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Technical Assistance for Turkey in Horizon 2020 Phase-II  
EuropeAid/139098/IH/SER/TR

# GOOD PRACTICE: HOW TO IMPRESS THE EVALUATORS?

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REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



COMPETITIVE  
SECTORS  
PROGRAMME



TÜBİTAK

# Understanding EIC Accelerator

## What it is about:

- Selecting **great ideas and innovation** that has **sustainable and scalable market potential**
- Developed by **committed and tenacious innovators**
- That EIC Support can help become real and achieve **substantial impact** for the benefit of Europe and Europeans.

## What it is NOT:

- A funding program for research projects

# 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
- .....

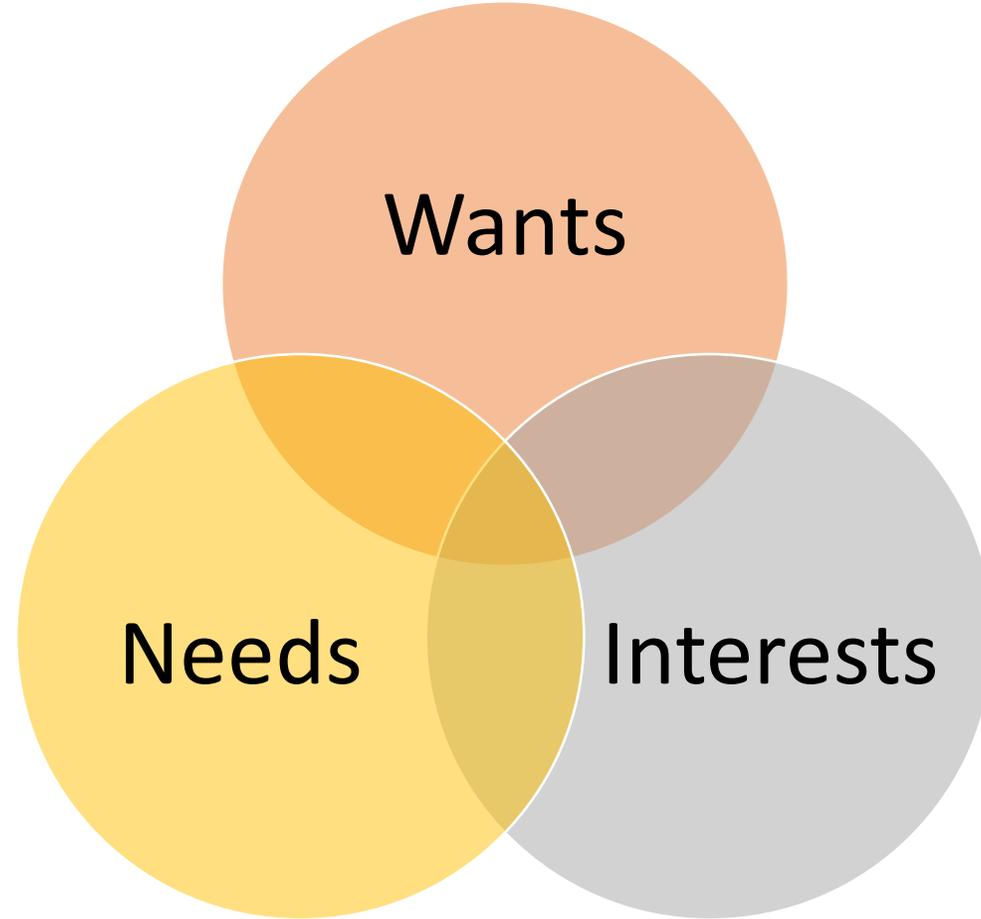
# KNOW THAT THE EVALUATORS ARE NOT SUBJECT MATTER EXPERTS

# TELL THEM:



# CONVEY YOUR VALUE PROPOSITION VERY CLEARLY

# Is there a difference?



# Value Proposition

Why should people buy your solution?

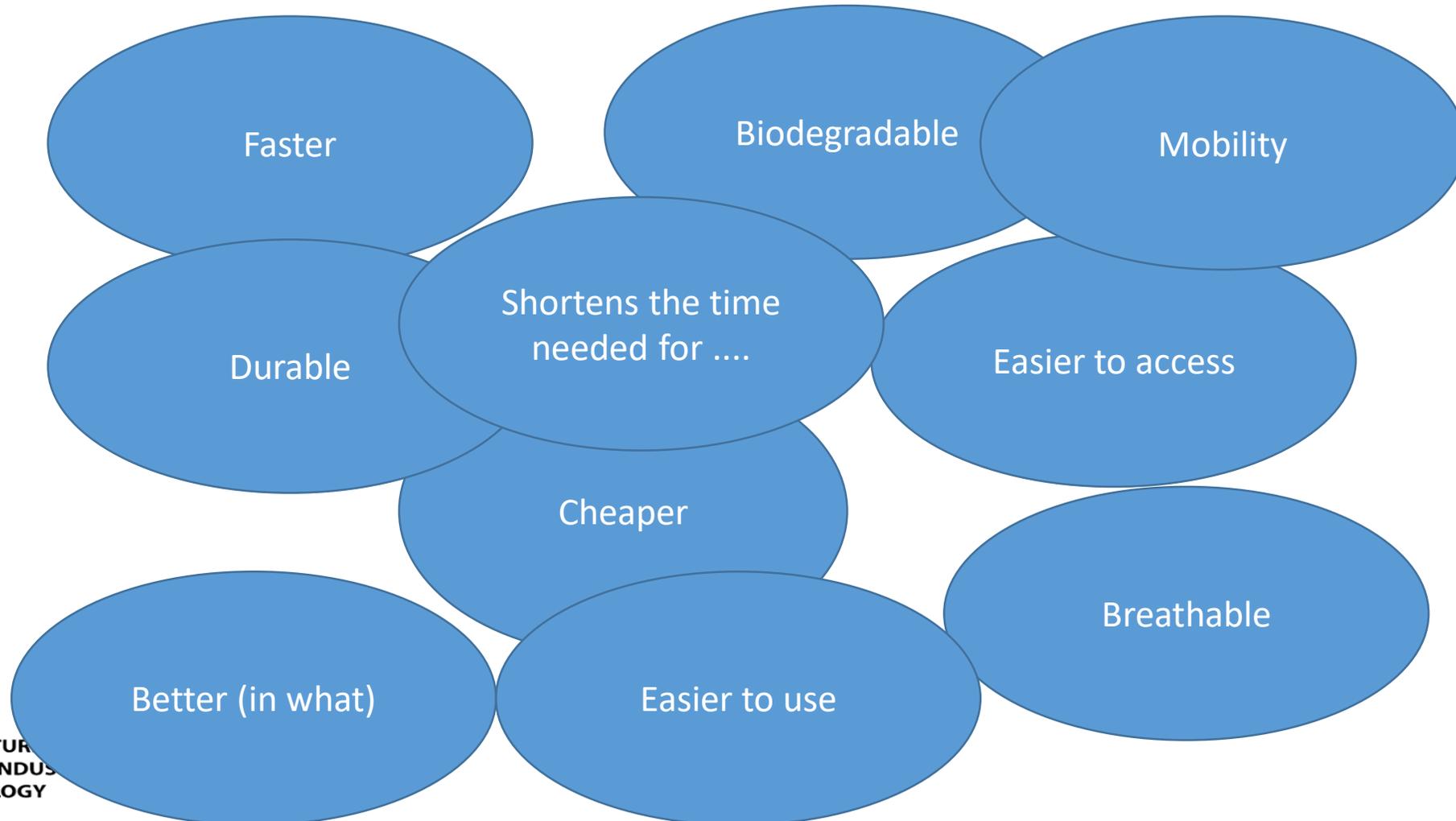
Not for the technology you are using/developing!

Not for the features your product has!

Because of the **Customer Oriented Benefits!**

# BE SPECIFIC!!!

# HOW MUCH??



# MAKE A FLAWLESS VALUE CHAIN ANALYSIS



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# Seafood products Value chain



**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

- Existing Revenue?
- Credible projections, convincing BEP & RoI
- Impact on Employment
- Cross-cutting issues?
- Should match Commercialisation Plan

# Your Profit through the Channels



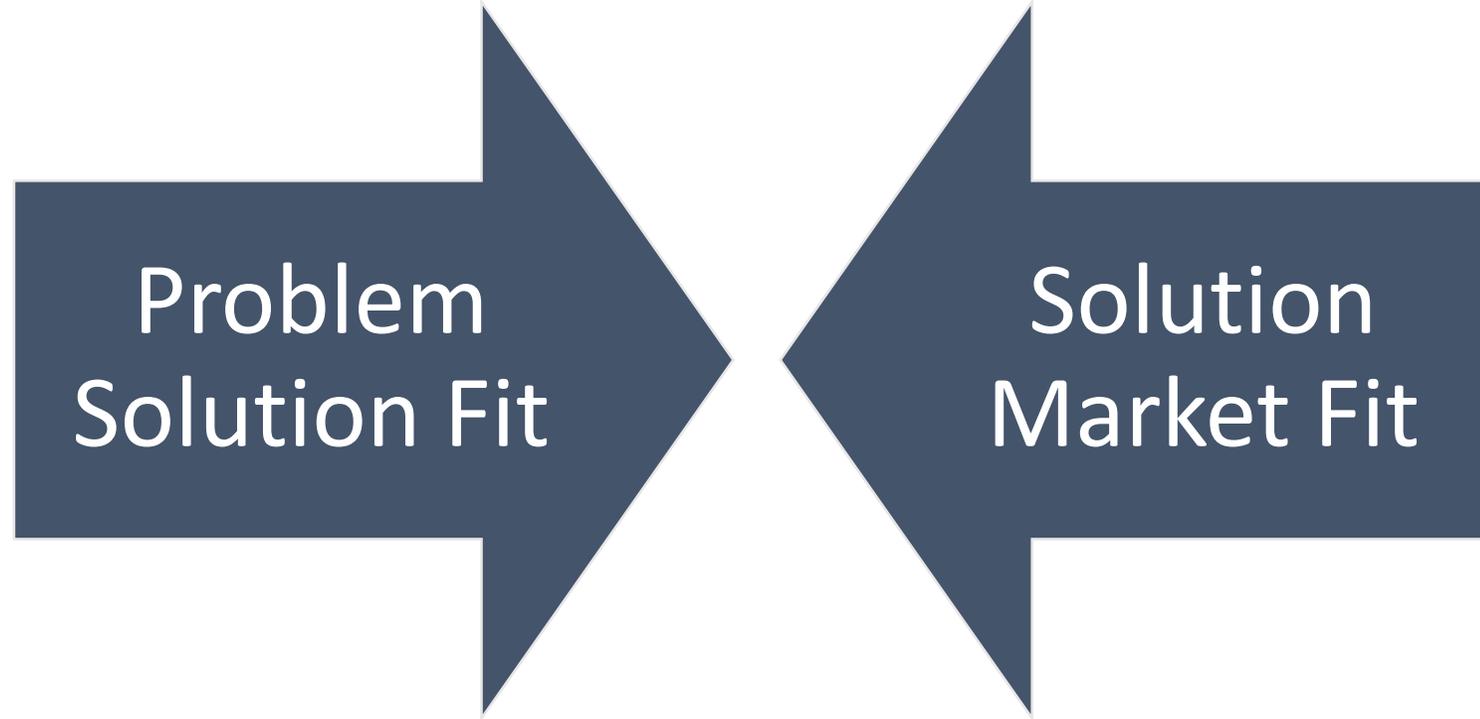
**SHOW NOT ONLY THAT YOU KNOW HOW TO GET  
CUSTOMERS BUT ALSO HOW TO GROW & KEEP  
THEM**

# 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

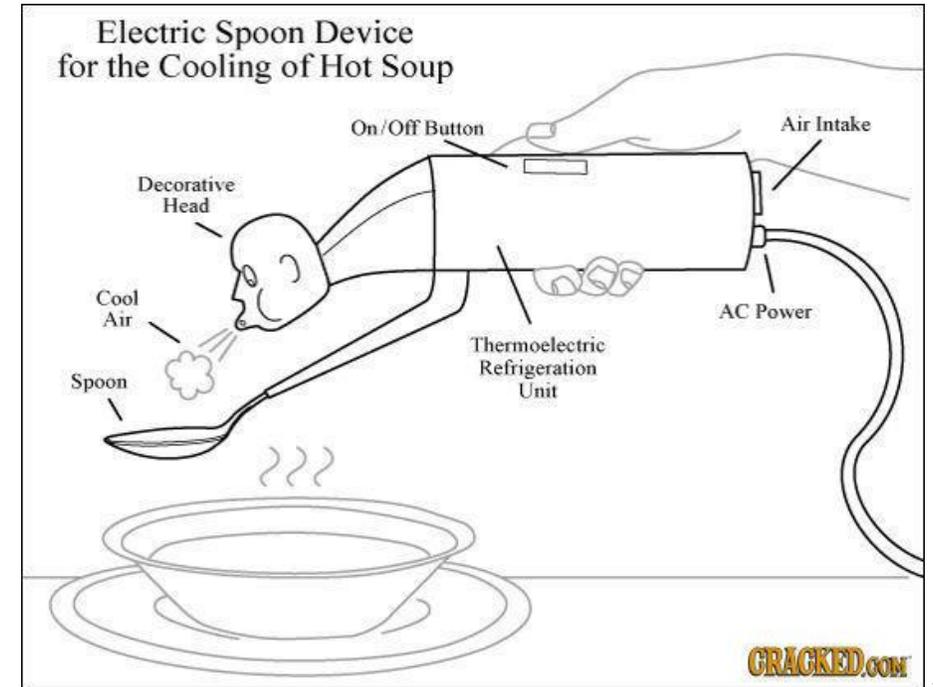
# Understanding of Fits

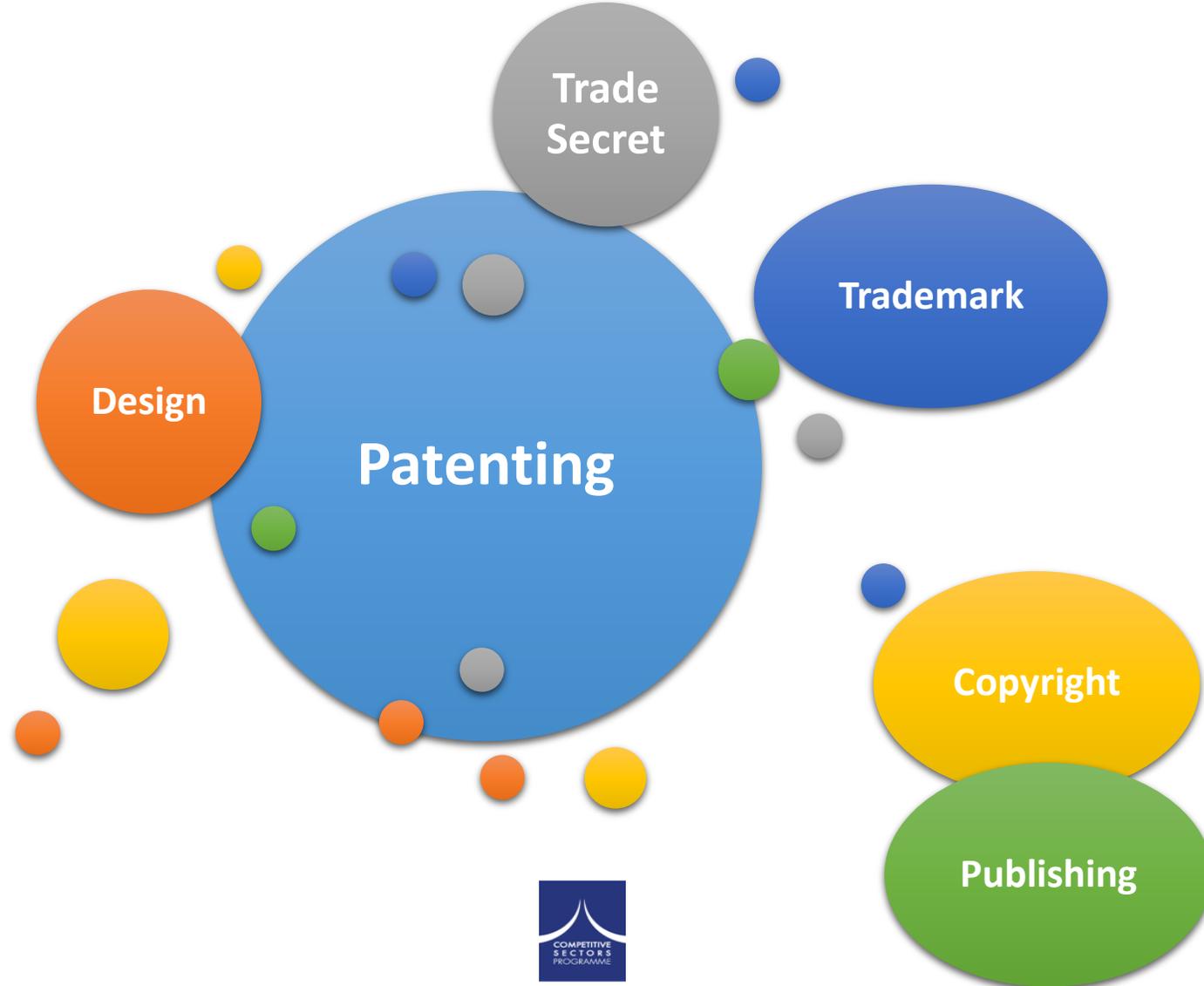


# A MEANINGFUL IPR STRATEGY

# Alleged IP is not directly owned by or accessible to the company or is the subject of litigation

## Unvisionary/Flawed IPR Strategy





# RISK MANAGEMENT

# Risk Management Strategy

- Identify the risk .....in multiple domains
- Assess the risk .....Impact? Frequency? Probability?
- Manage the risk .... Reasonable Strategy:
  - Accept the risk
  - Avoid the risk
  - Transfer the risk
  - Mitigate the risk
  - Exploit the risk

# TEAM!!!

# Team Culture

- Complementing skills, know-how
- Task Ability Fit
- Motivation
- Full coverage of competencies (balance between in-house/outsourced)

# 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.



# Don't Hide the Truths

I hate being  
lied straight to  
my face when  
i know every  
bit of the truth.

Hplyrikz.com



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# Any Questions?