



This project is co-financed by the
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finanse edilmektedir



Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Feedback from Turkish SME proposals in relation to EC expectations on 'Impact', 'Excellence' and 'Implementation'

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REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

Understanding EIC Accelerator

What it is about:

- Selecting **great ideas and innovation** that has **sustainable and scalable market potential**
- Developed by **committed and tenacious innovators**
- That EIC Support can help become real and achieve **substantial impact** for the benefit of Europe and Europeans.

What it is NOT:

- A funding program for research projects

Before Moving Forward

- Not all impactful innovation build on breakthrough technology.
- The Accelerator aims at ascertaining European strategic autonomy
- “Risk” refers to both the risk of technological or commercial failure, and the risk of losing strategic autonomy

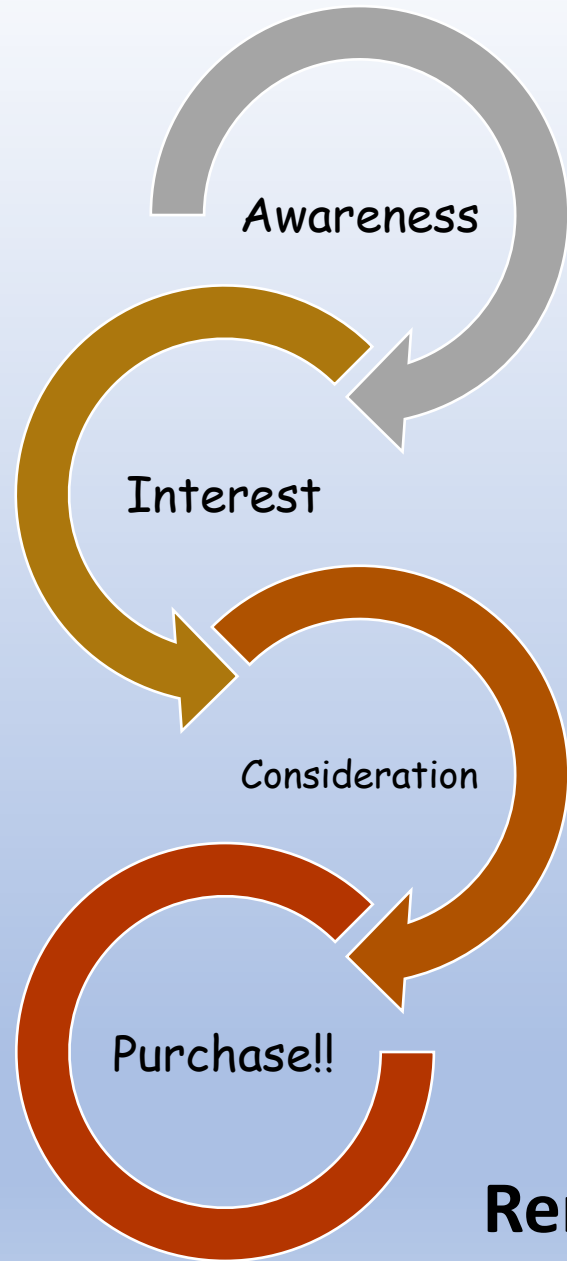
Short Proposals

- are expected to **trigger the interest of evaluators** – at least 2 out of 4, by providing them with convincing elements:
 - **Breakthrough and market creating nature:** degree of novelty with the potential to create or significantly disrupt markets
 - **Timing:** in terms of market, user, societal, environmental or scientific/technological trends and developments
 - **Scale-up potential:** the potential to develop new markets and impact on the growth of the company..supported with realistic financial needs
 - **Broader impact:** in societal, economic, environmental, climate terms with a focus on EU (growth & jobs & policy objectives & citizens' needs)
 - **Team:** capability and motivation to implement the action and bring it to the market. Plan to acquire missing critical competencies.

Full Proposal

1. Excellence:

Breakthrough and market creating nature: degree of novelty with the potential to create or significantly disrupt markets



GET CUSTOMERS!!

Someone else thinks it's cool..

I think it's cool!

Does this solve my problem??

I WANT IT!!

Remember this is a viral loop!

Full Proposal

1. Excellence:

Timing: in terms of market,
user, societal,
environmental or
scientific/technological
trends and developments

*Show that you are
not too early or not
too late!*

*Put easy to
understand, concrete
proof on trends in
the proposal...*

Full Proposal

1. Excellence:

Technological feasibility:

TRL 4 accomplished at
least..

*Feasibility means not
only the best value for
money!*

- Safe
- Relevant
- Acquirable
- Sustainable
- Achievable
- Reliable
- Impactful

Full Proposal

1. Excellence:

Intellectual Property:
FtO & adequate
protection of the idea

*Show that you have
liberty for
commercial operation
in the market*

*Support your market
thesis with a sound
and strong IPR
strategy*

Full Proposal

2. Impact:

- **Scale up potential:** the potential to develop new markets and impact on the growth of the company..supported with a credible financial plan
- **Broader impact:** in societal, economic, environmental, climate terms with a focus on EU (growth & jobs & policy objectives & citizens' needs)
- **Commercialisation strategy:** a convincing, well-thought strategy for commercialisation incl. regulatory approval/compliance, time to market/deployment/growth, business and revenue model
- **Key partners:** to develop and commercialize the innovation – a flawless value chain analysis with roles/competences/incentivisation & commitment
- **Market fit and Competitor analysis:** conditions & growth rates..competition analysis & strategy, USPs & key differentiation from competitors

*Details in
the
Common
Mistakes..*

Full Proposal

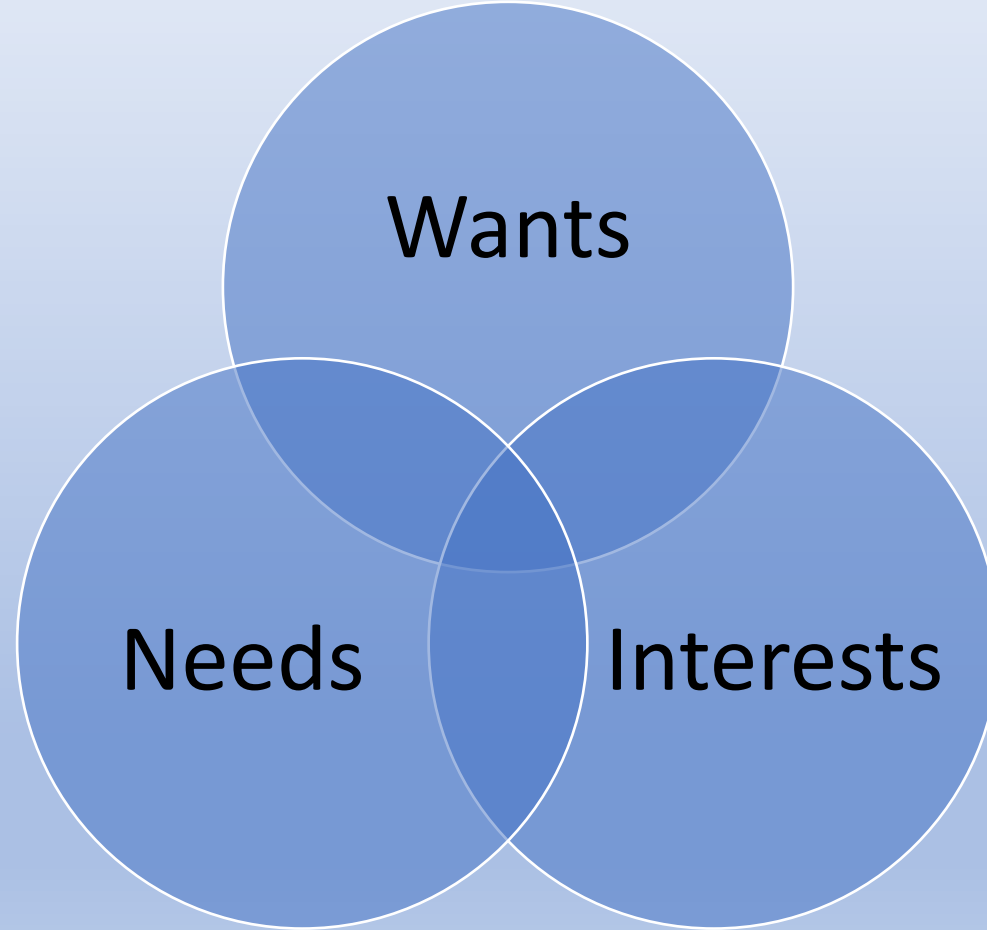
3. Level of Risk, Implementation, Need for Union Support:

- **Team:** capability and motivation to implement the action and bring it to the market. Plan to acquire missing critical competencies.
- **Risk Level of Investment:** nature and level of risk / unwillingness to commit the full amount alone, evidence for the EIC Support to create attraction for investability
- **Risk mitigation:** main risks identified i.e. technological, market, financial, regulatory? Measures of mitigation, contingency plan
- **Activity Plan & Milestones:** Clear implementation with defined milestones, WPs, deliverables –realistic resource allocation & timing

*Details in
the
Common
Mistakes..*

Common Mistakes - 1

Is there a difference?



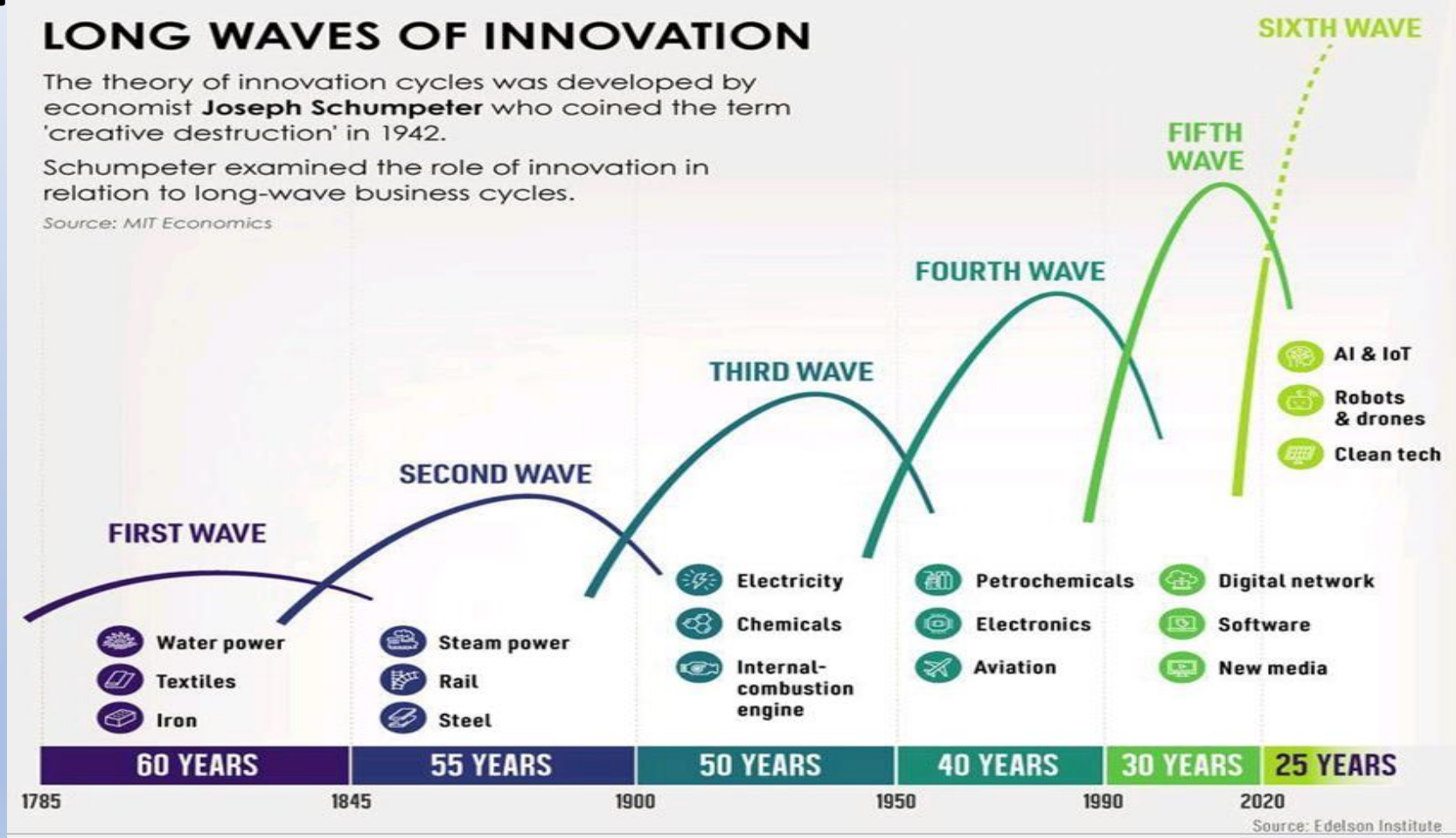
Common Mistakes - 2

Understanding the Customer and Persona Profiles

- End User
- Influencer
- Recommender
- Decision Maker
- Payer
- Saboteur

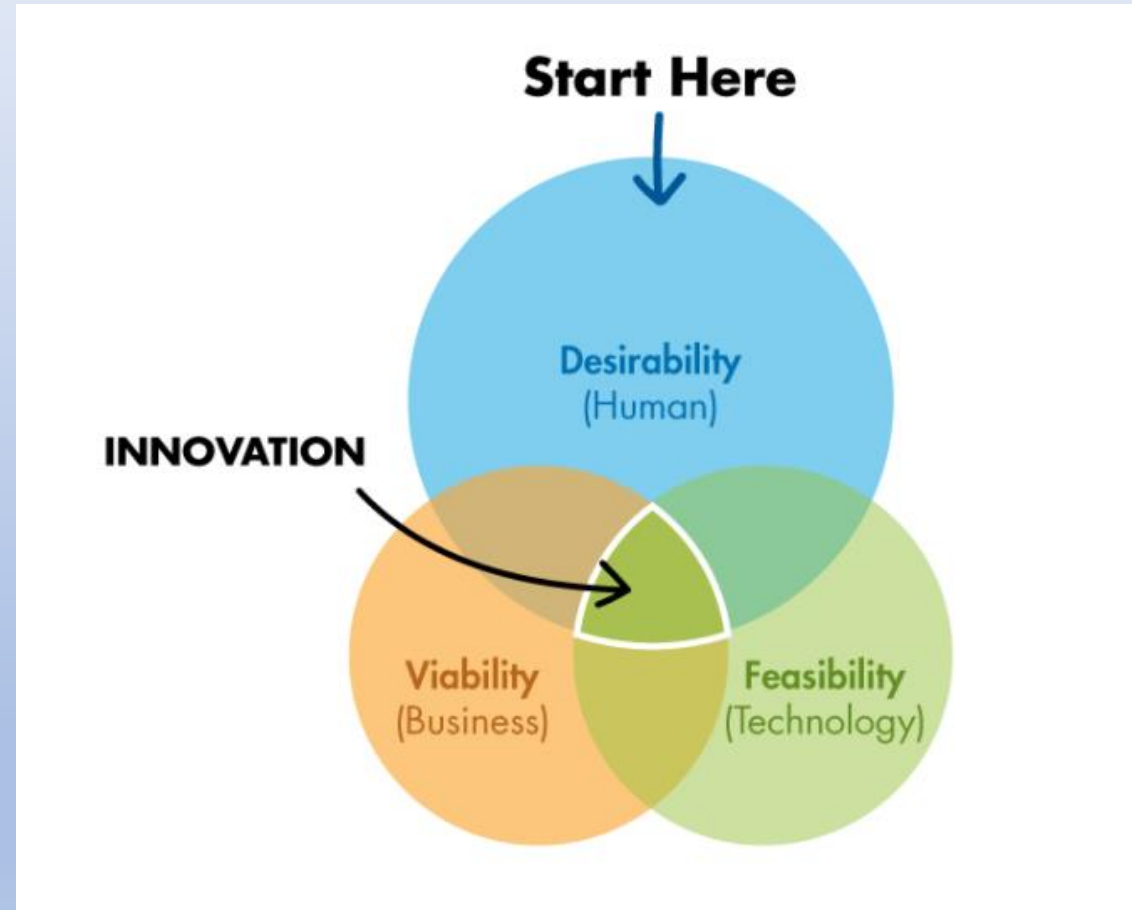
Common Mistakes - 3

Not pacing with the trends



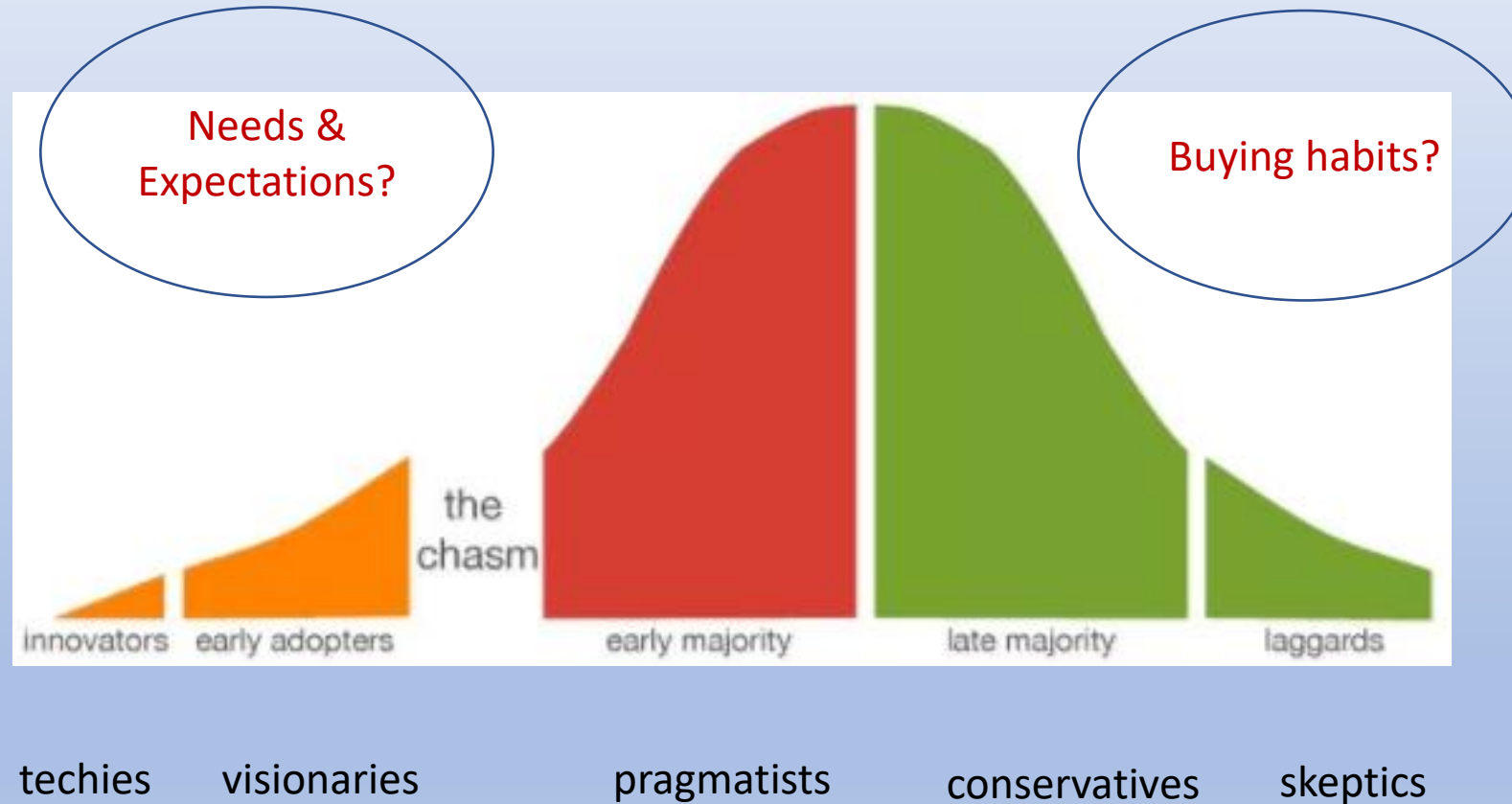
Common Mistakes - 4

Disregarding one of the following



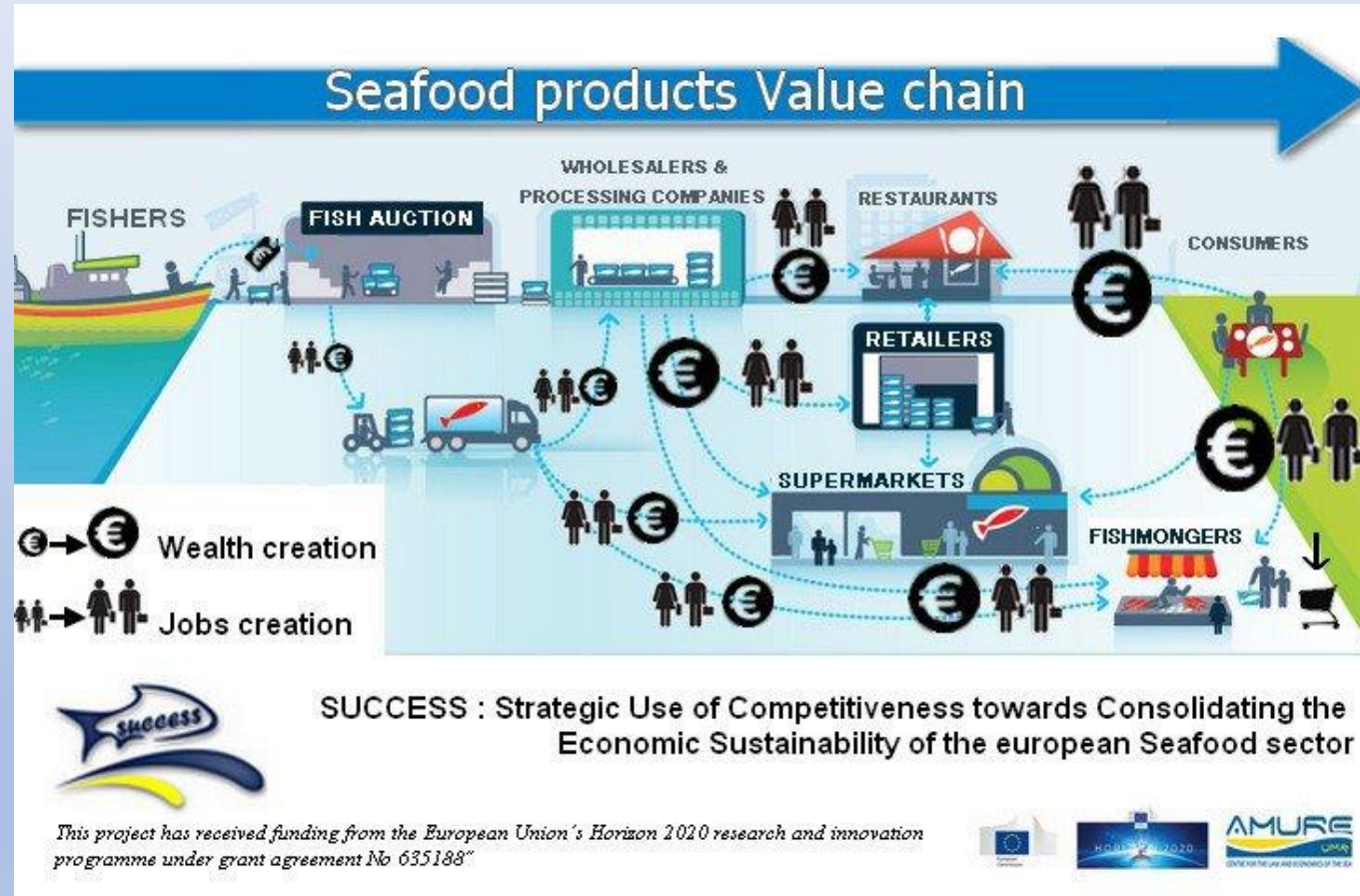
Common Mistakes - 5

Poor Commercialisation Strategy: Penetration & Growth



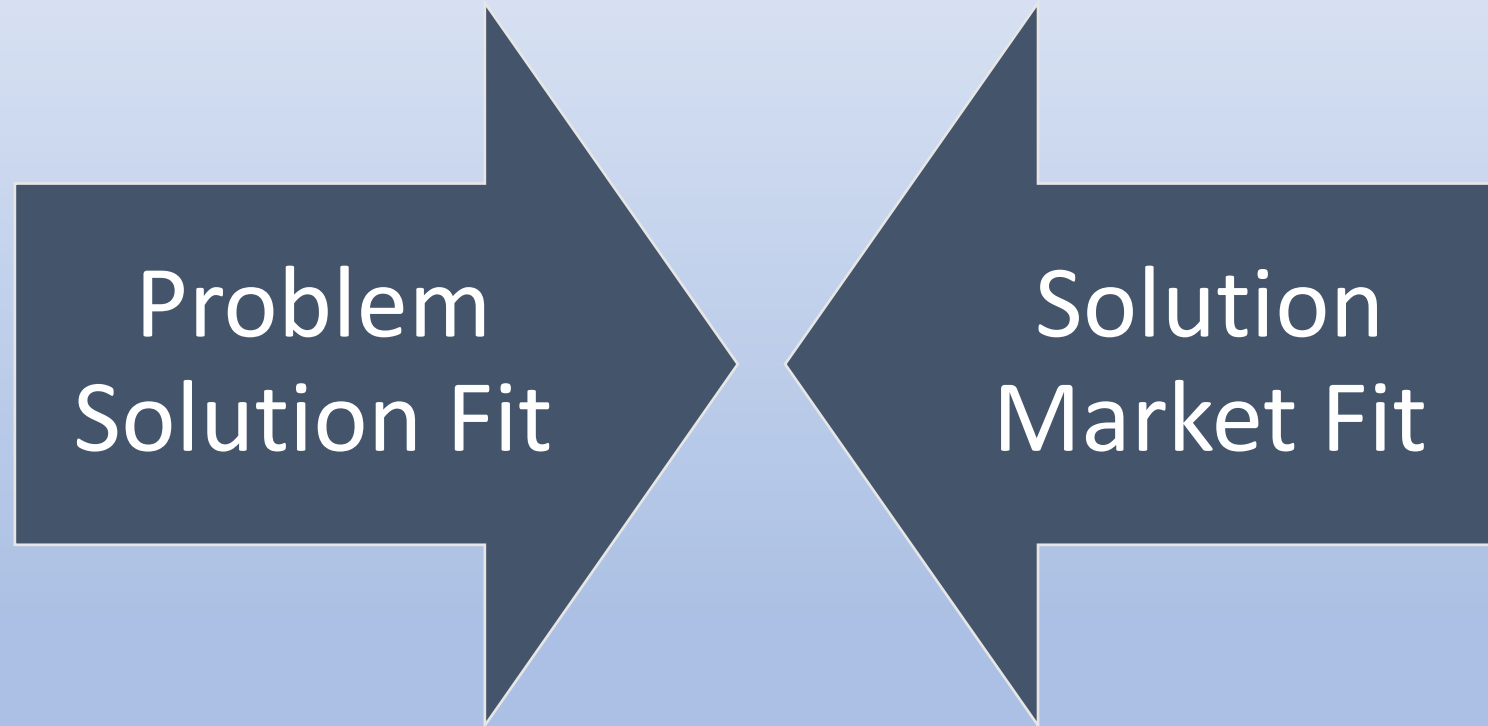
Common Mistakes - 6

No or Inadequate Value Chain Analysis



Common Mistakes - 7

Poor understanding of Fits



Common Mistakes - 8

Poor Market and Competitive Landscape Analysis

Type of Market, Market Dynamics, Growth Opportunities, Headwinds, etc.

The competitors? Similar solution? Different solution?

USPs? Differentiating points?

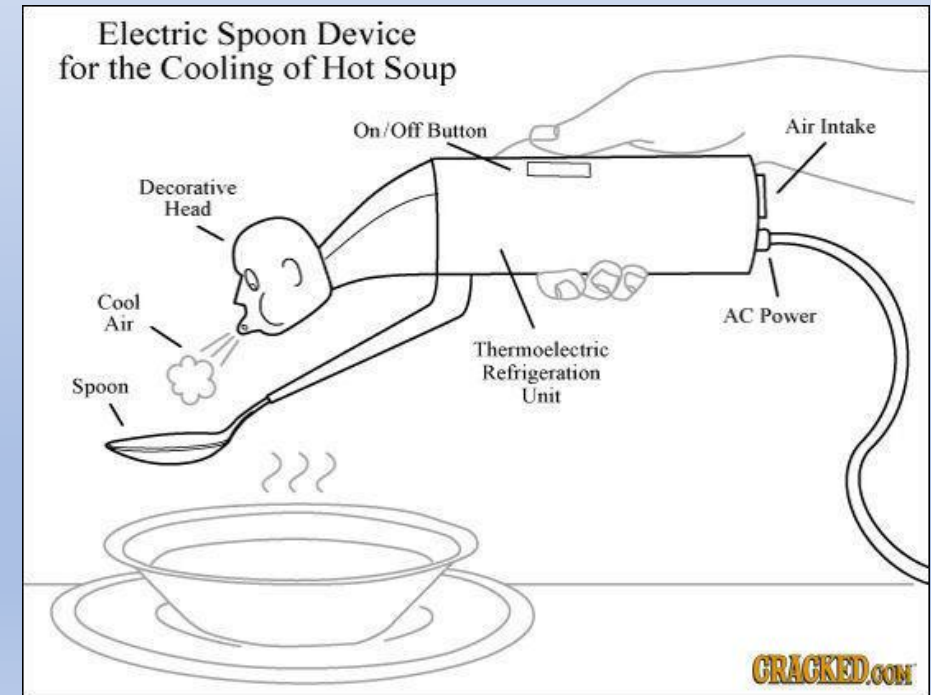
Competition Strategy?

Common Mistakes - 9

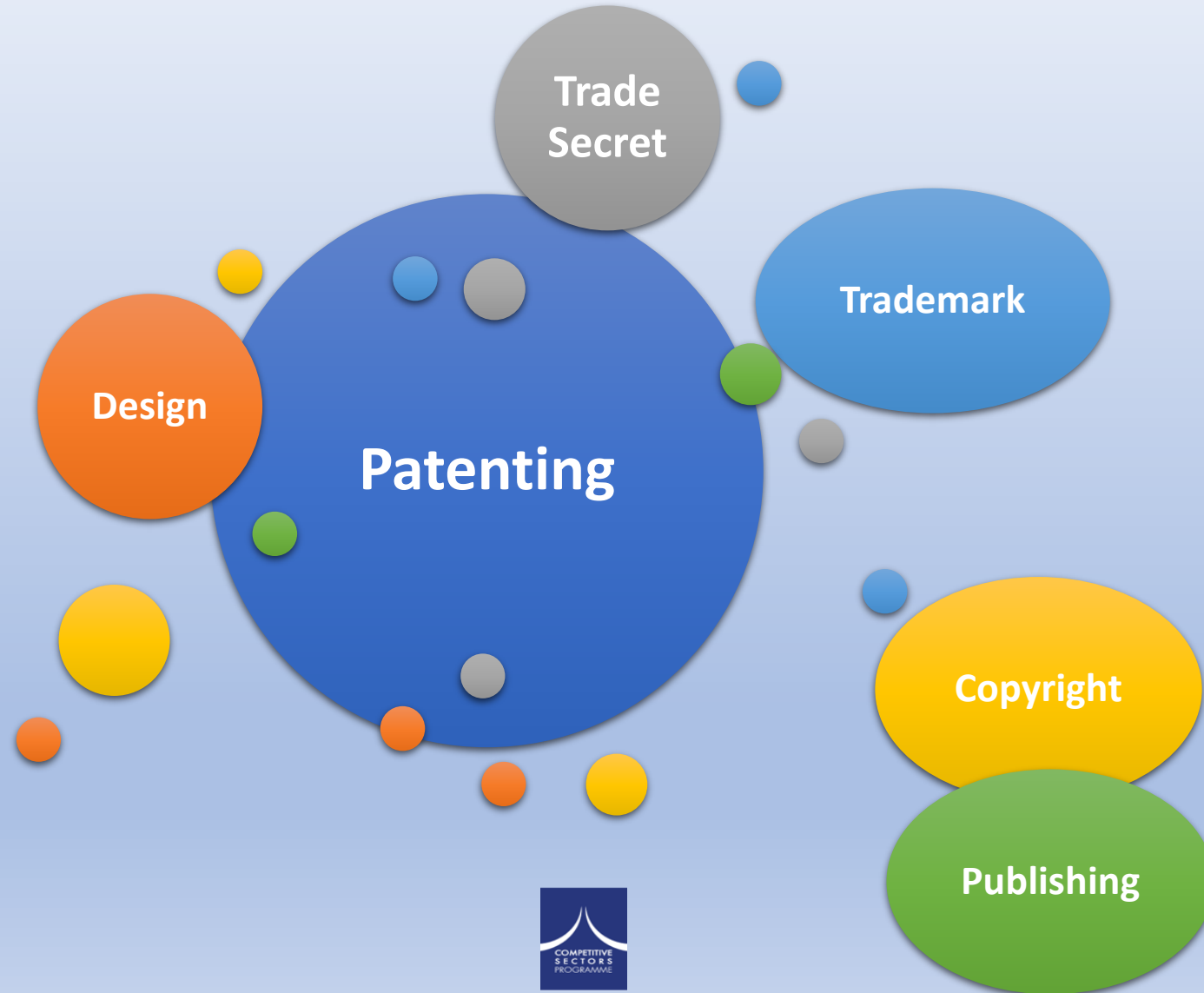
Problematic IPR Status & Poor IPR Strategy

Alleged IP is not directly owned by or accessible to the company or is the subject of litigation

Unvisionary/Flawed IPR Strategy



IPR Management



Common Mistakes - 10

Poor Risk Management Strategy

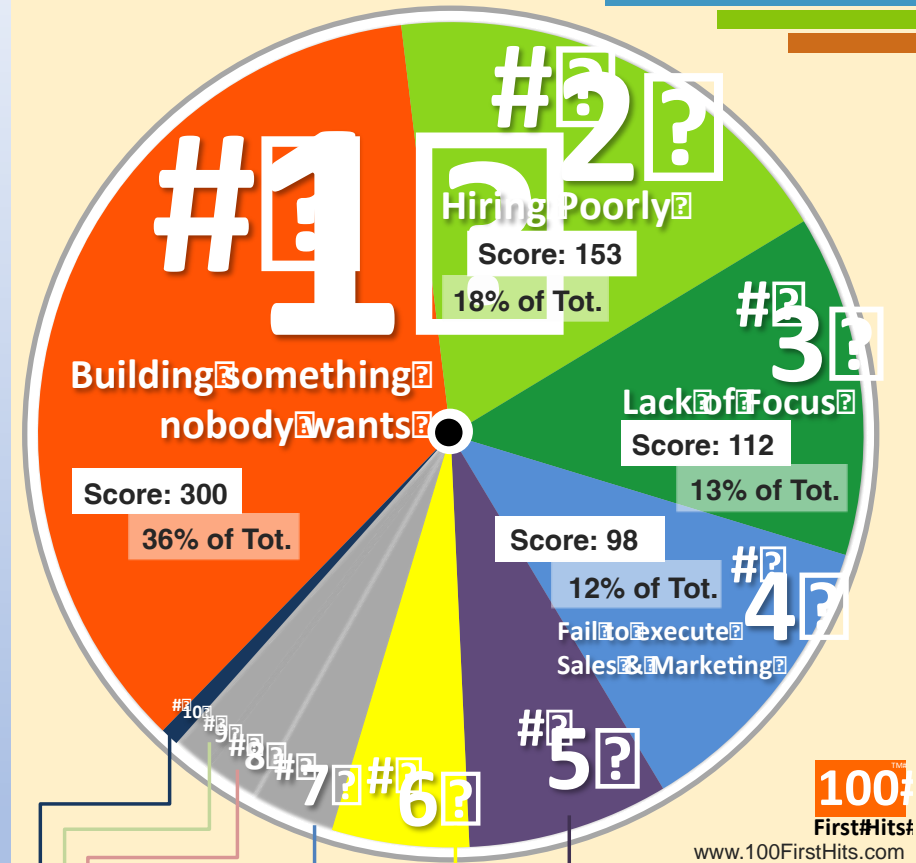
- Identify the riskin multiple domains
- Assess the riskImpact? Frequency? Probability?
- Manage the risk Reasonable Strategy:
 - Accept the risk
 - Avoid the risk
 - Transfer the risk
 - Mitigate the risk
 - Exploit the risk

Common Mistakes - 11

Poor Team Culture

TOP 10 ?

STARTUP MISTAKES



- 8. Spending Too Much Money 18 (2,1%)
- 9. Failing To Ask For Help 12 (1,4%)
- 10. Ignoring Social Media 6 (0,7%)
- 5. Not Having The Right Co-Founders 66 (7,9%)
- 6. Chasing Investors, Not Customers 45 (5,4%)
- 7. Not Making Sure You Have Enough Money 28 (3,3%)

Common Mistakes - 11

Poor Team Culture

- Complementing skills, know-how
- Full coverage of competencies (balance between in-house/outsourced)
- Task Ability Fit
- Motivation

Common Mistakes - 12

Poor Financial Plan & Uncredible Financial Projections

- Existing Revenue?
- Credible projections, convincing BEP & RoI
- Impact on Employment
- Cross-cutting issues?
- Should match Commercialisation Plan

Common Mistakes - 13

Hiding the Truths

I hate being
lied straight to
my face when
i know every
bit of the truth.

HpLyrikz.com

Thank you!