



MINISTÈRE
DE L'ENSEIGNEMENT
SUPÉRIEUR,
DE LA RECHERCHE
ET DE L'INNOVATION

*Liberté
Égalité
Fraternité*

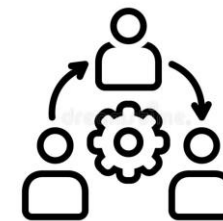


Le programme européen pour la recherche et l'innovation



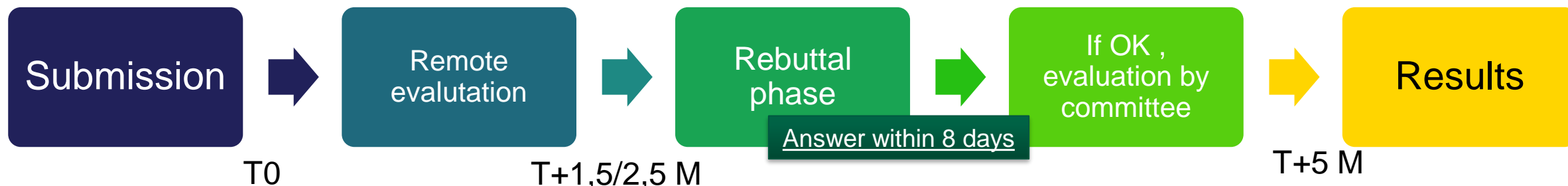


How it works with EIC Pathfinder



EIC Pathfinder Open

Evaluation



Evaluation committee = Evaluators experts différents from those carrying out remote eval

- ✓ 1 call per year
- ✓ consortium of 3 legal entities from 3 different countries

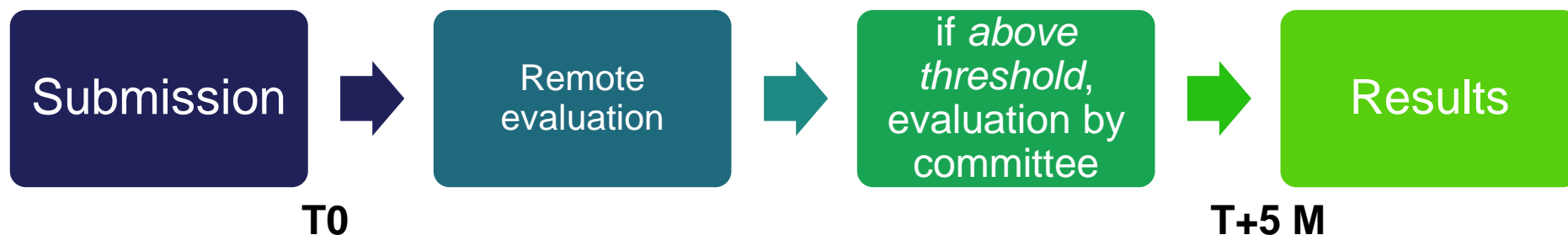
EU Member State or associated countries, one at least established in EU 27

- ✓ The so-called "Rebuttal" phase is intended to respond to the comments of the evaluators on possible misunderstanding

Next expected deadline march 2023 ?

EIC Pathfinder Challenges

Evaluation



✓ Evaluation committee = Evaluators experts différents from those carrying out remote + Programme Managers

✓ Decision based on external evaluation and portfolio considerations

✓ 1 call per year

Next expected deadline october 2023 ?

✓ consortium of 3 different legal entities or mono-beneficiary ou bi-beneficiary (2 different countries)

✓ 5 to 6 Challenges per year : documented in specific Challenge guides



Some tips for successful proposal With EIC Pathfinder

Section 1: Excellence

Be short and clear. Use images or diagrams !
Do not neglect the gender dimension, open science issues

- Do I clearly demonstrate the **disruption** of the technology (radical, breakthrough, ambition)?
- Is the positioning in relation to the state of the art clear? Do I anticipate the evolutions in the field(s) of my technology?
- Are the targeted societal and economic advancements convincing?
- Are the project objectives described in detail, concrete, linked to performance indicators?
 - **SMART** (*Specific, Measurable, Achievable, Realistic, Time-bound*)
- Are the risks related to the objectives and the methodology, clearly explained and mitigated?
- Is the contribution of different disciplines clearly explained?

Section 2: Impact

Use KPIs,
Involve and empower key stakeholders
Describe a clear exploitation strategy : EIC is a continuum

- Are the socio-economic benefits detailed, with different potential applications?
- Is the prospected IP strategy concrete and adequate? (what, who, how? What exploitation of the results? Is a market analysis / business model outlined?)
- Are the “key players” (young researchers, high-tech start-ups/SMEs...) to translate technology into future innovation involved in the project? How, by what activities? Is this described clearly and precisely?
- Is the communication and dissemination strategy appropriate and well described?

Communication

- From project start
 - Project activities description
- Website, flyers, videos, social networks ...

Dissemination

- Diffusion of results
 - Protection of résultats
 - Potential to transfer the technology
- Patents, publications, open access ...

Section 3: Quality and efficiency of the implementation

- Is the consortium well balanced ? Are the key actors for the operation involved ? Are the skills clear and complementary ? Necessary and sufficient for the realization of the project ?
 - Check-out eligibility of consortium (countries, number ...)
- Are roles and interactions between partners clearly described ? Do previous collaborations exist ? The experience of the partners is presented convincingly ?
- Is the work plan well described and consistent with the objectives ? Are deliverables and milestones appropriate and precise ?
- Is the risk management clear and convincing ?
- Is the distribution of resources appropriate – in particular the human resources on the different WPs ?



How it works with EIC Accelerator

Evaluation steps

STEP 1 “Short proposal”

Short proposal evaluated
along the year

Questions + Pitch Deck (10
slides) + Video (3 minutes)

Outcomes : within 3 to 4
weeks

STEP 2 “Full proposal”

Full proposal evaluated at fixed cut-
off dates : 3 or 4 in 2023 ?

Questions with enhanced business
plan + Pitch Deck

FAST TRACK / PLUG IN

Outcomes : within 5 to 6 weeks

STEP 3 “INTERVIEW”

Pitch of 10 mn

Q&A of 30 Mn

(fixed dates published in WP)

Outcomes : within 2 to 3
weeks



Some tips for successful proposal with EIC Accelerator



Tips and hints for the Accelerator

- Aim for the "**Wow**" effect! Use story-telling!
 - Take the business angle, speak to investors while showcasing your technology differentiation
 - Put forward your team, your strategy, the European sovereignty
 - Emphasize the growth element
 - Show that you need the EIC : Why apply now? How unique you are?
 - Why you? What are you doing that no one else is doing? What is your "Unique Selling Proposition"?
 - Provide evidence: refer to letters of support, highlight your team, demonstrate that marketing will be a success
 - Highlight your successes: awards, funding, fundraising, ecosystem Be clear about your funding needs and milestones
-

Pitch deck

- One-liner
 - What is the **pain** into the market ?
 - What is the **solution** to cover the pain ?
 - How I will make it with my **Team** ?
 - What makes the **difference** ?
 - What is the **traction** of the **market** ?
 - What is your **business model** ?
 - **Why you** ?
- Focus your speech on the essentials
 - Tell a story that can be understood by someone listening to it for the first time.
 - Capture attention with key facts, figures and diagrams. SIMPLE, CLEAR, CONCISE, COHERENT and READER-FRIENDLY.
 - Good balance between text and iconography



Team

Ability of the team to implement the project: performance, network, reputation, motivation, fluidity

Team spirit and entrepreneurship

Qualifications: sales, finance, business

Able to lead a growth company?

Innovation Excellence

Innovation creating a new market or disrupting an existing market

Change the game

Business plan, business model

Exponential growth

Value chain, controlled competition

Appropriate time to market

Intellectual property aligned with business model

Impeccable business strategy

Economic and social impact: ++++

Credible financial projections



How to get support ?

Member States have designated National Contact Points :

- To inform and raise awareness among research, development and innovation communities about Horizon Europe project funding opportunities;
- To help, advise and train in the operating methods of the program;
- To report the existence and direct them to other sources of funding (European and national) likely to better meet their needs and to the support services for this funding.



Access2EIC

National Contact Points for Innovation

HOME

PROJECT

EIC ▾

NEWS

EVENTS

DOWNLOADS ▾

CONTACT

Access 2 EIC

Coordination and Support Action with the aim to empower NCP

LEARN MORE...

<https://access2eic.eu/>

The world's largest support Network for SMEs with international ambitions

600 organisations, 3000 advisors (EU27 + associated countries=

Embedded in local ecosystems



L'Europe à la portée de votre entreprise.

INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

Technology transfer

ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

INNOVATION - TRANSITION SUPPORT

Access to finance and funding

Innovation Management Services

Sustainability - Digitalisation Resilience



Support to EIC Accelerator by EEN (CSA)

What are the problems?

Participation and success rate EIC	EIC seal of excellence holders	Capacity Building
Gap between widening and non-widening Countries	Low opportunities of finding public and private funding	Gap between advanced EEN and EEN in widening Countries to deliver adequate services for EIC applicants
Low number of participating and succeeding women-led companies (across the whole EU and AC)		



Adapted services by EEN advisors to help SMEs applying to EIC Accelerator

Target/KPI



Widening Countries served by EEN	Women-led SMEs served by EEN	SoE Companies
630-840 Companies applying for EIC Accelerator (Short application)	1260-1680 women-led Companies applying for EIC accelerator (Short application)	450 companies applying for funding
84 Companies receiving EIC funding	168 women entrepreneurs receiving EIC funding	112 companies applying for funding will receive funding

3 to 5 days services packages to individual SMEs

Identification of the relevant alternative public and private funding sources, advisory support to SoE holders (pitch preparation, application process support)



Support to French applicants

French NCP contacts

★ NCP EIC Pathfinder & Transition

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★ NCP EIC Accelerator

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In France, all NCPs hosted by the Ministry of Higher Education and Research (full time coordinators and seconded members from universities, clusters, RTOs, business support organisations)

Appel MRSEI de l'ANR - 2022

"Montage de Réseaux Scientifiques Européens ou Internationaux (MRSEI)", Edition 2022

Qui ?

Proposition coordonnée par une entité publique française – représenté par un.e coordinateur.ice

Combien ?

Jusqu'à 30K€ sur 24 mois

1^{er} juillet 2022
18 octobre 2022

Pour quoi ?

Des actions permettant d'élaborer ou de renforcer le réseau scientifique (frais de mission, de réunion, de réception, etc...) et/ou de la prestation de service pour aider le.a coordinateur.ice à monter le projet européen

Diag'PTI – BpiFrance

Diagnostic Partenariat Tech International



STARTUP - PME - ETI

française, à vocation commerciale,
de moins de 2 000 salariés et chef
de file du consortium

Appel à projets
collaboratifs



INSTRUCTION

évaluation et sélection
des demandes sur un
délai de 1 à 2 semaines



PARTENARIAT
TECHNOLOGIQUE
INTERNATIONAL

L'AIDE BPIFRANCE

Financement à hauteur de 50 % du
coût TTC de la prestation de conseil

Prestation limitée à 25 000 € HT

- Un accompagnement individuel réalisé par un expert qui **accompagne** la recherche de partenaire(s), **aide à la négociation** de l'accord de consortium et **facilite la rédaction** du dossier de candidature

diag-tech-international.bpifrance.fr et international.innoproject@bpifrance.fr



Thank you for your attention

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