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COOPERATION. INNOVATION. COMPETITIVENESS

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EIC Accelerator

Good Practice in Applying for EIC Accelerator Support

Adamantios Koumpis
Online, 20 October 2022

REPUBLIC OF TÜRKİYE
MINISTRY OF INDUSTRY
AND TECHNOLOGY

TÜBİTAK

What is it about?

- Good Practice in Applying for EIC Accelerator Support
- **Good practice in making a Final Application**

- What follows is a mini version of previous events (PWT13, PWT15, …) *not* in a condensed form but by **filtering out the good practice**
- We also cover **key dos and don'ts** in completing the various sections of the application

Stage 1 and Stage 2...

- Are quite different:
- Stage 1 is easy and comfortable to cope with
- Stage 2 is **perhaps unjustly**– complicated and painful
- Failure in Stage 2 is usually **result of a poorly applied process**

‚Failure in Stage 2 is result of a poorly applied process' – what does this mean?

- Any idea how a police interrogation looks like (or other 'similar' circumstances…)?

- One is asked similar questions again and again, with partial overlaps for the topic and the subject, hoping eventually to not provide inconsistent information

- Stage 2 is all about like a competition – only the ones that are consisntent with their business idea and have a consistent understanding of their envisaged business are about to survive

What does this practically mean?

- There are recurring questions or questions with expectation for contextually close answers

- If the answers appear inconsistent, the result will be a rejection

- Of course, the evaluators may have differing opinions – however, a single '**No Go'** from one evaluator suffices to block the process

- Let's have a look to a sequence of the Stage 2 Application screenshots…

Value Chain

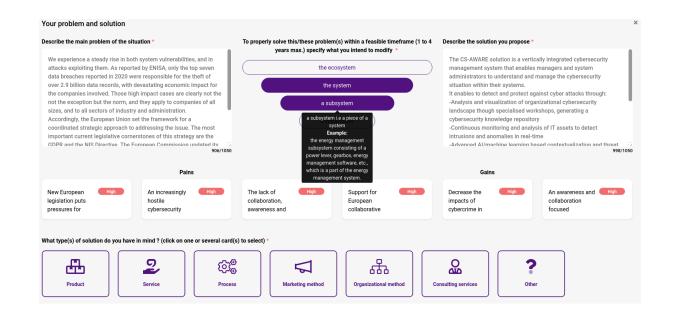**Is it a new value chain?** * 🟢 Yes

Justify *

XXXXXXX

7/1000

Problem and Solution definition

On innovation…

What is the level of your innovation ? *

☆	★	✦	✦
Some distinct, probably minor, improvement over existing products	Innovative but could be difficult to convert customers	Obviously innovative and easily appreciated advantages to customer	Very innovative

Please justify your choice *

xxx

3/1000

Problem Stakeholers

Name of the stakeholder (optional)

Cybersecurity criminals

Who is the stakeholder concerned by the problem in the value chain ?

Other

☐ This stakeholder is the **main stakeholder**

☑ **This stakeholder is part of the cause(s) of the problem**

Specify this cause *

Cause 2

7/1000

Explain its gains or expectations *

Importance: High

We recommend to prioritize as much as possible and avoid to declare too many HIGH gains but you are free to declare as many as you want.

Decrease the impacts of cybercrime in organizations

51/1000

Explain its pains or frustrations *

Importance: High

We recommend to prioritize as much as possible and avoid to declare too many HIGH pains but you are free to declare as many as you want.

An increasingly hostile cybersecurity environment

49/1000

Name of the stakeholder (optional)

A new collaborative European cybersecurity framework

Who is the stakeholder concerned by the problem in the value chain ?

Regulation body

☐ This stakeholder is the **main stakeholder**

☑ **This stakeholder is part of the cause(s) of the problem**

Specify this cause *

Cause1

6/1000

Explain its gains or expectations *

Importance: High

We recommend to prioritize as much as possible and avoid to declare too many HIGH gains but you are free to declare as many as you want.

Support for European collaborative cybersecurity environment and legal compliance support (NIS/NIS2, GDPR).

107/1000

Explain its pains or frustrations *

Importance: High

We recommend to prioritize as much as possible and avoid to declare too many HIGH pains but you are free to declare as many as you want.

New European legislation puts pressures for compliance on organizations, and there is currently little tool support available.

126/1000

Solution Stakeholders

Name of the stakeholder (optional)

LPA and NIS sector organizations

Who is the stakeholder concerned by the problem in the value chain ?

Consumer/ client

☐ This stakeholder is the **main stakeholder**

☐ This stakeholder is part of the cause(s) of the problem

☑ **This stakeholder is impacted by the consequences of the solution**

Explain its gains or expectations *

Importance: High

We recommend to prioritize as much as possible and avoid to declare too many HIGH gains but you are free to declare as many as you want.

An awareness and collaboration focused cybersecurity management platform that automates and streamlines many tasks to reduce the resource requirements for cybersecurity management.

180/1000

Explain its pains or frustrations *

Importance: High

We recommend to prioritize as much as possible and avoid to declare too many HIGH pains but you are free to declare as many as you want.

The lack of collaboration, awareness and resources are according to recent studies the main pain points for organizations with respect to cybersecurity management.

163/1000

Value Proposition

The main stakeholder concerned is facing the problem / dissatisfaction. *

Value prop: Main stakeholder problem.

What is your unique selling point ? *

Unique selling point.

In order to relieve his/her pain the project name aims at solution by improving expectations/gains. *

Value Prop: Improvements to expectations.

What is your unique Positioning/Place on the market? *

Unique market position.

23/1000

41/5000

Use cases of your solution

1. Edit your use case

Name *

Organizational cybersecurity awareness

38/100

Feature 1 *

Socio-technical cybersecurity workshops

39/100

Feature 2 (facultative)

Data collection and AI

22/100

Feature 3 (facultative)

Automated translation

21/100

Feature 4 (facultative)

Cybersecurity visualization for awareness and cybersecurity management

70/100

Feature 5 (facultative)

0/100

2. Assign your use case

Pains

High
New European legislation puts pressures for compliance on organizations, and there is

High
An increasingly hostile cybersecurity environment

High
The lack of collaboration, awareness and resources are according to recent studies the

Gains

High
Support for European collaborative cybersecurity environment and legal

High
Decrease the impacts of cybercrime in organizations

High
An awareness and collaboration focused cybersecurity management

d to the need to be satisfied / problem to

ical features of each of these

e "internet" function: a new graphical

he efficiency of treatments. The

0 pain assigned
0 gain assigned

✎ Edit

0 pain assigned
0 gain assigned

✎ Edit

0 pain assigned
0 gain assigned

✎ Edit

Validate my use cases

Achievements so far

(1: Technology transfer; 2: Feasibility study: 3: Prototyping: 4: Demonstration/Testing; 5: Pilot; 6: Engagement by industrial research team; 7: Market study; 8: Business plan; 9: Launch start-up; 10: Investment from public authority; 11: Capital Investment; 12: Other)

Features

For each feature…

Needed technology/knowledge ❓ *

Bottlenecks ❓ *

Difficulty to solve: Low ⌄

0/1000

Technolog

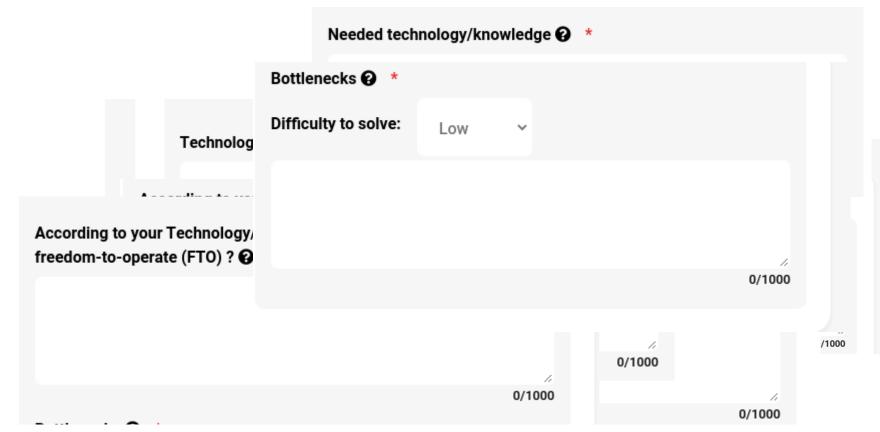According to your Technology/
freedom-to-operate (FTO) ? ❓

0/1000

0/1000

0/1000

0/1000

/1000

What are the impressions left to you?

1. Each question is simple on its own
2. No need for possessing an advanced degree
3. It is the big picture that all questions compose that creates the problem

- Lack of convincing arguments
- Lack of a good flow in the sequence of the various topics
- Lack of a good story
- Lack of showing that applicants do master sufficiently the subject

Simple question

- I will ask **Philip to lend me** 2.000 Euros
- I have to provide him with good (actually: excellent) answers to his questions
- Remember: **Philip does not owe to me** this money
- So it is me who needs to put effort to convince him

The team makes the difference

- In most of our experiences, Stage 2 proposals have been 'assigned' to a single person who struggled to build the proposal

- There were usually no teams

- What does team mean?

- → commitment, engagement, responsiveness, continuous interaction,

- NO 'linear' processes with periodic checks and feedback loops

- no bureaucracy; agile methods are ideal for applying in Stage 2 applications)

- Cons in short: high amount of resources

- Pros in short: possibility to dramatically compress the preparation times

Key take away messages

- Do **not** start the process if there is no team to support and follow it
- In case of no team, provide the liberty to a person **to build a team**
- Engage in the team anyone who can help in the process and the application
- This includes external collaborators and experts, so literally **anyone who can help you win it**
- Are the above pieces of advice followed?
- Unfortunately not
- Why?
- …

For follow-up questions contact me at:

- adamantios.koumpis@gmail.com

Q&A

Time to ask your questions!

Teşekkür ederim!

Thank you!