



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

Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir



TURKEY_{in}
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

First Stage Application Process

Project Writing Training 15

9th September 2022

...so that is the broad picture on Horizon Europe, now let's take a closer look at how SMEs can use **EIC programmes** and the **EIC Accelerator** in particular...

Philip Sowden (UK)

- Background in manufacturing and R&D
- SME programmes at regional, national & International levels
- Worked with EC for over 40 years
- SME Key Expert on two previous projects in Turkey
- Responsible for SME programmes in the present project
- Visited and advised over 150 SMEs

Today's Presentation

We shall look at....

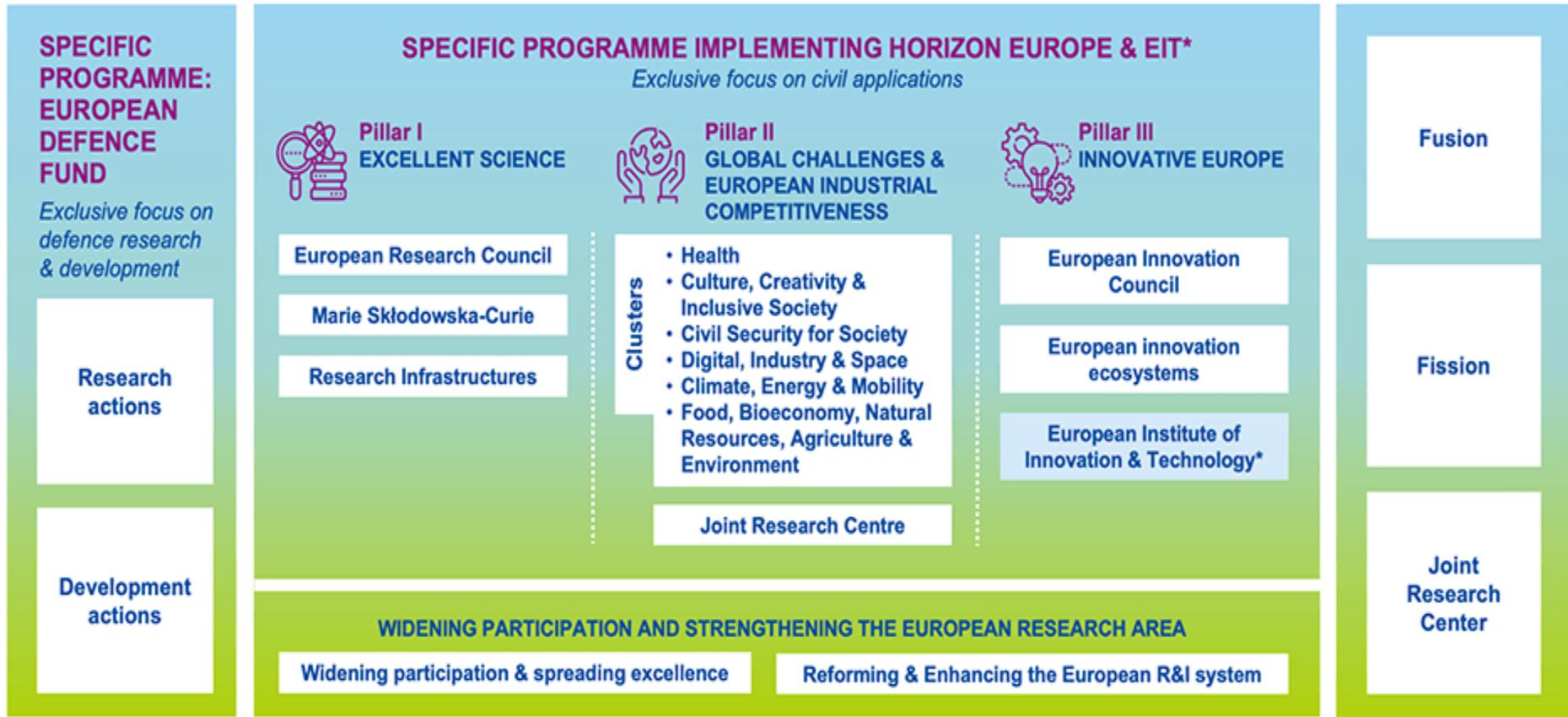
- What the EIC offers to SMEs
- How they offer it
- How to apply
- How to improve your chances of success





HORIZON EUROPE

EURATOM



* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme

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What is the purpose of EIC?



What is behind this ambition?

‘Europe’s most ambitious innovation initiative’

- **€10 billion programme** to identify, develop and scale up breakthrough technologies and disruptive innovations in Europe
- Unique in the world to combine research on emerging technologies with Accelerator for start-ups, SMEs and scaleups
- EIC set to become largest deep-tech investor in Europe (over €3 billion)
- Enhances the European innovation ecosystem (partnerships with EIT, ERC, etc.)
- **First work Programme adopted 18 March 2021, €1.5 billion**
- **Second Work Programme adopted 7 February 2022, €1.7 billion**

What is behind this ambition?



www.eic.ec.europa.eu

MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL

How technology ready is your service/product?

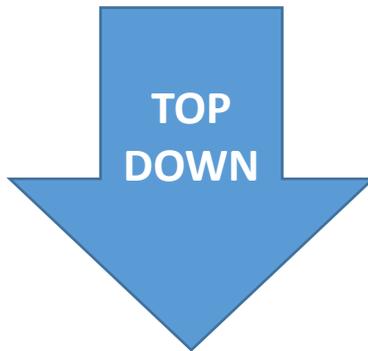


Technology Readiness Levels as adapted by the CloudWATCH2 project

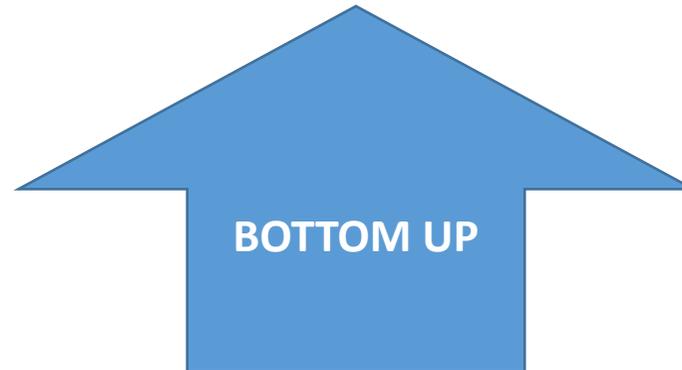
Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL

Where does the project inspiration come from?

CHALLENGES

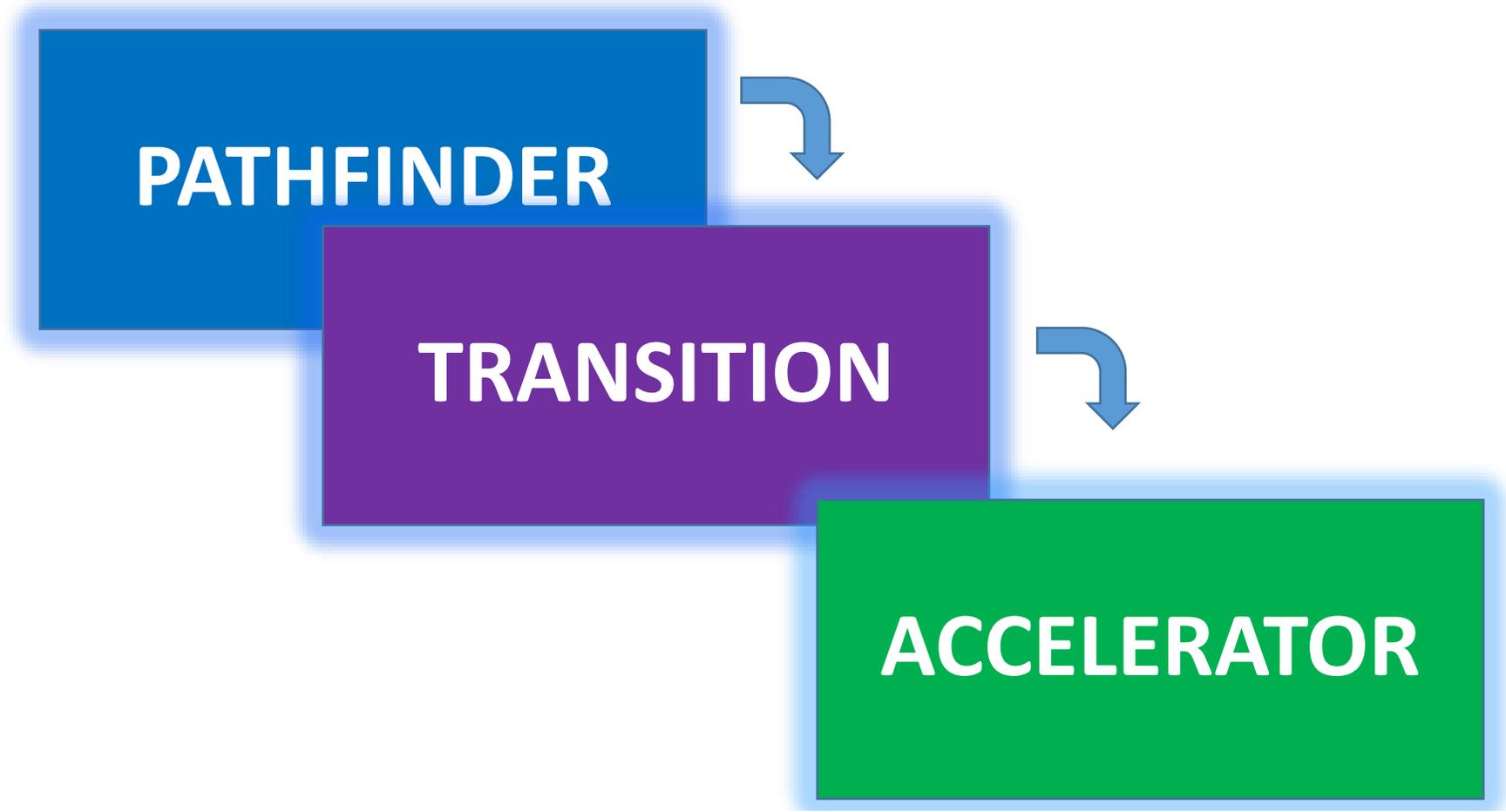


OPEN CALLS



SMEs, Universities, Research bodies, entrepreneurs, start-ups

How is the support delivered?



...but for most SMEs

PATHFINDER

TRANSITION

ACCELERATOR

PATHFINDER

**PATHFINDER funds research to develop
the scientific basis
to underpin breakthrough technologies**

How is PATHFINDER delivered?

PATHFINDER (TRL1-4)

- **For consortia**
 - Early stage research on breakthrough technologies
 - Grants of up to €3m
- €350m total budget

- **PATHFINDER Open – Deadline 4th May**
- **Challenges – Deadline 19th October**
- **6 Challenges (€167m)**
 - Carbon Dioxide and Nitrogen management
 - Energy Storage
 - Cardiogenomics
 - Healthcare continuum technologies
 - DNA-Based Digital Storage
 - Quantum Information Processing, Communication and Sensing

For **PATHFINDER** Open Consortia

Consortia must include at least **3 legal entities** established in different EU Member States or Associated country – at least 1 must be in a Member State... ‘legal entities’ include SMEs, universities, research institutes, etc.

3 key questions for applicants...

- Do you have a **vision for a future technology** that could make a real difference to our lives?
- Do you see a plausible way of **achieving the scientific breakthrough** that will make this technology possible?
- Can you imagine collaborating with an **interdisciplinary team of researchers and innovators** to realise the **proof of principle** and validate the scientific basis of the future technology?

TRANSITION

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

What's in TRANSITION for Turkish SMEs?



Successful outcomes from:

- H2020 FET schemes
- EIC Pilot Programme
- ERA NET call – FET (CHIST-ERA, QUANT-ERA, FLAG-ERA)
- ERC PoC Projects

How is **TRANSITION** delivered?

TRANSITION (TRL 4-6)

- For consortia and single entities
- Technology maturation from proof of concept to validation
- Business & market readiness
- Grants up to €2.5 million

**TRANSITION Open and Challenges – 1st Deadline 04/05/22,
2nd Deadline 28/09/22**

- **3 Challenges (€60.5m)**
 - Green digital devices for the future
 - Process and system integration of clean energy technologies
 - RNA-based therapies and diagnostics for complex or rare genetic diseases

For **TRANSITION** Consortia

- **Consortia** can be **2 or 3 legal entities** established in different EU Member States or Associated country – full definition from EIC web site.
- **Eligible Projects** – started more than 12 months ago or ended less than 24 months before call deadline.
- You do not have to be a **participant** or **result owner** of previous project...
- ...however, you need to **prove the commitment** from the owner to negotiate access to the results.

3 key questions for applicants...

- Is this a **novel technology** ready for the next steps?
- Have you performed **early explorations of market(s)/competition?**
- Do you have a **motivated and diverse team** for 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 - Deadlines 23/03/22, 15/06/22
and 07/10/22**

2 Challenges:

- Technologies for open and strategic autonomy (healthcare, critical raw materials, security, etc.)
- Technologies for 'Fit for 55' (energy, buildings, land use, etc.)

Two types of Call

- **OPEN CALL** - Anytime
 - Innovations in any field of technology
 - Innovations that cut across different scientific, technical, sectoral and application fields – or represent novel combinations
- **CHALLENGE DRIVEN CALLS** – Same cut-off dates as Full (Stage 2) Applications dates
 - Based on EU priorities for transitioning to a green, digital and healthy society
 - Strategic Technologies for Open Strategic Autonomy
 - Technologies for ‘Fit for 55’



Can you apply?



- Single start-up
- Small or Medium Enterprise (SME) up to 250 employees and €50m. turnover
- ‘Small mid-cap’ – up to 500 employees and seeking funding for TRL 9 investment support

What's in ACCELERATOR for Turkish SMEs?



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

What funding is available?

Grant Only

If you can prove that you have sufficient financial means for deployment and scale-up (TRL 9).

Grant First

If your innovation still requires significant work to validate and demonstrate in relevant environments to assess the commercial potential.

Grant and Investment

If you need support for development (TRL 5/6 > 8), deployment and scale-up (TRL 9).

Investment Only

If you are looking to fill the funding gap for rapid scale-up of your high-risk innovation and you don't need a grant.

How much can you receive?

Grant Component

- Maximum **EUR 2.5 million**
- Eligible costs reimbursed up to 70% max.
- Completion within 24 months
- Small mid-caps not eligible for grant (can apply for investment only)

Investment Component

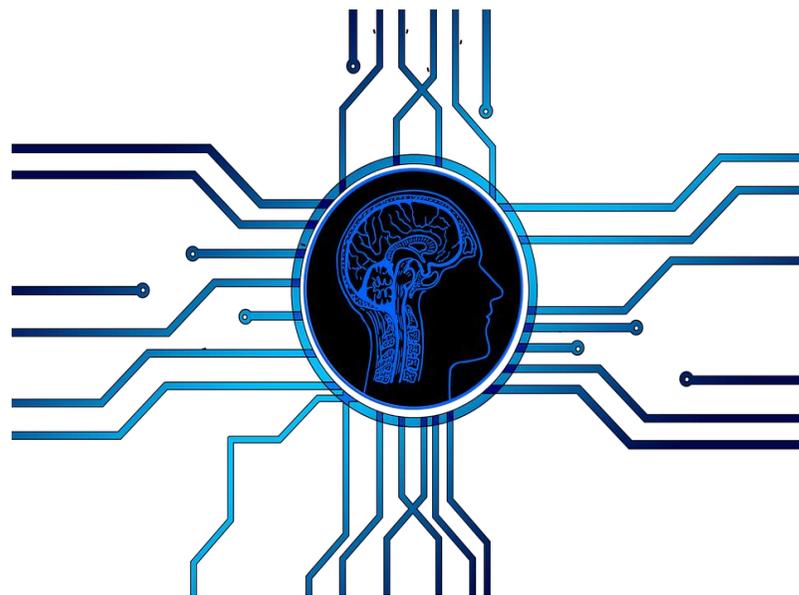
- Minimum **EUR 0.5 million** and maximum **EUR 15 million** – or above
- Usually as direct- or quasi-equity
- Maximum 25% of voting shares of company
- ‘Patient Capital’ principle (7-10 years perspective on average)

How do SMEs Apply?



EIC AI-Based Platform

- Register with EC
- www.europa.ec
- EC Funding & Tenders Portal
 - Horizon Europe
 - Pillar 3 – European Innovation Council
 - ‘EIC Accelerator Open’ 2022 – 3 levels
 - Start submission
 - EIC AI-based Platform;
www.accelerator.eisma.eu
- EIC Work Programme 2022



Accelerator 5 stage process

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

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Short Application process

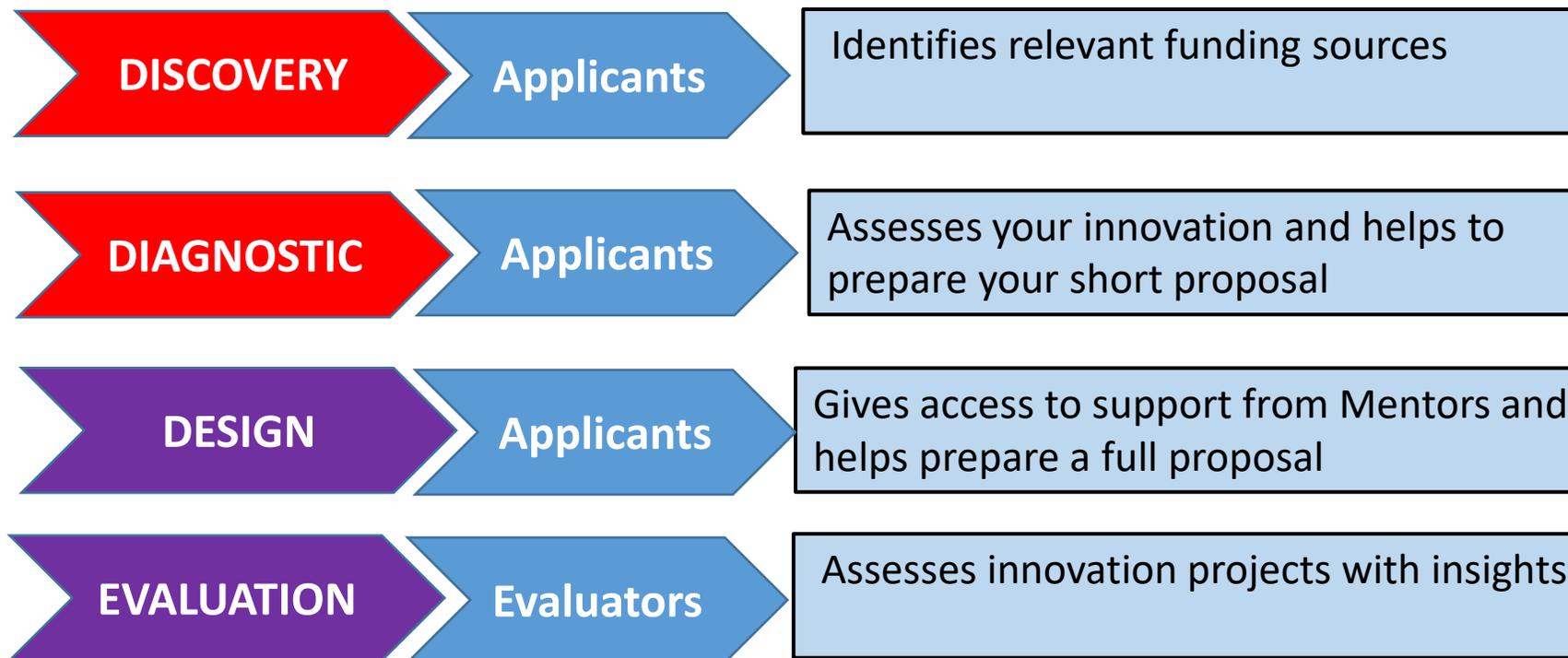
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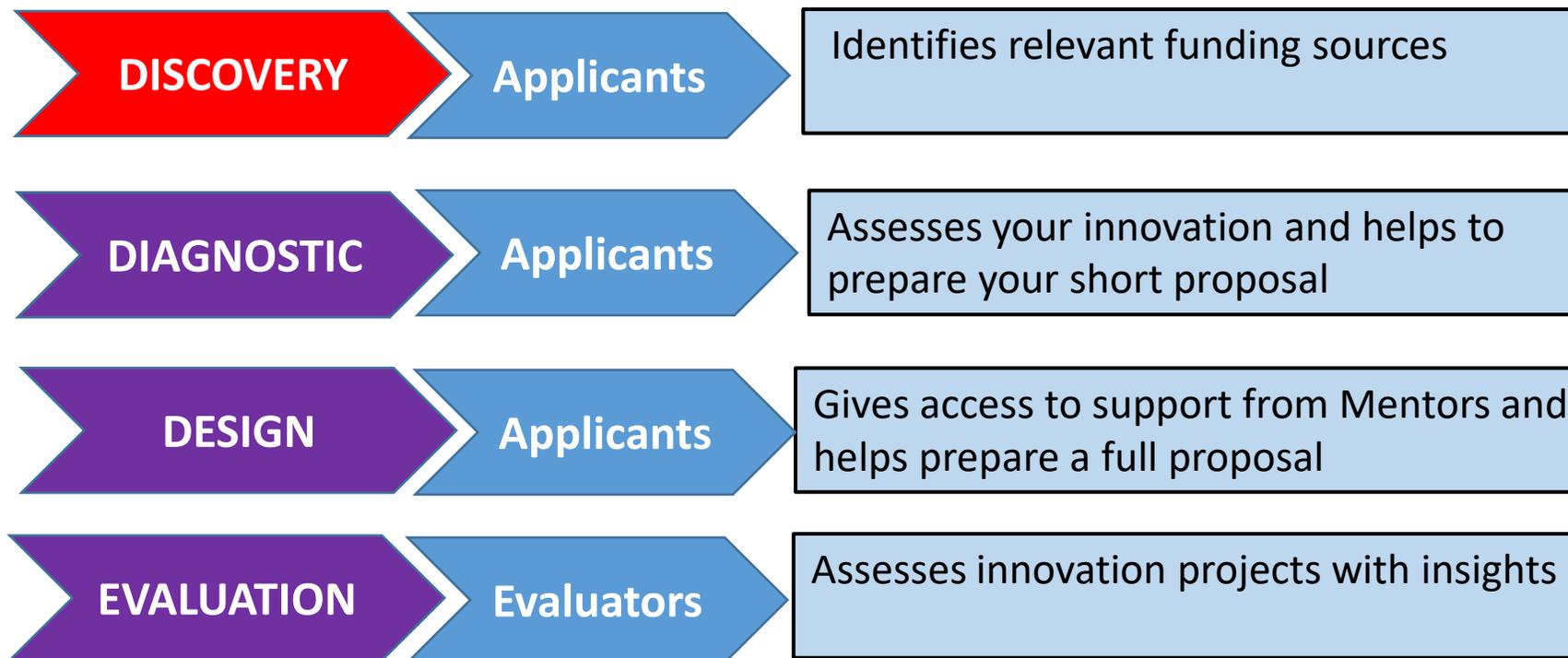
- Short proposal (Application Form) - Respond to a set of questions on the **EIC AI-based platform**
- Submit a 10 slide pitch deck
- Submit a 3-minute video pitch



EIC AI-Based Platform



EIC AI-Based Platform

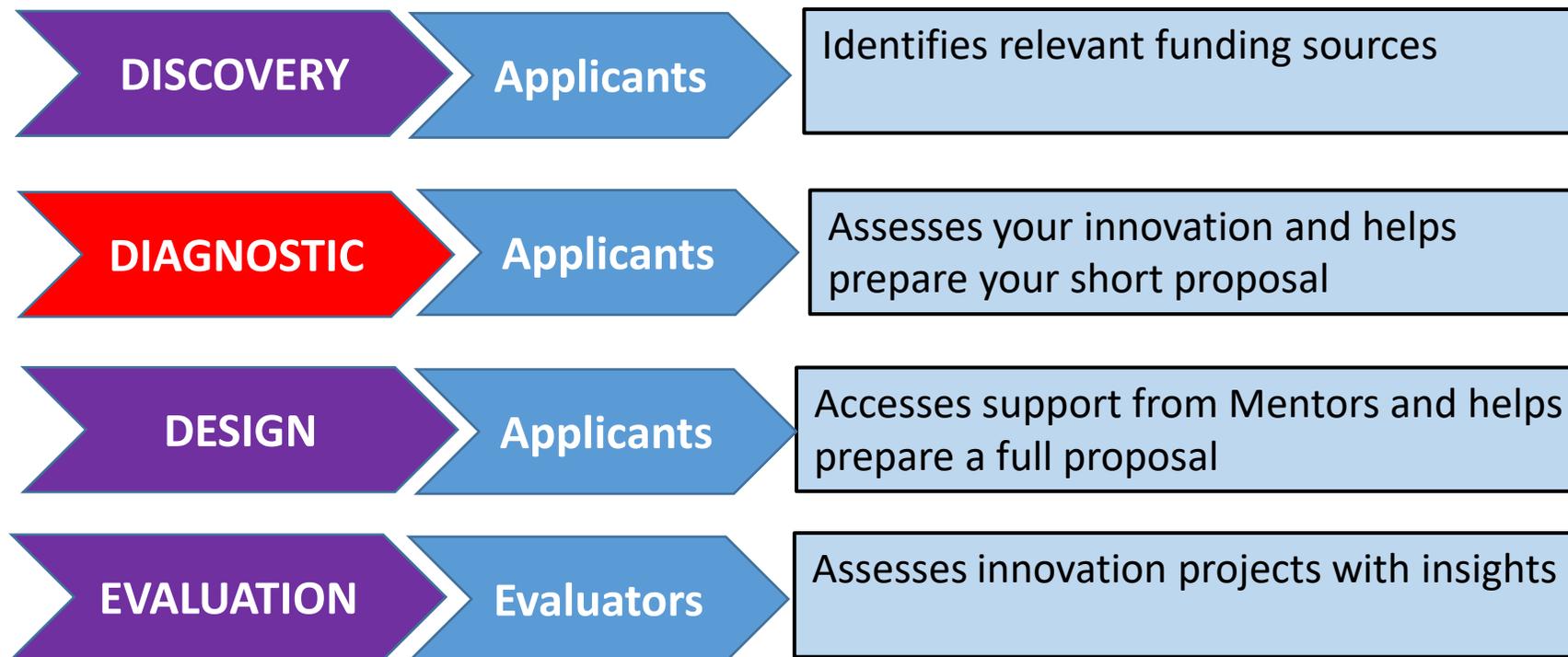


DISCOVERY

- Based on your description and keywords
- Identifies any European, national and regional funding; grants, investment and loans
- Questions in 'Diagnostic' check if you have searched for alternative funds



EIC AI-Based Platform



DIAGNOSTIC

- Mandatory
- Assesses concept/idea against scientific publications, patents and European projects
- Questions about problem you will be solving, your solution, its features and targeted market
- Your responses automatically transfer to short application



Diagnostic Questions

QUESTION	SUB-QUESTION
What?	What solution do you have in mind? (multiple choice)
	What is the purpose of your project? (multiple choice)
	Acronym (name) of your proposal
	Describe your solution (1,000 character limit)
Why?	Describe problem to be solved or need(s) to be satisfied (1,000 limit)
How?	Idea or Technology based? (multiple choice)
	Functions/Use - cases
	Additional features
	Describe 1 to 3 main deliverables against project's objectives (1,000 limit)
	Indicate your current TRL (multiple choice)
	Indicate TRL you intend to achieve at end of project (multiple choice)

Diagnostic Questions

QUESTION	SUB-QUESTION	
Who?	Who are your targeted customers?	(multiple choice)
	What is your sector of activity?	(multiple choice)
	Details of your winning team	
For whom?	Describe your targeted market	(1,000 character limit)
For what impact?	Indicate your current market readiness level (MRL)	(multiple choice)
	Indicate your time-to-market in years	(multiple choice)
	Describe the potential societal/industrial benefits	(1,000 character limit)

Diagnostic

When questions are completed, system will provide you with:

- Comprehensive **diagnostic result** on technical and market readiness of your concept/idea
- **Assessment** of team members in relation to their tasks
- Best **matching funding** opportunities – grants, equity and loans

If you then prefer to seek Accelerator funding, press ‘submit a proposal’ to transfer details

Short Application – at any time

Using same IT platform

- **Proposal information;** acronym, title, abstract, keywords
- **Company and CEO information;** EC registration number, CEO (or highest managing position) details
- **Pitch Deck** of 10 slides
- **Video (link)** of 3 minutes
- **Additional questions** covering ideation, development and Go2market

Short Application Question Groups

• Ideation

- Solution? Existing solutions? What is new? Why do you think it will be successful? Why now?

• Development

- Risks of failure? Need to cooperate with others? Right team? Why can it not be done without EC funding? What will it cost?

• Go2market

- Targeted market? Your company in 5 years? What will you consider to be a success?

Short Application Questions

QUESTION	SUB-QUESTION
IDEATION	What solution do you have in mind? (pre-filled from diagnostic)
	Describe your solution (pre-filled)
	What are the existing solutions and what are their limits? (1,000 limit)
	What is the problem you are trying to solve? (pre-filled)
	Is it an idea or a technology based innovation? (pre-filled)
	Why is it new compared to the existing solutions? (1,000 limit)
	Why do you think it will be successful? (1,000 limit)
	Why now? (1,000 limit)

Short Application Questions

QUESTION	SUB-QUESTION
DEVELOPMENT	Your team? (pre-filled from diagnostic)
	Do you have the team you need to implement the action?
	Will you need cooperation with other stakeholders of your value chain (research & innovation, industrial, financial, suppliers, distributors...) to implement the action? (1,000 character limit)
	What are the risks of failure?
	Why can't you do it without the EIC? Why not other funding sources, including national/regional public programmes? (1,000 limit)
	How much will it cost to develop your idea? How much grant do you need from the EIC? (tentative amounts at this stage – only used for statistical purposes)

Short Application Questions

QUESTION	SUB-QUESTION
GO2MARKET	What is your targeted market? (pre-filled from diagnostic)
	Who cares about your innovation? (1,000 character limit)
	Will your innovation have broader societal, economic, environmental or climate impacts? List and describe them) (pre-filled from diagnostic)
	What are the pay-offs for your company in case of success? How do you see your company in 5 years? (1,000 limit)

Evaluation – 4 weeks after submission

4 expert evaluators

- Evaluators selected according to keywords you provide
- They look at **innovative nature, disruptive potential and** likely **impact** of the innovation and your team
- Each evaluator gives **‘GO’** or **‘NO GO’**
 - ‘Go’ from 2 evaluators or more, SMEs are invited to submit full proposal within 12 months of response to application date
 - ‘NO GO’ from 3 or 4 evaluators; application is unsuccessful



What do evaluators look for?

Put simply....

- A clear and well researched, defined market **NEED**
- A novel, innovative **IDEA** that will quickly capture the market need
- Confidence in the SME's ability to successfully **IMPLEMENT** the project through to the identified market
- An element of **RISK** that if overcome through EIC funding will make the project more attractive to investors

Successful first stage applications

- Feedback from evaluators
- Prepare business strategy/plan
- 3 free days of remote coaching
- Submit full proposal within 12 months of response date of first application



If the short application is successful...

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Unsuccessful proposals

- **First time rejected** – Can resubmit an improved short application at any time. **Rebuttal comments** may be made.
- **Second time rejected** – applicant will not allowed to resubmit short application for 12 months
 - Short application will have to be new or significantly improved



Other types of application

Fast Track Scheme

- Only available for certain projects from EIC Pathfinder and Transition programmes; ERC Executive Agency; Knowledge and Innovation Communities (KICs); Eureka Secretariat for SMEs supported under Eurostars-2
- Projects are assessed by these bodies and entered at Stage 2 (full application)

Plug-in Scheme

- Pilot initiative launched in September 2021 where projects are assessed at national level and then they enter Accelerator application process at Stage 2

Additional support for women innovators

- **Transition Call** – priority interview phase for women-led projects (women-led companies or 50% of work package leaders)
- **Accelerator Call** – Broader definition of women-led company (now includes Chief Technology/Scientific Officer as well as CEO)
- **Pilot European Gender and Diversity Index** – to define, collect and track data across European innovation ecosystems
- **€10m budget for WomenTech.eu** (up from €4m in 2021) – to support approx. 130 female deeptech founders (€75,000 grants)

SUMMARY

- A huge amount of support from idea through to commercialisation – but hard work needed to get it
- Read the aims, objectives and requirements carefully and make sure you have them covered
- Look at your business strategy and business plan ahead of applying
- Make your project fits requirements – no chance of fitting requirements to suit your project
- Look for customer **needs**, then develop appropriate **ideas** and make sure that you can **implement** through to commercialisation
- Don't look at what you are good at **implementing**, then seek and **idea** to fit and look for funding without considering if there is a customer **need!**

We can help!

- We have limited availability for one-to-one guidance on first and second stage applications provided free within the Turkey in Horizon 2020 project.
 - Apply
 - If accepted, project/application reviewed
 - Online meeting
 - Recording and short report sent
- Please contact Selin Dogrusoz on s.dogrusoz@idi.ie to apply

We can help!

- **Project Writing Camp**, Tuesday 13th September, Istanbul
- **Pitching Workshop**, Wednesday 14th September, Istanbul and online
- Please contact Selin Dogrusoz on s.dogrusoz@idi.ie for details
- All our events and information, presentations, etc. may be seen on our project website; [Turkey In Horizon 2020 | Ufuk Avrupa](#)

Further information

- EIC Work Programme 2022

<https://eic.ec.europa.eu/eic-work-programme-2022>

- Horizon Europe

[Horizon Europe | European Commission \(europa.eu\)](https://horizon-europe.ec.europa.eu/)

- European Innovation Council

[European Innovation Council \(europa.eu\)](https://eic.ec.europa.eu/eic-work-programme-2022)

- Turkey in Horizon 2020 Project

[Turkey In Horizon 2020 | Ufuk Avrupa](https://ufuk.gov.tr/)

Thank you for joining us today!





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