FIT-4-NMP

Strategic and targeted support
to incentivise talented newcomers
to NMP projects under Horizon Europe

ANNA NIKODYM-BILSKA

BEST PRACTICES IN APPLICATION PREPARATION

AGENDA

I. Who is an Evaluator?
II. Evaluation process in EIC Accelerator from the Evaluator perspective
III. Disruptive type of innovation
IV. Define your Innovation
V. Tips from Evaluators

ANNA NIKODYM-BILSKA

Expert/Evaluator in H2020, calls for EASME, REA, SESAR JU.
Area: Security, U-Space

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Anna Nikodym-Bilska has been working for RTOs, as well as Defence and Security sector private companies since 2004. Anna has been involved in international project cooperation with key partners, EU bodies and NATO agencies. She has taken part in FP7 and H2020 projects and is a H2020 expert/evaluator for REA and EASME. She provides SMEs training and workshops in successful application to H2020.

She is a TOP 500 INNOVATORS Programme alumna (Science-Management-Commercialization Program studies, UC Berkeley, 2013) and since 2015 has coordinated a cooperation platform for TOP 500 INNOVATORS researchers, business and industry.

Key competences: commercialisation, project and risk management, business development in R&D organisations science to business.

EIC ACCELERATOR – BEST PRACTICES IN APPLICATION PREPARATION

I. WHO IS AN EVALUATOR ?

II. EVALUATION PROCESS IN EIC ACCELERATOR FROM THE EVALUATOR PERSPECTIVE

WHO IS AN EVALUATOR ?

1. Scientists
2. Others:

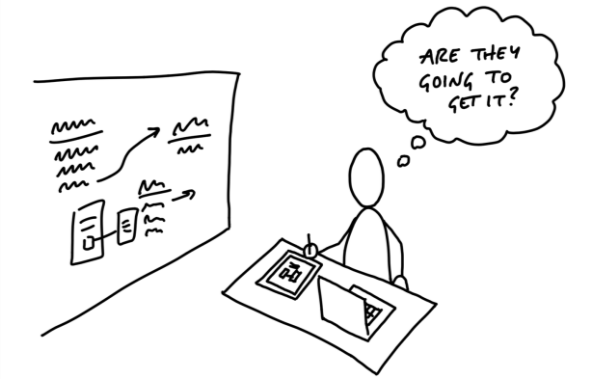
- Enterpreneurs (innovative)
- Businesmen with technology business experience
- Corporation Managers with business process from marketing to sales knowledge
- High risk projects financial experts
- Analytics and observers of innovation trends
- Innovation Managers
- … Investors

However, these people…

- Work somewhere
- Have familes
- Have hobbies
- Like sports
- …
- Have more than 10 things to do at once

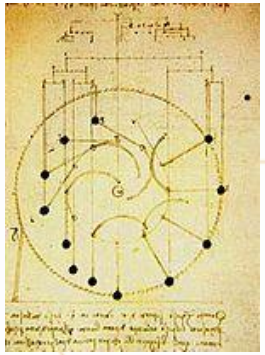
EVALUATOR'S PERSPECTIVE

Tell a story



There is no second position

Perpetuum mobile
Leonardo da Vinci



Convince me

III. DISRUPTIVE TYPE OF INNOVATION
IV. DEFINE YOUR INNOVATION

INVENTION OR INNOVATION?

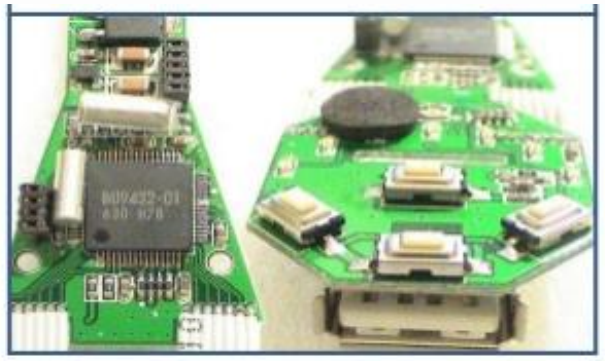
Generating of new concepts for products or processes

Converting the invention into a commercially viable product

INVENTION / INNOVATION - EXAMPLES

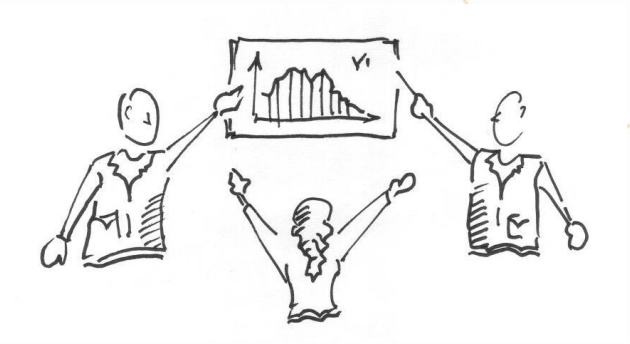
Invention

Innovation



SOURCES OF INNOVATION

- User-Driven-Innovation
- The process of using user knowledge to develop new products, services and concepts.
- The process is based on understanding the real needs of users and engaging them systematically.



BREAKTHROUGH NATURE OF INNOVATION

Disruptive innovation

- Brand new product
- Change the whole market and consumers life
- Creates a new market and value network
- Disrupts an existing market and value network, displacing established market-leading firms, products, and alliances

Breakthrough innovations can arise through other use

of already exist solutionsing solutionstions may

GAME-CHANGING: digital photography

BREAKTHROUGH: streaming platforms

VI. TIPS FROM EVALUATORS

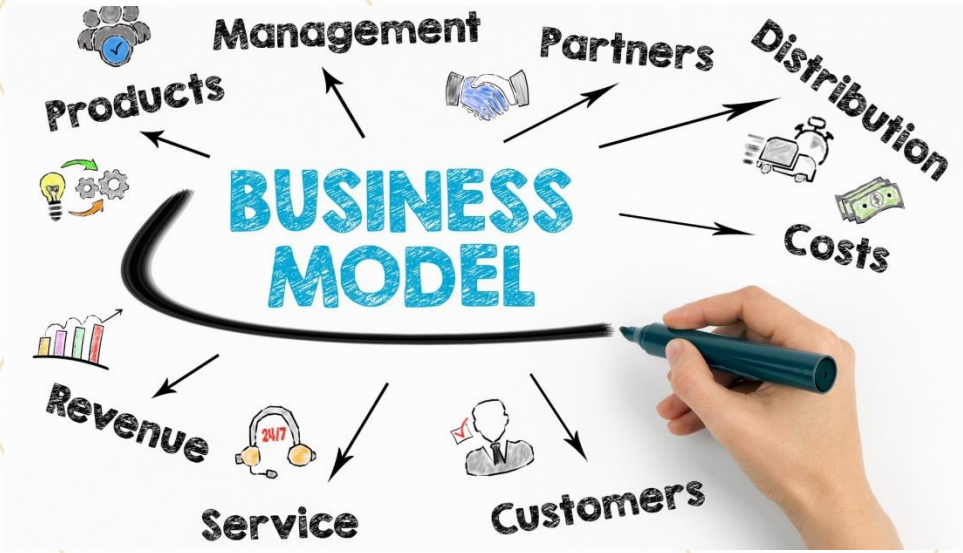
HOW DOES GOOD/VERY GOOD/EXCELLENT APPLICATION SHOULD LOOKS LIKE ???

„The concept sounds. However,

- ….
- ….
- ….”

WHAT DOES THE APPLICATION STEP I COVER?

- Risk assessment
- Product and technology
- Market and competitors
- Commercialisation strategy
- Business plan and financial forecast
- Management and project management
- Ownership and capital structure
- Optimal investment



ELEVATOR PITCH

DESCRIPTIONS

Too general descritpion example:

- “DRONETECH” is an integral system for industrial security that will enable to identify, protect, detect, respond and recuperate an industrial environment of terrorist threats both in the OT (Operation Technology) fields”

- If Excellence section is weak and Imcact very good prepared...who wrote the application?

Do not use general statement and description with no details, such as:

- „The solution is the best in the Worldand has no competition”
- „Solution offers…”
- „Benefits of ….”
- „It brings in an unique approach for customers”

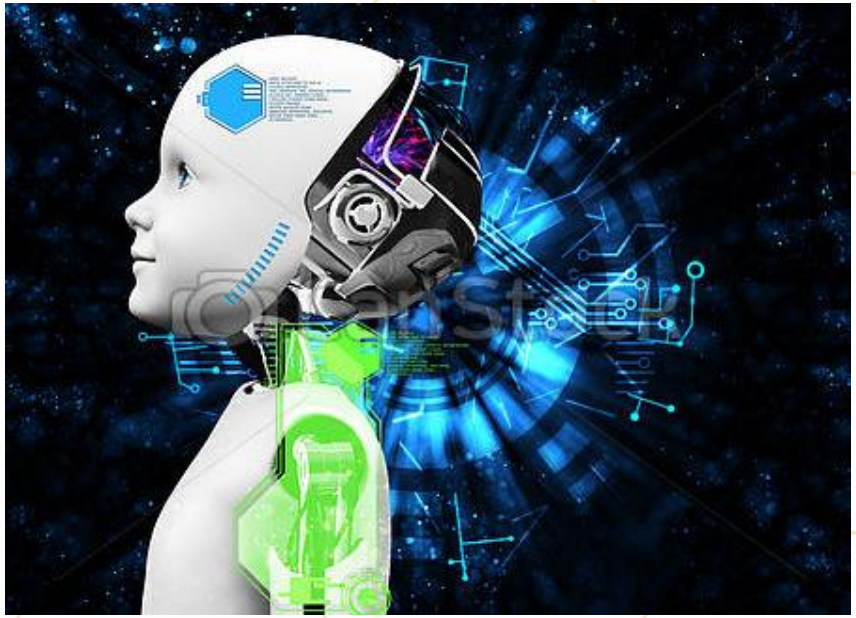
Do not:

- Focus on functionality
- Benefis for users

It means for the Evaluator that the prototype does not exist, becasue it was not described.

CLEAR DESCRIPTION OF OBJECTIVES OF THE PROJECT AND TECHNOLOGY

SMART - numbers in M



SMART (Specific, **Measurable**, Achivable, Relevant, Time-oriented)

OBJECTIVES - SMART, M IS THE MOST IMPORTANT

Objective 1.1
Name of the objective (measurable)
Methodology
Baseline
Key Performance Indicators
Target value (eg. “ 5% over the baseline for all ontology evaluation indicators.”)
Tools
Risks
Contingency plan

RISK MANAGEMENT

- RISK/OPPORTUNITY
- The most common risk categories in projects: Project Management (PM), Organisational (O), Technical (T).
- Risk identification: Cause, Risk, Effects
- Priority: High, Medium, Low, Marginal
- Risk management strategies: transfer, avoid, accept, minimize
- Mitigation action: something beyond what we already have in the project

Title	Description	Category	Priority	Risk Strategy	Mitigation action
Lost of some key competences in the project.	Cause - Partners can move to other projects, change the business strategy , went on quarantine becouse of Covid 19. Risk - Partners leaving the project, key personnel not available. Effect - delay of design or integration process.	PM	Medium	Accept	1. Key Personnel in each partners of consortium must have their Deputies to substitute particular person 2. New employees have to be hired with comparable competencies in case not substitution inside consortium 3. Outsourcing

INNOVATIVE PROJECT/UNDERTAKING

- Beyond the state-of-the-art
- Intellectual potential
- Significant influence on the market potential
- Responds to social challenges

Not a research project !

It is also important to present not only the chances of the project, but also applicant's awareness on risks associated with its implementation.

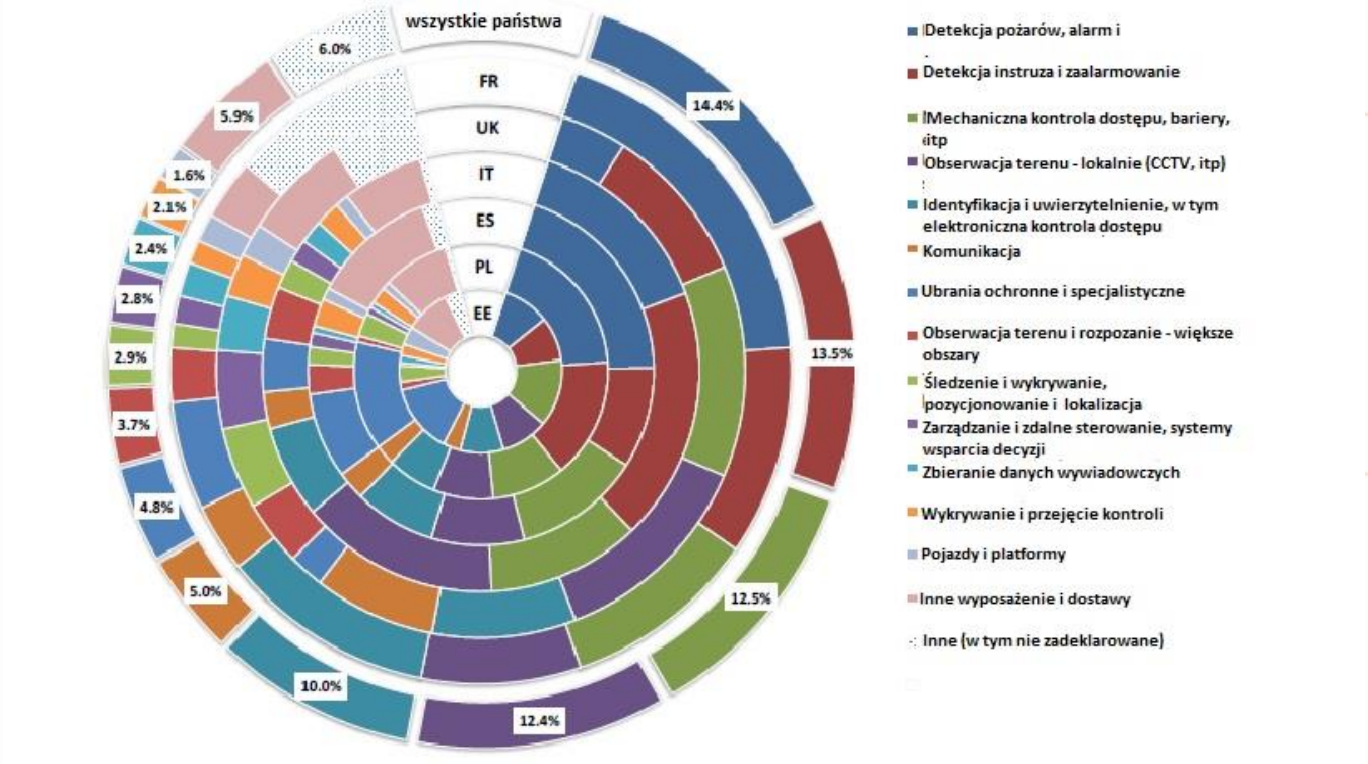
TECHNOLOGY READINESS LEVEL 5/6 TO 8 OR 9

Technology Readiness Levels (TRLs) provide a guide to the stage of development. TRLs are used in the work programme for guidance, but do not preclude support for non-technological innovations. The following definitions of TRLs apply, recognising that there are important differences between technological fields:

TRL1	basic principles observed
TRL2	technology concept formulated
TRL3	experimental proof of concept
TRL4	technology validated in lab
TRL5	technology validated in relevant environment
TRL6	technology demonstrated in relevant environment
TRL7	system prototype demonstration in operational environment
TRL8	system complete and qualified17
TRL9	actual system proven in operational environment

PRESENT YOUR TEAM

MARKET ANALYSIS



Source: Study on the development of statistical data on the European security technological and industrial base, Final Report, ECORYS, Rotterdam, 2015, http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/security/reference-documents/docs/security_statistics_-_final_report_en.pdf

COMPETITORS ANALYSIS

- ✓ Features to compare
- ✓ Unique eatures

Users

Price

Benefits

Business model

Promotion

Design

Research

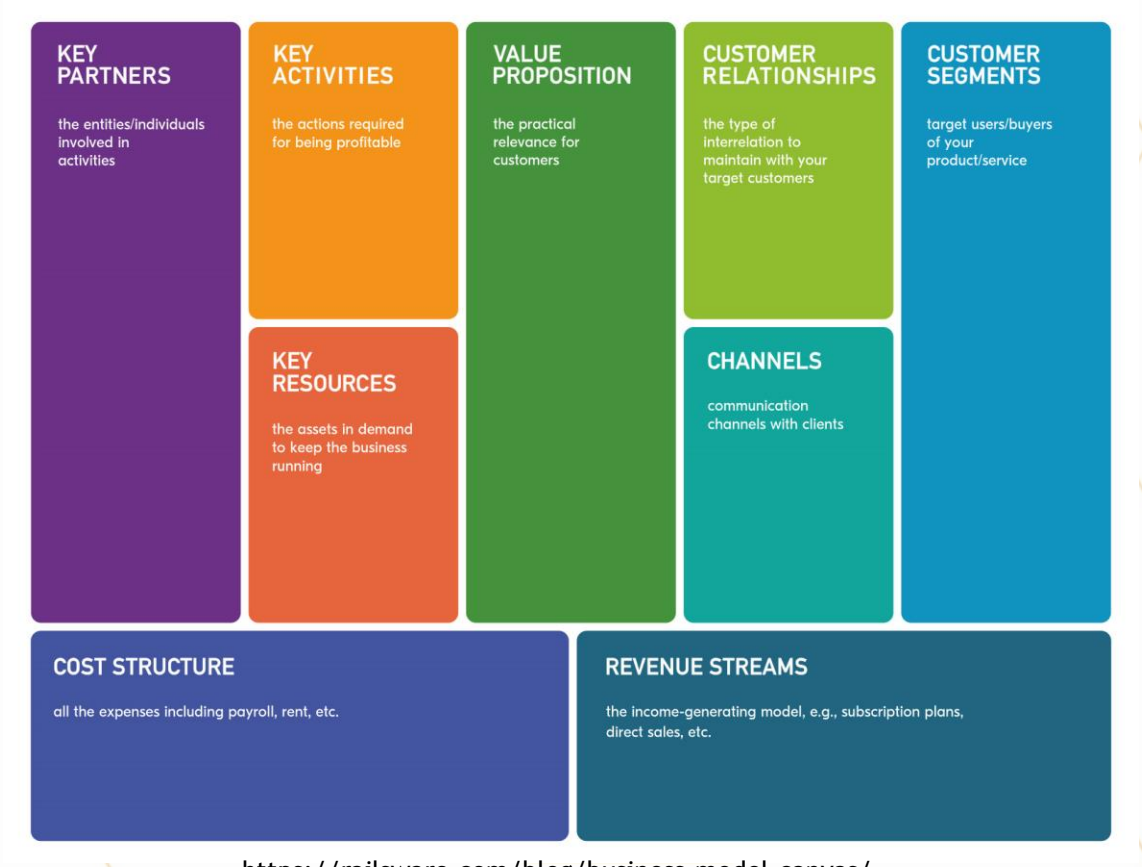
Strategies

https://pacelab.co/competitor-analysis-to-boost-google-rankings-fast/

BUSINESS READINESS LEVEL

IDEATION	**0-3**
TESTING	**4-5**
TRACTION	**6-7**
SCALING	**8-9**

CANVAS BUSINESS MODEL



https://railsware.com/blog/business-model-canvas/

EUROPEAN OR GLOBAL POTENTIAL?

https://www.horizon-eu.eu/

BENEFITS – VARIOUS PERSPECTIVES

Societal Economical Environmental „Climate Change”

https://www.google.com/url?sa=i&url=https%3A%2F%2Fec.europa.eu%2Finfo%2Fsites%2Fdefault%2Ffiles%2Fresearch_and_innovation%2Fstrategy_on_research_and_innovation%2Fpresentations%2Fhorizon_europe_en_investing_to_shape_our_future.pdf&psig=AOvVaw3LPaty2q64bhRR8IklZU_3&ust=1623413586292000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCICa4ImFjfECFQAAAAAdAAAAABAD

GRAPHICS

Geeta Gohil

The role of woman, the rise of youth culture, war and conflict has influenced the style of 20th and 21st century fashions. Analyse their impact on fashion.

Fashion in the 20th and 21st century is rapid and somehow repeated through the influence of previous trends and impacts occurred in the past. However there are some impacts which has immensely not only changed fashion but attitudes towards fashion. Fashion is more acceptable and is known to be an essential necessity compared to few hundred years ago fashion wasn't a necessity but a privilege for some.

The first impact which majorly influenced the style of 20th and 21st century fashion is the role of woman. Looking at the beginning of the 20th century, woman had limited rights were generally seen as inferior to men, furthermore they were seen as a housewife who would take care of the family and the house, whereas men would go and earn money to feed the family. Even younger genders were differentiated; Young boys had more access to education rather than young girl equally having an education.

Upper classes set the fashions the tightly corseted body giving a mature, unnatural body shaped, opulent living demanded fussy and cumbersome clothes which did not allow for an active life. As woman become more liberated and more involved in employment and sporting activated, they needed less elaborate clothing which was lighter and allowed the body to move freely. Paul Poiret is known for the harem trousers, hobble skirt, abolition of the corset and loose fitting garments and Jean Patou created simpler clothes that did not restrict women's movement.

From about 1907, the basic silhouette began to change to a slimmer and straighter line which as the start of more practical fashions. Vionnet created bias-cut dresses with natural lines. Avoiding corsets, padding, stiffening, and anything that distorted the natural curves of a woman's body, her clothes were famous for accentuating the natural female form. Vionnet created designs that showed off a woman's natural shape. Women's liberation continued throughout the 20th century, enhanced by 2 world wars when women took on what has been considered to be men's roles, acceptance into higher education and the professions, equal pay and rights in the workplace and the most obvious the Women's Liberation Movement. All of these served to make fashion more practical and allow women to compete with men on more equal terms. By the late 1980's and early 1990's, the New Women were taking their places as executive of major companies, Britain had its 1dt female prime minister, and power dressing was influencing the fashions of the time, with wide shoulders, tailored trouser suits styles on masculine lines and dressing for success. Other designers that associate with women's emancipation are Coco Chanel that created the simple style jersey suits and pleated skirts, Armani made women's power suits, Calvin Klein and Ralph Lauren known for the tailored fashions and Yves Saint Laurent for masculine styles trouser suits.

Another impact of the 20th and 21st Century fashion would be youth culture, especially in British Fashion were in the 60's, rock and roll was a major influence. Even in the 1960's, youth culture began to influence fashion. Young people began to have their own fashions rather than wearing the same as their parents and with large disposable incomes, were able to afford the latest fashions. The 1960's saw the beginning of the throwaway consumer society with its short lived fads and youthful

Presentation – 10 slides
Pitch – 3 minutes
Interview with Jury – 25 min.

Present Key Information in the application/evaluation order

SUPPORT BEFORE THE APPLICATION

- NCPs: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp
- EENs: https://een.ec.europa.eu/

Q&A

Thank you!

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