

**BUSINESS
TAMPERE**

EU Bootcamp

13.02.2024

Hakemusten evaluointiprosessi eri EU-ohjelmissa, ja mitä siitä on olennaista tietää?

Marko Elo



innokaupungit



**Euroopan unionin
osarahoittama**

FEEDBACK TO THE APPLICANT

- The three main topics are usually the same:
 - Excellence
 - Impact
 - Quality of the implementation plan
- Subcriteria varies by the targets of each funding program
- The applying consortium/company receives a feedback document, summarizing
 - the outcome (over or under threshold)
 - main score, and scores for the subcriteria
 - summary of the criteria
 - written comment section justifying the scores
- In some EU programs, the evaluation process is being transformed from one-way communication to live pitching and mentoring

FEEDBACK TO THE APPLICANT (CONT.)

The evaluation outcome can be delivered:

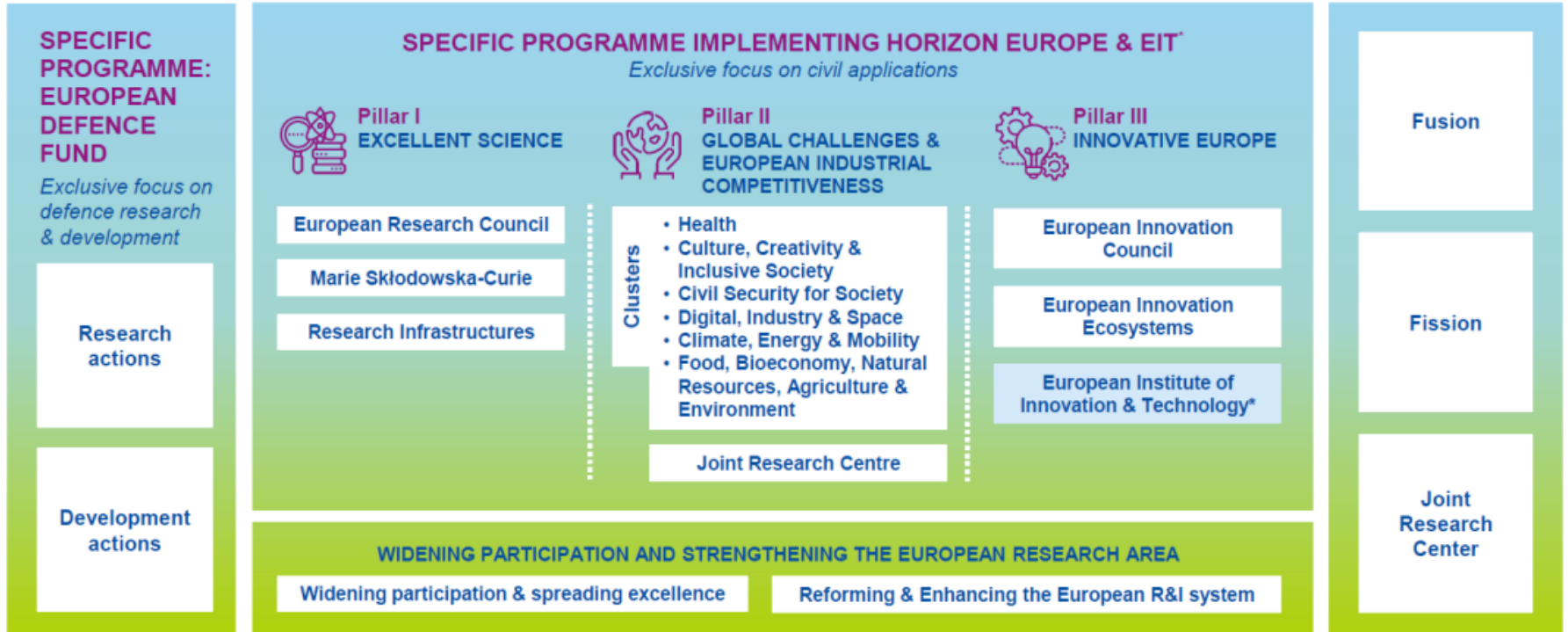
- Directly from evaluators to the applicant, with differing opinions (e.g. EIC Accelerator)
 - ... or, one of the evaluators creates a consensus report, which is then approved by the other evaluators and then delivered (e.g. Eurostars)
 - ... or, especially in programs with typically large consortia as applicants, the evaluators will meet in a panel discussion and create the consensus report together
- With SME focus in mind, this presentation will study EIC Accelerator, Eureka Eurostars and EIT RawMaterials in more detail

... and, also the evaluators are being evaluated

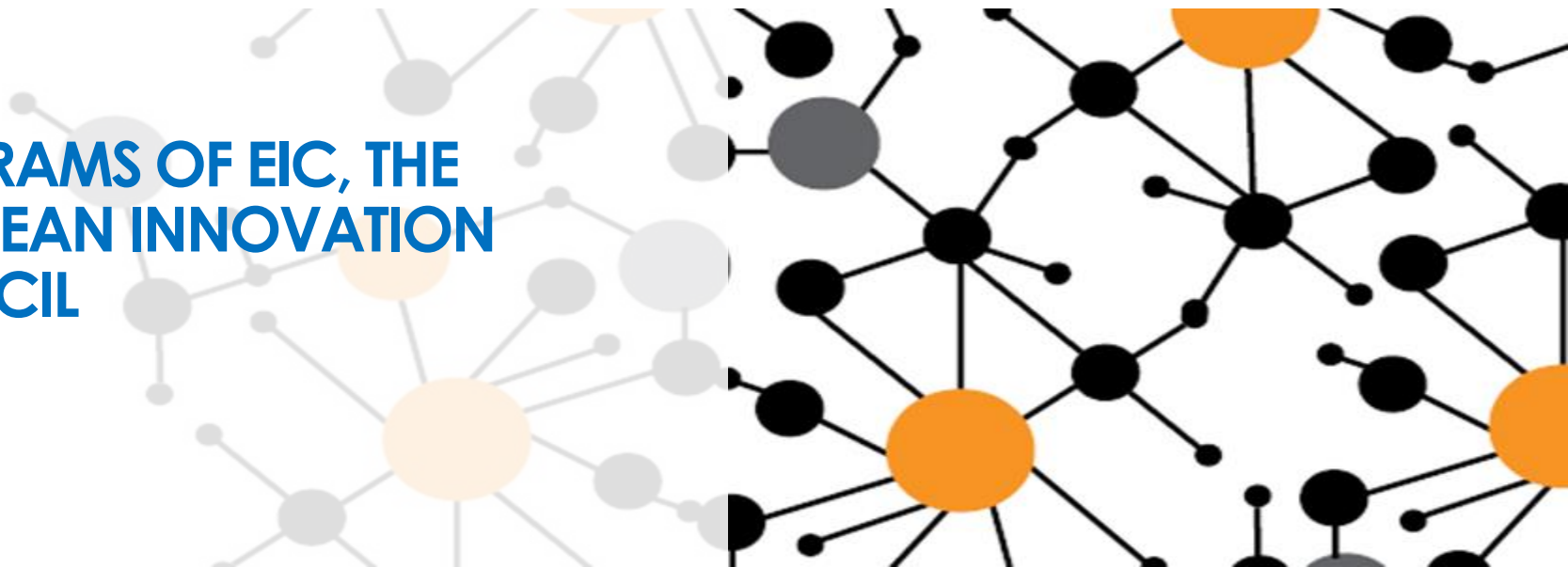
HUNDREDS OF PROGRAMS AND CALLS, TOTAL BUDGET 95 000 M€ (FOR 2021-2027)

HORIZON EUROPE

EURATOM



**PROGRAMS OF EIC, THE
EUROPEAN INNOVATION
COUNCIL**



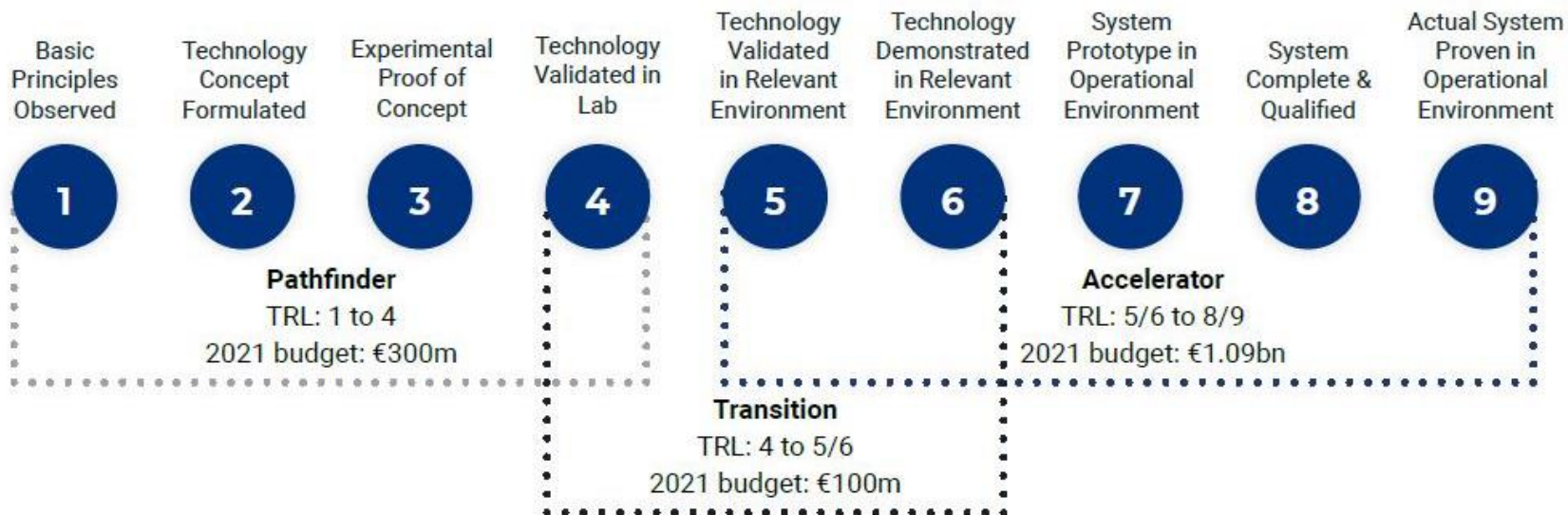
EIC PATHFINDER, TRANSITION, ACCELERATOR

European Innovation Council

€9.7bn
budget

2021-2027

27 member states + 17
associated countries



EIC PRIZES

- Women innovators
- Capital of innovation
- Innovation procurement
- Social innovation
- Horizon
- Humanitarian Innovation



SEAL OF EXCELLENCE

Fast track to other funding



EIC ACCELERATOR SERVICES

- Mentors, coaches
- Global partners
- Innovation ecosystems
- EIC Community Platform



EIC ACCELERATOR

- For single companies
- Grants up to €2.5 million
- Equity up to €15 million or above
- To enter the market & scale-up (TRL 6-9)



EIC TRANSITION

- For consortia & single companies
- Grants up to €2.5 million
- To develop business cases (TRL 4-6)

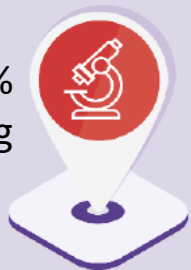


EIC PATHFINDER

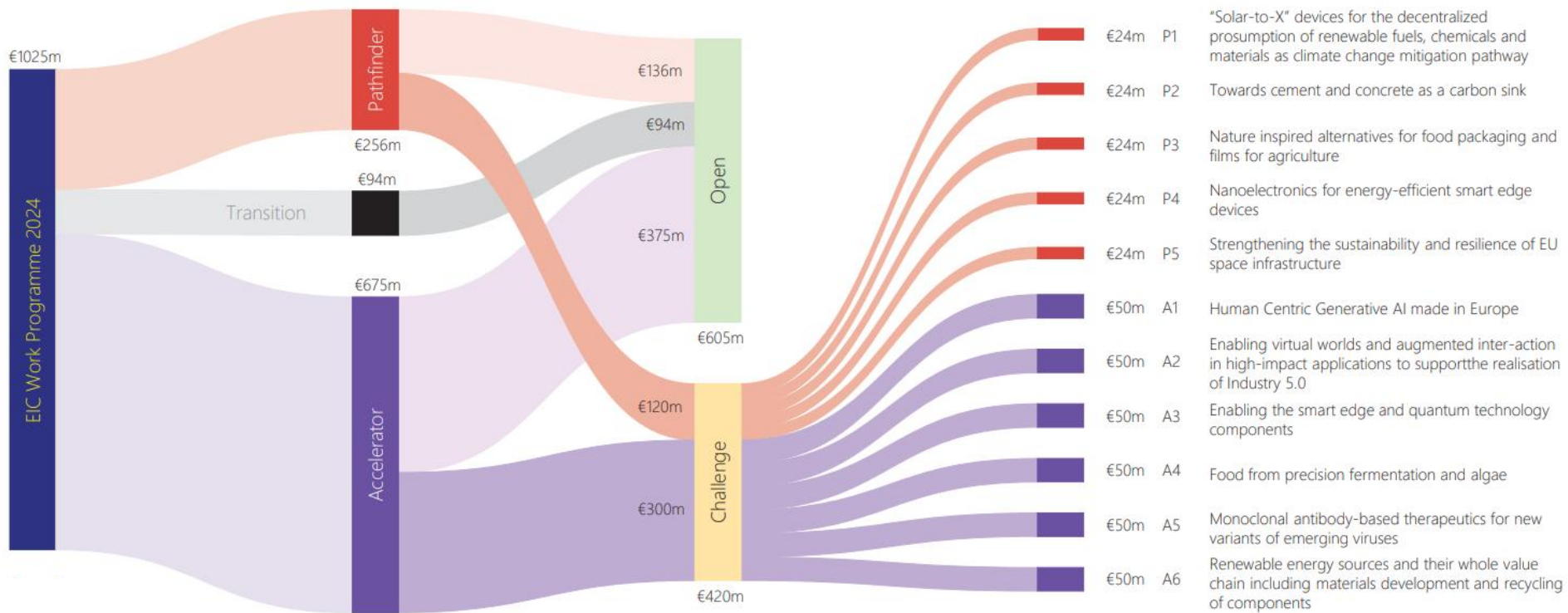
- For consortia
- Grants up to €4 million
- To research technology breakthroughs (TRL 1-4)



100% funding



IN 2024 EIC ALLOCATES ~€1 BN TO OPEN AND CHALLENGE CALLS BY ITS PATHFINDER, TRANSITION, ACCELERATOR



SUPPORT BEYOND FUNDING



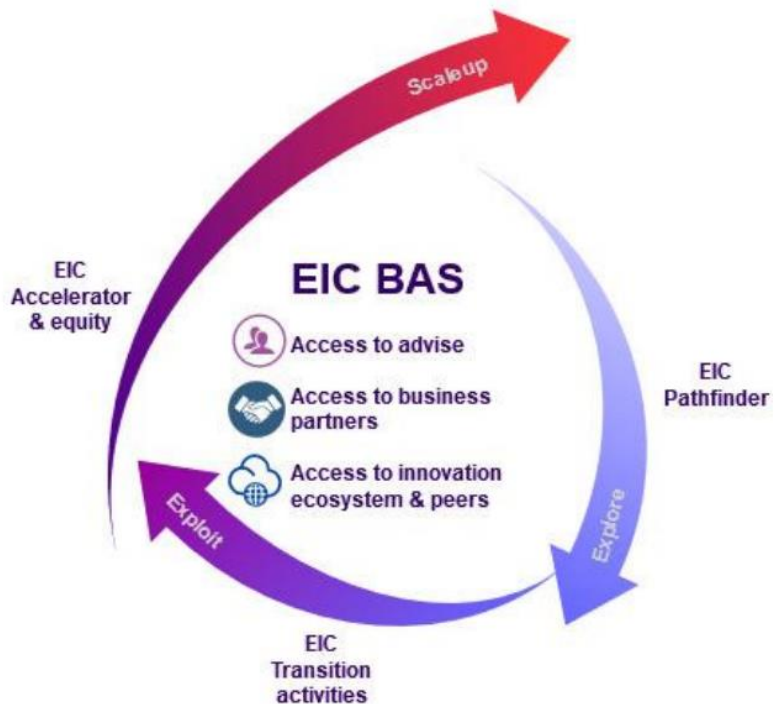
WHY?
Accelerate EIC innovations & growth



WHAT?
Free access to tailor-made services worth up to €50k+



- WHO?**
- EIC Awardees
 - Accelerator applicants (2 stage / 3 days coaching)
 - Horizon Europe Seal of Excellence
 - Women Tech EU
 - EIC Scaling Club



VOLUME OF APPLICANTS, OUTCOMES IN 2023

<p>EIC Pathfinder</p>	<p>Open: 783 proposals submitted, 61 projects selected, €177M in funding</p> <p>Challenges: 371 proposals submitted, €163.5M budget, selection in Spring 2024</p>
<p>EIC Transition</p>	<p>293 proposals (Open) + 144 proposals (Challenges) submitted</p> <p>46 proposals selected, €163.5M funding</p>
<p>EIC Accelerator</p>	<p>2700 short applications (apply anytime)</p> <p>2750 full applications (Open + Challenges)</p> <p>438 invited to interview</p> <p>130 companies selected (excludes November 2023 cutoff)</p> <ul style="list-style-type: none"> • €300M grant funding • €500M investment by EIC Fund

EIC PATHFINDER SUCCESS RATES 2021-2023

open	eligible proposals	funded proposals	EU contribution	success rate
2021	868	60	180,2 M€	6,9%
2022	858	66	197,2 M€	7,7%
2023	783	61	177 M€	7,9%
Total	2509	187	554,4 M€	7,5%

challenges	eligible proposals	funded proposals	EU contribution	success rate
2021	403	42	146,8 M€	10,4%
2022	436	49	178,2 M€	11,2%
Total	839	91	325 M€	10,8%

EIC TRANSITION SUCCESS RATES 2021-2023

	Submitted	Ineligible	Evaluated	Funded	Success rate
Cut off 2021	292 (221+71)	62	230 (173+57)	43 (31+12)	18.4% (17.9 21.1)
1 st cut off 2022	165 (143+22)	21	144 (129+15)	19 (14+5)	13.2% (10.9 33.3)
2 nd cut off 2022	287 (236+51)	106	181 (157+24)	32 (25+7)	17.7% (15.9 29.2)
1 st cut off 2023	180 (131+49)	14	166 (122+44)	19 (14+5)	11.4% (11.5 11.4)
2 nd cut off 2023	257 (162+95)	18	239 (153+86)	27 (12+15)	11.3% (7.8 17.4)

EIC ACCELERATOR SUCCESS RATES 2023

- In the Open call, the success rate varies around 5...8% in each cutoff

Name of the EIC Accelerator Challenge	Target budget (from the work programme)	Number of proposals				Number of projects with a "go" (Mar- Jun), Nov still needs to be evaluated	Success rate
		Mar 2023	Jun 2023	Nov 2023	Total		
Aerosol and surface decontamination for pandemic management	€ 65 million	5	7	7	19	0	0%
Customer-driven, innovative space technologies and services	€ 65 million	12	8	25	45	3	15%
Emerging semiconductor or quantum technology components	€ 100 million	17	22	41	80	8	21%
Energy storage	€ 100 million	12	20	49	81	3	9%
New European Bauhaus and Architecture, Engineering and Construction digitalisation for decarbonization	€ 65 million	6	19	31	56	2	8%
Novel biomarker-based assays to guide personalised cancer treatment	€ 65 million	8	8	35	51	1	6%
Novel technologies for resilient agriculture	€ 65 million	23	23	56	102	5	11%

EIC TRANSITION, SPECIFIC REMARKS FROM EVALUATION

European
Innovation
Council



Major
strengths
of the GO
proposals

The novelty / disruptiveness of the innovation



The incipient business model



The team



The involvement of users and early customers



The understanding and knowledge of the market competition



The right timing in terms of TRL (4 to 5/6), USP, feasibility



Successful proposals have

- **Great innovation**
- **Competent team** to develop technology, investigate market & business

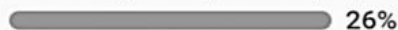
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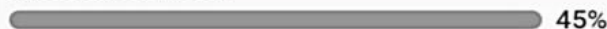


Major
weaknesses
of the
NoGO
proposals

The novelty / disruptness of proposed innovation



The business model



The team in the consortium or the exploitation partner



The lack of involvement of early users / customers



The lack of understanding of the market / competition



The wrong timing in terms of TRL, USP, feasibility



Lessons

- **Know the market** you plan to enter
- **Know the competition** you will face
- **Know the problem** you are solving

EIC TRANSITION, COMMON FEEDBACK FROM EVALUTION

Some DOs

- Pay attention to eligibility conditions and your project's foundation
- Justify your business objective, conduct preliminary market research and explore potential competitors
- Mind the TRL level of your research results
- Include milestones (including TRL progress) and KPIs
- Consider both technology and business maturation in the project
- Ensure a diverse team capable of advancing technology and exploiting business aspects
- Address technical and business risks
- Provide clarity on IPR ownership
- Clarify interdependence of WPs and tasks

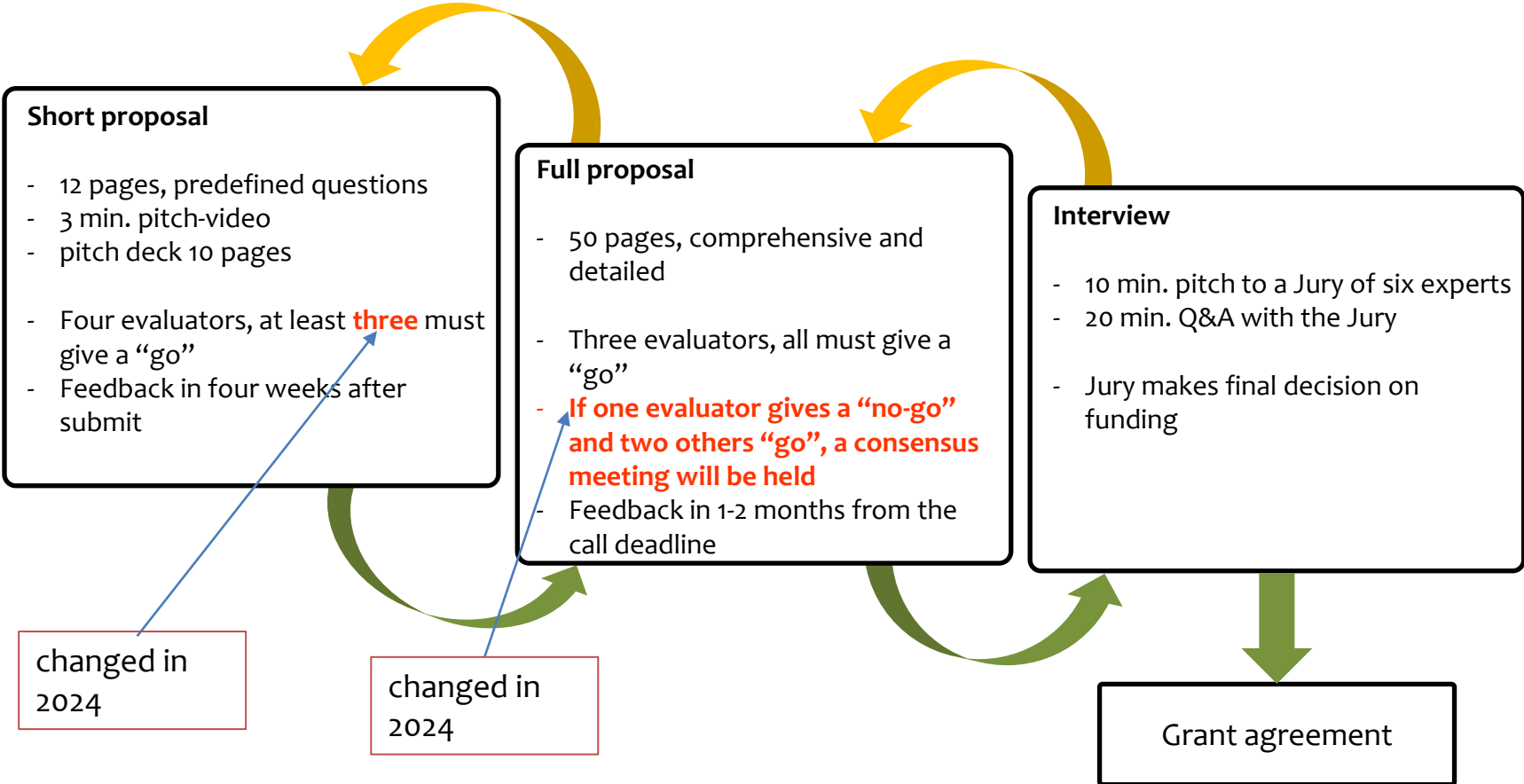
Some DON'Ts

- Don't apply if your TRL is at 5 or 6; apply directly to Accelerator instead
- Don't overlook the emphasis on impact and higher commercial potential
- Don't omit mentioning and justifying the markets you aim to enter
- Don't disregard your exploitation partner and/or channel
- Don't overlook your competition (existing technologies and/or competitors)

EIC CHALLENGES IN 2024

- Contribution to EU policies and objectives, including Green Deal, Chips Act, Net Zero Industry, Critical Raw Materials, Health Emergency Preparedness, Strategic Technologies, etc.
- EIC Transition: none
- EIC Pathfinder: 5
 - "Solar-to-X" devices
 - Towards cement and concrete as a carbon sink
 - Nature inspired alternatives for food packaging and films
 - Nanoelectronics for energy-efficient smart edge devices
 - Protecting EU space infrastructure
- EIC Accelerator: 6 challenges, each with €50M budget
 - Human Centric Generative AI
 - Virtual worlds and augmented interaction, including support to Industry 5.0
 - Enabling the smart edge & quantum technology components
 - Food from precision fermentation and algae
 - Monoclonal antibody-based therapeutics for emerging viruses
 - Renewable energy sources and their whole value chain

EIC ACCELERATOR PROPOSAL PROCESS



LOOKING FOR...

Start-ups and SMEs seeking to **scale-up** high impact innovations with the **potential to create new markets** or disrupt existing one

Innovation building on **scientific discovery** or technological breakthroughs („**deep tech**“)

Innovations where **significant funding** is needed over a **long timeframe** and are **too risky** for private investors alone

- You need a breakthrough innovation with the potential to (1) create entirely new markets or revolutionize existing ones, (2) a clear ambition to grow at international level, (3) a demonstrated knowledge of your target market, and (4) a convincing, detailed business and financing plan.

EXCELLENCE CRITERIA

Excellence

Excellence of the applying company: Does the company have a clear mission and vision and partnerships to realize their ambition to scale up?

Novelty and breakthrough character of the innovation: Does the innovation have breakthrough character and a high degree of novelty compared to existing solutions, and for EIC Accelerator Challenges, is it addressing the specific objectives of the challenge?

Timing: Is the timing right for this innovation in terms of users, societal or scientific or technological trends and developments?

Technological feasibility: Has the technology been developed in a safe, secure and reliable manner? Has it been adequately assessed, validated or certified?

Intellectual Property Strategy: Does your company have the necessary Intellectual Property Rights to ensure freedom to operate and adequate protection of the idea?

IMPACT CRITERIA

Impact

Competitiveness and demand: Is the innovation better than what the competition proposes, and is the solution bringing sufficient added value to trigger demand from potential customers?

Market development: Does the innovation have the potential to develop new markets or significantly transform existing ones? Has the potential market for the innovation been adequately quantified, including conditions and growth rates? Is the expected market share acquisition reasonably ambitious and reachable?

Commercialization strategy: Is there a convincing and well thought-through strategy for commercialization, including regulatory approvals/compliance needed, time to market/deployment, and business and revenue model? Are the key partners identified and committed?

Scale up potential: Does the innovation have the potential to scale up the company?

For grant only support: can the applicant demonstrate access to the resources needed to commercialize and scale-up the innovation

Broader impact: Will the innovation, if successfully commercialized, achieve positive broader societal, economic, environmental or climate impacts, and for EIC Challenges does it have the potential to contribute to the expected outcomes and impacts set out in the Challenge?

CRITERIA FOR LEVEL OF RISK, IMPLEMENTATION, AND NEED FOR UNION SUPPORT

Level of risk, implementation, and need for Union support

Team: Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing, including adequate representation of women and men?

Risk level of the investment (for applicants requesting an investment component): Does the nature and level of risk of the investment in your innovation mean that European market actors are unwilling to commit the full amount that is needed without an investment from the EIC Fund? Is there evidence that market actors would be willing to invest, either alongside the EIC or at a later stage?

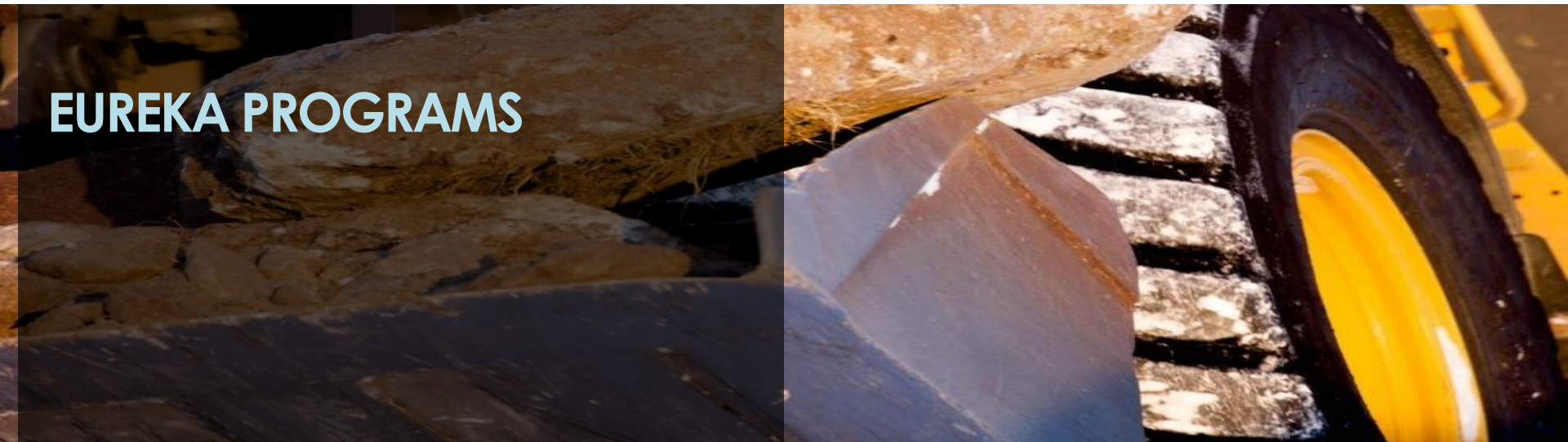
Note: if an applicant has previous investors or is in a current investment round, this will not be used as a reason to reject an application against this element. Moreover, this assessment should take into account the international context and whether competitor companies outside of the EU or Associated Countries have access to larger investment amounts.

Note: Small mid-caps will be expected to provide documentary evidence that their bank has refused the financing needed for the project.

Risk mitigation: Have the main risks (e.g. technological, market, financial, regulatory) been identified, together with measures to take to mitigate them?

Implementation plan: Is there a clear implementation plan with defined milestones, work packages and deliverables, together with realistic resources and timings?

EUREKA PROGRAMS



EUREKA PROGRAMS

- Widely relevant for industry: Eurostars, SMART
- For development of new markets and supply chains: INNOWWIDE
- All programs and calls are not always open in Finland
- Program admin and evaluation by Eureka, funding from national sources – applicant must be eligible for funding by Business Finland
- Interesting especially for SMEs, better success rate in comparison with EIC programs
- Most programs require a small consortium, e.g. Eurostars has a minimum of 3 partners, 2 countries. Large enterprises and research can join, too.

Eureka Clusters

CELTIC-NEXT involves all the major ICT industry players, many SMEs, service providers and research institutions to champion a secure, trusted and sustainable digital society. Activities are open to all willing to align their goals with national priorities to advance the development and uptake of advanced ICT solutions.

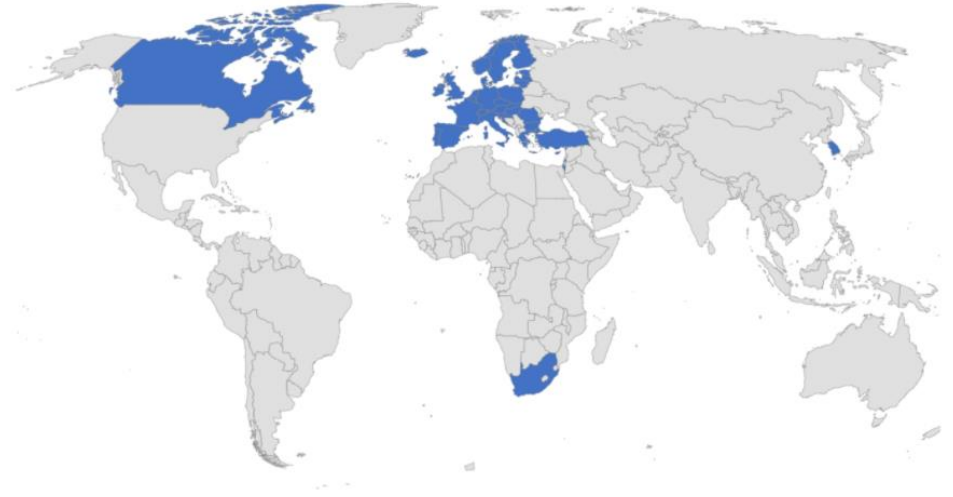
SMART projects support the adoption, integration and upskilling of advanced and discrete manufacturing technologies. Your input could help production companies navigate the global shift to advanced manufacturing.

ITEA 4 enables digital transformation by fostering software innovation projects in the smart mobility, smart cities, energy, healthcare, manufacturing, engineering and safety and security sectors. ITEA pushes the important technology fields like AI, big data, simulation and high-performance computing into concrete business cases and applications.

Xecs supports collaborative innovation in the field of electronic components and systems, generating high economic impact and a better life for us all by driving a sustainable digital transformation.

EUREKA EUROSTARS, SOME DETAILS

- Success rate 25%
- Eurostars call 6 deadline 14.3.2024
- Any technology
- Market-driven: must lead to a new product, process, or service that can be rapidly commercialized
- Starting TRL 4-6
- Past projects:
 - 3-4 partners on average
 - budget 1.4 M€ on average
- Project must be lead by an SME from Eurostars country
- Budget of the SMEs (excl. subcontracting) must be at least 50% of the project total
- Non-Eurostars countries can join on self-funding basis



- No single partner or country takes more than 70% of the budget
- Duration 36 months max.
- MIL partners can join, and project scope can include dual-use technologies as long as the project has a civilian focus

EUREKA EUROSTARS EVALUATION CRITERIA (KEY POINTS)

Quality and efficiency of the implementation

1. Quality of the consortium

- *The management experience of the partners*
- *As a consortium, do the partners possess necessary and complementary key qualifications to meet the objectives and results?*
- *Do all of the partners have commercial and/or scientific capabilities and interests in achieving the results?*

2. Added value through co-operation

- *The benefits brought through cooperation – does this benefit from being done cooperatively/internationally? Does the project demonstrate clear sharing of risks, of costs, of know-how, of benefits?*
- *Does the cooperation support and expand the capabilities and knowledge of each partner beyond project results, e.g., admittance to a new market, new technology and new skills?*
- *Do all SME partners stand to gain commercially from the exploitation of the project results? Does one partner stand to benefit disproportionately from exploitation of the project results (when compared to their input)?*

3. Realistic and clearly defined project management & planning

- *Does the project plan include a realistic time schedule in relation to tasks and objectives?*
- *Are the project's goals clearly identified and logically set out through well described work packages? Are the work packages broken-down into logical, well-defined tasks which are relevant to the expected results?*
- *Are the milestones and results clearly identified? Do they allow verification of progress during project implementation, including go/no-go decisions?*
- *Is the project management structure well described? Is there an appropriate and capable structure for implementing the project (e.g., taking decisions, tracking, and ensuring progress, reporting, etc.)?*
- *Does the main partner (as project manager) have relevant project management experience, including experience of multi-partner projects?*
- *Are the roles and responsibilities of each partner within each work package clearly described and differentiated in the work plan? Is task allocation, by any partners, to sub-contractors clearly identified?*

EUREKA EUROSTARS EVALUATION CRITERIA (KEY POINTS)

Quality and efficiency of the implementation (continued)

4. Reasonable cost structure

- *Is the cost breakdown well-structured and corresponds to the tasks and activities to be implemented by each partner?*
- *Are the costs reasonable (i.e. neither underestimated nor overestimated) for the proposed work and for each of the partners?*
- *Are subcontracting costs appropriately justified?*

Impact

1. Market size

- *Have the applicants quantified the market size, growth prospects and expected market share? Are these descriptions realistic?*
- *Is there a profitable market for the product? Does this represent a strong foundation for sustainable competitiveness?*
- *Is the potential market share well considered and justified?*

2. Market access and risk

- *Are the partners qualified to break into the market or, preferably, do they already have an established position?*
- *Has the proposal identified barriers to the market and/or included important customers, or in other ways reduced the time and costs to market:*
 - *Regulatory*
 - *Standards and certification*
 - *Commercial*
 - *Competition*
 - *Quality*
 - *Pricing*
 - *Market acceptance*

EUREKA EUROSTARS EVALUATION CRITERIA (KEY POINTS)

Impact (continued)

3. Competitive advantage

- *Will the product be unique with very few competing products?*
- *Will the product have a significant price or quality advantage over competing products or benefit to the customer?*
- *Will the partners be able to generate strong IP to prevent copying of the end results? Will they need to?*
- *Will the know-how developed within the project be such that they would have a very strong and clear time to market advantage over competition?*
- *Have they carefully analyzed existing IP and assessed whether it might affect their marketing approach?*

4. Clear and realistic commercialization plans

- *Has the consortium clearly outlined the plans for commercialization of the project results and are they realistic?*
- *Has the split or sharing of project results been defined with a view to commercialization?*
- *Do the commercialization plans include realistic and credible projections for:*
 - *Revenue*
 - *Investment required*
 - *Anticipated costs associated with product launch on the market*

5. Economic, Environmental and Societal Impact

- *Has the consortium identified the project's positive contribution to the UN Sustainable Development Goals (SDGs)? Is the contribution well described and realistic?*
- *Are the potential outcomes and impacts (including their scale) realistically identified?*
- *Has the consortium identified any potential negative social and/or environmental effects that their project or project results may have? Has the consortium planned any mitigation measures? Are mitigation plans well described and effective?*

EUREKA EUROSTARS EVALUATION CRITERIA (KEY POINTS)

Excellence

1. Degree of innovation

- *Is the product technologically new or a significant improvement on existing solutions?*
- *Does it deliver objectively new products, processes or services to the consumer with an added value?*
- *Is the product an advance on commercial state-of-the-art?*

2. New applied knowledge

- *Will the project lead to the creation of new knowledge which is not yet known in the area?*
- *Will the project resolve an issue of technical uncertainty, resulting in new knowledge?*
- *Will the new knowledge bring the partners to the forefront of the area in question and thus well beyond the present state-of-the-art?*
- *Could the technology or knowledge being developed be the potential basis for a wide number of applications?*
- *Does the application for the technology/knowledge have the potential to be expanded into other areas/ sectors beyond the scope of the application being developed in this project?*

3. Level of technical challenge

- *Does the project involve a high degree of technical challenge?*
- *Does achieving the project results require the application of a significant level of specialist's know-how and knowledge?*
- *Is the level of technical challenge such that the project results could not easily be replicated by others?*

4. Technical achievability & risk

- *Is the approach technically sound? Is an appropriate technology being employed for the envisaged development?*
- *Are the proposed technical developments achievable within the defined budget and timescale?*
- *Is the research method described appropriate for achieving the technical developments (e.g., it includes a programme of design, test, analysis, decision and iteration if appropriate)?*
- *Does the research method include, in its different stages, a proper sex, gender and intersectional analysis?*

EIT



- Pillar 3 of Horizon Europe
- Europe's largest innovation network strengthening innovation since 2008
- Driving innovation, bringing together organizations across business, education, and research. The goal of these partnerships is to find and commercialize solutions to pressing global challenges. For each global challenge, there is an ecosystem of partnerships called Knowledge and Innovation Communities.
- Offers a wide range of education courses, business creation and acceleration services, and innovation-driven research projects.



Applications are open for the EIT Urban Mobility Market Readiness Accelerators



OPPORTUNITY

01/02/2024 11.22 - CET > 15/04/2024 00.00 - CET

 Mobility

EIT RAWMATERIALS

- Single-partner program for startups and SMEs
 - Wide scope covering the whole supply chain and supporting services
 - Accelerator stages 1-2-3
 - Booster
-
- Similar evaluation process in all stages, with live pitching and Q&A
 - Access to partner network (397 partners, 30 from Finland)



PHASE 1: EXPLORE

build proof of concept and discover your market niche (3 months)



PHASE 2: BUILD

validate customer needs and verify business assumptions while identifying criteria for market entry (6 months)



PHASE 3: GROW

tailor your business for launch through market entry, raising financing and expansion of your team (6 months)

Criterion	Details
Excellence	<ul style="list-style-type: none"> • Technical quality of the plan • Technical development status of the company • IP status, (planned) patent applications, copyright, etc.
Market and finance	<ul style="list-style-type: none"> • Business model and market strategy • Justified business case and revenue projections
Team	<ul style="list-style-type: none"> • Complementarity of the team's skill set • Team's support network
Impact	<ul style="list-style-type: none"> • Relevance and potential impact to EIT RawMaterials value chain and Strategic Objectives • Clarity of project objectives, milestones and timeline
Financial sustainability scheme	<ul style="list-style-type: none"> • Contribution potential to EIT RawMaterials Financial Sustainability Scheme