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

Bu proje Avrupa Birliği 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
Full Application Process

Project Writing Camp 8

13th September 2022, Istanbul

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Philip Sowden

- Background in manufacturing, R&D and Project Management
- SME programmes at regional, national & International levels
- Worked with EC for over 30 years
- SME Key Expert on two previous projects in Turkey
- Responsible for SME programmes in the present project
- Visited and advised over 150 Turkish SMEs

Where are you in the process?

- Passed initial evaluation and preparing to make Full Application on 7th October cut-off?

- Passed Initial Application and intending to submit Full Application within the 12 months allowed?

- Making a First Application?

- None of the these?

- Here for the Lunch?

What do you expect from today?

Introduction

- Short application aims mainly to **filter innovative ideas**

- Today's audience has initial and full proposal applicants

- More knowledge of full application will result in better preparation of initial one

- Full application is an **actual reflection** of your innovation project and how you will manage it through to a **commercial success**

We can help!

- The day is yours to ask as many **questions** and make as many **comments** as you wish

- Although it is a formal set-up it is an **informal meeting** for you to get the most benefit

- We will have **One-to-one project discussions** later this afternoon

- Our **project website** contains a lot of information that can help you

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!

- **Pitching Workshop, tomorrow,** 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](#)

Health warning!

- Our presentations are based on official EU and EIC reference documents

- Online procedures, content requirements and cut-off dates may change without notice

- Refer to EIC web sites for up-to-date requirements and guidance

- Final cut-off date for 2022 is **7th October**, check for any changes

What is the purpose of EIC?

The Ideal SME for EIC Accelerator...

Market-creating, high-risk, high-growth, high-impact, breakthrough innovations to...

- Help Europe gain technological advantage and a greater share of global markets
- Develop projects destined for full market deployment
- Develop the best innovations and most commited teams – it's not about the best drafted proposals
- Develop strategic, novel innovations which will impact on markets, technology, quality of life, etc.
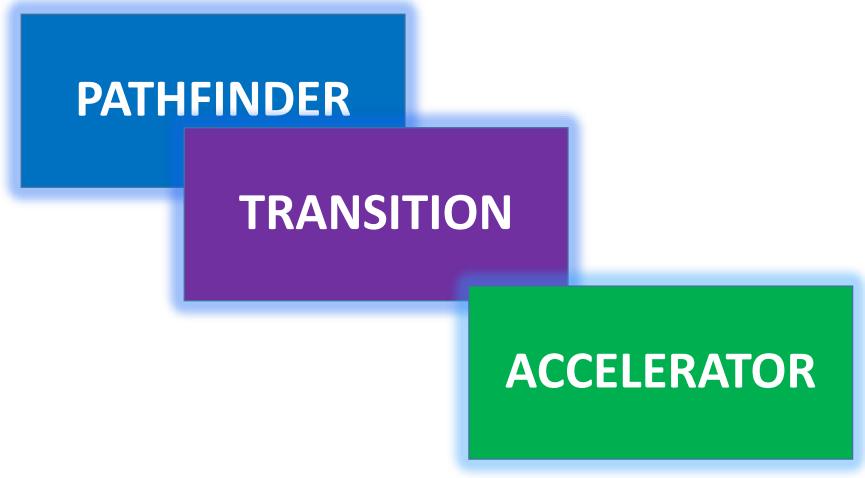- Fund projects seen as too risky by other investors

REPUBLIC OF TURKEY
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EIC programmes

PATHFINDER

TRANSITION

ACCELERATOR

PATHFINDER

PATHFINDER funds **research** to **develop the scientific basis** to underpin **breakthrough technologies** (TRL 1-3)
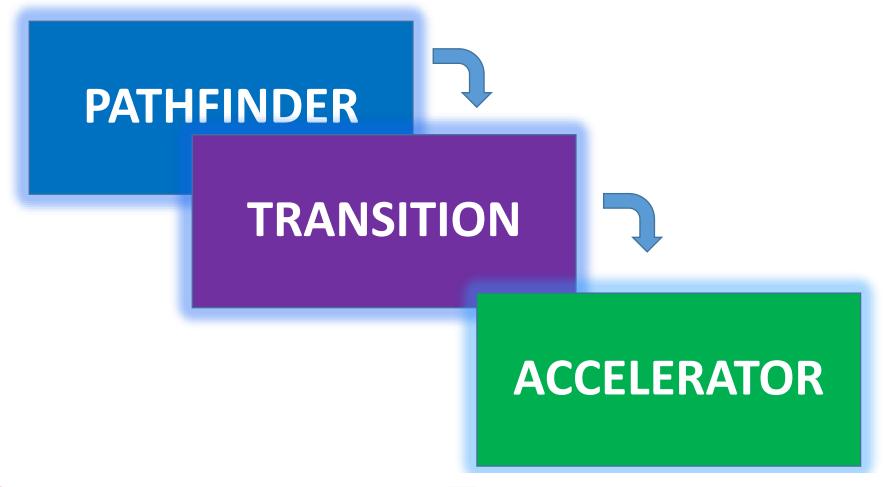
How is the support delivered?

TRANSITION

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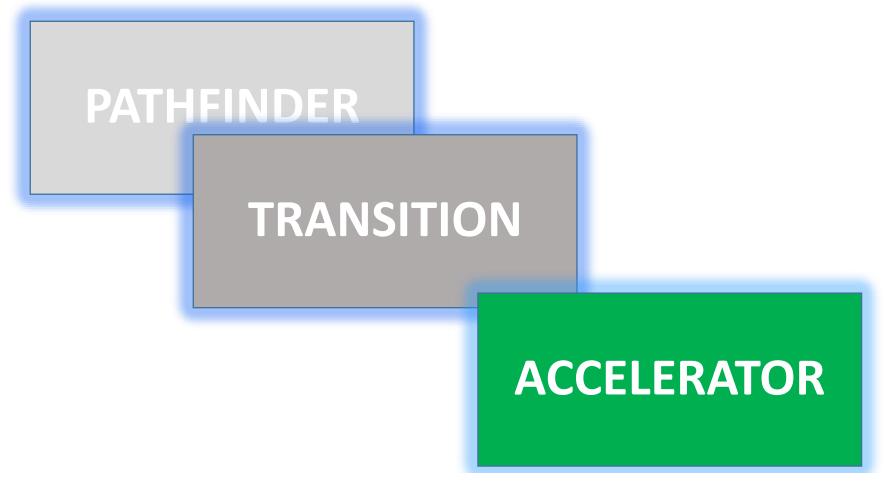
ACCELERATOR

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 Call – Apply any time
Full Open Call applications and Challenges – remaining deadline 07/10/22
Accelerator Challenges:
- Technologies for open and strategic autonomy (healthcare, critical raw materials, security, etc.)
- Technologies for 'Fit for 55' (energy, buildings, land use, etc.)

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
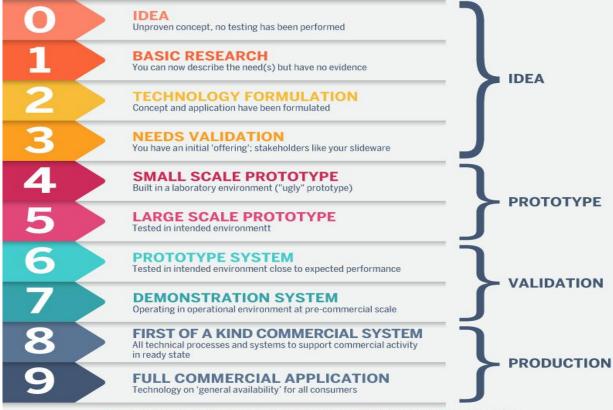- 'Patient Capital' principle (7-10 years perspective on average)

MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL
How technology ready is your service/product?

0 IDEA
Unproven concept, no testing has been performed

1 BASIC RESEARCH
You can now describe the need(s) but have no evidence

2 TECHNOLOGY FORMULATION
Concept and application have been formulated

3 NEEDS VALIDATION
You have an initial 'offering'; stakeholders like your slideware

IDEA

4 SMALL SCALE PROTOTYPE
Built in a laboratory environment ("ugly" prototype)

5 LARGE SCALE PROTOTYPE
Tested in intended environmentt

PROTOTYPE

6 PROTOTYPE SYSTEM
Tested in intended environment close to expected performance

7 DEMONSTRATION SYSTEM
Operating in operational environment at pre-commercial scale

VALIDATION

8 FIRST OF A KIND COMMERCIAL SYSTEM
All technical processes and systems to support commercial activity in ready state

9 FULL COMMERCIAL APPLICATION
Technology on 'general availability' for all consumers

PRODUCTION

Technology Readiness Levels as adapted by the CloudWATCH2 project

Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL
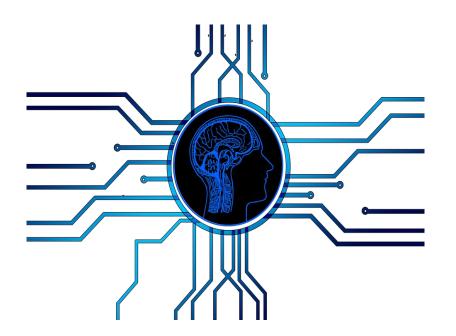
How do SMEs Apply?

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
    - Start submission
  - EIC AI-based Platform;
  www.accelerator.eismea.eu
- EIC Work Programme 2022

Application Process for Accelerator

1 — You have a disruptive/deep tech idea with potential to scale up **Submit short application** to be assessed by remote evaluators

2 — Once 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

Full Applications

DISCOVERY	**Applicants**	Identifies relevant funding sources
DIAGNOSTIC	**Applicants**	Assesses your innovation and helps to prepare your short proposal
DESIGN	**Applicants**	Gives access to support from Mentors and helps prepare a full proposal
EVALUATION	**Evaluators**	Assesses innovation projects with insights

Full Application

FROM IDEA → IDEATION → SOLUTION / DEVELOPMENT → GO2MARKET → TO MARKET

Short Application
+ Pitch Deck + Video
4 Evaluator Reports

Business Plan (created online)
Updated Pitch Deck
Freedom-to-Operate analysis
Data Management Plan
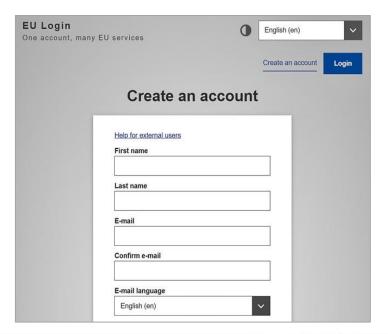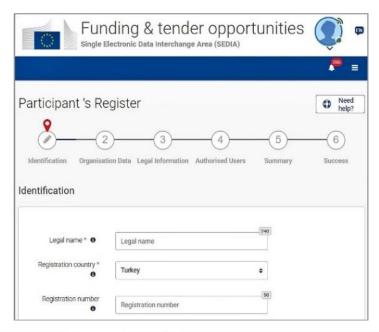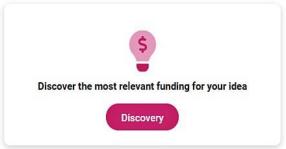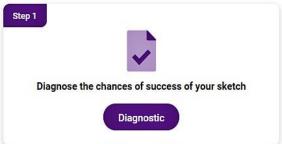Financial information

optional →

Letters of Intent
Annex

Content transferred from first application

Business Planning

Ideation/
Excellence

From initial idea → Market opportunities → Risks → Innovation → To stakeholder's needs

Development/
Implementation

From expectations → Development stages → Winning team → To deliverables

Go2Market/
Impact

Know
Market scoping · Willingness to pay · Competitors and Threats · SWOT Analysis

Prepare
Readiness · Corporate Strategy · Business Model · Finance · Intellectual property

Enter
Strategy to Enter · Barriers To Entry · Legal and regulatory compliance

Scale
Scaling strategy · Future developments

Impact
Effect of the solution · Impact on the Market · Societal impacts · Future legal and regulatory compliance

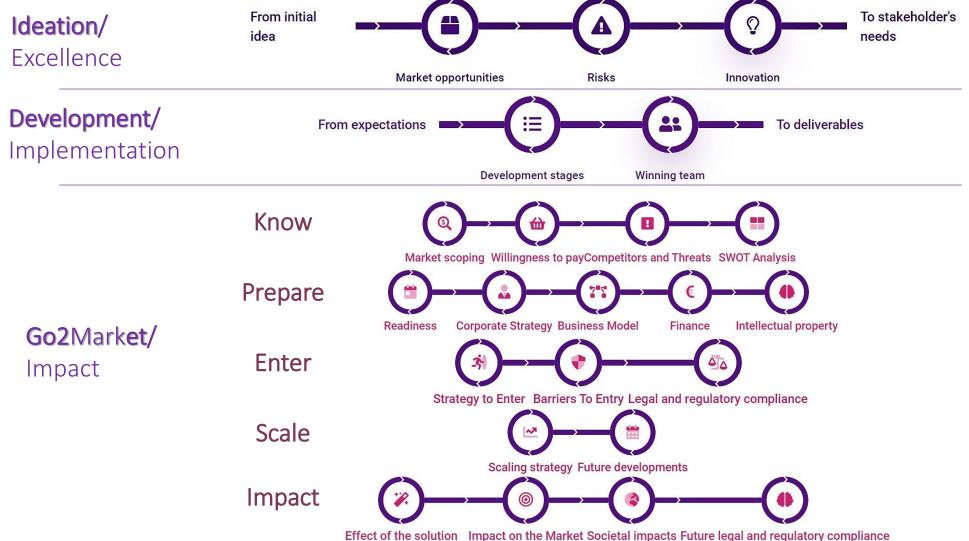REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

TÜBİTAK

Typical Business Plan – Strategy driven

Preparing Proposals

- EIC provides **3-day business coaching** to help develop full proposal

- You can **revise** most things from short application

- **Address the evaluator comments** on your short application

- Ensure balance between **technical** and **commercial** content

- Consider **emerging** developments and competition

Letters of Intent

- Optional

- No Template

- Letters of Intent/Support, Reference Letters, E-mails,…

- From Investors, Potential Customers, Stakeholders,…

Annex

- Optional Upload, max. 10 pages

- No Template

- **Do not repeat** the info in online forms and mandatory uploads

- Useful to share **brief** summaries of team, company, images, graphs, tables, illustrations, or testimonials

- **Do not overload** with full employee CVs, extensive company history, feasibility reports, lots of market data and a full business plan

Full Proposal Evaluation

- 3 key criteria; 3 evaluators

- No scores, no ranking, only 'Go' and 'No Go'

- **3x3 Go** votes - project will pass to Jury Interview

- Evaluation Reports accessible in **5 weeks**.

- Jury Interviews after **9 weeks**

- Proposals not evaluated comparatively but **on their own merits**

- Even **1 No Go** means **failure**. So, consider the diversity of evaluators when drafting your proposal

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

GO2MARKET - Impact

- Scale-up potential
- Broader impact
- European/Global dimension
- Convincing market fit and competition analysis
- Viable commercialisation strategy
- Key partners
- 'Challenge Call' criteria, if any
- Evidence of 'freedom to operate'

DEVELOPMENT - Level of Risk, Implementation and Need for EC Support

- Technical and business experience of team – good balance and plans to recruit any missing competences
- Availability of resources; human, physical and subcontract
- Good understanding of risks in getting to market and plans to mitigate risks
- Realistic and achievable timeframe
- Convincing milestones, outcome and criteria for success

Three Key Evaluation Criteria...

EXCELLENCE
Ideation
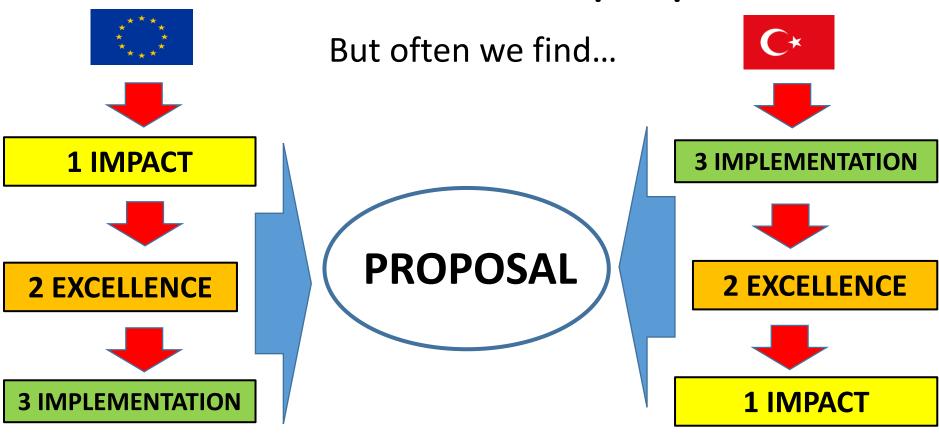
IMPACT
Go2Market

IMPLEMENTATION
Development

So, when it comes to EC proposals…

But often we find…

PROPOSAL

1 IMPACT

2 EXCELLENCE

3 IMPLEMENTATION

3 IMPLEMENTATION

2 EXCELLENCE

1 IMPACT
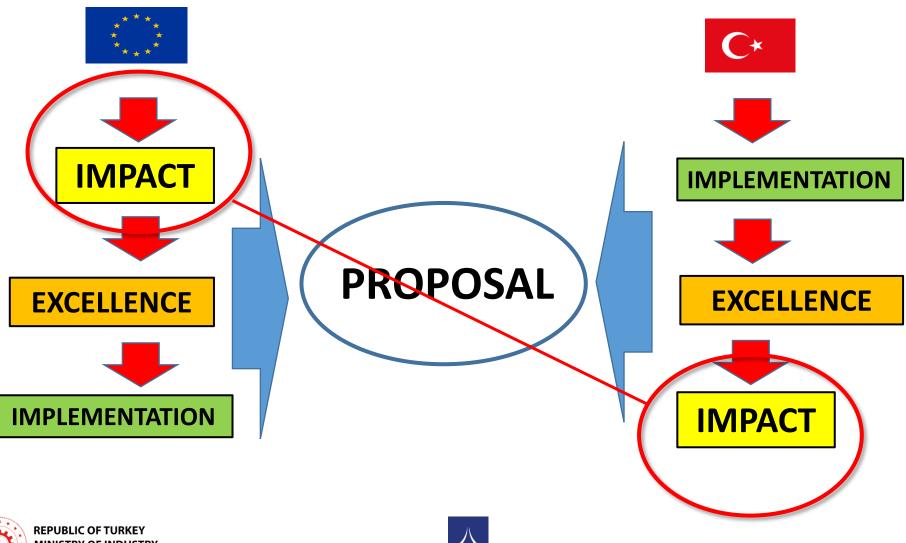
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TÜBİTAK

A problem of Turkish perception…

Successful first stage applications

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

Full Proposal Resubmission

- **First** time rejection…
  - Improved proposal can be submitted to one of next **2 full application** cut-offs.
- **Rebuttal** procedure
  - Use it to **inform**, not defend and question evaluator competence and judgement
- **Second** time rejection…
  - No resubmission allowed for 12 months.
  - Then, a new or improved proposal can be submitted as **short application.**

Feedback from Jury members

More clarity is needed on…

- Distinct technical milestones

- Ownership of IPR

- Allocation of budget and corresponding resources

- Understanding of technical and business risks

- Actual and expected TRLs

- Interdependence of work packages and tasks

- The team for future exploitation

- The credibility of the business objectives

Final Remarks

- Full application forms are demanding. Start drafting your proposal **as soon as possible**.

- Ask for a **second opinion**.

- EIC Accelerator requirements may change without prior notice - keep **up-to-date!**

- If you receive 1 'No Go', you fail. So, consider the **diversity of evaluators** when drafting your proposal.

- If you have any questions **give us a call, or your TÜBİTAK NCP can help**.

Further References

EIC Accelerator Call

EIC AI Platform

Turkey in Horizon 2020 event recordings

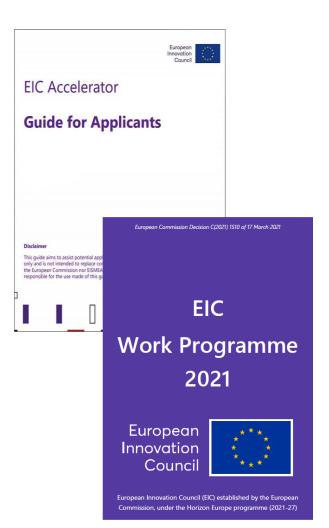EIC Work Program 2021

EIC Accelerator web site

Accelerator FAQ

Guide for Applicants

EIC Applicants' Day Presentatitons

European Green Deal

TUBITAK Horizon 2020

EIC EISMEA TUBİTAK Horizon Europe
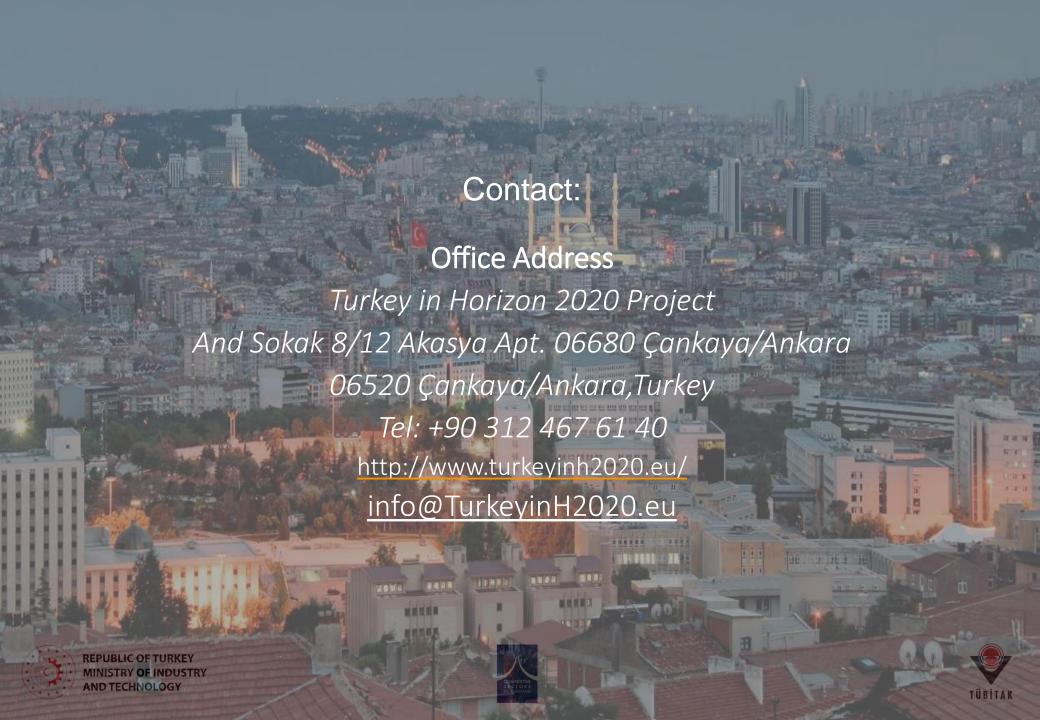
Thank you for joining us today!

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TÜBİTAK

Turkey in Horizon 2020 II

EIC Accelerator
Full Application Process

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