This project is co-financed by the European Union and the Republic of Turkey

Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından 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

EIC Accelerator
Full Application Process

Project Writing Camp 7

17 May 2022, Istanbul

REPUBLIC OF TURKEY MINISTRY OF INDUSTRY AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

TURKEYin HORIZON 2020 COOPERATION, INNOVATION, COMPETITIVENESS

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Philip Sowden

Background in manufacturing, R&D and Project Management

SME programmes at regional, national & International levels

Worked with EC for over 30 years

SME Key Expert on two previous projects in Turkey

Responsible for SME programmes in the present project

Visited and advised over 150 Turkish SMEs

Where are you in the process?

- Passed initial evaluation and preparing to make Full Application on 15th June cut-off?

- Passed Initial Application and intending to submit Full Application within 12 months allowed?

- Passed Initial Application and still considering next stage?

- None of the above?

- Here for the Lunch?

What do you expect from today?

Introduction

- Today's audience may have initial and full proposal applicants

- More knowledge on full application results in better preparation of initial one

- Short application aims mainly to **filter innovative ideas**

- Full application is an **actual reflection** of your innovation project and how you will manage it through to a **commercial success**

- Online form is **first of its kind** with visualizations and information retrieval from earlier sections

We are here to help!

- The day is yours to ask as many questions and make as many comments as you wish

- Although it is a formal set-up it is an informal meeting for you to get the most out of

- One-to-one project discussions later this afternoon

- We can review developing or rejected applications and give guidance on any improvements

- Our project website contains a lot of information that can help you

Health warning!

- Our presentations are based on official EU and EIC reference documents

- Online procedures, content requirements and cut-off dates may change without notice

- Refer to EIC web sites for up-to-date requirements and guidance

The Ideal SME for EIC Accelerator...

Market-creating, high-risk, high-growth, high-impact, breakthrough innovations to...

- Help Europe gain technological advantage and a greater share of global markets
- Develop projects destined for full market deployment
- Develop the best innovations and most commited teams – it's not about the best drafted proposals
- Develop strategic, novel innovations which will impact on markets, technology, quality of life, etc.
- Fund projects seen as too risky by other investors

What is the purpose of EIC?

EIC Accelerator for innovative companies
Funding and support

€1.16 billion spend in 2022

EIC programmes

PATHFINDER

PATHFINDER funds **research** to **develop the scientific basis** to underpin **breakthrough technologies** (TRL 1-3)

TRANSITION

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

EIC Accelerator Open Call

Innovations in **any field** of technology/application

(exceptions: those damaging the environment, social welfare, military applications, human cloning and embryo research)

Highlight strategic importance of your project in relation to European competitiveness, technological sovereignty, new market creation, growth of knowledge-based industries and sustainable society.

ACCELERATOR funding

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

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

Cost Eligibility | TRLs

TRL 5-8 'Innovation' activities

Prototyping, Piloting, Validating, Demonstrating, and TRL 9 Planning

5 Large Scale Prototype
6 Prototype System
7 Demonstration System
8 First of a Kind Commercial System

TRL 9 'Market Deployment' activities
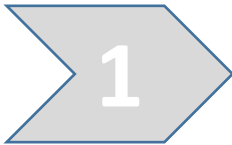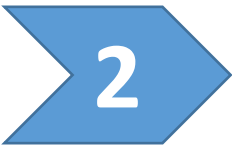
Commercialization, sales, scale-up, manufacturing, and manufacturing

9 Full Commercial Application

Main Eligible Costs: Personnel, travel, equipment, products, services, indirect costs (25% of above)

Main Ineligible Costs: Currency exchange losses, interest, deductible VAT, excessive expenditure,...

Application Process for Accelerator

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

Full Applications

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
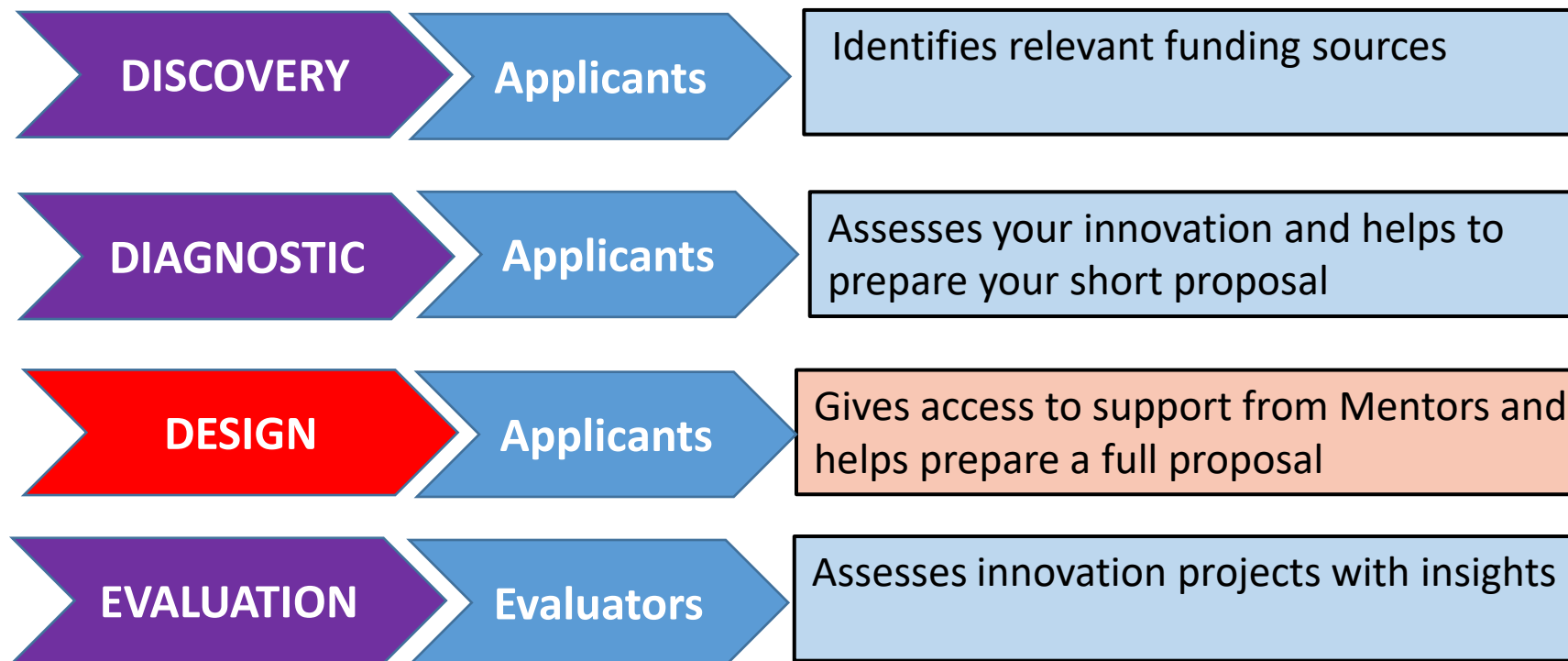
Full Application

- 'Approval' for full application means you have the evaluators' attention for more

- It is not an indicator of project novelty or demand

- Full Application must be submitted at cut-off date within 12 months of short application approval

- Next cut-off date is 15 June, then 5 October 2022

- EIC provides optional 3-day business coaching

- You can develop most aspects from a good short application

- Submitted application form is not downloadable

- CVs or company introduction documents may be uploaded

Content from Initial application

Business Planning

Ideation/
Excellence

From initial idea → Market opportunities — Risks — Innovation → To stakeholder's needs

Development/
Implementation

From expectations → Development stages — Winning team → To deliverables
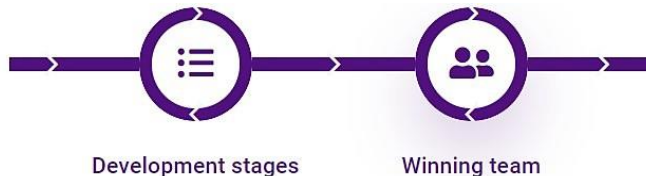
Go2Market/
Impact

Know
Market scoping — Willingness to pay — Competitors and Threats — SWOT Analysis

Prepare
Readiness — Corporate Strategy — Business Model — Finance — Intellectual property

Enter
Strategy to Enter — Barriers To Entry — Legal and regulatory compliance

Scale
Scaling strategy — Future developments

Impact
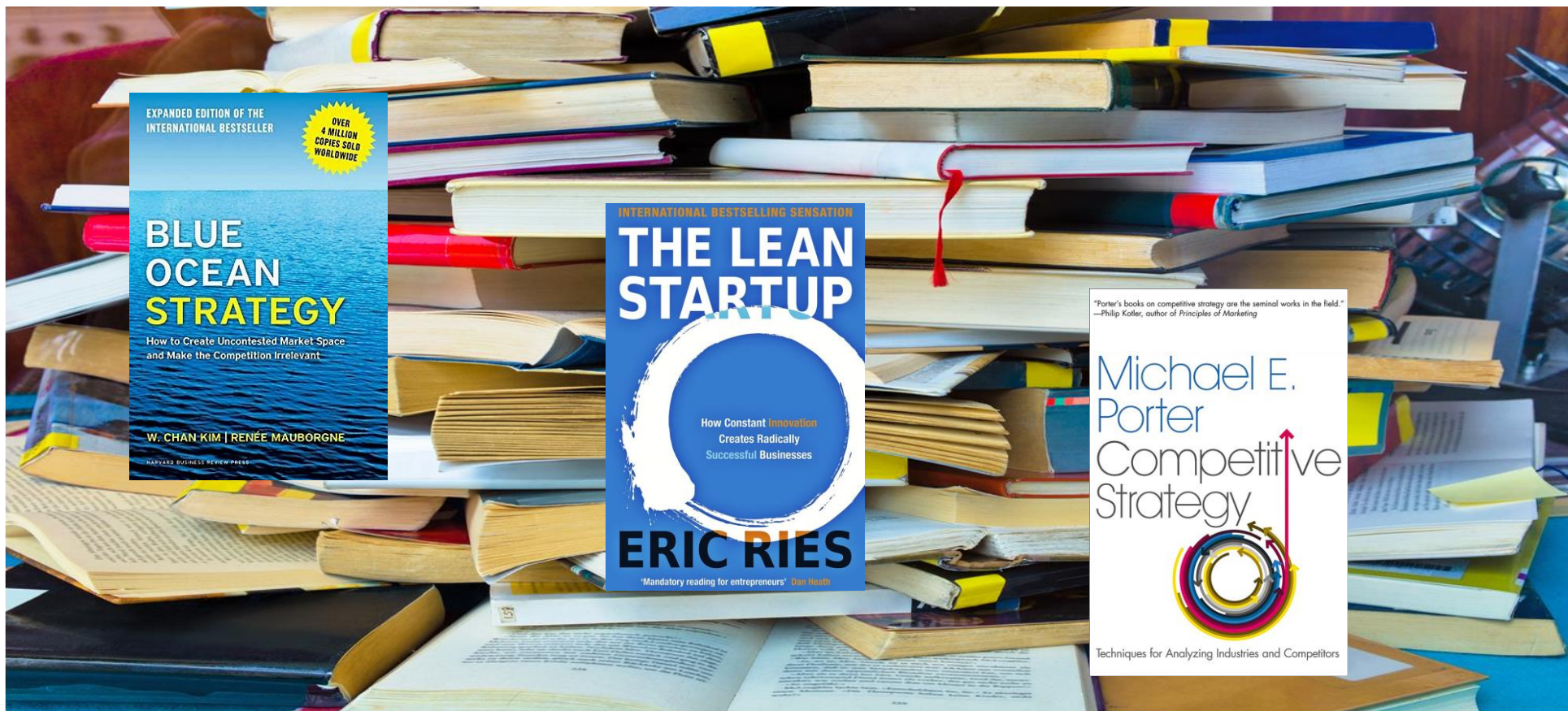Effect of the solution — Impact on the Market — Societal impacts — Future legal and regulatory compliance

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TÜBİTAK

Amazon has 7,000 books on Business Planning for Innovation

Full Application

FROM IDEA → IDEATION → SOLUTION / DEVELOPMENT → GO2MARKET → TO MARKET

**Short Application
+ Pitch Deck + Video
4 Evaluator Reports**

**Business Plan (created online)
Updated Pitch Deck
Freedom-to-Operate analysis
Data Management Plan
Financial information**

optional → Letters of Intent
Annex

Proposal Writing

- EIC provides **3-day business coaching** to help develop full proposal

- You can **revise** most things from short application

- **Address the evaluator comments** on your short application

- Ensure balance between **technical** and **commercial** content

- Consider **emerging** developments and competition

Pitching your project

- 10-12 slides

- No template

- Can be changed from initial set

- Used in Jury Interview

- Summarize, visualize, and complete information given

- Timing to ensure everything is covered

- Rehearse, rehearse, rehearse!

Changes for 2022

- Rebuttal process

- Investments above €15m on Accelerator

- Simplified 'Seal of Excellence' rules

- EIC Scale-up 100 Initiative – will identify 100 potential unicorn businesses for additional support

- Package of measures to encourage and reward women innovators

- High-level expert group on late-stage scale-up financing

Letters of Intent

- Optional

- No Template

- Letters of Intent/Support, Reference Letters, E-mails,…

- From Investors, Potential Customers, Stakeholders,…

Annex

- Optional Upload, max. 10 pages

- No Template

- **Do not repeat** the info in online forms and mandatory uploads

- Useful to share **brief** summaries of team, company, images, graphs, tables, illustrations, or testimonials

- **Do not overload** with full employee CVs, extensive company history, feasibility reports, lots of market data and a full business plan

Full Proposal Evaluation

- 3 key criteria; 3 evaluators

- No scores, no ranking, only '**Go'** and '**No Go'**

- **3x3 Go** votes - project will pass to Jury Interview

- Evaluation Reports accessible in **5 weeks**.

- Jury Interviews after **9 weeks**

- Proposals not evaluated comparatively but **on their own merits**

- Even **1 No Go** means **failure**. So, consider the diversity of evaluators when drafting your proposal

IDEATION - Excellence

- Breakthrough and market-creating nature, ideally disruptive innovation
- Technological feasibility – high risk, high potential idea
- Novel – beyond 'State of the Art'
- Convincing outcome and criteria for success

GO2MARKET - Impact

- Scale-up potential
- Broader impact
- European/Global dimension
- Convincing market fit and competition analysis
- Viable commercialisation strategy
- Key partners
- 'Challenge Call' criteria, if any
- Evidence of 'freedom to operate'

DEVELOPMENT - Level of Risk, Implementation and Need for EC Support

- Technical and business experience of team – good balance and plans to recruit any missing competences
- Availability of resources; human, physical and subcontract
- Good understanding of risks in getting to market and plans to mitigate risks
- Realistic and achievable timeframe
- Convincing milestones, outcome and criteria for success
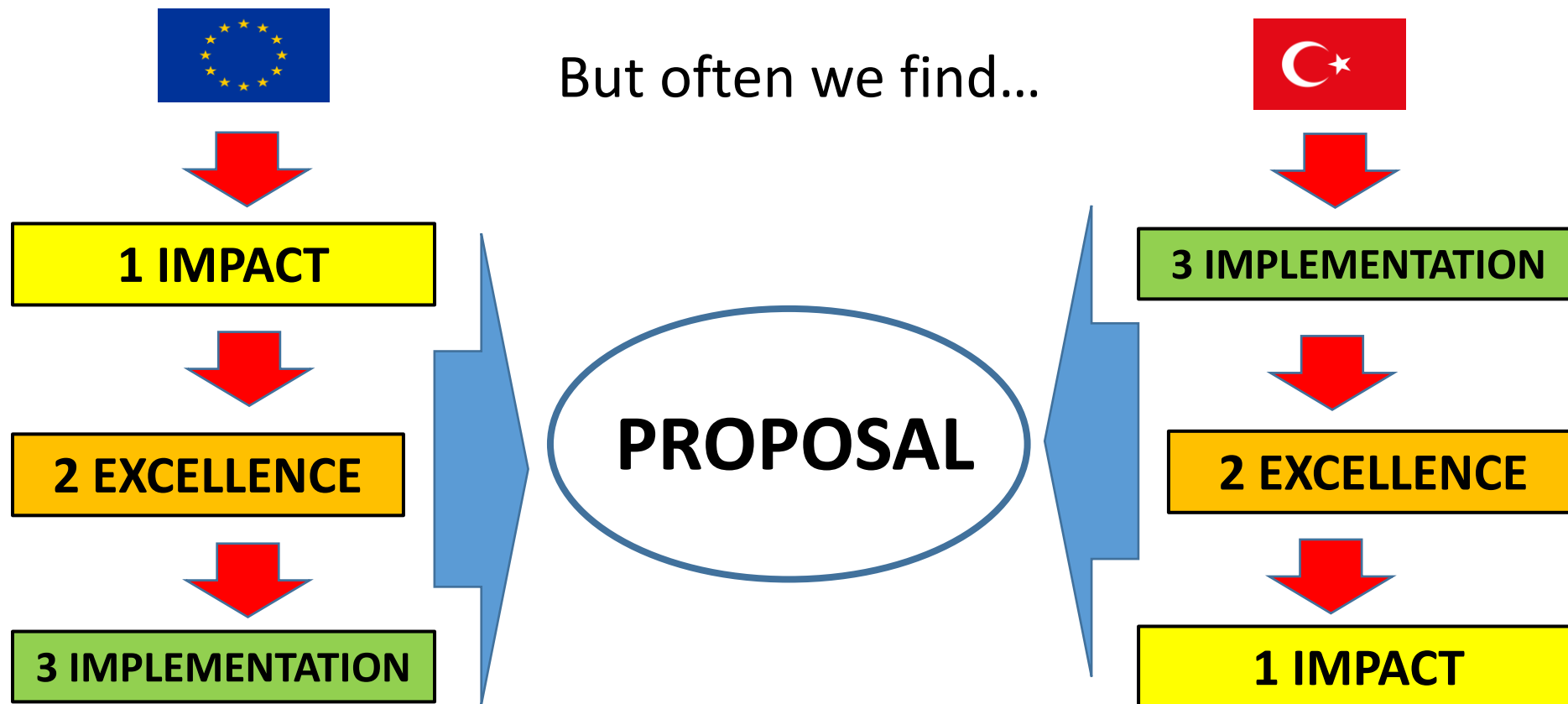
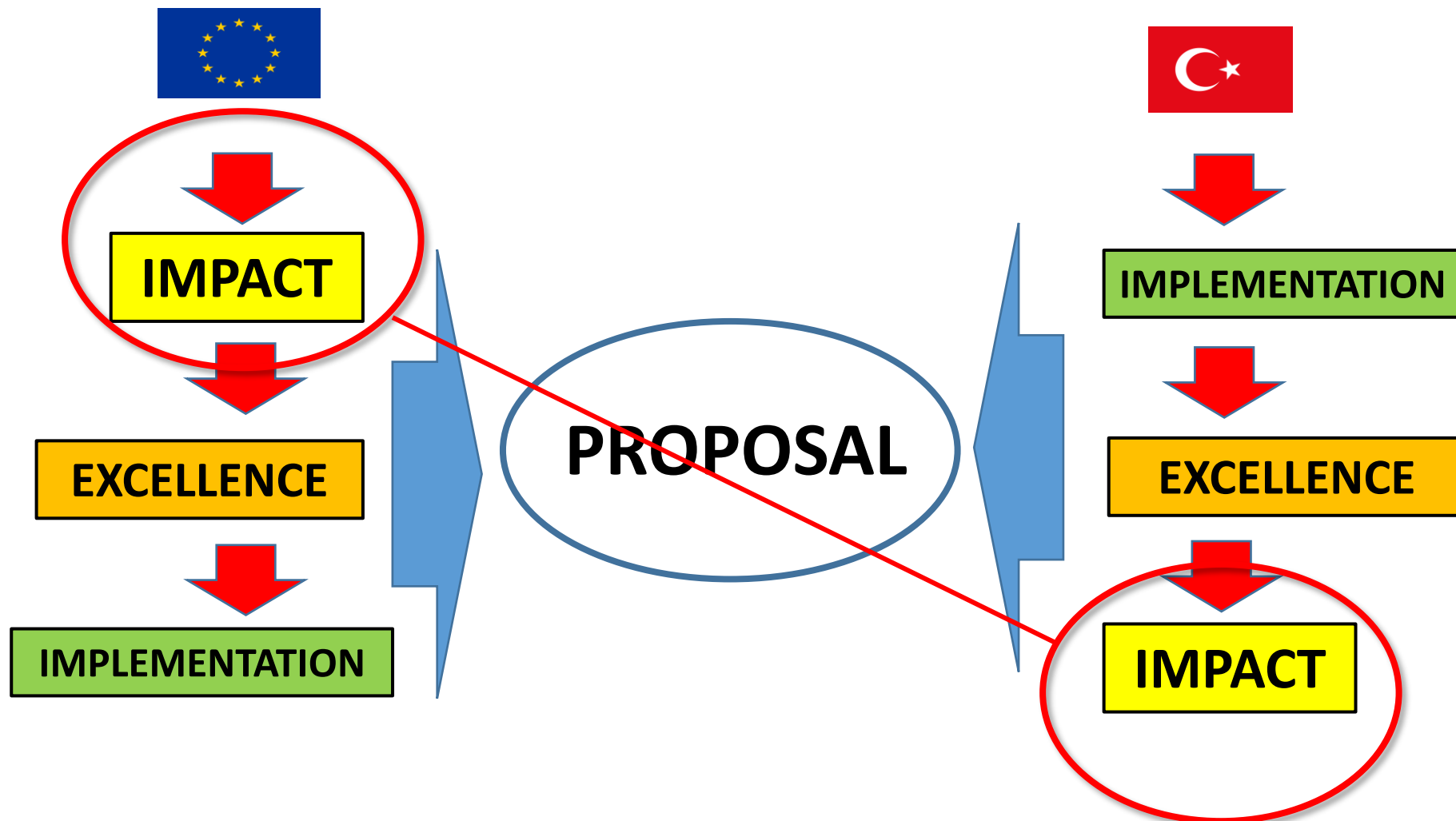# Three Key Evaluation Criteria...

EXCELLENCE

IMPACT

IMPLEMENTATION

A problem of Turkish perception...

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

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Full Proposal Resubmission

- **First** time rejection…
    - Improved proposal can be submitted to one of next **2 full application** cut-offs.
- **Rebuttal** procedure
    - Use it to **inform**, not defend and question evaluator competence and judgement
- **Second** time rejection…
    - No resubmission allowed for 12 months.
    - Then, a new or improved proposal can be submitted as **short application.**

Feedback from Jury members

More clarity is needed on…

- Distinct technical milestones

- Ownership of IPR

- Allocation of budget and corresponding resources

- Understanding of technical and business risks

- Actual and expected TRLs

- Interdependence of work packages and tasks

- The team for future exploitation

- The credibility of the business objectives

ACCELERATOR 2021

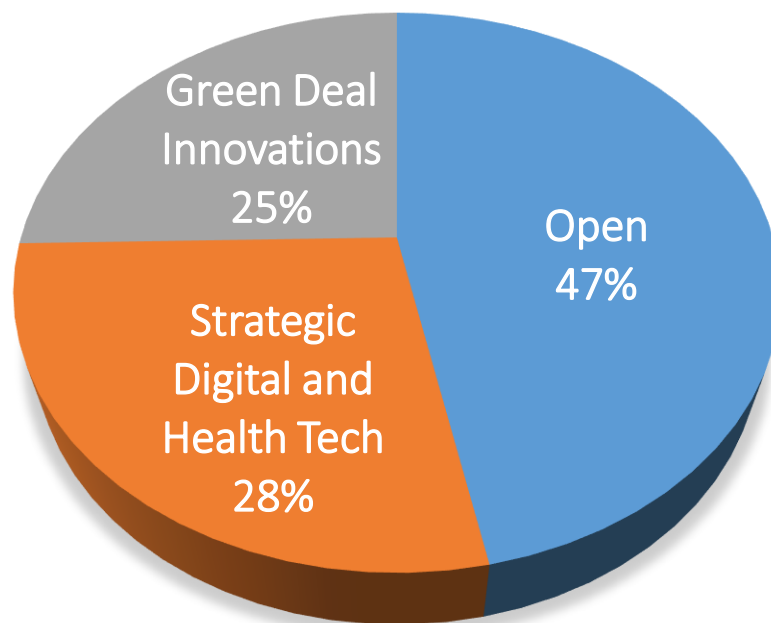5,000 Short applications evaluated

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

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Call choices @ 16/06/21 Cut-off

Full Applications by Call

- Green Deal Innovations 25%
- Open 47%
- Strategic Digital and Health Tech 28%

Final Remarks

- Full application forms are demanding. Start drafting your proposal **as soon as possible**.

- Ask for a second opinion and pre-evaluation.

- EIC Accelerator requirements may change without prior notice - Keep **up-to-date!** Submit proposal as **close to cut-off date** as possible.

- If you receive 1 'No Go', you fail. So, consider the **diversity of evaluators** when drafting your proposal.

- If you have any questions **give us a call, or your TÜBİTAK NCP can help**.

In conclusion...

Fundraising efforts help to win Accelerator support

Design your project for **full market deployment**

Focus on **value chain performance**

Highlight **Gain/Pain** metrics

Proven **need** + best **innovations** + most committed **teams** to implement is winning formula

Winning is not just about the **best drafted proposals**

If in doubt, **resolve it** – don't leave it to evaluators to doubt too!

Further References

EIC Accelerator Call

EIC AI Platform

Turkey in Horizon 2020 event recordings

EIC Work Program 2021

EIC Accelerator web site

Accelerator FAQ

Guide for Applicants

EIC Applicants' Day Presentatitons

European Green Deal

TUBITAK Horizon 2020

EIC   EISMEA   TUBİTAK Horizon Europe
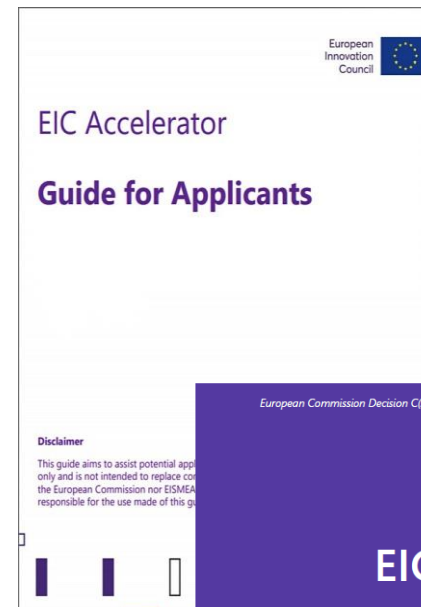
Thank you for joining us today!

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