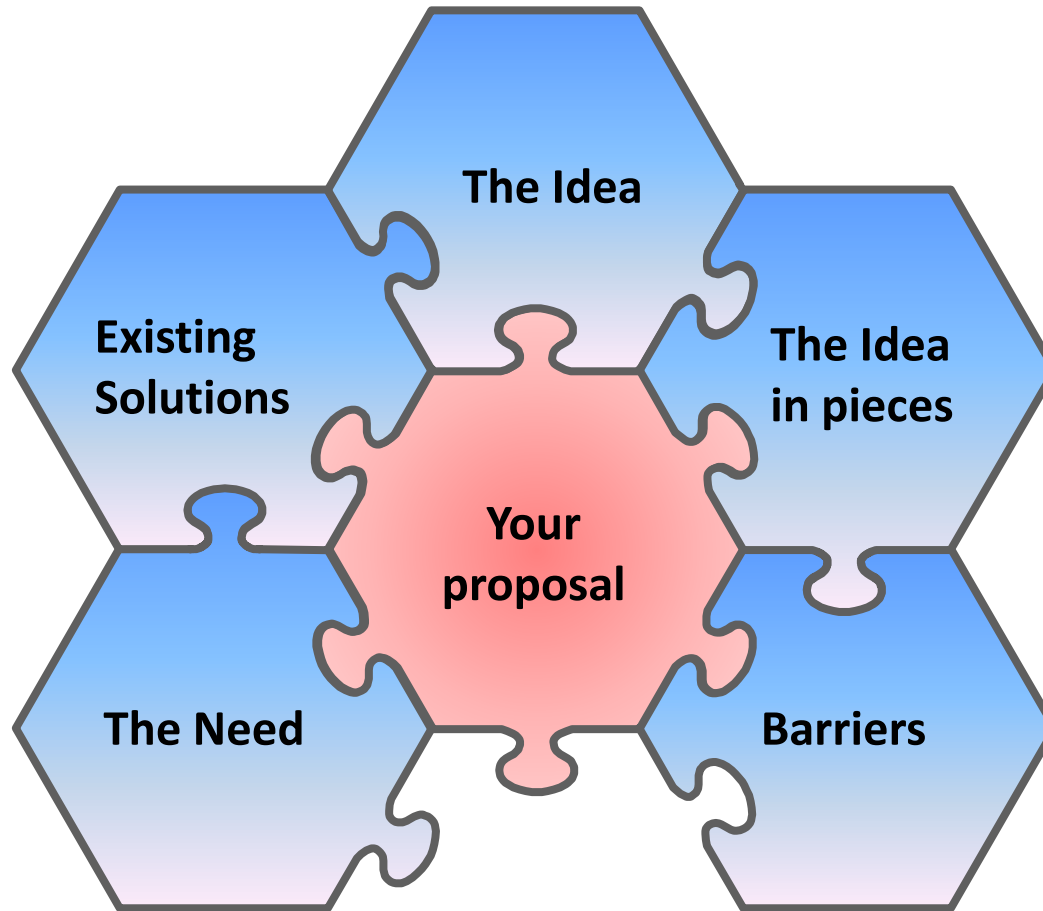
Match Key Partners to the high risk components



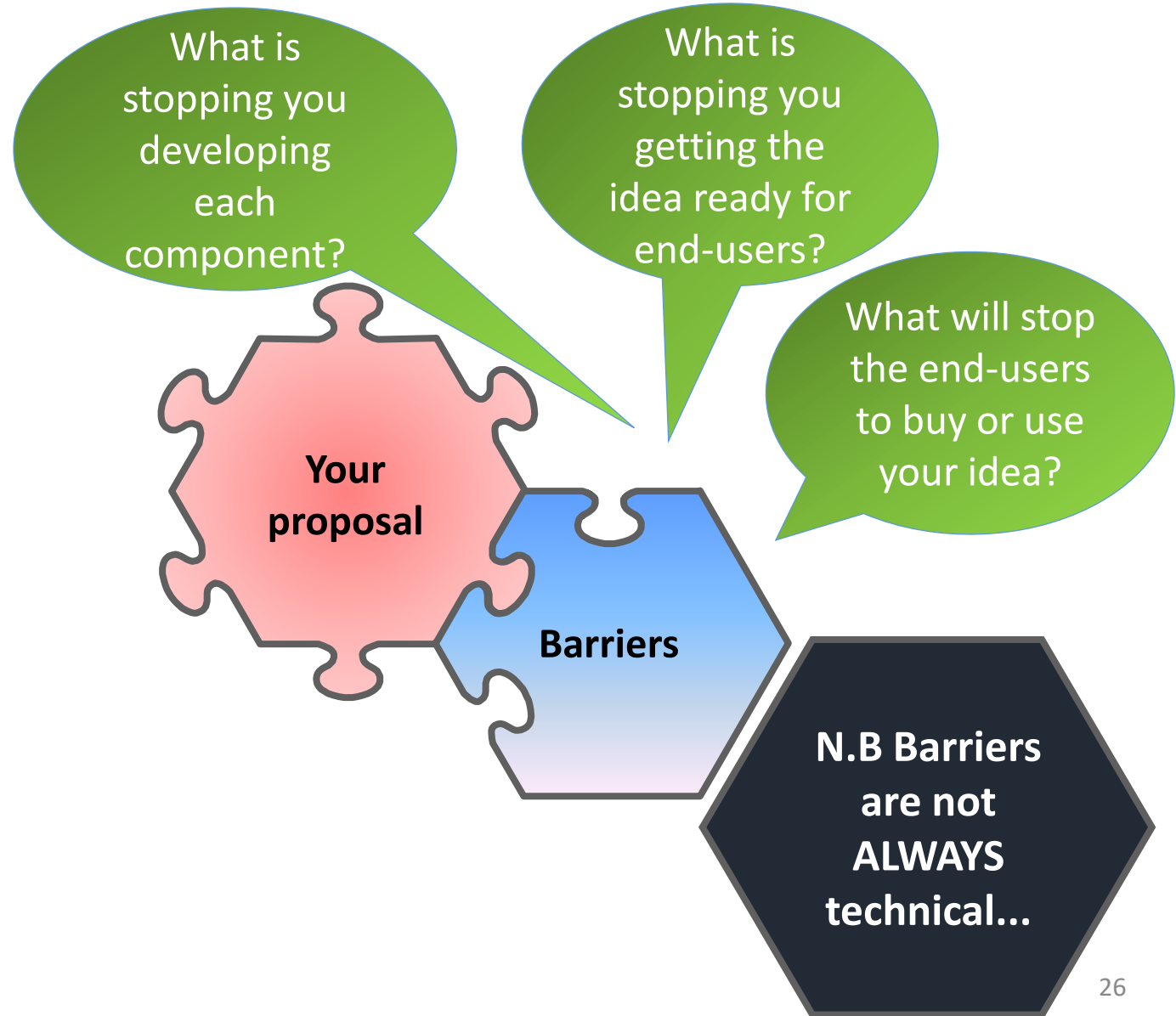
Plus end-user...



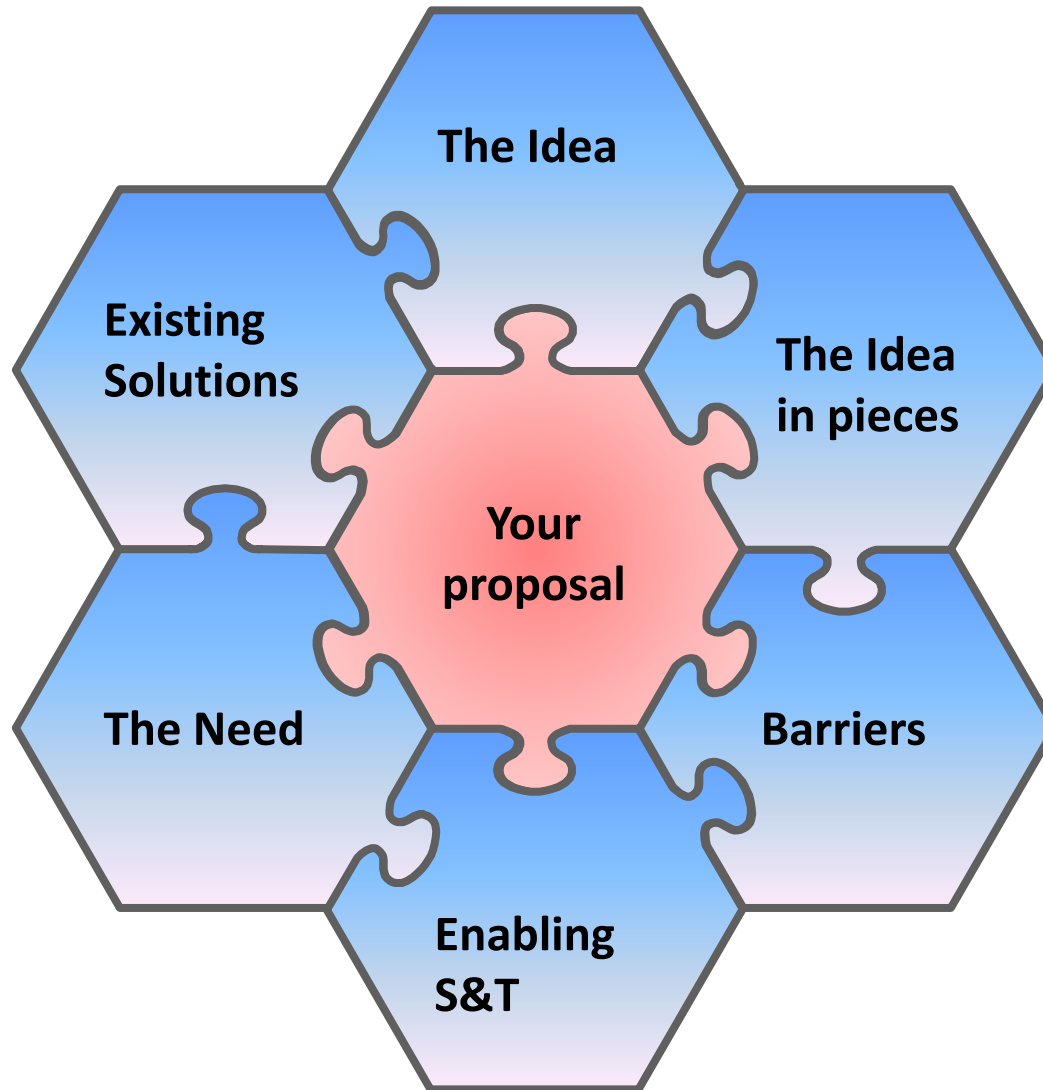
Next Piece: Barriers



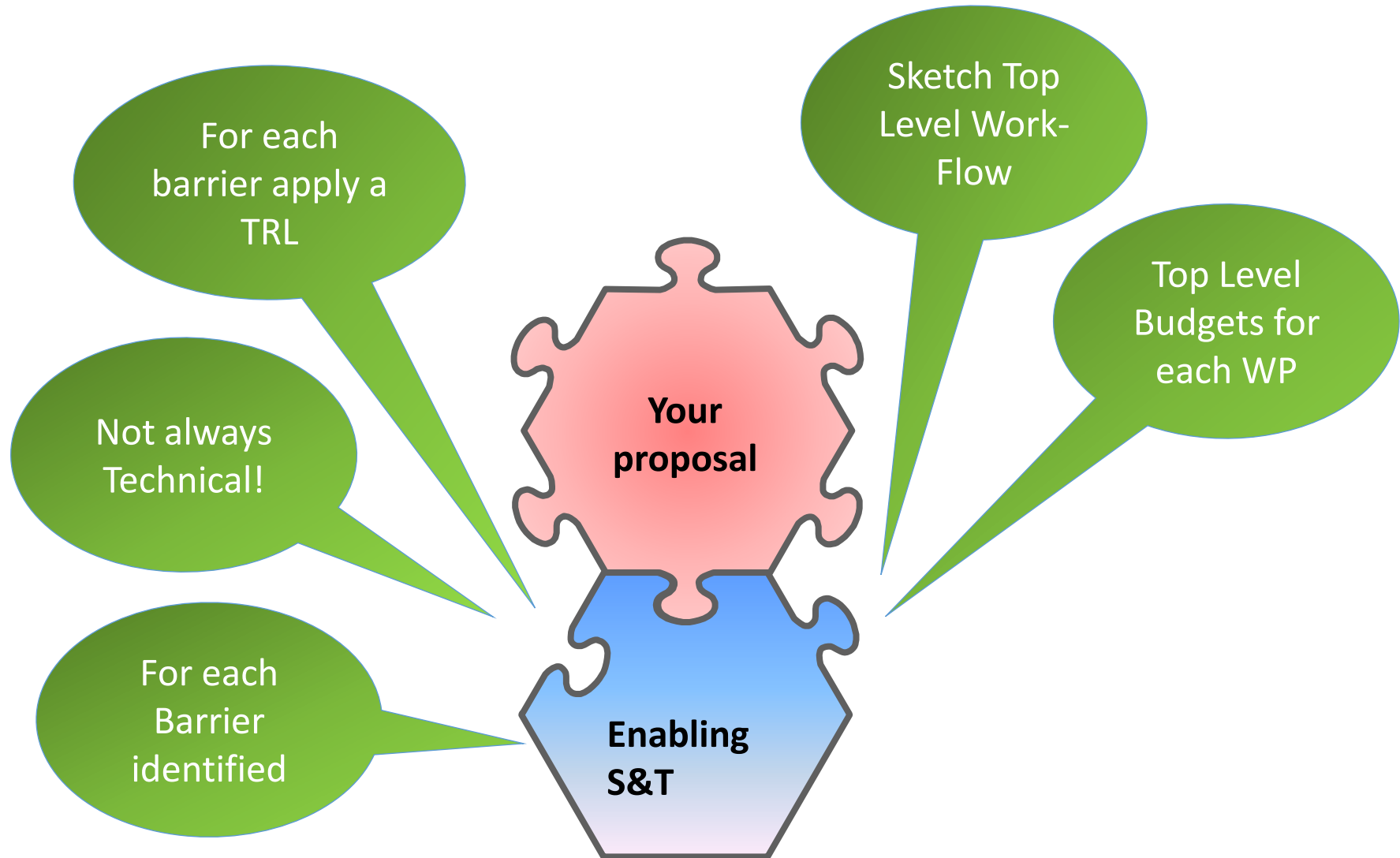
Barriers



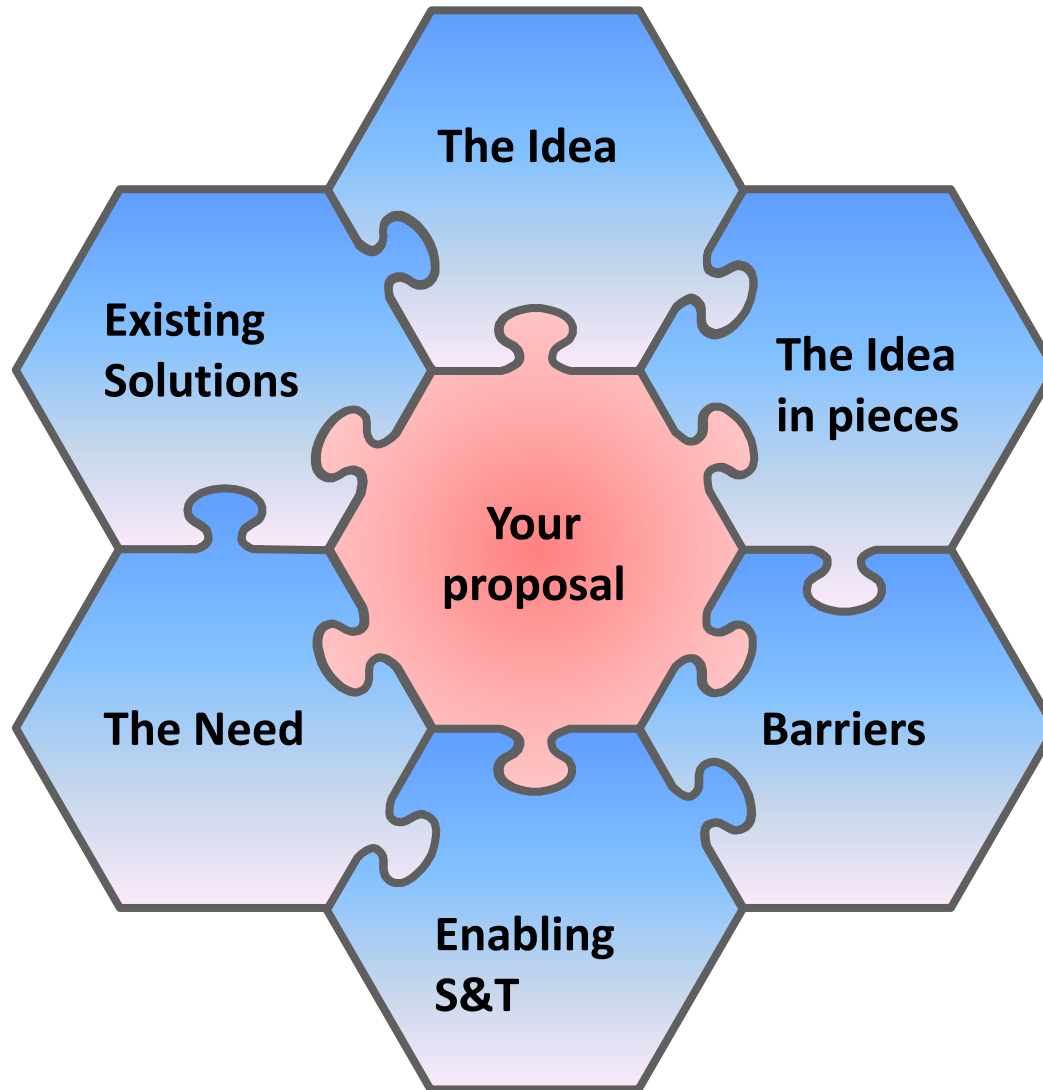
The Project Jigsaw



Enabling S&T



The Project Jigsaw



So how do you get your partners?...

How do you recruit partners badly?

Message #1: Better a zealous stranger than a lazy friend

Partner Recruitment is a specific skill set

It is a *European* project

Concept of *Value Chain*

Relationships for long term collaboration- worth a lot more than being eligible to submit



Professional Partnering

Map your consortium

Start early – partnering takes a lot longer than writing

Core Partnership for key components

Fewer the better...why?

Role in Project, Role after Project

What you need someone to bring to the project, what they will deliver and how during the project, what in the value chain?

Decisions made by each confirmed partner to new entrants



Professional Partnering

Create your advert

Specify your ideal candidate

Identify, connect and communicate

Approach multiple

Transparency and clear expectations

Help them help you

Request Professional contribution from them

Top Level IP and Exploitation

Commitment



Professional Partnering

The Partnering Advert

Style?

Content?



Professional Partnering

The Partnering Advert

The purpose of the document

The Call

The Need

The Solution

Top-level How to Statement

Partnering Table:



Professional Partnering

The Partnering Advert - The partnering table

Role Title	Role Taken	Partner Name	Role In project	Exploitation Role & Rights post project
Disassembly Robotics	Yes	XYZ robotics	Investigate... Develop... Create... Prototype...	Background Valorisation Ownership: Foreground in new assembly technique Access: Foreground of IT and preferred supplier status
High Volume Data Processing	No	~	Adapt technology...to case uses	Ownership of foreground algorithms
Case Study End-User Automotive Tier	No	~	Provide Detail Specifications...	Exclusive rights for use in for automotive sector for 12 months Technology developed according to your specification Specific components 5 years exclusivity
...

Professional Partnering

The Partnering Advert

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Top-level How to Statement

Partnering Table:

Concise explanation of what Horizon Europe is

Next Steps & Contact details



Summary

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Thankyou

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