



This project is co-financed by the
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Bu proje Avrupa Birliđi 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

Project Writing Camp 7

17 May 2022, Istanbul



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
AND INNOVATIVE
PROGRAMME



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EIC Accelerator

IDEATION (Excellence)

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Three Key Evaluation Criteria...

EXCELLENCE

IMPACT

IMPLEMENTATION

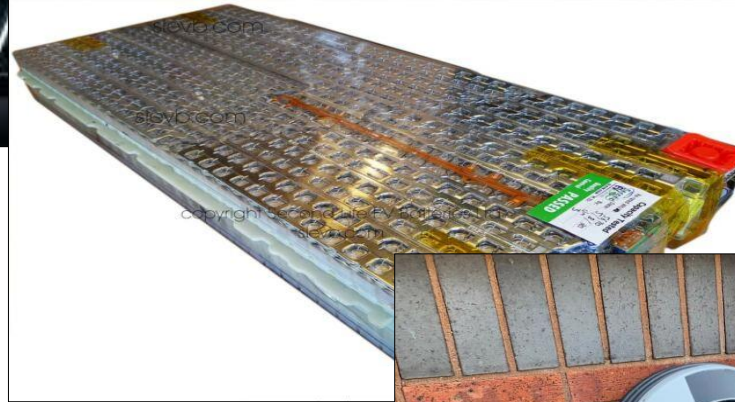
IDEATION - Excellence

- 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



Degrees of Innovation

- **INCREMENTAL**
Small changes - influence market share and sales growth
- **STEP-CHANGE**
More significant changes - new technology; market lead
- **DISRUPTIVE**
Creates new markets and value by disrupting the existing ones



Ideation – questions, questions ...

- What type of solution do you have in mind? – Justify it
- What's the level; of your innovation?
- Describe your solution
- What are existing solutions and what are their limits?
- What is the problem you are trying to solve?
- What's new about your solution?
- Why do you think it will be successful?
- Why now?

What are they really trying to find out?

These are not trick questions; if you were lending or donating money to a friend or family member you would ask the same questions in a less formal way....
Most of it is common sense!

Don't be scared off by it!!

The Problem

The Big Picture

- 1) Population growth
- 2) Shifting economic and political power
- 3) Rising energy costs
- 4) Environmental concerns

HOW DOES MEATLESS MONDAY HELP?

IF THE WORLD ATE **15%** LESS MEAT,
IT WOULD BE LIKE:

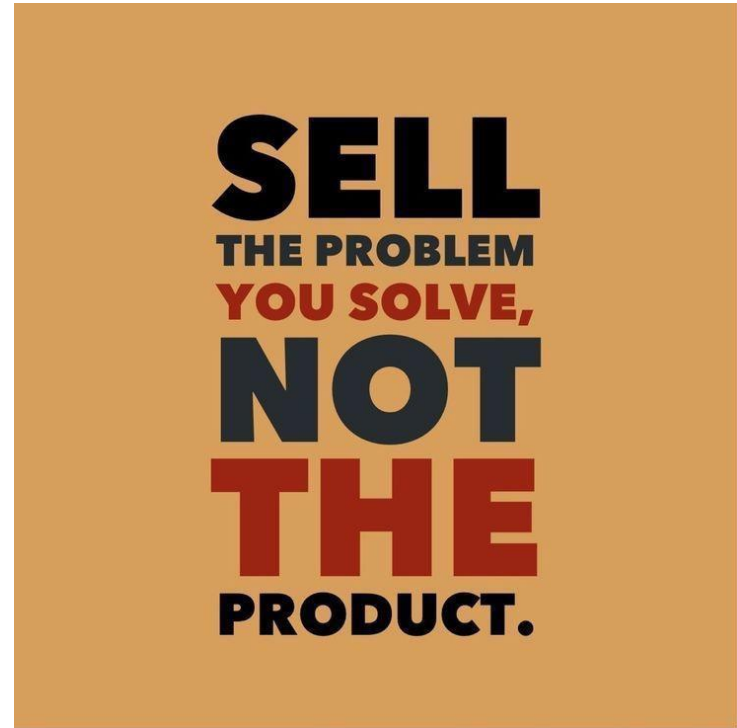


**TAKING 240 MILLION CARS
OFF THE ROAD EACH YEAR**


MEATLESSMONDAY.COM

Idea and Solution

- What needs are you satisfying?
- What are the challenges or problems?– business, technological or societal (climate change, environment, gender dimension, etc.) - that you seek to address by bringing your innovation to market.



Get to the point..

Describe your innovation and the need it will address in an easy to understand way, avoiding jargon or over-technical language.

Briefly explain how your innovation relates to the overall strategy of your company – if you don't have one, you need one!

Why so many details?

The questions seek to quantify and test the need and your idea for a solution – to test how much you have considered these aspects and whether you can make it happen:

- Value proposition
- Function and use case
- Comparison with existing products and ‘State of the Art’
- Objectives
- Risk analysis
- Etc.

RISKS

Only brief description

ONLY BUSINESS RISKS

Business risks # Project risks (mentioned in section 3)

EIC projects must be risky!



1. Production (weather, disease/pests, field loss, spoilage)
2. Price/Market (reduced premiums, high input prices, etc.)
3. Casualty (fire, weather and theft)
4. Technology (performance failure, obsolete machinery)
5. Relationship (landlord, lender, supplier and buyer)
6. Legal/Regulatory (non-compliance with regulations contract rules or other laws)
7. Human (underperforming managers, injured employees)



Accelerator - IDEATION

Key evaluator questions against 'Excellence'...

Has the applicant shown that their project is:

- Beyond the current 'state of the art'?
- Highly innovative?
- Novel, disruptive, or at least step-change?
- Subject to competition? Why is the product better?
- Unique? Does it have a unique selling point?
- Subject to an element of risk going forward?

Turkish experience - EXCELLENCE

- National success in building innovation capacity
- Excellence in science & technology
- High growth SMEs

BUT!

- Focus often on getting more grants, not end products/services
- Poor response to market needs
- Pursue science instead of meeting needs

Now it is your turn!

As a table group, consider the Pitch Deck from this morning and give your views on:

- The positive aspects of Ideation (Excellence) given
- What could be done better?
- What is missing on Ideation?

...and finally

- How you would respond - or have responded - to these points when preparing your bid?

- Your pack contains the Pitch Deck and notes pages.

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Contact:

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