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# HOW TO IMPRESS THE EVALUATORS?

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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!**



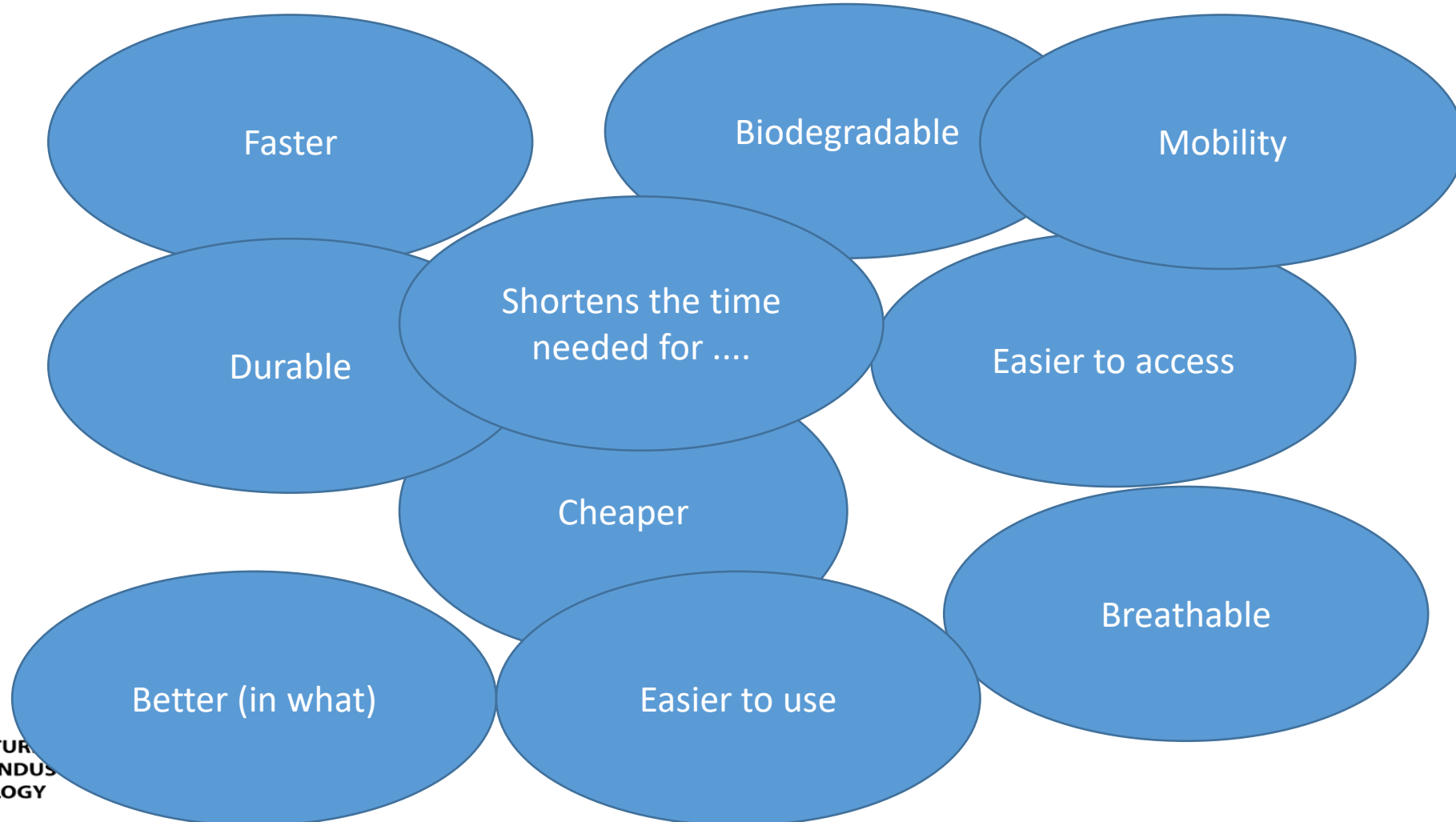
# Value Proposition



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

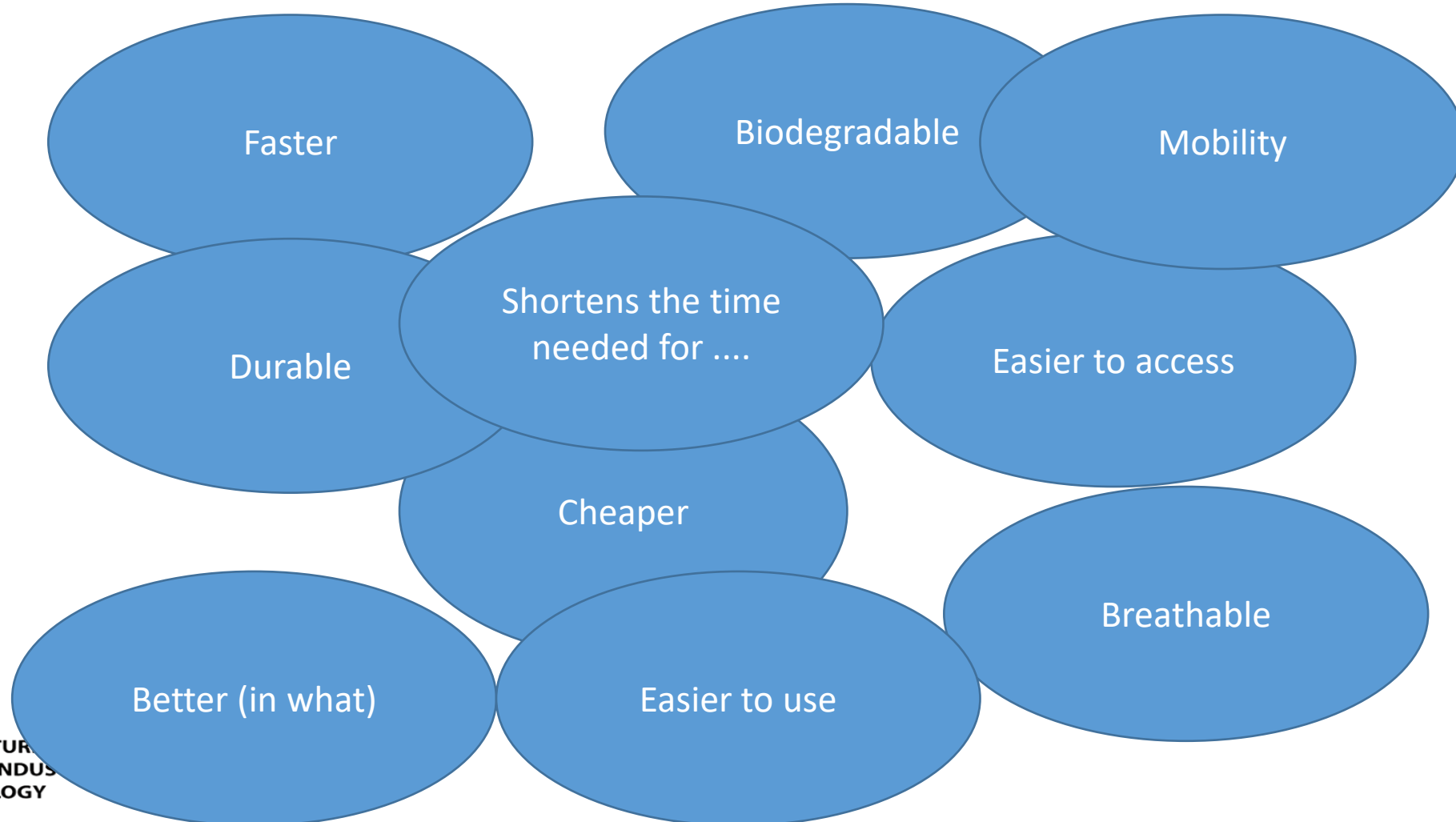


# Value Proposition

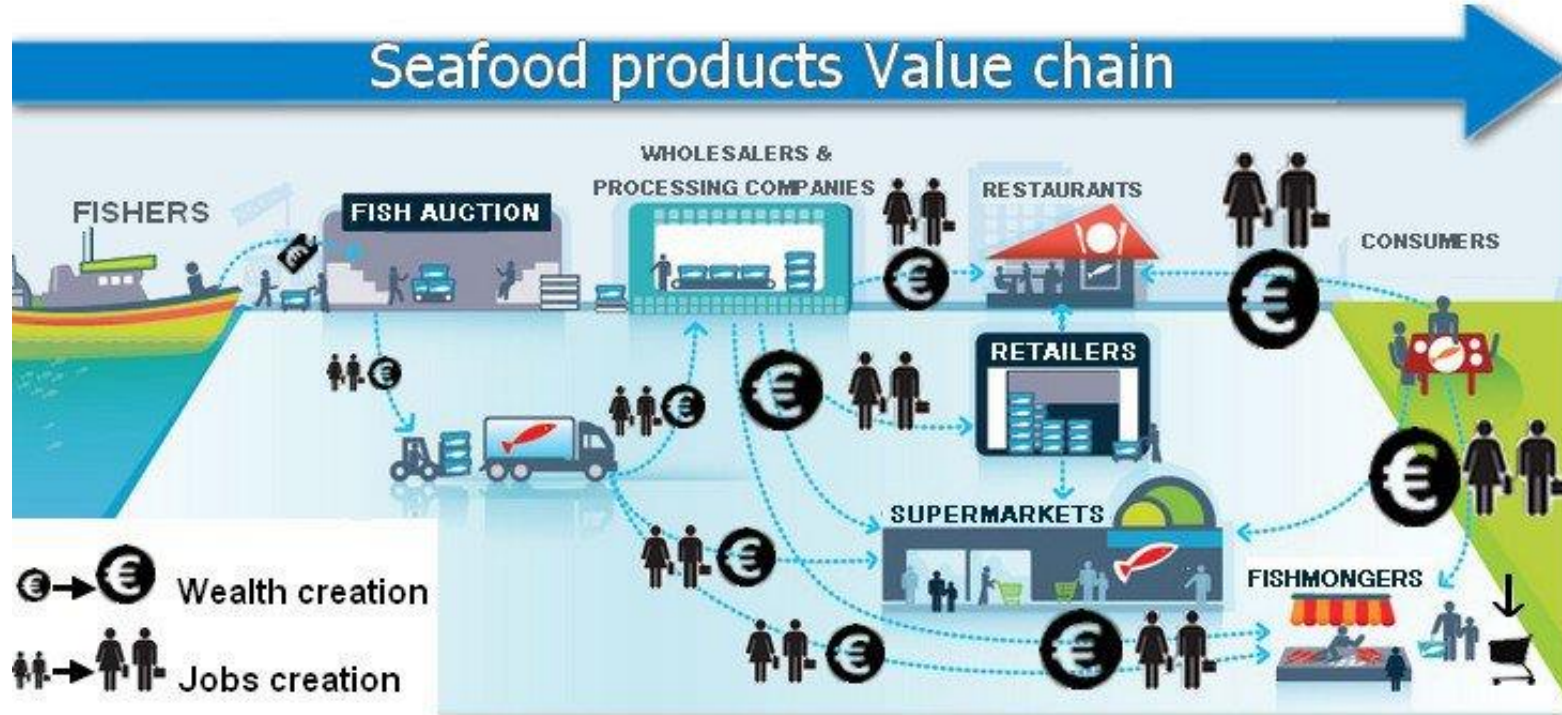


# BE SPECIFIC!!!

# 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?