THE EU

RESEARCH & INNOVATION

PROGRAMME 2021 – 27

RESEARCH AND INNOVATION

Commission

Horizon Europe structure

Pillar I
EXCELLENT SCIENCE

- European Research Council
- Mare Skłodowska-Curie
- Research Infrastructures

Pillar II
GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

6 Clusters

- Health
- Culture, Creativity & Inclusive Society
- Civil Security for Society
- Digital, Industry & Space
- Climate, Energy & Mobility
- Food, Bioeconomy, Natural Resources, Agriculture & Environment

- Joint Research Centre

Pillar III
INNOVATIVE EUROPE

- European Innovation Council
- European Innovation Ecosystems
- European Institute of Innovation & Technology

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

- Widening participation & spreading excellence
- Reforming & Enhancing the European R&I system

European Commission

European Innovation Council

Support to innovations with breakthrough and disruptive nature and scale up potential that are too risky for private investors **(70% of the budget earmarked for SMEs)**

European Innovation Council – a one-stop-shop

- **Helping researchers and innovators create markets of the future, leverage private finance, scale up their companies**
- **Innovation centric, risk taking & agile, pro-active management and follow up**
- **Mostly 'bottom up', but also targeting strategic challenges**
- **EIC Programme Managers to develop visions for breakthroughs and steer portfolios**

Complementary instruments bridging the gap from idea to market

PATHFINDER	TRANSITION	ACCELERATOR
R&I grants (from early technology to proof of concept)	**R&I grants** (proof of concept to pre-commercial)	**Grants & investment (via EIC Fund) for single SMEs & start-ups** (from pre-commercial to market & scale-up)

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EIC Pathfinder

funds research to develop the **scientific basis** to underpin **breakthrough technologies**

Expected outcome: **Proof of Principle/proof of concept**

EIC Pathfinder Open ⇨ bottom-up approach with no predefined topics

EIC Pathfinder Challenges ⇨ top-down challenge-driven calls for tackling specific technology breakthroughs by portfolios of projects

European Commission

EIC Pathfinder Open

- early stage development (**TRL 1 – 4)**
- **radically new technology**, with potential to create new markets and/or to address global challenges
- No incremental research
- **Interdisciplinary consortium**
- **Outcome:** Proof of Principle

European Commission

EIC Pathfinder Open 2023

- Collaborative research: at least 3 independent legal entities (3 out of 3)
- EU contribution: up to 3 M€
- Funding rate: 100 % (RIA)
- Up to 17 pages of the proposal (Part B) → Excellence, Impact and Implementation

European Commission

EIC Pathfinder Challenges

- **Subject related (top-down) calls**
- TRL 2 – 4
- Building on new, cutting-edge directions in science and technology to disrupt a field and a market or create new opportunities
- Portfolio of projects that explore different perspectives, competing approaches or complementary aspects of the Challenge.

European Commission

EIC Pathfinder Challenges 2023

- 3 out of 3, single applicants or small consortia (two partners)
- Funding up to 4 M€
- Funding rate: 100% (RIA)
- Up to 25 pages of the proposal (Part B) → Excellence, Impact and Implementation

European Commission

EIC Transition

innovation activities that go beyond the experimental proof of principle in laboratory

TRL: (3)/4 bis 5/6

Expected outcome:

- maturation and validation from the lab to the relevant application environments
- Development of a business plan

EIC Transition **Open**

EIC Transition **Challenges**

European Commission

EIC Accelerator: Who can participate?

The EIC Accelerator provides support to start-ups and SMEs with

- breakthrough, high-risk innovations (TRL 5/6)
- large international market potential
- European and global ambitions.

→ Develop innovations to market maturity
→ Start commercialisation
→ Blended Finance: grants + investment component

What kind of support do you get?

Grant up to 2.5 million euros (70% funding rate)

Innovation activities: development, demonstration and prototyping, approval, IP, preparatory market launch

Investment of 0.5 – 15 million euros

Financing of the market launch and scale-up

European Commission

When can you submit?

Anytime:
accelerator.eismea.eu

Step 1

Step 2

Next dates by invitation in 2023:
22nd of March, 7th of June, and 4th of October

Step 3

Pitches app. 2 months after submission of full proposal

European Commission

How can you participate?

European Commission

What will be supported?

Grant up to 2.5 Mio. Euro
(70% financing)

Innovation activities: development, demonstration and prototyping, approval, IP,

Investment of 0.5 – 15 Mio. Euro

Financing of Market Launch & Scale-up

European Commission

Parts of the short Proposal - Step 1

Online-Form („AI-Tool“)

Pitch Deck

Pitch Video

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Online– Form („AI–Tool“)

Pitch Deck

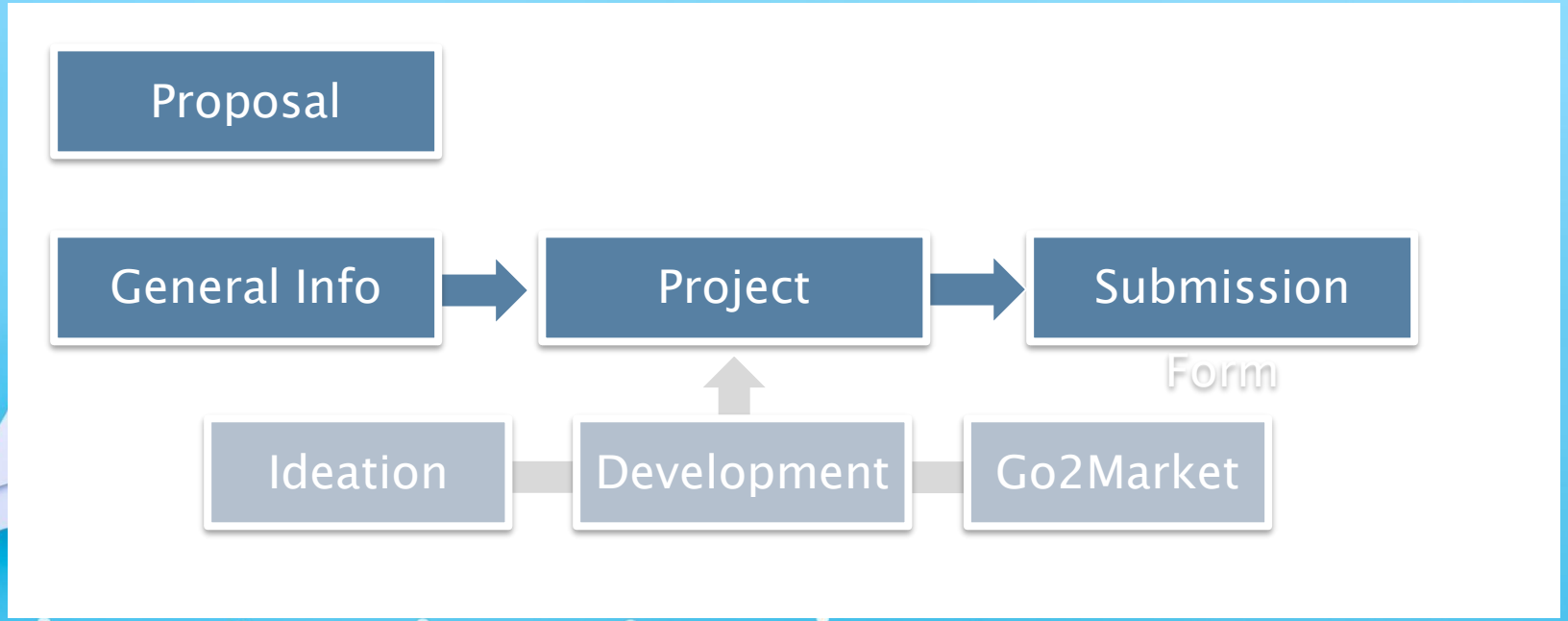
Pitch Video

Online-Form („AI-Tool“)

- Link to platform: accelerator.eismea.eu
- Set up “EU-Login”
- Apply for Participant Identification Code (PIC):
- Modules on the platform for the Step 1 Proposal:

Online-Form („AI-Tool“)

Online-Form („AI-Tool“)



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Project | Ideation → Development → Go2Market

- What type(s) of solution(s) do you have in mind?
- What kind of innovation?
- What level is your innovation?
- Describe your solution
- Which solutions already exist and what are their limits?

Project | Ideation | Development | Go2Market

- Describe your team (team complete?)
- Do you plan to collaborate with other stakeholders?
- Use Cases / Features
- What are the risks of failure?
- Why can't you carry out the project without the EIC?
- Why are other sources of funding out of the question?
- How much financing do you need (type of financing)?

Project | Ideation | Development | Go2Market I

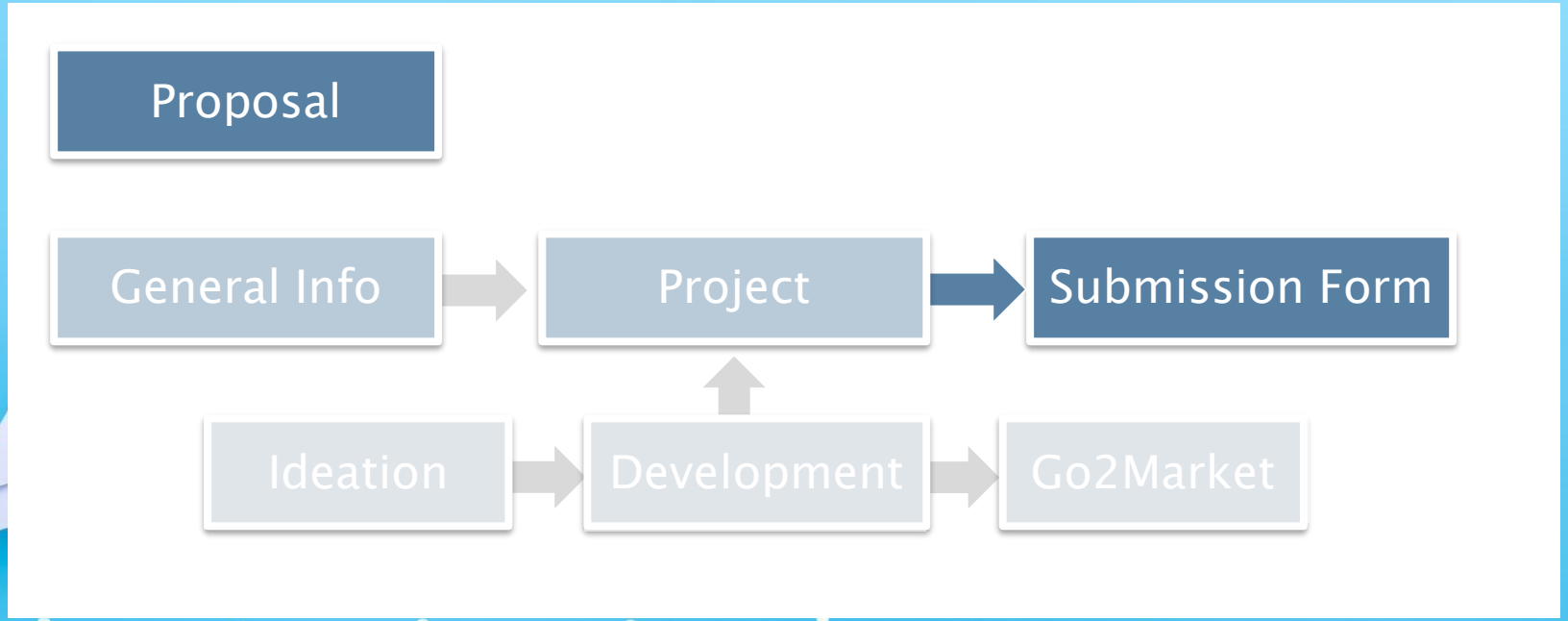
- Who will use the innovation?
- What is your target market?
- The target market is: new, emerging or mature
- How will you market the innovation?
- Who is interested in your innovation?
- Can you estimate the time (years) until market launch?

European Commission

Project | Ideation | Development | Go2Market II

- Can you describe potential societal or industrial applications?
- Will your innovation have an impact on society, the economy, the environment or the climate more broadly?
- What are the benefits for your company in case of success?
- Where do you see your company in 5 years?

Online-Form („AI-Tool“)



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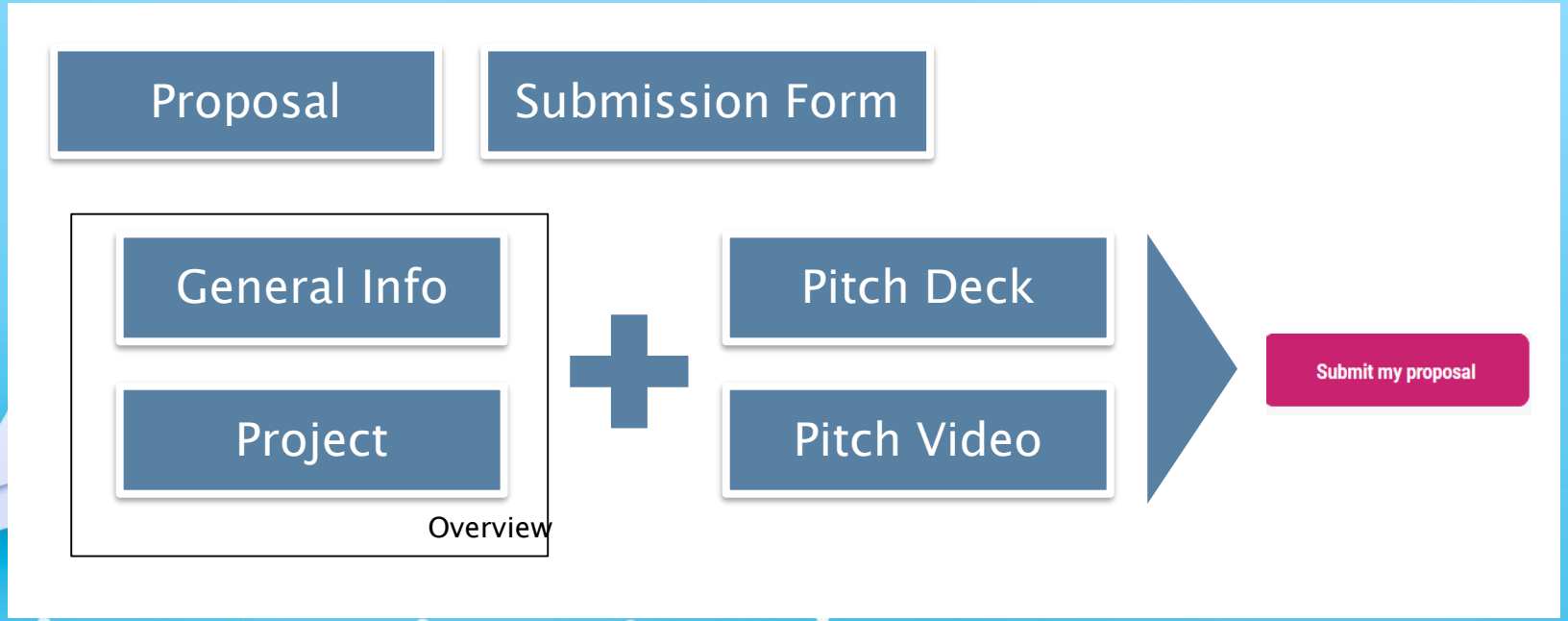

Parts of the short Proposal

Step 1

Online-Form („AI-Tool“)

Pitch Deck

Pitch Video

European Commission

The Pitch Deck

- Overview of your idea and highlights at a glance
- Supplements the proposal and the video
- No outline requirements
- Observe the assessment criteria for the short application
- "Reading deck", not intended for live presentation
- More text than in the interview deck (full application)
- Maximum 10 slides

The Pitch Deck – Suggestion on Outline

1. title slide
2. overview
3. problem
4. solution
5. team
6. target market
7. Competitors on the Market
8. Business Model / Financial Prognosis
9. Roadmap: steps to implementation and milestones
10. Funding requirements and closing statement

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Parts of the short Proposal

Step 1

Online Formular („AI-Tool“)

Pitch Deck

Pitch Video

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The Pitch Video

- 3 minutes
- Featuring the three most important members of your team
- Presentation of the innovation and the main motivation for your application
- You should keep the video simple
- The aim is to get to know the team behind the idea and their motivation
- If the core team is not yet complete: present the plan
- Language: English

The Pitch Video – Approach

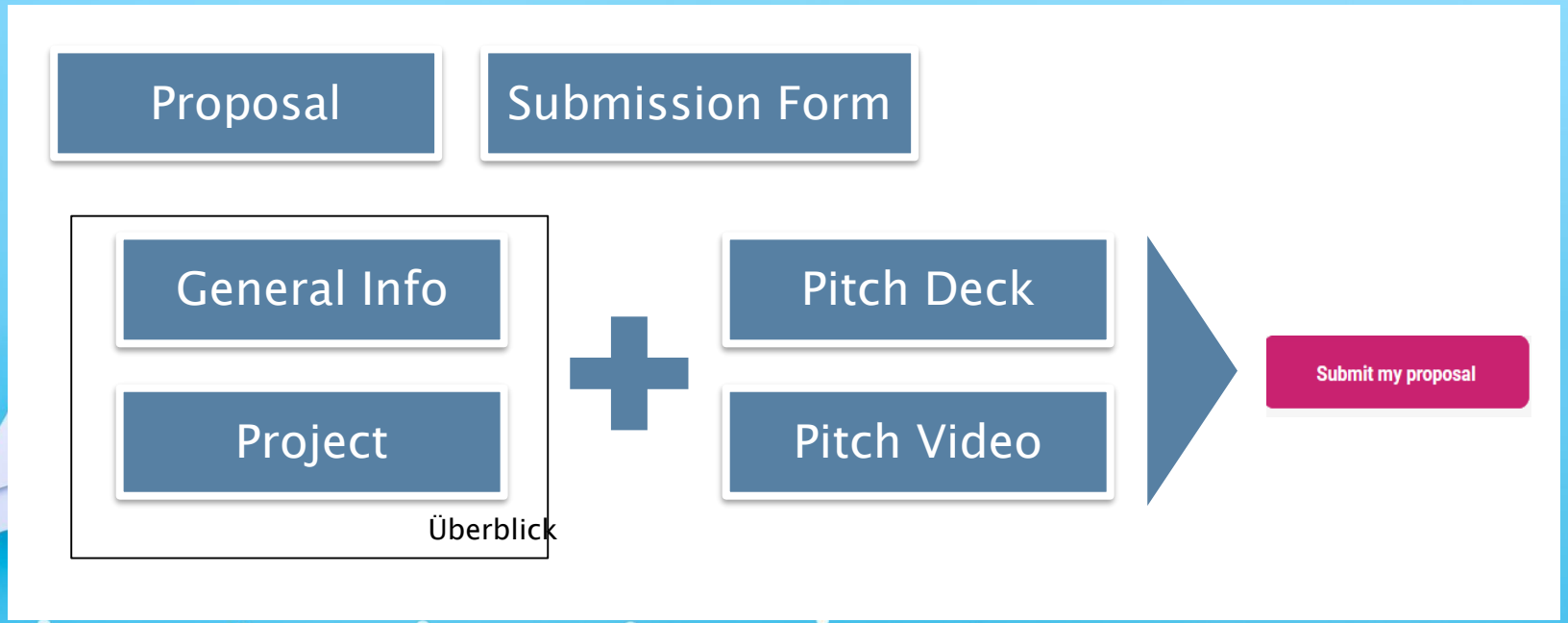
- Create a rough outline and schedule
- Don't write down the exact wording. Use bullet points and practice!
- Tip: Film the team members in an interview (Q&A) format. All answers must stand alone and be in complete sentences. Cut out / don't record the questions
- Demonstrate product / demonstrator
- Wear your everyday office attire

→ The aim is to have an appearance that is as authentic as possible!

The Pitch Video – Tools

- A good smartphone is enough
- But: use an external microphone
- Stabilize with a tripod or gimbal
- Pay attention to good lighting (ring light)
- Film in landscape mode

Online-Form („AI-Tool“)



Welcome to the EIC AI Platform

Discover the main applications to help you develop your project from your idea to the market

Discover the most relevant funding for your idea

Discovery

Step 1

Diagnose the chances of success of your sketch

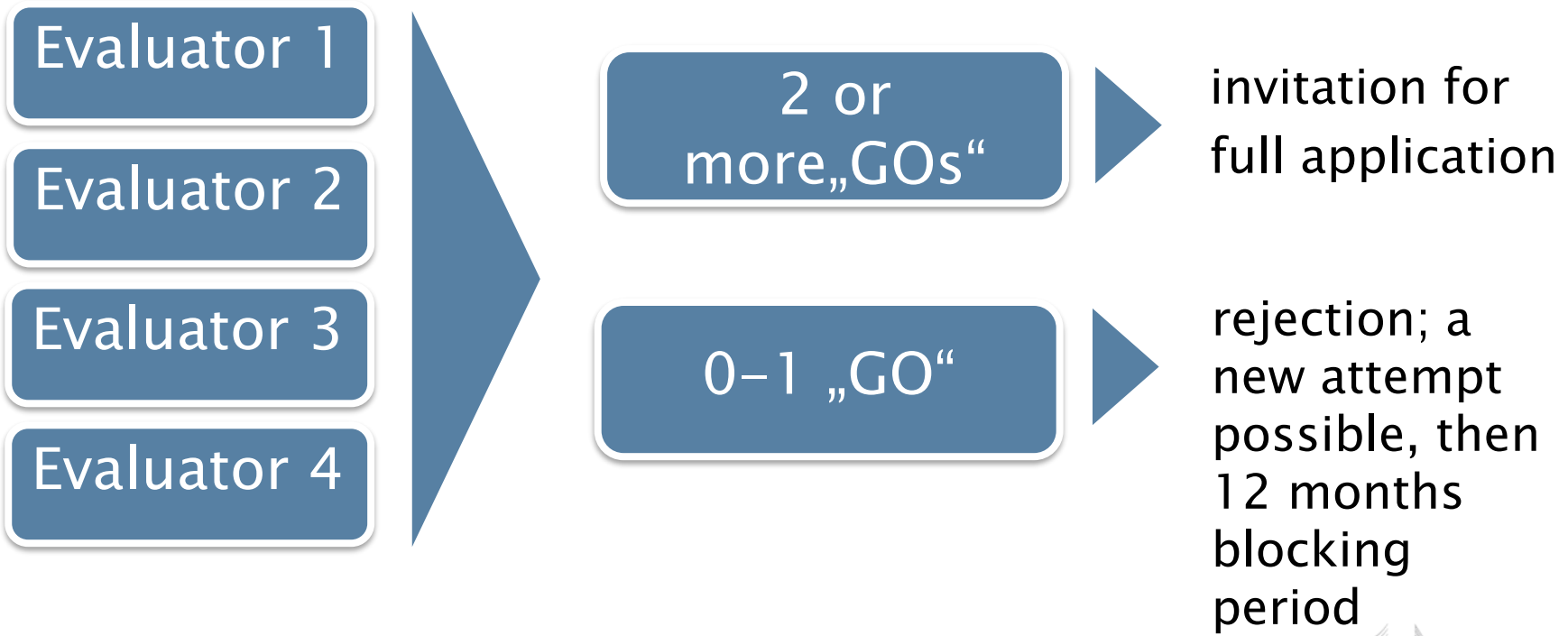
Diagnostic

Step 2

Design an innovative project

Design

Evaluation



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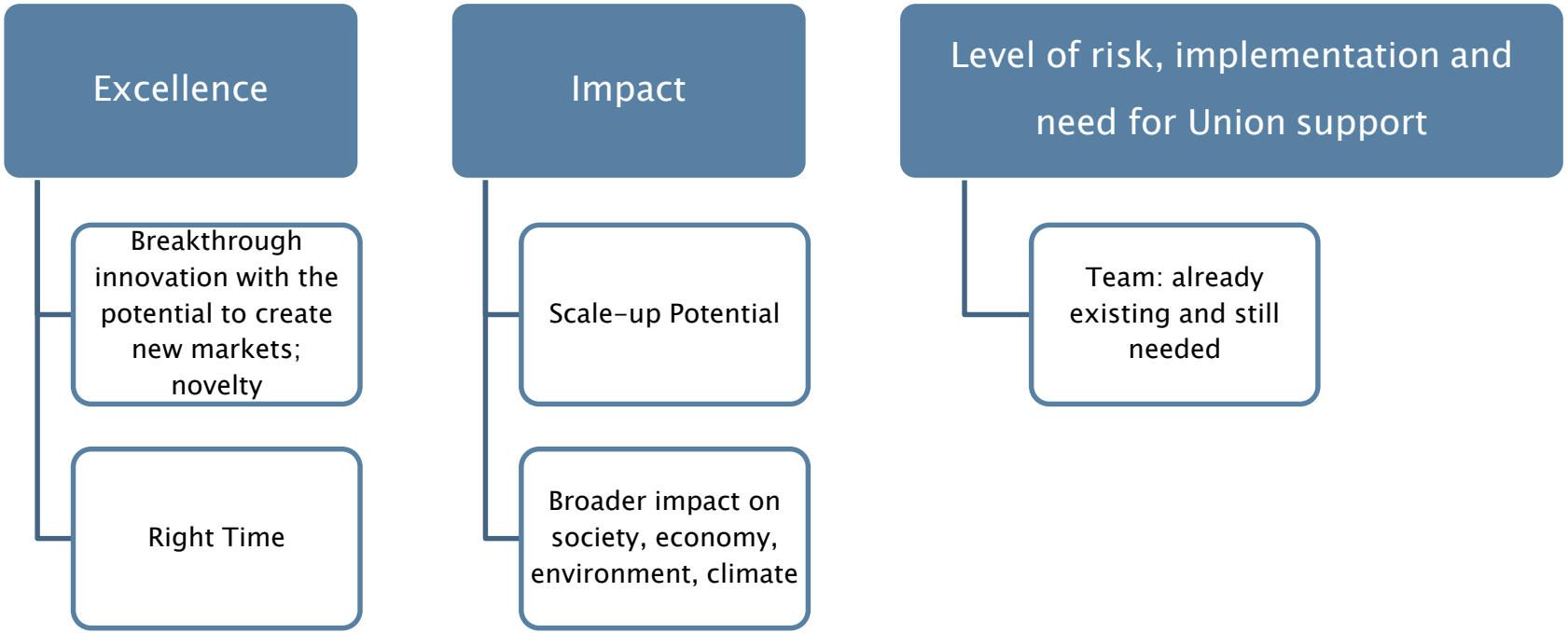
What you need to demonstrate

- Degree of innovation of the idea with regard to a groundbreaking technology
- Creation of a new market or market disruption and/or meeting societal needs
- scalability
- Credibility and motivation of the team
- (Potential) positive impact on the EU
- Need for EIC support to bring this innovation to market and exploit.



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You must not be rejected in step 1…

- Lack of detailed business plan
- Lack of detailed financial forecasts
- Missing detailed presentation of the financial requirements and description of the "Need for Union Support"
- If team not yet complete
- There is no gender balance in the team
- Missing representation of the technical feasibility
- Lack of evidence of market traction

After Step 1 Evaluation

„Time to Information“ average: ~ 23 Days

2 or more „GOs“ → invitation for full application

0–1 „GO“ → rejection; a new attempt possible, then 12 months blocking period

Text fields for summary of changes and "Rebuttal" in case of resubmission

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After Step 1 Evaluation

2 or more „GOs“

Invitation to the full application

- "Design" module in the AI tool will be unlocked
- Possibility to consult a coach via the tool
- Submission on a deadline within 12 months after "GO"

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More Information

Success rate Step-1: EU-Average: 59%

Links:

- EIC-Site of the EC
- EIC-AI-Platform
- Guide for Applicants
- EIC-WP 2023
- Investment Guidelines
- FAQs
- Become an Evaluator
- Become a Coach

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Contact us!

- Trainer 1
- Trainer 2

- eu-eap_sticooperation@servicefacility.eu

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Thank you!

#HorizonEU

http://ec.europa.eu/horizon-europe

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