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EuropeAid/139098/IH/SER/TR

HOW TO IMPRESS THE EVALUATORS?

Sanem YALÇINTAŞ, 17.05.2022



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

TELL THE STORY THE OTHER WAY AROUND

Provide details on why:

- You are not targeting another segment
- You are not using that channel
- You are not considering another country for market launch
- You have not identified that sector as your beachhead
- You have not determined that actor as a strategic partner
- Patenting is not an option for you
- You are not reaching to customer by direct sales
- Using distributors is not a good idea
-

KNOW THAT THE EVALUATORS ARE NOT SUBJECT MATTER EXPERTS

TELL THEM:



CONVEY YOUR VALUE PROPOSITION VERY CLEARLY

Value Proposition

Why should people buy your solution?

Not for the technology you are using/developing!

Not for the features your product has!

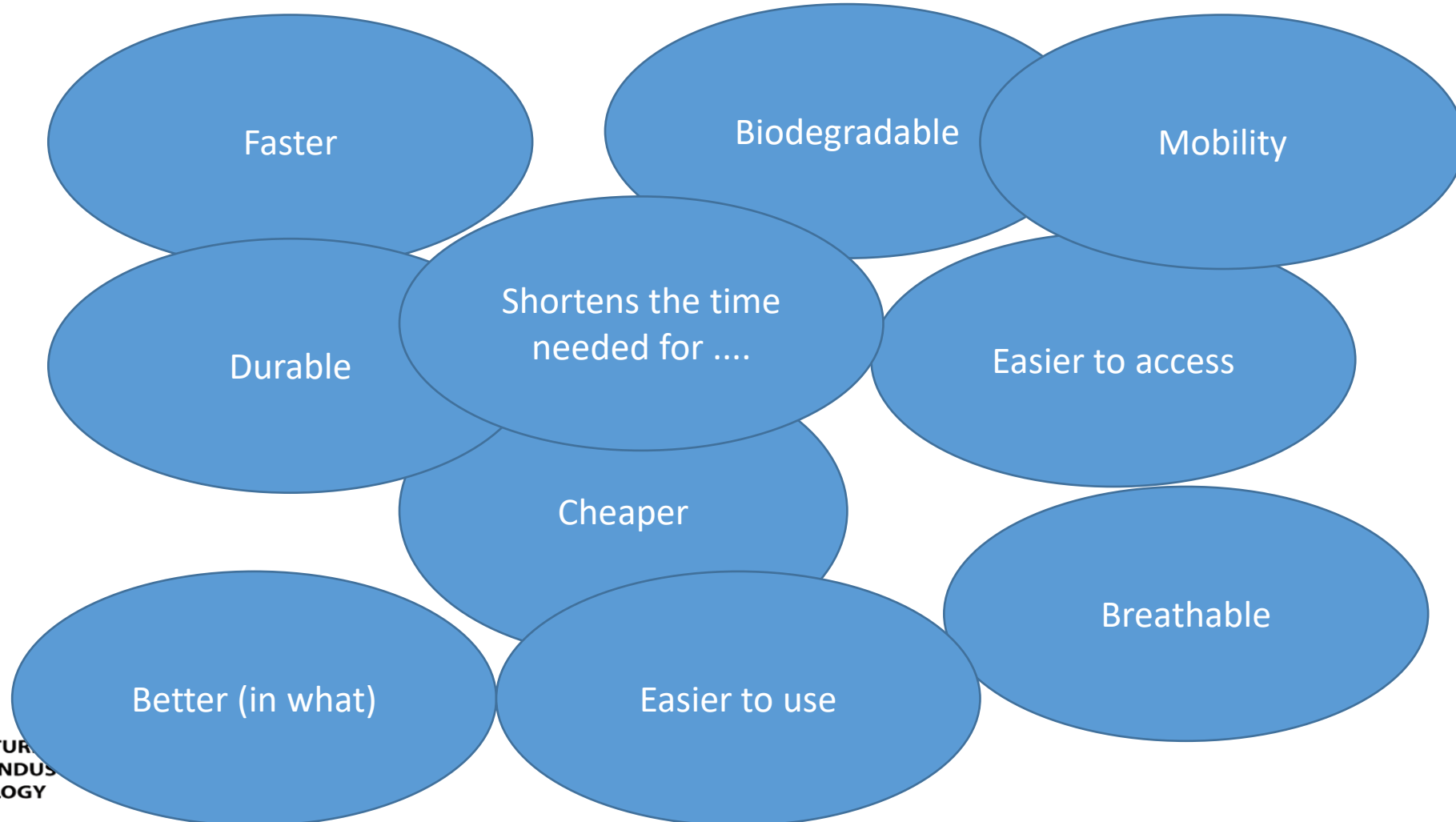
Because of the **Customer Oriented Benefits!**

Value Proposition



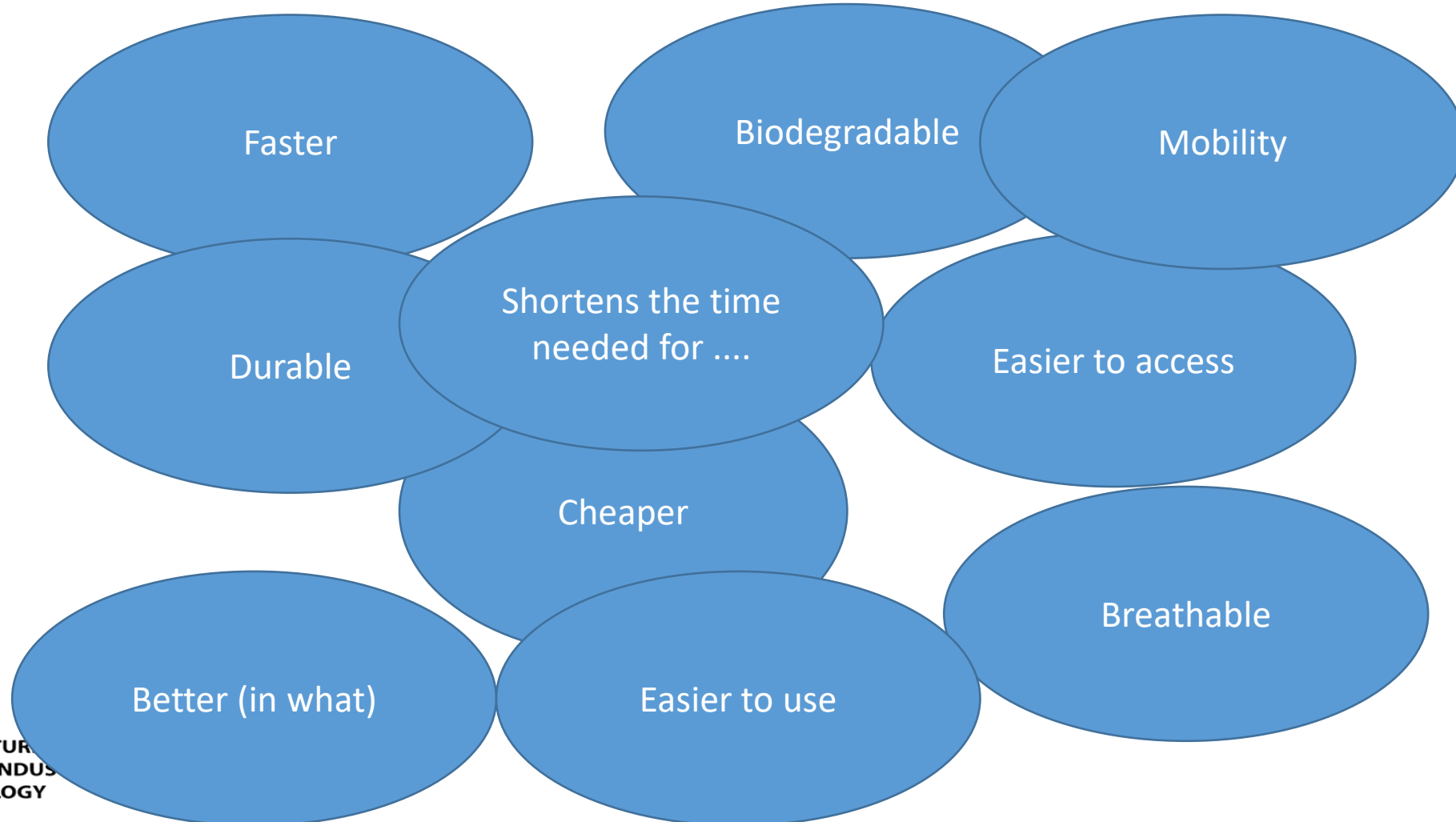
It does not say: "sponge having an abrasion resistant hardcoat formulated using highly durable polysiloxane resins"

Value Proposition

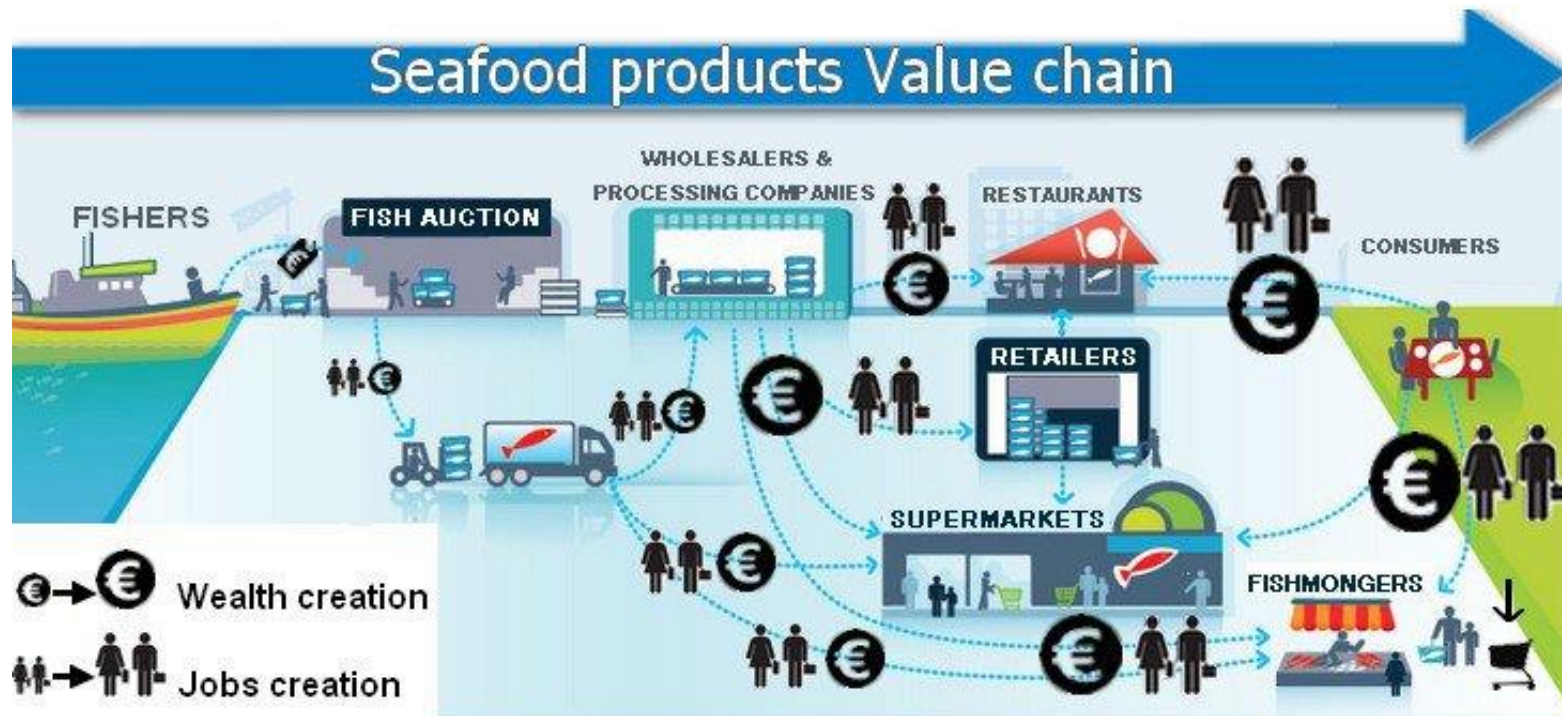


BE SPECIFIC!!!

HOW MUCH??



MAKE A FLAWLESS VALUE CHAIN ANALYSIS



SUCCESS : Strategic Use of Competitiveness towards Consolidating the Economic Sustainability of the european Seafood sector

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Commission

Discounted
pre-purchase

You need to compensate each entity throughout the value chain for a sustainable business!

Discounted
mass
purchase

Percentage
from the sales
price

SHOW THAT YOU ARE GOOD WITH NUMBERS

Your Profit through the Channels



**SHOW NOT ONLY THAT YOU KNOW HOW TO GET
CUSTOMERS BUT ALSO HOW TO GROW & KEEP
THEM**

How to Get/Grow/Keep Customers?

Understand:

- Who they are (Demographic, Psychographic, SocioCultural, etc.)
- What's their role in society?
- Their buying patterns
- What motivates them
- Who/What influences them

Life Time Value (LTV) ??

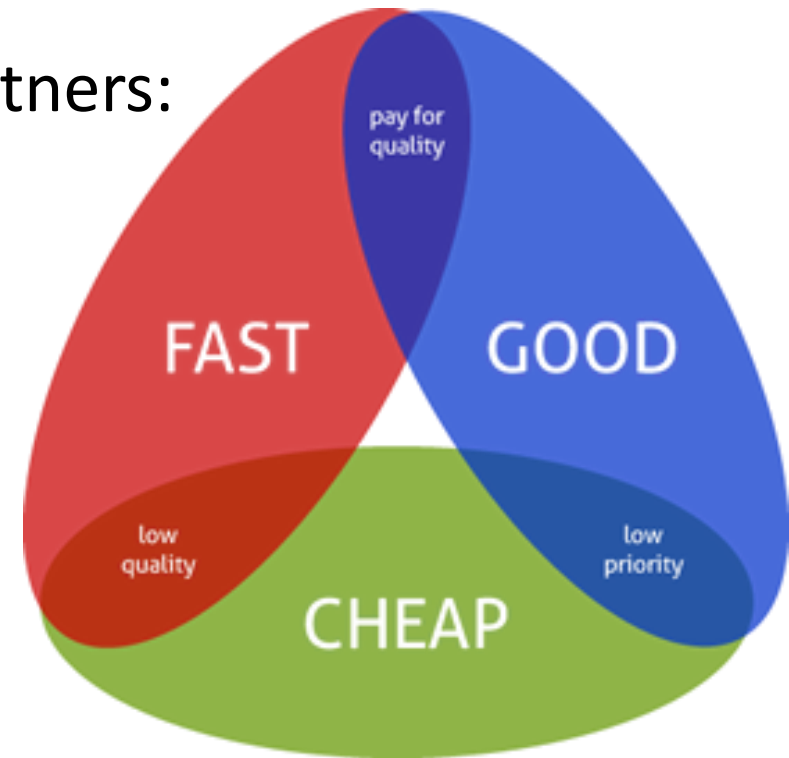
Customer Acquisition Cost (CAC)??

What should be the balance between them??

PROVIDE DETAILS ON YOUR IN-HOUSE / OUTSOURCE STRATEGY

Make a feasibility analysis including strategic partners:

- Inhouse cost&quality&time
- Outsource cost&quality&time
(consider those for whole system and system components)
- Complement your product with other products and services
- Training, installation, after-sales, etc.



Any Questions?