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European Union and the Republic of Turkey

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TURKEY<sub>in</sub>  
**HORIZON 2020**  
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/IH/SER/TR

# Turkey in Horizon 2020 II

## 'Good Practice in Applying for EIC Accelerator Support'

Webinar 11

20<sup>th</sup> October 2022

# 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

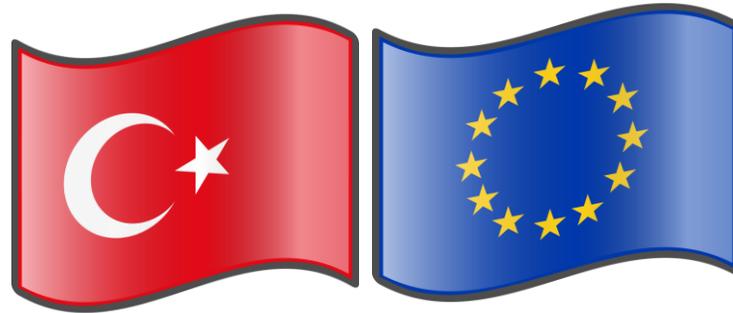
Responsible for SME programmes in the present project

Visited and advised over 150 Turkish SMEs

# Today's Webinar

- Focus will be on good practice gathered from initial and Full EIC Accelerator applications, plus good practice from an evaluator's perspective
- The event is yours to ask as many questions and make as many comments as you wish
- All our events and information, recordings and presentations may be seen on our project website; [Turkey In Horizon 2020 | Ufuk Avrupa](#)

# Insight from over 200 Turkish SME applications/proposals reviews...



...and feedback from many more!

# Reference material

[EIC Accelerator Call](#)

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[Accelerator FAQ](#)

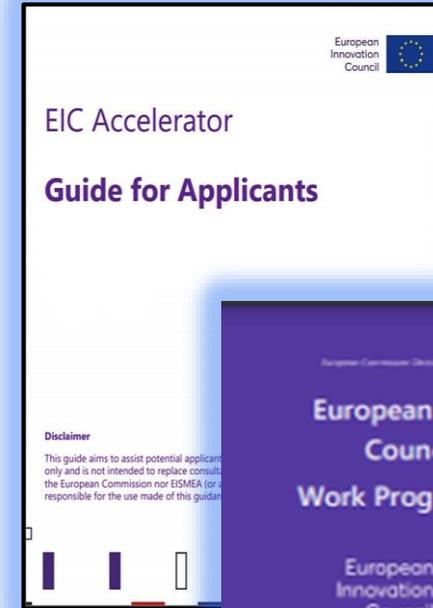
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# Brief recap on EIC Accelerator...

# 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

# 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 committed teams – it's not about the best drafted applications
- Develop strategic, novel innovations which will impact on markets, technology, quality of life, etc.
- Fund projects seen as too risky by other investors



### Business Conceptualization (0-3)

- Perceived need that your offer can satisfy
- By BRL 3 you may have a potential product/service with evidence from clients and an idea of how you can generate value to you and to them

### Business Testing (4-5)

- 'Market' is strongest factor
- Testing your business with potential stakeholders or early adopters
- By BRL5 you should have measured and evolved your business and product to match client's stated needs

### Business Deployment (6-9)

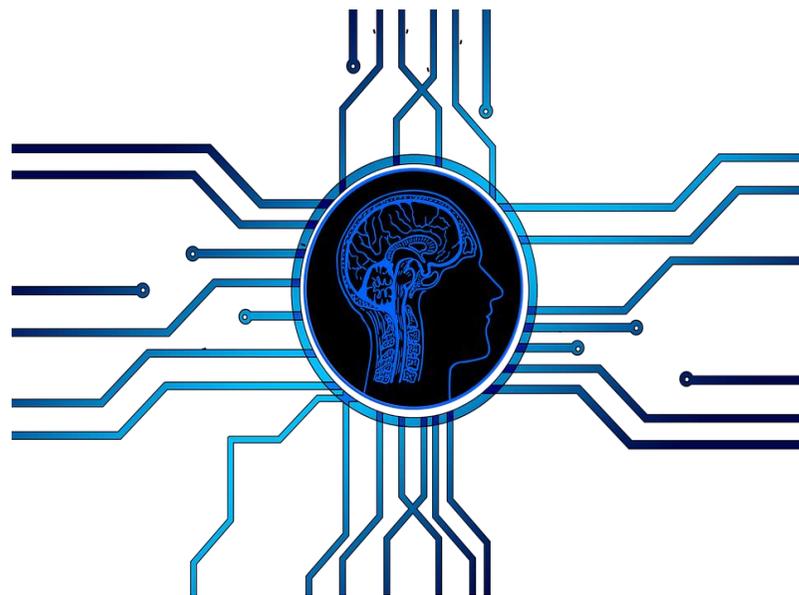
- Consolidate product with paying customer needs
- By BRL 9 you become a trusted supplier and your cashflow becomes predictable and increasingly profitable

# How do SMEs Apply?

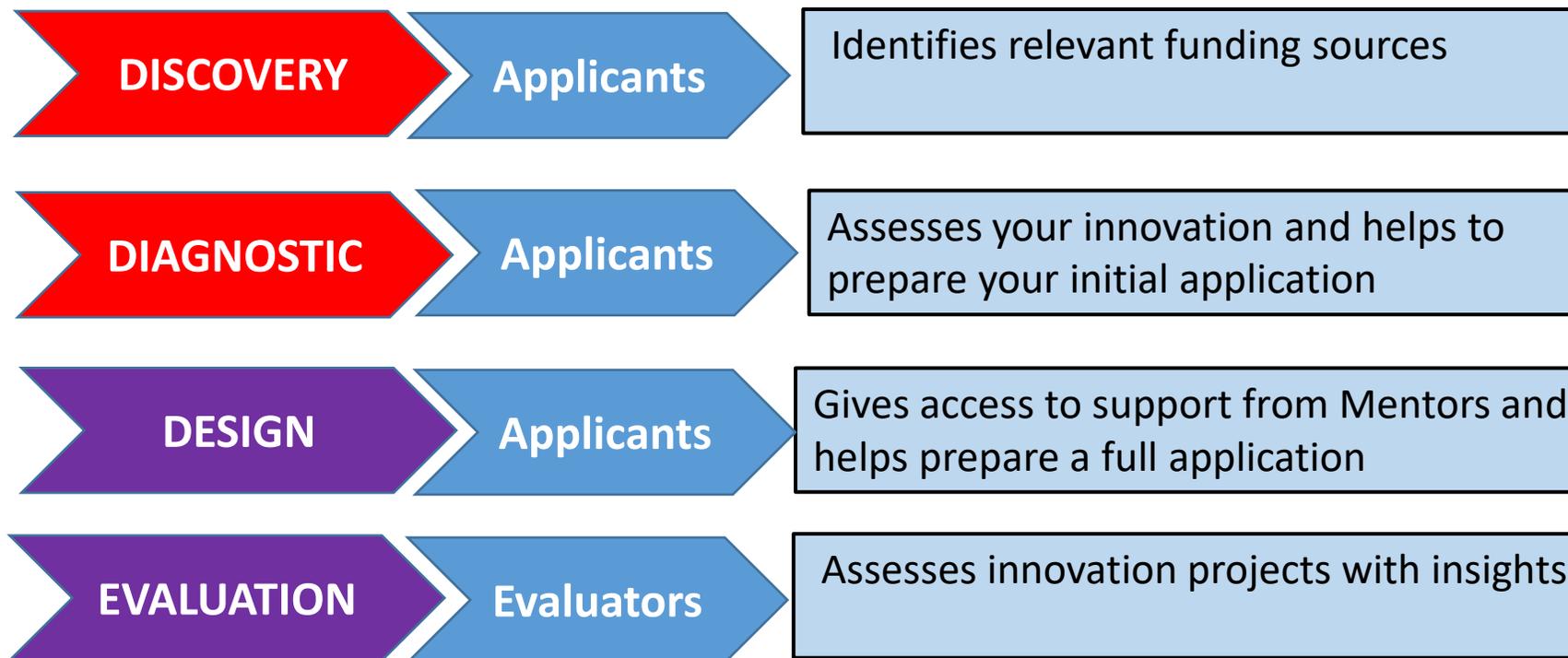


# EIC AI-Based Platform

- Register with EC
- [www.europa.ec](http://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](http://www.accelerator.eisma.eu)
- EIC Work Programme 2022



# EIC AI-Based Platform



# Step 1 – Short Application – at any time

EIC Artificial Intelligence-based IT platform on EC F&T Portal

- **Proposed project information**

- Acronym, title, abstract, keywords

- **Company and CEO information**

- EC registration number, CEO (or highest managing position) details

- **Pitch deck – 10 slides maximum**

- Pdf format, no fixed format (but suggest established model), new pitch deck can be used if invited to submit full application

- **Video – maximum 3 minutes**

- Up to 3 core team members in a simple video illustrating innovation and main motivation

- **Series of 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?

# Three Key Evaluation Criteria...

**EXCELLENCE**

Ideation

**IMPACT**

Go2Market

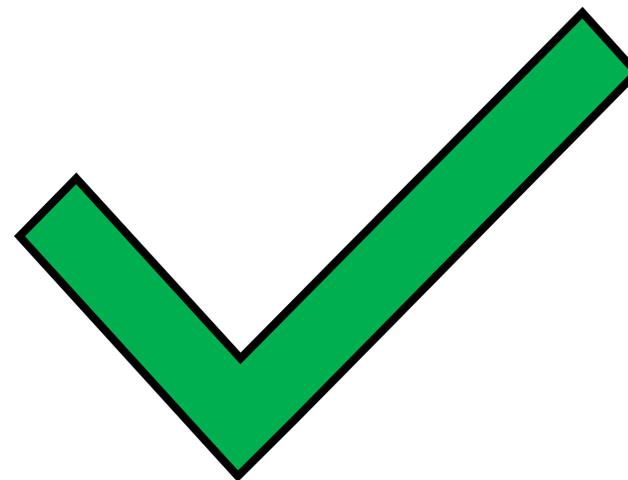
**IMPLEMENTATION**

Development

# So, now let's look at Good Practice...

# Turkey has done very well ...

- National innovation infrastructure; science parks, grants, tax subsidies, etc.
- TÜBİTAK support - technical and financial
- Excellent talent, clever engineers and scientists
- Innovative ideas/products with global potential
- Increasing VC and private investment funding



# BUT!

# ...Turkish SMEs could do better!

- Often no strategy or business plan
- Not aware of full business potential
- Often no ambition to grow, just 'more of the same'
- Some are suspicious of outsiders' advice
- Low awareness of competition
- Short-sighted on markets
- Low investment in marketing/product development



- Many businesses do very well despite these issues
  - but have much greater potential!



# Key problem areas with SME initial applications

- Markets
- Products
- Management
- Resources



# Application – Market questions

- *What is your targeted market?*
- *Who cares about your innovation?*
- *Why do you think it will be a market success?*
- *What are the pay-offs for your company in case of market success?*



# Markets – *What is the need?*



- Don't assume there's a market for your product
- Don't assume that customers will want it
- Don't step outside of customer base you know well
- Don't neglect your core business and customers



- Extensive research on any competitors
- Identify potential customers – and verify the need!
- Focus on particular markets and how you will serve them
- Stick to what you know and do best!

# Application – Product questions

- *Who cares about your innovation?*
- *Will your innovation have broader societal, economic, environmental or climate impacts?*
- *What are the existing solutions and what are their limits?*
- *Why do you think your innovation will be successful?*
- *Why now?*



# Products – *What is the clever idea?*



- Don't forget to check extensively if product already exists
- Don't apply on the basis of incremental improvements, they stand a low chance of success
- Don't forget to clarify risks
- Don't forget that what may be innovative in one market may not be in others
- Don't assume success – try to prove it!



- Ensure product is seen as disruptive – and prove why
- Identify 'Wow' factor
- Novelty appeals to evaluators
- Explain concept in simple terms
- Show niche in market for your product

# Application – Management questions

- *Who is in charge of the team?*
- *Who makes the financial commitments and decisions?*
- *Who will manage the project?*
- *Who will control the team?*
- *What is your current business situation?*
- *What direction are you taking as a business?*
- *How do you see your company in 5 years?*
- *What are the risks of failure?*



# Management - *How will you do it?*



- Don't proceed without a strategy and business plan
- Don't think Accelerator is just another grant application
- Don't assume – find out!
- Don't leave it all to others – management must be engaged
- Don't have any confusion on business model/finances
- Don't forget to check all documentation is correctly completed



- Strategy/business plan essential
- Take charge and manage!
- Give same priority as a customer of equal value
- Build enthusiasm and drive to move team forward
- Allow enough time and resources to achieve the best application possible
- If you think it is too complicated and bureaucratic, decide before, not after!

# Application – Resource questions

- *Who are your team members?*
- *Do you have the team you need to implement the actions?*
- *What will you do to recruit?*
- *Will you need co-operation with other stakeholders of your value chain?*
- *Why can't you do the project without the EIC?*
- *Why not other funding sources?*
- *How much will it cost to develop your idea?*
- *How much grant do you need from the EIC?*



# Resources – *What back-up is there?*



- Don't leave it all to a junior employee, technical person, accountant, consultant...
- Don't overemphasise on aspects of science/technology
- Don't overbalance academic achievement with commercial experience
- Don't ignore the help that's out there



- It has to be a team effort!
- EC are funding *commercial* prospects, not research projects
- Make use of EC and national resources – there is a lot of help out there!
- Ensure balanced team – technical/finance/markets, with one person clearly in charge

# Summary

- Make sure that your innovation is needed and who needs it – and that it does not already exist
- Carefully review EC documentation, work plans, calls, etc. so that your application will match what they are looking for at the time they want it
- Scrutinise the bidding process and ensure that you meet all the criteria for documentation, financial information, etc.
- Make sure you have a good balance between what you know well (technology & science) with what you may be weak on (commercial, marketing)
- Ensure rational and justifiable budgets

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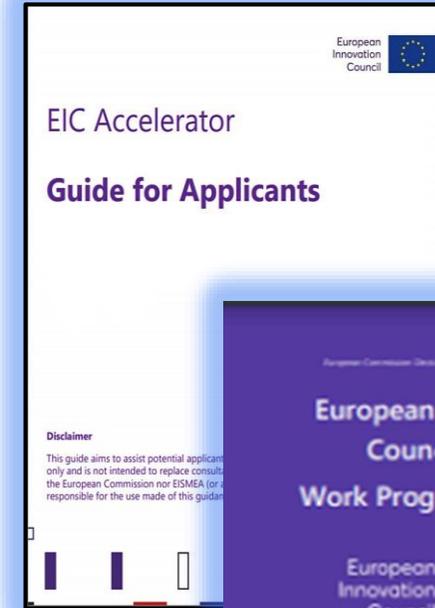
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# Thank you for joining us today!



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