

How to prepare a good Eurostars application

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From an IEP member perspective: What happened in COD1:

- ▶ Number of accepted projects:
- ▶ In Eurostars 2-COD1 roughly 82 out of 158 above threshold.
- ▶ First 70 out of 82 have been funded
- ▶ **In any case, intended project must rank within first 50, whatever the number of project submitted,**
- ▶ **If a project fails the first time, you can resubmit. However, from past experience, it is seen that a resubmission receive +- same ranking,**
- ▶ **If a resubmission, change the product scope as well as the consortium partnerships (totally new submission may have a better ranking opportunity).**



Funding

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- ▶ The funding of partners is based on the national funding rules. **Project partners must demonstrate good financial health. Otherwise project is killed. The content has no real value at all.**
- ▶ The funding of projects is following the ranking list until national budget exhaustion. **If project is of mediocre quality (ranking between 50-80), then partner countries (countries which can fund all proposals) must be carefully selected.**
- ▶ All partners must be funded to be a Eurostars project



Eurostars2: try to cooperate with No.1's SME's (and institutions) in their respective countries:

- ▶ **Allows the combination of the best institutions of each country: try to cooperate with an SME with**
 - ▶ **Links to top research institutions AND**
 - ▶ **Companies with already strong market presence and good market access**
- ▶ Past: good research **background**, **already** patented good technology,
- ▶ Present: **good pre-applications** of patented idea, **healthy financial** structure,
- ▶ Future: good **product marketing** planning.



Basic Assessment - Quality and efficiency of the implementation - 1

- ▶ 1. At least 2 participants that are Eurostars members. Well balanced partnership (no country responsible for more than 75% of the project costs).
- ▶ 2. Consortium Leader must be an R&D-performing SME. **The managerial capacity of the project coordinator should be clearly outlined. The coordinator must have a clear track record of international project management.**
- ▶ 3. The consortium must be extremely well balanced. **The innovation is embedded within the leading SME + there a high tech research institution backing the technological idea + there is a company already well rooted in the market willing to exploit and/or market the new product.**



Basic Assessment - Quality and efficiency of the implementation -2

- ▶ 4. There must Added Value through cooperation. **Cooperation of similar companies should be avoided. Technologically complementary institutions should form the consortium. Also companies already present in the market should be chosen.**
- ▶ 5. Methodology and Planning should be **detailed. Risks and contingency plans must be clearly described.**
- ▶ 6. Milestones and deliverables should **be detailed. The work share of the partners in the consortium should be evenly distributed.**



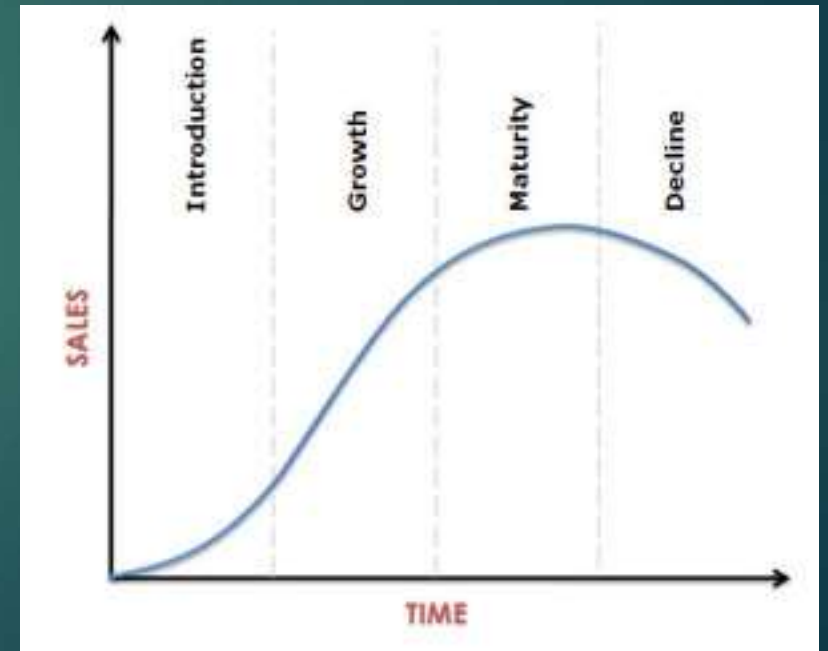
Basic Assessment - Quality and efficiency of the implementation-3

- ▶ 7. Cost and Financing Structure should be detailed. **The cost and project financial share and benefits of the partners in the consortium should be evenly distributed.** The R&D performing SMEs are undertaking at least 50% of total R&D cost.
- ▶ **How IPR will be exploited usually not well answered.**
- ▶ 8. Financial Commitment of each partner should be detailed.



Product development level must be already mature at time of application

- ▶ Project duration is less than 3 years
- ▶ **Time to Market: Market introduction is foreseen within 2 years after project completion.**



Technology and Innovation – Excellence -1

- ▶ Degree of Innovation should be very high. **Very recent IPR's to be well documented/tabulated.**
- ▶ Degree of technical maturity should be low. **Not a conglomeration of existing technologies,**
- ▶ Technological **risks should be very high,**
- ▶ But **all risks must have been properly addressed,**



Technology and Innovation – Excellence -2

- ▶ Technological achievements should be detailed,
- ▶ Technological progress for SMEs should be clearly stated,
- ▶ Geographical or sectorial impact should be very wide.



Market and Commercialization – Impact -1

- ▶ 1. Market and Commercialisation is most often neglected in project proposal. Actually it is the most important part of the proposal. **What is the added value of the proposed product ? What are its strength and weaknesses?. How to correct the weaknesses.**
- ▶ 2. Market Size should not be overrealistic. **Usually it is described larger than reality. No major already established player should be in the targeted market. Market share should be described.**
- ▶ 3. Market **access barrier should be low.**
- ▶ 4. Return On Investment (ROI) should be **correctly calculated.** **Input parameters and assumptions should be detailed and calculation steps should be presented.**



Market and Commercialization – Impact -2

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- ▶ 5. Market potential for SME should be analysed
- ▶ 6. Time to Market should **be short (around 2 years)**
- ▶ 7. Strategic importance of the new product should be detailed.
This will affect market share.
- ▶ 8. Enhanced capabilities/visibility. **Strength of the product, presence in the market and market planning should be detailed.**



2-step evaluation

- ▶ 1. Technical Assessment by 3 experts + NPC cover note
- ▶ 2. Evaluation and Ranking by Independent Evaluation Panel. **Very strong statistical data and impartial expert analysis making ranking close to perfect (continued legacy of Eurostars 1)**
- ▶ What is evaluated: be the devils advocate in writing the proposal:
 - ▶ Basic Assessment. Proposal should not only focus on setting up a good consortium. **Timely product idea and how to achieve it should be underlined.**
 - ▶ Technology and Innovation. **Risky technology is good but risks must be assessed very well. This part of the proposal should be written very easily. If no IPR how to protect it in the marketing phase as well?**
 - ▶ Market and Competitiveness. **A good time and effort should be dedicated to writing the marketing of the new product. An excellent consortium helps the MC as well.**



Thanks for listening

