**INTESA SANPAOLO**

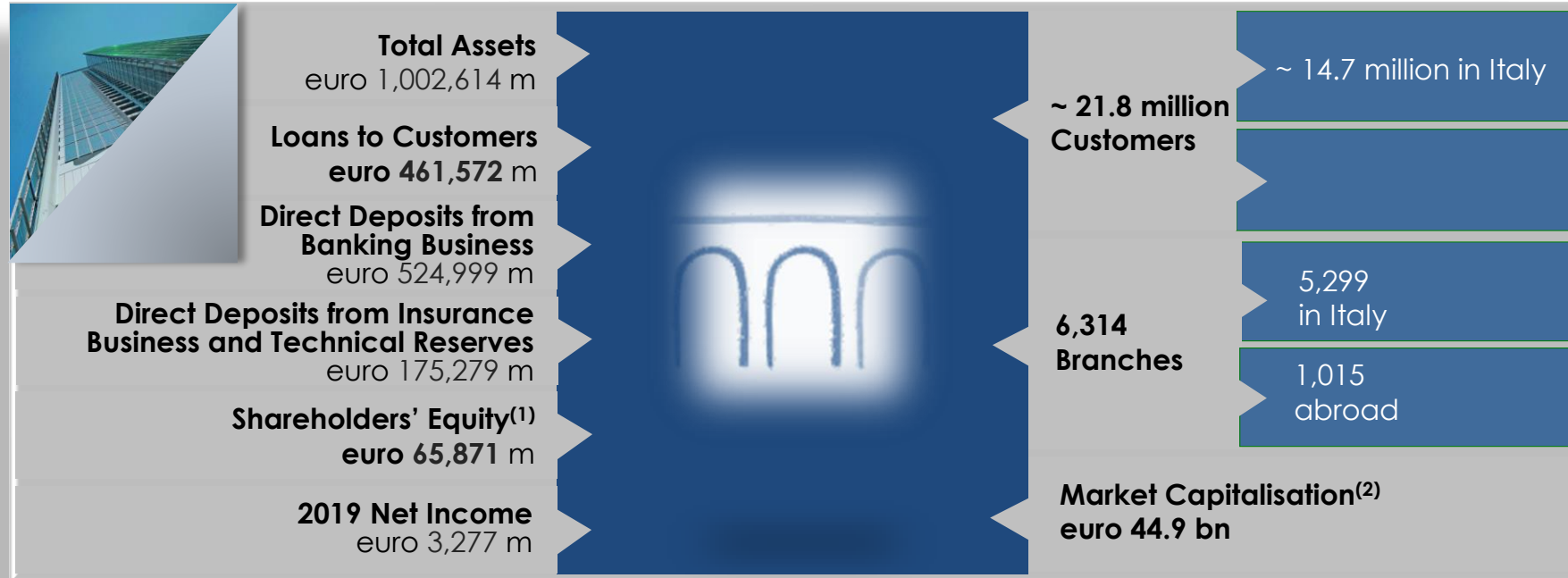**European Innovation Council**

Il processo di selezione: tips & tricks

1 Luglio 2021

# Il Gruppo Intesa Sanpaolo in sintesi: Risultati

**Total Assets**
euro 1,002,614 m

**Loans to Customers**
**euro 461,572** m

**Direct Deposits from Banking Business**
euro 524,999 m

**Direct Deposits from Insurance Business and Technical Reserves**
euro 175,279 m

**Shareholders' Equity**[1]
**euro 65,871** m

**2019 Net Income**
euro 3,277 m

**~ 21.8 million Customers**

~ 14.7 million in Italy

**6,314 Branches**

5,299 in Italy

1,015 abroad

**Market Capitalisation**[2]
**euro 44.9 bn**

*Dati al 31 dicembre 2020*
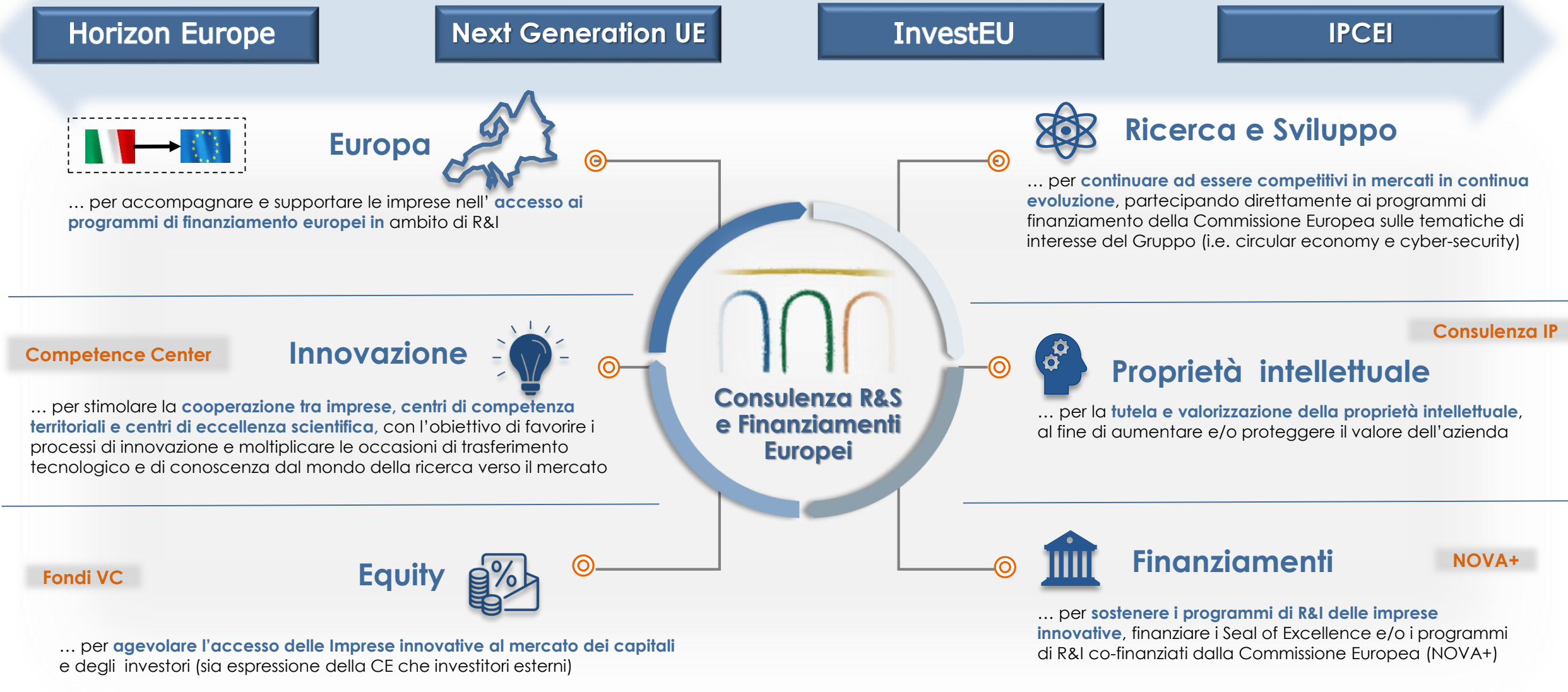*(\*) Inclusa UBI Banca*
*(1) Incluso Utile Netto*
*(2) 3.505 mln utile netto rettificato escludendo le componenti relative all'acquisizione di UBI Banca (PPA- Purchase Price Allocation e oneri di integrazione) e*
*l'azzeramento del goodwill della Divisione Banca dei Territori*
*(3) Al 31 marzo 2021*

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# L'ufficio Consulenza R&S e Finanziamenti Europei offre un servizio di assistenza a 360 gradi …

**Horizon Europe**  **Next Generation UE**  **InvestEU**  **IPCEI**

## Europa

… per accompagnare e supportare le imprese nell' **accesso ai programmi di finanziamento europei in** ambito di R&I

## Ricerca e Sviluppo

… per **continuare ad essere competitivi in mercati in continua evoluzione**, partecipando direttamente ai programmi di finanziamento della Commissione Europea sulle tematiche di interesse del Gruppo (i.e. circular economy e cyber-security)

**Competence Center**

## Innovazione

… per stimolare la **cooperazione tra imprese, centri di competenza territoriali e centri di eccellenza scientifica,** con l'obiettivo di favorire i processi di innovazione e moltiplicare le occasioni di trasferimento tecnologico e di conoscenza dal mondo della ricerca verso il mercato

**Consulenza IP**

## Proprietà intellettuale

… per la **tutela e valorizzazione della proprietà intellettuale**, al fine di aumentare e/o proteggere il valore dell'azienda

### Consulenza R&S e Finanziamenti Europei

**Fondi VC**

## Equity

… per **agevolare l'accesso delle Imprese innovative al mercato dei capitali** e degli investori (sia espressione della CE che investitori esterni)

**NOVA+**

## Finanziamenti

… per **sostenere i programmi di R&I delle imprese innovative**, finanziare i Seal of Excellence e/o i programmi di R&I co-finanziati dalla Commissione Europea (NOVA+)

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# … facendo leva sull'esperienza maturata nei finanziamenti R&D&I e sulle competenze sviluppate in ambito europeo e nella finanza straordinaria…

## Ufficio Consulenza R&S e Finanziamenti Europei

**Consolidata esperienza**

- **50 anni di gestione** di fondi pubblici per **Ricerca e Innovazione**
- Forte attenzione agli investimenti high tech

**Squadra d'eccellenza**

- **Ingegneri specializzati** per tecnologia **accreditati** come **esperti indipendenti UE** per la valutazione tecnico-industriale di progetti di ricerca e innovazione tecnologica, proposti a valere degli ultimi 3 programmi comunitari (FP6, FP7 e Horizon 2020)
- **Esperti in finanza straordinaria**

**Competenze distintive**

- **Valutazione sia di natura tecnologica sia finanziaria** di iniziative / progetti complessi nel campo della R&S&I

Partendo da consolidate esperienze, l'Ufficio punta ad offrire una ampia offerta di servizi di consulenza tecnologica, valutazione industriale di progetti, coaching e scouting, finalizzati a:

- supportare le imprese italiane nelle **partecipazioni ai bandi europei di R&S&I**
- individuare i più adeguati **partner, tecnologie ed investitori** a livello europeo
- valorizzare la **proprietà intellettuale**

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# Consulenza Finanziamenti Europei: una gamma completa di servizi per cogliere le opportunità di finanziamento offerte dai Programmi Europei

**Servizi informativi, di monitoraggio e mappatura di bandi europei** in tema di R&I

**Formazione** sui programmi di Finanziamento dell'Unione Europea

**Servizi di ricerca e consulenza sulle fonti di finanziamento** derivanti da bandi europei in relazione ad uno Progetto specifico e/o ad un Settore di interesse

**Consulenza** in tema di Ricerca e Innovazione di supporto alle strategie di innovazione del Cliente

**Supporto** nella relazione con i principali Stakeholders dell'ecosistema dell'Innovazione

**Assistenza e supporto** nella predisposizione, presentazione e gestione di Progetti europei

**Assistenza** sulla strutturazione dei partenariati internazionali per la partecipazione ai progetti europei **(Scouting Partner)**

**Consulenza per valutazione finanziaria** con strumenti alternativi di finanziamento per progetti di R&D&I (i.e. Seal of Excellence della Comunità Europea)

European Commission

# Funding opportunities

### EIC Pathfinder

Support to research teams to research or develop an emerging breakthrough technology

### EIC Transition

The EIC Transition funding scheme builds on promising research results to demonstrate and mature the technology and develop business plans for specifi...

### EIC Accelerator

Funding and investments through the EIC Fund for individual start-ups and small companies to develop and scale up game changing innovations

### Business Acceleration Services

All EIC supported projects and companies get access to coaching, mentoring, partnering and other EIC Business Acceleration Services

### European Innovation Ecosystems

Specific support to enable innovation ecosystem actors to work together across Europe

### EIC Prizes

Take the challenge and compete for an EIC Prize which rewards Europe's leading innovators

European Innovation Council

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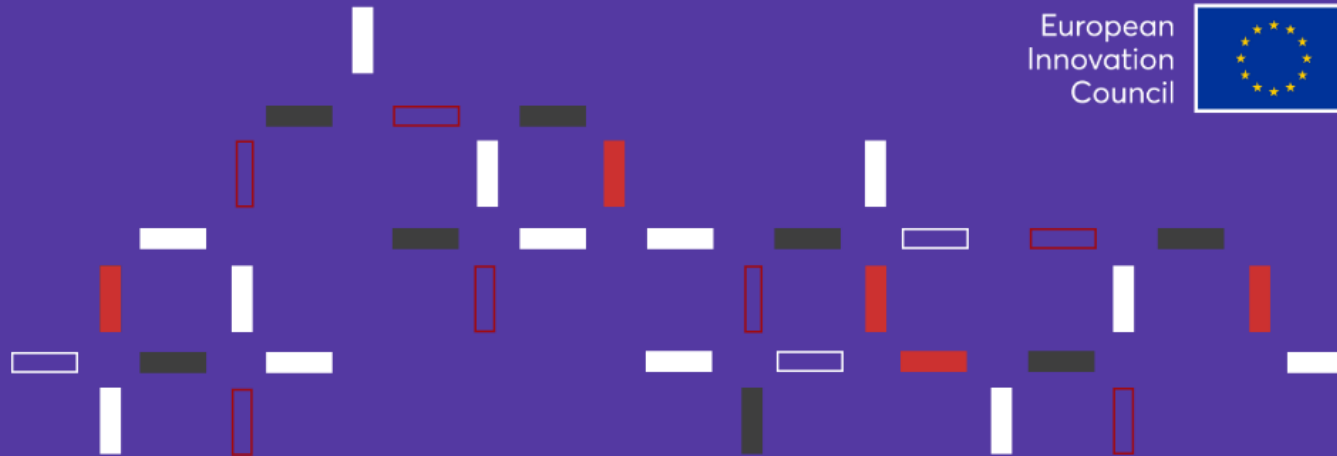
# What is EIC?

**One stop shop** for breakthrough, deep-tech, market-creating innovators

- Open to all innovators, in any field, at any time
- Complemented by targeted funding on strategic challenges
- Highly competitive for Europe's high potential innovators

**Agile funding** from idea to investment

- **Pathfinder** for advanced research on emerging technologies
- **Transition** from lab to commercial setting
- **Accelerator & EIC Fund** to scale up innovations by start-ups & SMEs

**Building ecosystems** and comunities

- Access to Business Acceleration Services (coaches, mentors, corporates, investors & knowledge partners)
- EIC Programme Managers to develop visions for breakthroughs, manage portfolios, and connect to ecosystems
- Crowding in other investors (VC, corporates, etc.)

# EIC instruments
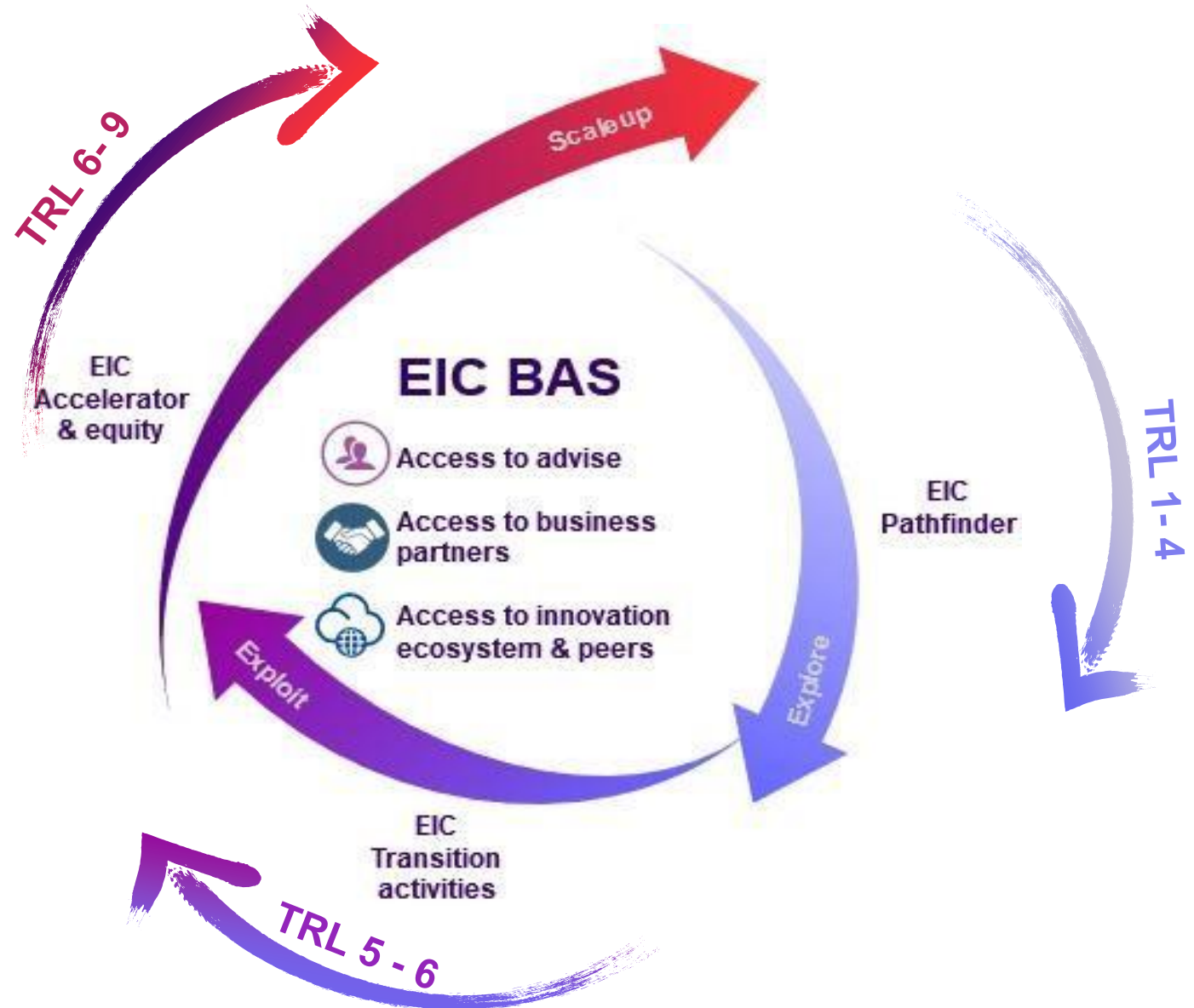
# EIC instruments: some details

**Who can apply?**
**What for?**

**PATHFINDER**

- **Consortia** of at least three different independent legal entities (e.g. research organisations, universities, SMEs, industry) established in at least 3 different eligible countries.
- **Single applicants** or **small consortia** (two partners) may be able to apply for Pathfinder Challenges according to the call specifications

**GRANT**

Up to **EUR 3 million** (open) **or EUR 4 million** (challenge driven)

(or more if properly justified) to achieve the proof of principle and validate the scientific basis of breakthrough technology (TRL 1-4)

**168m€ + 132m€***

**TRANSITION**

- **Single applicants** (SMEs, spin-offs, start-ups, research organisations, universities) or **small consortia** (two to 5 partners). Applications must build on results from eligible Pathfinder, FET or ERC Proof of Concept projects
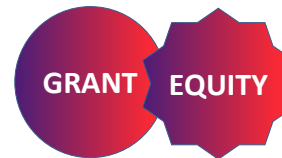
**GRANT**

Up to **EUR 2.5 million**

(or more if properly justified) to validate and demonstrate technology in application relevant environment (TRL 4 to 5/6) and develop market readiness

**59,6m€ + 40,5m€***

**ACCELERATOR**

- **Single Start-ups and SMEs** (including spin-outs), **individuals** (intending to launch a start-up/ SME) and in exceptional cases **small mid-caps** (fewer than 500 employees)

**GRANT** **EQUITY**

**BLENDED FINANCE**

- up to EUR 2.5 million **grant** component for technology development and validation (TRL 5/6 to 8);
- EUR 0.5 - 15 million **investment** component for scaling up and other activities.

Grant only/grant first under certain conditions. Investment component only for small mid-caps or as follow up to grant only (i.e. for SMEs, including start-ups)

**592,6m€ + 495,1m€***

* Open calls + Challenge driven calls

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**Pathfinder**

**Transition**

**Accelerator**

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**The EIC Pathfinder programme funds research to develop the scientific basis to underpin breakthrough technologies. EIC Pathfinder Open proposals:**

- The EIC Pathfinder programme funds **research** to develop the **scientific basis** to underpin **breakthrough technologies**.

- **Bottom-up approach** with no predefined topics.

- Type of Action: **Research and Innovation Action** (RIA).

## Essential characteristics

Collaborative, **interdisciplinary** research, meeting the following 'gatekeepers':

- **Convincing, long-term vision of a radically new technology** that has the potential to have a transformative positive effect to our economy and society.

- **Concrete, novel and ambitious science-towards-technology breakthrough**, providing advancement towards the envisioned technology.

- **High-risk & high-gain research approach & methodology**, with concrete and plausible objectives.

## Expected outcomes of an EIC Pathfinder Open project

- The expected outcome of a EIC Pathfinder project is the **proof of principle** that the **main ideas of the envisioned future technology are feasible**, thus validating its scientific and technological basis;

- Projects are expected to take the necessary measures to **allow future uptake to take place**, for instance through an **adequate formal protection of the generated Intellectual Property (IP);**

- Projects are encouraged to involve and empower in their teams **key actors** that have the potential to **become future leaders** in their field such as excellent early-career researchers or promising high-tech SMEs, including start-ups.

Bottom-up approach with no predefined topics.
Type of Action: Research and Innovation Action (RIA).

- <u>Part A</u>:

Administrative part of the proposal: General information, Participants, Budget, Ethics (**including the Ethics Self-Assessment**) and Security section, and the  Declarations.

- <u>Part B</u>:

Scientific narrative part of the proposal (research core proposal)
  - Section 1: Excellence
  - Section 2: Impact
  - Section 3: Quality and efficiency of the implementation
  - Additional annex with information on clinical trials (if relevant).

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# Evaluation form

The evaluation form includes:

- Main part with the three **evaluation criteria:**
  - Criterion 1 – **Excellence** (4 sub-criteria, 1 score)

    **Threshold 4/5**    **Weight 60%**

  - Criterion 2 – **Impact** (2 sub-criteria, 1 score)

    **Threshold 3,5/5**    **Weight 20%**

  - Criterion 3 – **Quality and efficiency of the implementation** (3 sub-criteria, 1 score)

    **Threshold 3/5**    **Weight 20%**

- **Long-term vision**
- **Science-towards-technology breakthrough**
- **Objectives**
- **Interdisciplinarity**

- **Innovation potential**
- **Communication and Dissemination**

- **Quality of the consortium**
- **Work Plan**
- **Allocation of resources**

Each criterion includes the '**aspects to be taken into account**'. The same aspect is not includedmin different criteria, so that it is not assessed twice.

- **8 Additional questions**
  - Scope of the application
  - Additional funding
  - Use of human embryonic stem cells (hESC)
  - Use of human embryos (hE)
  - Activities not eligible for funding
  - Exclusive focus on civil applications
  - Do no significant harm principle
  - Artificial Intelligence

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# Open Science for EIC funded projects

**Open Science**

***Open science is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the process, including active engagement of society.***

Open science practices include:

- Early and open sharing of research (for example through preregistration, registered reports, pre-prints, or crowd-sourcing).

- Research output management including research data management (RDM).

- Measures to ensure reproducibility of research outputs.

- Providing open access to research outputs (e.g. publications, data, software, models, algorithms, and workflows) through deposition in trusted repositories.

- Participation in open peer review.

- Involving all relevant knowledge actors including citizens, civil society and end users in the co-creation of R&I agendas and contents (such as citizen science).

**Mandatory OS practices**

- **Mandatory in all calls**: Open access to publications; RDM in line with the FAIR principles including data management plans; open access to research data unless exceptions apply ('as open as possible as closed as necessary').

  **Reflect in lower score when not sufficiently addressed**

**Recommended OS practices**

- All open science practices beyond mandatory will be evaluated positively when sufficiently addressed.

EIC funded projects (or authors) must retain sufficient intellectual property rights to comply with all of their open science requirements, including specific licensing requirements.

**When OS practices (mandatory and recommended) are duly justified as not appropriate for the project, do not lower score for not addressing those practices**

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# Management of intellectual property (IP)

*Beneficiaries must use their best efforts to exploit their results or have them exploited by a third party, in priority those established in a Member State or an Associated country, including through transfer or licensing.*

**The provision of a results ownership list is mandatory at the end of a project.**

**The strategy for IP management in a proposal**

- Proposers are expected to take the necessary measures to allow future uptake to take place, for instance through an adequate formal protection of the generated Intellectual Property (IP).
- They should foresee protection measures, such as patents, design rights, copyright, trade secrets etc., and how these would be used to support exploitation.
- If exploitation is expected primarily in non-associated third countries, it must include justifications on how that exploitation is still in the Union's interest.

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| Name | Number of submitted proposals (A) | Number of participants (B) | Total requested grant (in EUR Million) (C) | Indicative available budget (in EUR Million) (D) |
|---|---|---|---|---|
| **PATHFINDER OPEN** | 908 | 5.341 | 2748,58 | 168 |

| Name | Average number of participants per submitted proposal (E) = (B) / (A) | Average requested grant per submitted proposal (in EUR Million) (F) =(C) / (A) | Expected number of selected proposals for funding (G) = (D) / (F) | Expected success rate | |
|---|---|---|---|---|---|
| | | | | Proposal (G) /(A) | Budget (D) / (C) |
| **PATHFINDER OPEN** | 6 | 3,03 | 55 | 6,1% | 6,1% |

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**Pathfinder**

**Transition**

**Accelerator**

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**SCOPE**

If a project previously received a EIC **Pathfinder, a FET Flagship or a ERC Proof of Concept**, and the goal is to go beyond the proof principle, then...

the **EIC Transition** is the solution. The Transition programmes aims at maturing both the technology and business idea to increase its technology (**TRL 5 to 6**) and **market readiness** and to prepare towards commercialization of the innovation

By the end of the EIC Transition, the members of the project could decide to apply for a **EIC Accelerator**, look for investors, other source of funding or consider third party agreements, or spin-out to a new company

**Deadline**

22 September 2021. After full proposal stage interview rounds will be held.

**Funding rate**

100%

**Subsidy**

up to € 2.5 M.

**Applicant**

single applicants (SMEs, spin-offs, universities) are eligible to apply or in small consortium, including 2-5 partners from both academia and industry. **Applications must build on the results from a previous FET, Pathfinder or ERC Proof of Concept Project.**

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# The evaluation CRITERIA

**Double stage evaluation**

**STEP 1** — **3 EXPERTS** for remote evaluation

**+**

**STEP 2** — **F2F INTERVIEW** 6 jury members

GO / NO GO

---

**EXCELLENCE (Threshold: 4/5)**

**TECHNOLOGICAL BREAKTHROUGH:** Does the technology have a high degree of novelty compared to other technologies available or in development; to what extent does this novelty create the potential for new applications and functionalities?

**TECHNOLOGICAL FEASIBILITY:** Do the results of the technology demonstration and validation so far indicate the potential for application?

**OBJECTIVES:** Have potential applications been identified and are they plausible? How appropriate are the objectives for the planned technology development and validation of the innovation in relevant application environments?

---

**IMPACT (Threshold: 4/5)**

**BUSINESS AND MARKET FIT:** How well do the activities proposed to develop the business model and product features address commercialization and other relevant aspects (IPR, regulation, certification and standardisation)? How will potential users Be involved to test potential demand and acceptability?

**ECONOMIC AND/OR SOCIETAL BENEFITS:** How effectively can the proposed innovation and its related activities create substantial demand and new European or global markets? The proposed innovation expected to generate other positive impacts (employment, societal, environmental, scientific)?

**ENTREPRENEURSHIP:** how suitable are the proposed measures to build a strong and motivated entrepreneur-lead team with necessary competences in technology, product engineering, and business development to bring the innovation to the market?

**PARTNERSHIPS AND INVESTMENT READINESS:** How effective are the proposed measures to become investment ready and develop plans to commercialise the project outcomes (including through IP management); have the participants identified key partners willing to be involved?

---

**QUALITY AND EFFICIENCY OF THE IMPLEMENTATION (Threshold 3/5)**

**QUALITY OF THE TEAM:** To what extent do the applicant(s) bring the necessary high-quality expertise, capabilities and motivation to move decisively towards innovation, create a unique commercial value from the emerging technology and develop an attractive business and investment proposition?

**MILESTONES AND WORK PLAN:** Is the pathway towards deployment clearly described? Are milestones adequately and clearly defined (measurable, timed, etc.) to track progress along the pathway and towards objectives? How coherent and effective are the work plan (work packages, tasks, deliverables, timeline, etc.), the innovation methods and the risk mitigation methods, in order to reach the milestones and to achieve the project objectives?

**ALLOCATION OF RESOURCES:** How appropriate and effective is the allocation of resources (personmonths and equipment) to tasks and partners?

**Pathfinder**

**Transition**

**Accelerator**

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# Application process

STEP
**0**

Explore the funding opportunities

STEP
**01**

Write your short application

STEP
**02**

Prepare your full proposal

STEP
**03**

Remote evaluation

STEP
**04**

Pitch your innovation!

**NEW**

- **Double stage remote evaluation**
- **AI-based IT platform**
- **Re-submission policy**

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# Short application: Diagnostic

**STEP 0** — Explore the funding opportunities

The Diagnostic module will provide you with an assessment of your concept/idea against a large number of scientific publications, patents and successful European projects.

**Scientific and Technological Rating**

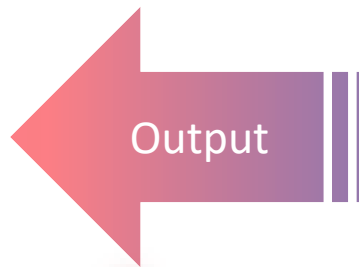Scientific rating*
A  B

Technological rating*
A  B

**Market Creation Potential Indicator**
C

**Your team rating**

Domain adequacy
A

Position adequacy

**Tech & Business Readiness**

Output

| | |
|---|---|
| **What?** | What type of solution do you have in mind ? |
| | What is the purpose of your project ? |
| | Describe your solution |
| | Acronym of your project |
| **Why?** | Describe the problem to be solved or the need(s) to be satisfied |
| **How?** | Idea or technology based? |
| | Use cases |
| | Add features |
| | Describe the major deliverable(s) of your project |
| | Indicate your current TRL (Technology Readiness Level) |
| | Could you estimate the expected TRL at the end of your project ? |
| **Who?** | Who? |
| | What is your sector of activity? |
| | Your winning team (members and positions) |
| **For whom?** | Describe your targeted market |
| **For what impact?** | Indicate your current BRL (Business Readiness Level) |
| | Indicate your Time-to-Market in years? |
| | Describe the potential societal or industrial application |

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# Short application: writing the proposal

**STEP 01**

Write your short application

**A pitch-deck of up to 10 slides.**

Company Purpose
Problem & Solution
Value Proposition
Market Opportunity & Ris...
Competition
▪ Who is the competition an...
you?
▪ Show how you will overtake the competition.

Business Model
Commercialisation Marketing Strategy
...l Projections
...clusion
▪ Closing summary to convince and leave a lasting impression.
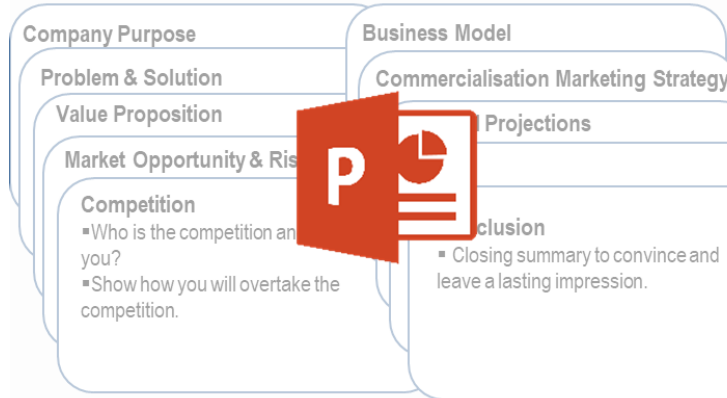
**Key messages**:

1. Simple wording and direct language

**A video of maximum ...inutes**

2. Clearly define:

   • Pain
   • Solution
   • Use cases
   • Final customer/client

3. Quantify the measurable

4. Spend time for broader impacts and gender balance

5. Be impressive with the pitch

6. Amaze with the video

SOLUTION

FROM IDEA — IDEATION — DEVELOPMENT — GO2MARKET — TO MARKET

| | Question |
|---|---|
| IDEATION | What type of solution do you have in mind ? ** |
| | Describe your solution (pre-filled from previous step)* |
| | What are the existing solutions and what are their limits?* |
| | What is the problem you're trying to solve? (pre-filled from previous step)* |
| | Is it an idea or a technology based innovation?** |
| | Why it is new compared to the existing solutions? * |
| | Why do you think it will be successful?* |
| | Why now ?* |
| DEVELOPMENT | Your team (pre-filled from previous step) |
| | Do you have the team you need to implement the action? |
| | Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors, … ) to implement the action?* |
| | What are the risks of failure? |
| | Why can't you do it without the EIC? Why not other funding sources including National/Regional public programmes?* |
| | How much will it cost to develop your idea? How much grant do you need from ... investment do you need from the EIC ? These are tentative amounts and will be used only for statistical purposes. |
| GO2MARKET | What is your targeted market? (pre-filled from previous step)* |
| | Who cares about your innovation?* |
| | Will your innovation have broader societal, economic, environmental or climate impacts? Can you describe potential societal or industrial applications? (pre-filled from previous step)* |
| | What are the payoffs for your company in case of success? How do you see your company in 5 years* |

*blocks of 1,000 characters limit
**multiple choice questions

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# Short application: Evaluation

**STEP**
**01**

Write your short application

## CRITERIA

**Excellence**
Degree of novelty; timing for the innovation.

**Impact**
scale-up potential; societal, economic, environmental or climate impact.

**Level of risk, implementation, and need for Union support:**
Team capability and motivation.

GO
NO GO

### How will your proposal be evaluated?

Short applications will be evaluated by **four experts** on a first come, first served basis.

### Evaluation process

Your **short application will be evaluated remotely by four experts with expertise in the area of technology and market application of your innovation**. The evaluators will essentially look at the innovativeness/disruptiveness of your idea, its impact and your team using the award criteria.

### Each evaluator will give a GO or NO GO.

GO    NO GO

- If at least two evaluators give a GO to the proposal, then your short application will be successful and you will be invited to prepare a full application (step 2)
- If more than two evaluators give a NO GO to the proposal, then your application is considered unsuccessful.

### Re-submission

If your short application is not successful, you may **resubmit** based on the following rules:

- **First time rejected**, you may resubmit to the short application step 1 at any time. Your short application will be expected to be improved.
- **Second time rejected**, you will not be allowed to resubmit to the short application step for 12 months. Your short application will have to be a new or significantly improved proposal.

| Excellence | Impact | Level of risk, implementation, and need for Union support |
|---|---|---|
| Does the innovation have a high **degree of novelty** – compared to existing products, services and business models – with the potential to create or significantly disrupt markets? | Does the innovation have the **potential to scale up**? | Does the **team** have the capability & 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? |
| Is the **timing** right for this innovation in terms of market, user, societal or scientific of technological trends and developments? | Will the innovation, if successfully commercialised achieve **broader societal, economic, environmental or climate impacts**? | |

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**STEP 01** GO

**STEP 02**
Prepare your full proposal

If your proposal received a GO at Step 1, you have 12 months to prepare your full application in the EIC artificial intelligence-based IT platform. You will **NOW** need to **CHOOSE** if you apply for:

- Accelerator Open call
- or one of the Accelerator Challenges

**Answer a list of questions in the form of an on-line questionnaire**

**Define the type of funding you are applying for**

e.g. Grant and investment, grant only, grant first, investment only;

**Coaching**

To help you draft your full application, you will be entitled to receive three days of remote coaching from the EIC Business Acceleration Services.

**A pitch-deck**

(different from the one submitted in your short application); there is no pre-defined template nor limit of slides for the content of this pitch. The document should be uploaded in pdf format (no videos allowed then). Keep in mind that you will be presenting this pitch deck if you be invited to the face-to-face interviews (Step 04).

**Annex**

- Results of the **FTO analysis** (mandatory). If not available, it is possible to upload a note of up to 2 pages explaining why and providing as much information as possible on this issue. In cases where the FTO is not relevant (e.g. software), please upload a simple statement).
- **Data management plan** (mandatory)
- **Financial Information** (mandatory)
- **Letters of intent** if any (optional)

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STEP **01** GO

STEP **02** Prepare your full proposal

**Answer a list of questions in the form of an on-line questionnaire**

This is the representation of a project through its main key themes and the relationships between them as derived from the scientific literature.

Solution

From idea → Ideation → Development → Go 2 Market → To market

Ideation
Market opportunities
Risks
Innovation

Development
Development stages
Winning team

Go 2 Market
Know
Prepare
Enter
Scale
Impact

**Key messages**:

1. Plan the right time and the right people to write the full proposal

2. Follow the AI-based platform step-by-step

3. Answer to the question: don't tell a story!

4. Be clear and avoid repetitions

5. Don't neglect the annexes

**Value Chain**

**Value Proposition**

**Porter's Five Forces**

**Business Model Canvas**

**Gantt Chart**

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# Full application: remote evaluation

**STEP 03**

Remote evaluation

Full applications will be assessed after the set cut-off dates.

- Your application will be assessed remotely by **three remote experts**, matched against the area of technology and application of your innovation.

- Each evaluator will assess whether your full application meets each of the criteria and will give a GO or NO GO per criterion.

GO    GO    GO

## Outcome

- If 3 remote experts give a GO for all the criteria -> your application is successful, and you will receive an invitation to a face-to-face interview with the EIC jury.

- If 1 or more remote expert give a NO GO under any of the criteria -> you will not receive an invitation to the interview, but you will be eligible to resubmit an improved full application at step 2 (see rules below).

The results of the evaluation of your proposal will be communicated to you within approximately 5 weeks from the cut-off date. **You will receive detailed feedback** from the individual experts.

NO GO

**If not successful**, you can resubmit based on the following rules:

- **First rejection**: you may resubmit a full application to the remote evaluation (step 2) in one of the next two cut offs. Your application will be expected to be improved based on the feed-back received from the expert-evaluators.

- **Second rejection**: you may submit after 12 months a short application (step 1), a new or significantly improved proposal.

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# Full application: criteria

STEP
**01** GO

STEP
**02**

Prepare your
full proposal

## CRITERIA

**Excellence**
Technological feasibility (TRL 5/6 min); IPR; timing; degree of novelty.
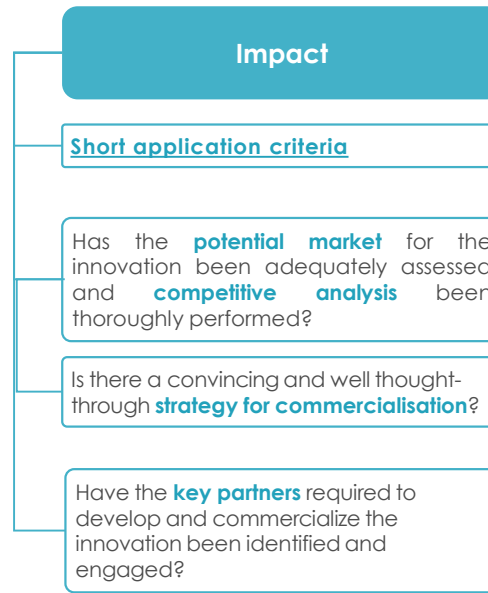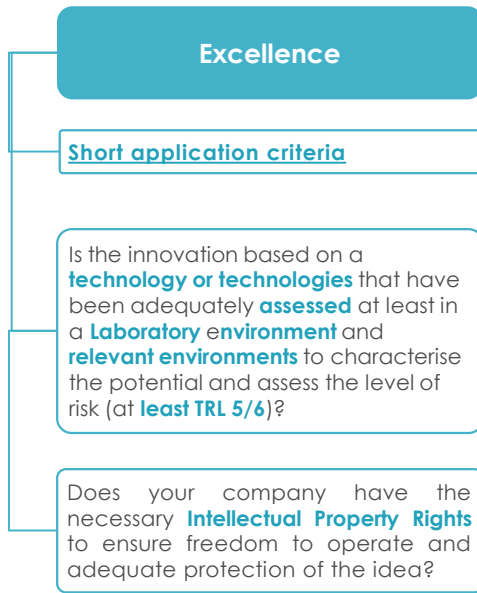
**Impact**
scale-up potential; market analysis including competitive analysis; commercialization strategy; key partners, broader impact.

**Level of risk, implementation, and need for Union support:**
team, clear implementation plan; high investment risk; market risks assessed and mitigated..

GO
NO GO

### Excellence

**Short application criteria**

Is the innovation based on a **technology or technologies** that have been adequately **assessed** at least in a **Laboratory** e**nvironment** and **relevant environments** to characterise the potential and assess the level of risk (at **least TRL 5/6**)?

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

### Impact

**Short application criteria**

Has the **potential market** for the innovation been adequately assessed and **competitive analysis** been thoroughly performed?

Is there a convincing and well thought-through **strategy for commercialisation**?

Have the **key partners** required to develop and commercialize the innovation been identified and engaged?

### Level of risk, implementation, and need for Union support

**Short application criteria**

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

Does the nature and level of **risk of the investment** in your innovation mean that market actors are unwilling to commit the full amount alone?

Have the main **risks** been identified, together with measures to take to **mitigate** them?

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**STEP 04**

Pitch your innovation!

STEP 01 GO

STEP 02 GO

**When**

The face to face interviews will be organised approximately 8-9 weeks after the cut-off date (or longer if there is a need for a further set of interviews).

**For 2021, interviews will most probably take place in September and December.** The exact dates will be communicated in due time.

Composition of the panel: At the interview, you will be assessed by a panel of **maximum 6 jury members.**

**Key messages**:

1. Bring the right people to the interview (everyone has to talk)

2. Cover all the strategic area (tech, finance, market)

3. Be prepared for embarrassing questions

4. Be consistent explaining the biz model

5. Practise for the pitch and respect the time

**How long**

Duration of the interview: The interview* will last no longer than **40 minutes**, and includes:
- **10 minutes** (maximum) of presentation supported by the pitch pdf document submitted with your full proposal (step 3);
- **30 minutes** of questions and answers to clarify aspects of the proposal. There will be no pre-set questions.

**How**
- After the interview, the jury members collectively prepare the **Evaluation Summary Report** (ESR)
- the EIC jury members will have prior **access to all documentation**
- The jury can also **recommend some changes** (lowering the grant, another combination of components, milestones and the valuation, and coaching activities).

Applicant's representatives: You are allowed to send a maximum of **3 representatives** to the interview.

STEP
**04**   GO

**Blended finance**

grant → **GRANT AGREEMENT**

equity → **EIC FUND**

eic **European INNOVATION Council**

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