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EIC Accelerator Good Practice in Applying for EIC Accelerator Support

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Photo by Christian Lue on Unsplash

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 consistent 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 *

xxxxxxxx

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Problem and Solution definition

Your problem and solution

Describe the main problem of the situation *

We experience a steady rise in both system vulnerabilities, and in attacks exploiting them. As reported by ENISA, only the top seven data breaches reported in 2020 were responsible for the theft of over 2.9 billion data records, with devastating economic impact for the companies involved. Those high impact cases are clearly not the not the exception but the norm, and they apply to companies of all sizes, and to all sectors of industry and administration. Accordingly, the European Union set the framework for a coordinated strategic approach to addressing the issue. The most important current legislative cornerstones of this strategy are the GDPR and the NIS Directive. The European Commission updated its

To properly solve this/these problem(s) within a feasible timeframe (1 to 4 years max.) specify what you intend to modify *

the ecosystem
the system
a subsystem
a subsystem i.e a piece of a system
Example:
the energy management subsystem consisting of a power lever, gearbox, energy management software, etc., which is a part of the energy management system.

Describe the solution you propose *

The CS-AWARE solution is a vertically integrated cybersecurity management system that enables managers and system administrators to understand and manage the cybersecurity situation within their systems. It enables to detect and protect against cyber attacks through:
-Analysis and visualization of organizational cybersecurity landscape through specialised workshops, generating a cybersecurity knowledge repository
-Continuous monitoring and analysis of IT assets to detect intrusions and anomalies in real-time
-Advanced AI/machine learning based contextualization and threat

Pains

- New European legislation puts pressures for **High**
- An increasingly hostile cybersecurity **High**
- The lack of collaboration, awareness and **High**
- Support for European collaborative **High**

Gains





- Decrease the impacts of cybercrime in **High**
- An awareness and collaboration focused **High**

What type(s) of solution do you have in mind ? (click on one or several card(s) to select) *

- Product
- Service
- Process
- Marketing method
- Organizational method
- Consulting services
- Other

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
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Please justify your choice *

xxx

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Problem Stakeholders

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

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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

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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

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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

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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).

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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.

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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.

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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.

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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.

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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

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

... to the need to be satisfied / problem to

... ical features of each of these

... "internet" function: a new graphical

... he efficiency of treatments. The

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)

Paper studies of a technology's basic ...
Applied research in a field of potential...
Analytical and laboratory-based s...

Comment your past technology achievements *

What are the steps needed to bring your innovation to market (or close to it)? Det

1 2 3 4 5 6

Technology transfer

Status: Planned in project

Comments *

Technology Transfer

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Features

Your features

You will now enter the development phase of your solution. In this phase, you will focus on the different features of your solution and detail them. In order to provide you with a better experience, please specify whether your project :

- Is based on the development of a disruptive technology, and therefore requires technology development
- Or if it is based on a radically new idea, without involving a new technology development

My project requires a technology development

My project does not involve a new technology development

For each feature...

Needed technology/knowledge ? *

Bottlenecks ? *

Technology

Difficulty to solve:

According to your Technology, freedom-to-operate (FTO) ? ?

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0/1000

0/1000

0/1000

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:

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Q&A

Time to ask your
questions!

Teşekkür ederim!

Thank you!