

How to prepare a good Eurostars – 2 application



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Welcome!

What is the purpose of my speech?

- To share with you some practical experience as a former/ current IEP member
- To help you to identify the most frequent weak points of the applications
- To increase your motivation to concentrate on the key points of an Eurostars-2 application

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Why to participate in Eurostars?

- ✓ More money for research
- ✓ New partnerships (and strategic alliances)
- ✓ More visibility
- ✓ Better access to the targeted markets

And have a thorough independent **check of your idea**

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What gives you the best chances?

- ✓ You enter a competition where apples are compared with pears (no thematic focus) => **be different from the bulk**
- ✓ **In the end it is all about business** => show where your market and profit will be in near future and on longer term
- ✓ **Be credible:** there are too many experts who have to be convinced that ideas and facts you present are healthy
- ✓ Show that the partnership is **complementary, competent and complete**
- ✓ **Present a convincing "story"**

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Key aspects – overall attributes of a good project

- A good project proposal has:
 - A 'strong' consortium:
 - In which the leader is **experienced in R&D**, and in **project management**
 - Is **balanced**, i.e. partners **have expertise in important aspects of the project**, namely technology and marketing
 - Has **added value through cooperation** and **knowledge sharing** between partners
 - In which partners have **appropriate financial commitment**



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Basic requirements: partners

- ✓ The partners must be **financially healthy** (k.o. condition)
- ✓ Partners must present clearly their **intentions and financial commitment**, and the profit they are expecting from the participation
- ✓ The **leading SME** must show clear concept for technology transfer into marketable products and for further expansion
- ✓ The partners (in particular the SME) should own the **IPR** or have a clearly outlined access to it
- ✓ The consortium should be well balanced
- ✓ The partners should preferably come from states which are not too short on funding (each of the partners must be able to obtain his national funding, otherwise the project is OUT)
- ✓ **Trust** is very important pre-condition for successful proposal

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Key aspects – overall attributes of a good project cont.....

- High level of technology and innovation:
 - **High level of innovation** and **low technical maturity**
 - Does **not consist of a group of existing technologies**
 - **Risk level that does not jeopardise** the project
 - Product/process/service has a **large geographical/sectorial impact**



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Basic requirements: **technology**

- ✓ Partners must have sufficient **abilities and capacities** to master the technology to be developed
- ✓ In particular the position of the Leading SME should be clear
- ✓ There has to be a high technological/R&D challenge to be overcome and technical risks present.
- ✓ Technological progress for the SME should be shown.
- ✓ **Do not hide your ideas, but do not disclose too much**
- ✓ **Degree of innovation** must be high (depending on the sector)
- ✓ And the geographical or sectorial **impact** should be very wide

➤ Technology and innovation - excellence

Describe fully and emphasize:

- Innovation
- Level of technological challenge
- IP
- Application of new applied knowledge
- Any advantageous technology/procedure - e.g. environmentally friendly procedures/use of alternative energy etc.
- Any applicable health and safety aspects
- Technological progress for SMEs
- Technical achievability and risks



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Basic requirements: **management, legal, costs**

- ✓ The Consortium Leader (R&D performing SME) must have **sufficient capacity and experience for managing** the consortium
- ✓ The management structures and Work Plan should be clear, focused, and enable **sufficient control of the progress and costs** (Deliverables, Milestones)
- ✓ Sufficiently detailed plans, also to display the **work-sharing**
- ✓ **Cost** breakdown well structured, costs realistic and justified, in agreement with the work effort
- ✓ Risks have to be analyzed and **contingency plans** described in sufficient detail
- ✓ The partners must envisage a “ripe” **Consortium Agreement**
- ✓ IPR-sharing should be understandable and balanced

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The proposal

- Basic Assessment - Quality and efficiency of the implementation
 - ❑ Details of experience in project leading and management, and in technological and research capabilities and experience
 - ❑ How knowledge sharing and co-operation will be achieved
 - ❑ Detailed and realistic project planning and management – must include milestones and deliverables, and any specialised phase/s (e.g. lab testing, clinical tests, acquiring special permits etc)



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Basic requirements: market

This is frequently a weak point of an application

- ✓ Who is going to market what?
- ✓ Time to Market about 2 years after project end: **really?** Clinicals!
- ✓ What is the added value of the new product/process? Strengths and weaknesses? Market study?
- ✓ Realistic **market description**, convincing presentation of the planned share, risks and competitors, also in the future;
- ✓ Describe **barriers for market access** and how to overcome them
- ✓ At least one of the partners should have market access
- ✓ **Pay-back-time calculation** should be clearly described including development in time, and assumptions clearly explained

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➤ Market and commercialisation - Impact

- Provide details of market potential/size and geographical extent - assessment should be made beforehand
- Describe how market access will be achieved, and any risks if applicable
- Describe any competitive advantages; i.e. novelty of process/product/service; Intellectual Property; ideally it will take long for competitors to move in with a similar product
- Detailed commercialization plans – how successful advertising and commercialisation will be achieved
- If there is difficulty with time to market or any of the above, explain how these will be overcome



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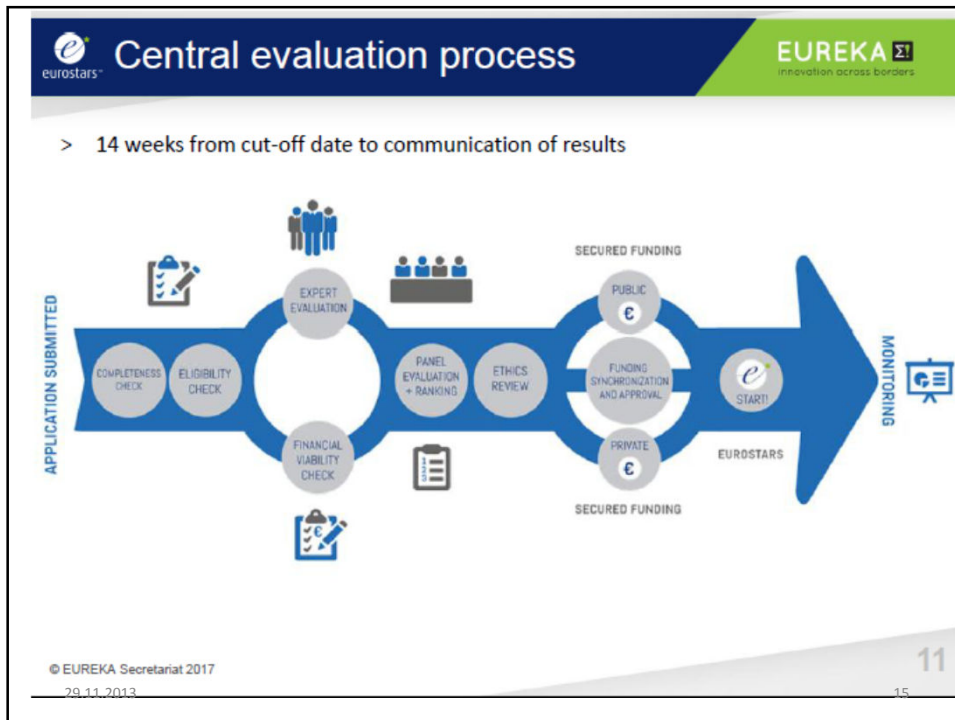
Last but not least: Evaluation is the key

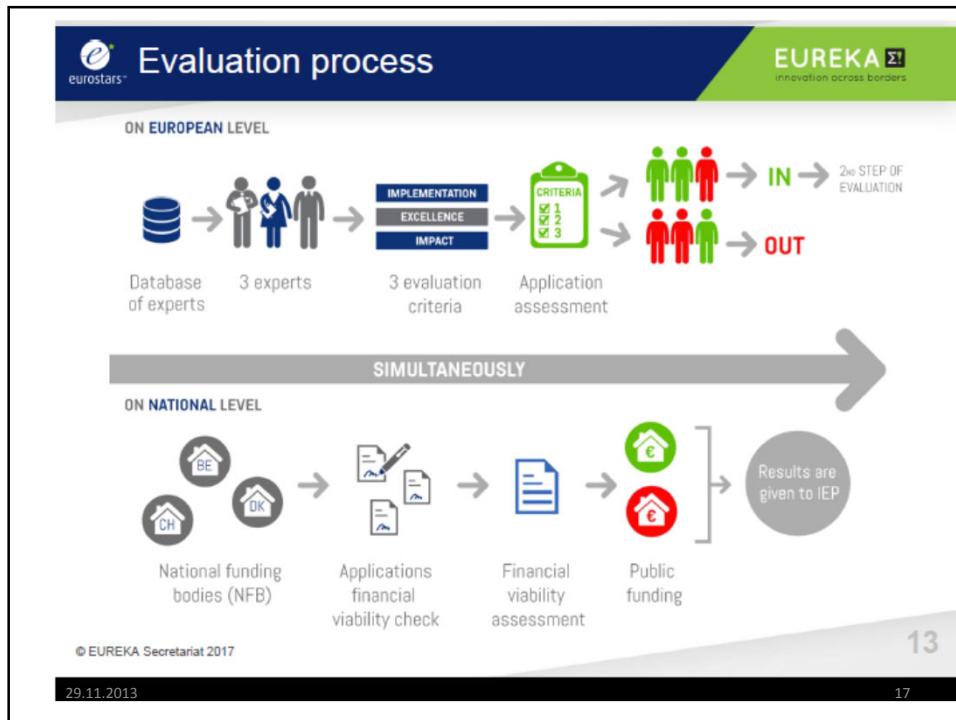
for details recommended: [Guidelines for Evaluating Application](#)

Before using the prize money you have to win it: this means that you have to prepare a successful application to **please the evaluators**: interesting “story”, easy to read, sufficient details

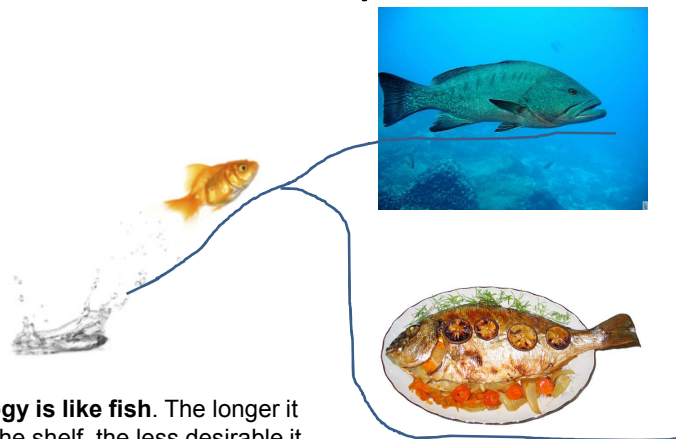
- ✓ Only what you write in the application can be evaluated
- ✓ **And you have to aim at high ranking in all 3 criteria**
- ✓ **Basic Assessment**: good complementary consortium, convincing idea, **commitment**, no fancy costs
- ✓ **Technology and Innovation**: technological risk, high **innovation**, competent partners, IP, SME profits technologically, wide **impact**
- ✓ **Market and Competitiveness**: **good product**, **needed** by the market, which brings good profit to the SME

Thank you for your attention!





Takk fyrir!



Technology is like fish. The longer it stays on the shelf, the less desirable it becomes. - Andrew Heller, IBM.