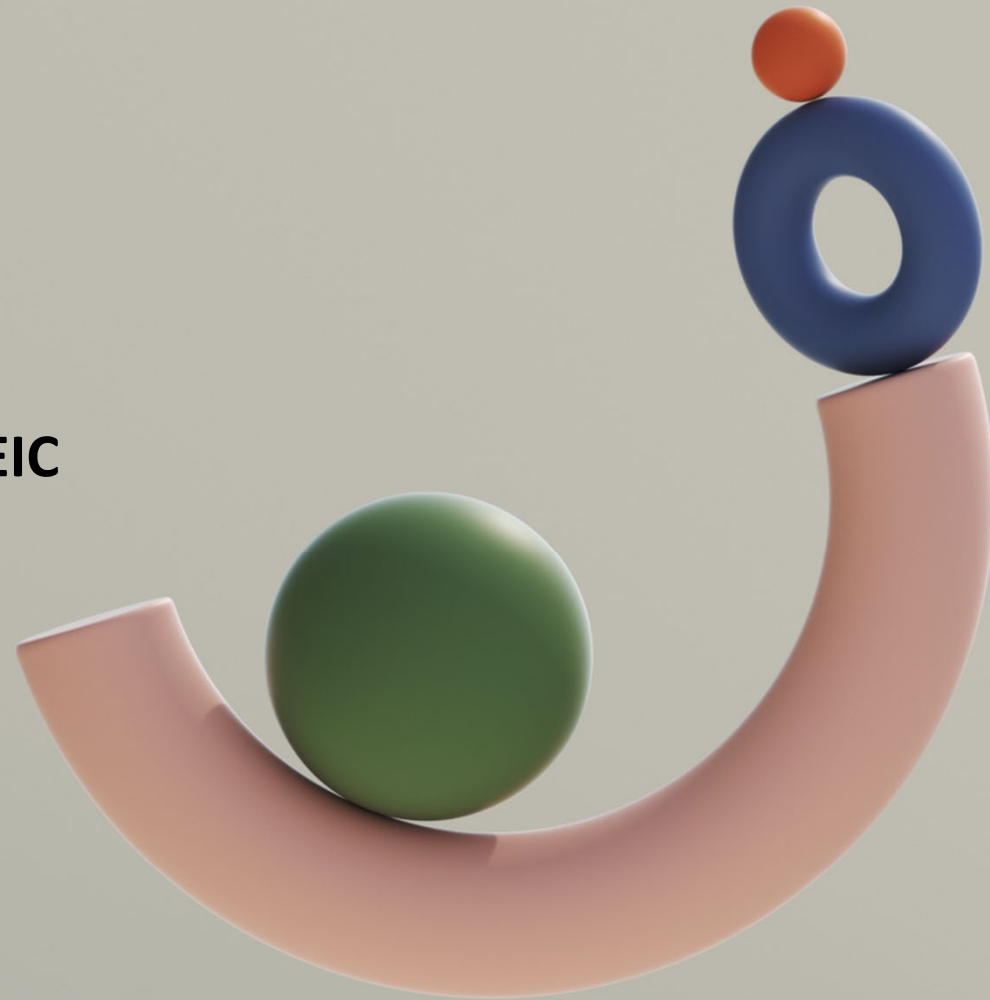


Pitch

Innovating Success: Dos and Don'ts preparing EIC applications



Donata Pečiukėnienė, EIC & EIE NCP
Research Council of Lithuania

Pain - limited inclusivity in EIC programmes

Pathfinder

- Widening countries receive 8,5% of the total EIC Pathfinder funding.

Accelerator

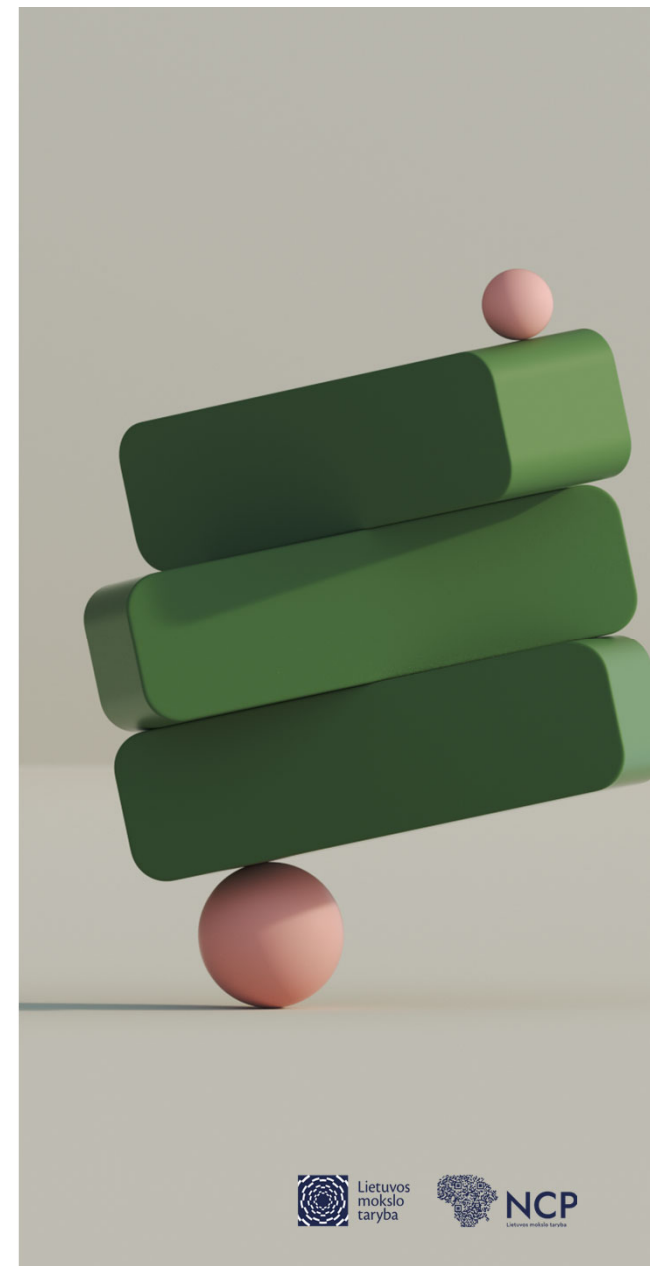
Short applications (Step 1)

- The level of applications from widening countries = **18% of the total** (7852).
- Success rate = over 50% (slightly below average).

Accelerator

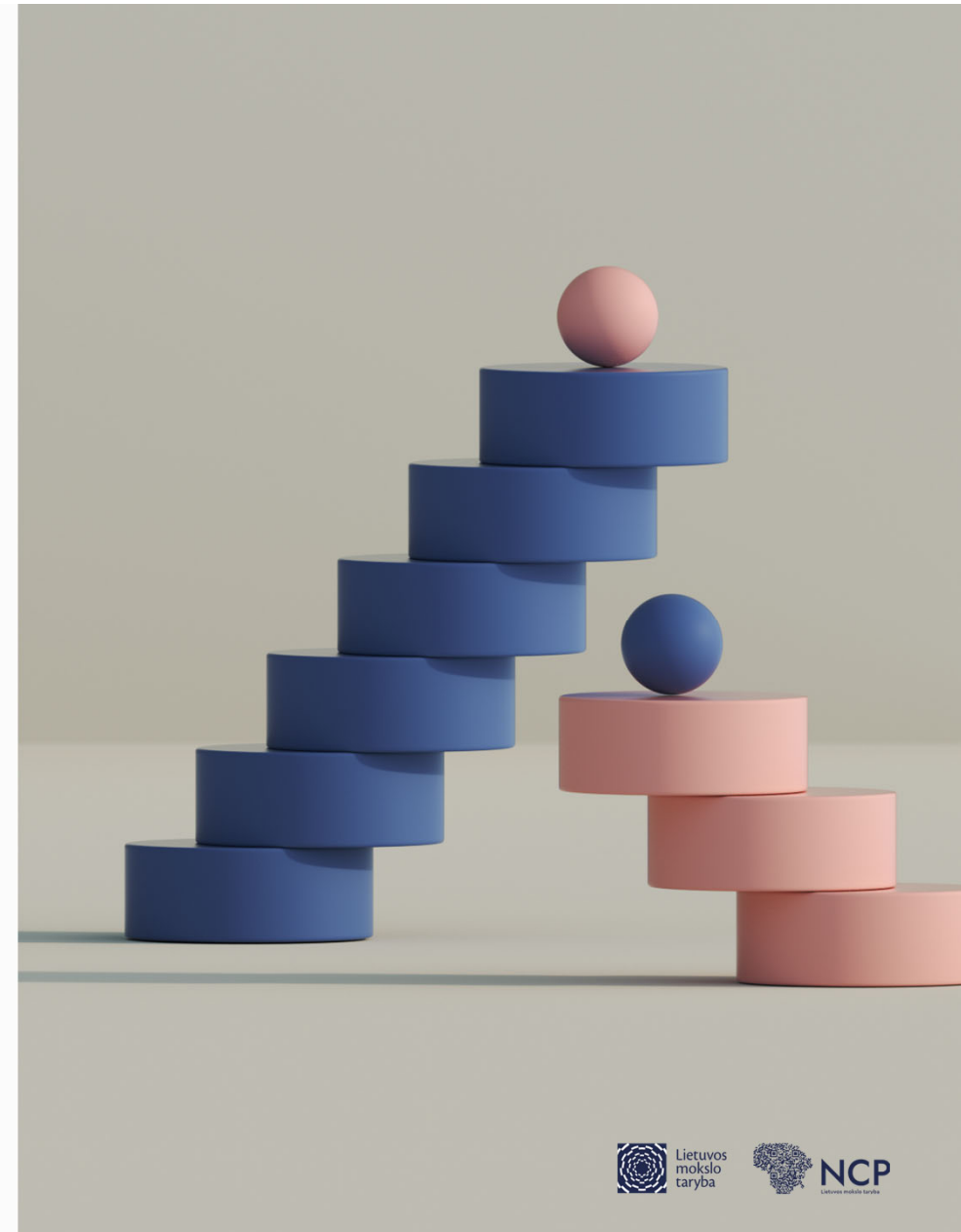
Full Applications (Step 2 & 3)

- Despite some improvement (11% in 2021 to 14% in 2022), there's a considerable gap.
- Success rate well below the average (5.1% compared to the 8% average).



Challenges

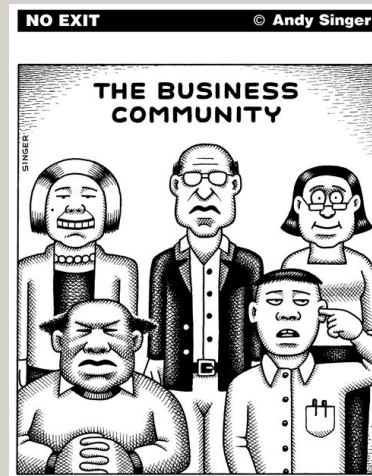
Challenges in preparing EIC Projects:
common pitfalls hindering success



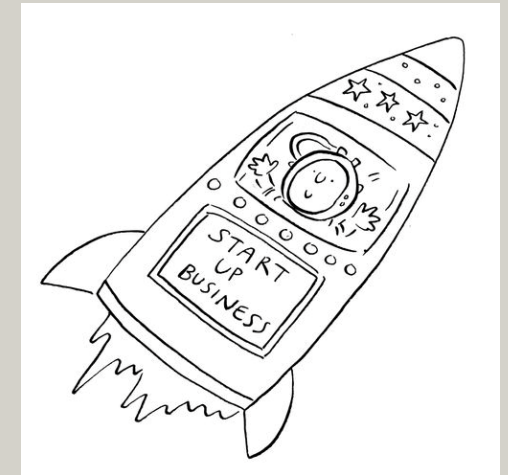
Who is affected by this problem?



Researchers and Innovators



**Small and Medium-sized Enterprises
(SMEs)**



Startups

Common shortcomings in project proposals

Vague or unclear:

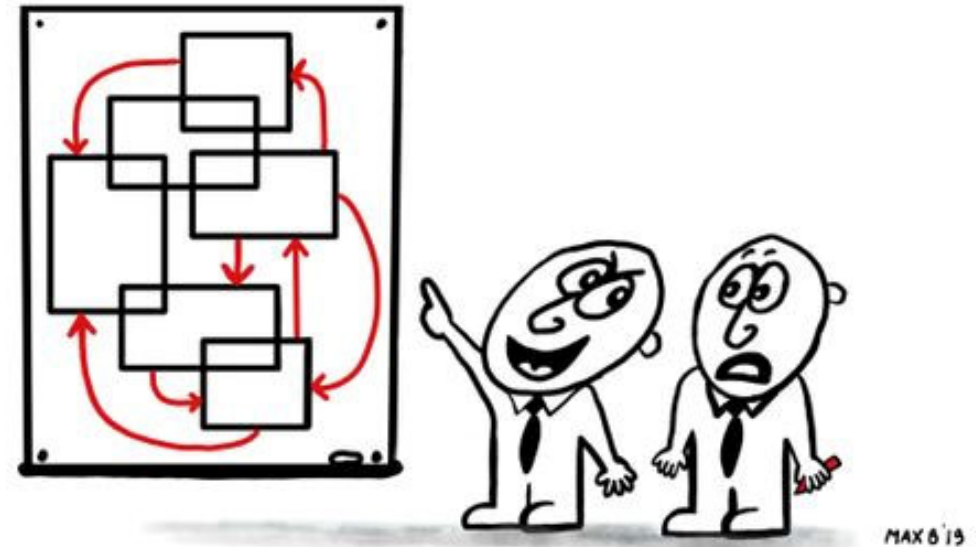
- Vague or unclear project proposals.
- Ignoring evaluation criteria.
- Deviation from specified guidelines.
- Overly technical or jargon-heavy text in the application.

Risk and budget:

- Missing or incomplete identification of potential risks.
- Absence of clear budget justification.

Time management:

- "Last-minute" work.
- No proofreading either "pre-screening."



- Great work! Now the problem seems highly complex in a way that we, and only we, can solve.

Proposal Submission “Don’ts”

Don’t skip the review	Before hitting upload, double-check and get someone else to review. Errors can slip through easily.
Avoid forgetting story-telling	EIC evaluators appreciate a compelling story. Don’t just list details but weave them into a narrative for impact.
Humans read your proposal	Remember, evaluators are people too. Make your proposal easy to read and understand.
Don’t overcrowd with words	A picture is worth a thousand words. Don’t overwhelm with text; use visuals to enhance your message.
First impressions matter	A well-presented proposal makes a strong first impression. Capture the evaluator’s attention from the start for a higher chance of a second look.

What is indicated by EIC Pathfinder experts?

Technology description: unclear technology, incomplete state-of-the-art, and insufficient breakthrough presentation.

Science-to-technology breakthrough: lack of ambition, vague objectives, and no high-risk/high-gain approach.

Environmental and social impact: missing measurable KPIs and inadequate description of barriers.

Exploitation and commercialization: brief strategies without sufficient details.

Communication and dissemination: lack of quantifiable KPIs and specifics for post-project communication.

Resource allocation and project Management: inadequate task descriptions affecting resources and unclear project management efforts.



"I can feel it! We're about to make a huge breakthrough."

What is indicated by EIC Accelerator experts?

Market impact and business model:

- Unclear market impact on potential challenges.
- Unconvincing added value with vague comparisons to existing models.
- Insufficient proof for creating new markets.
- Vague timing discussions without factual support or market references.
- Undefined scale-up potential.
- Lack of concrete strategies for market entry and customer attraction.



"We missed only two strategic goals: Supply and demand."



"THERE ARE BETTER WAYS TO ATTRACT NEW CLIENTS, DOBSON!"

Budget and Funding:

- Incomplete or inaccurate budget, overly ambitious, and broadly defined.
- Deemed insufficient requested funds.

Team and Diversity:

- Lack of clarity on team members and competencies.
- Absence of a clear gender balance strategy.

The solution

Effective project writing is key to getting support and bringing innovative ideas to life



1. **EIC Work programme.** Check out the main plan to really understand what's expected [>>>](#)
2. **Official guidance document (e.g. Guide for applicants).** Follow the rules [>>>](#)
3. **FAQs: your new best friends.** Read through questions others asked and ask your own through Research Enquiry Service [>>>](#)
4. **Infoday material is gold.** Grab info from presentation slides, documents, and Q&A sessions [>>>](#)
5. **Peek at the applications template.** Take a look at the template to know how to structure your proposal [>>>](#)
6. **Check out past success stories.** See what worked before on CORDIS, especially if mentioned in infoday [>>>](#)
7. **Understand the evaluation stuff.** Know what they're looking for to improve your chances [>>>](#)

Recommendations -
get the full picture
with these docs!

EIC Pathfinder: DOS



Scientific excellence: Showcase top-notch research, emphasizing the excellence and originality of your proposed approach.



Interdisciplinary collaboration: Showcase how collaboration enhances innovation across fields.



High-risk, high-reward challenges: Highlight how your project tackles challenging scientific questions, emphasizing potential breakthroughs.



Societal and ethical considerations: Discuss the societal and ethical aspects, addressing risks and showing commitment to responsible research.



Long-term impact: Clearly explain your big picture plans, detailing how your research could lead to lasting advancements and applications in the future.

EIC Accelerator: DOS



Define innovation clearly: Explain how your project improves on existing solutions for a specific market need.



Focus on impact: Highlight the economic, societal, and environmental benefits of your project.



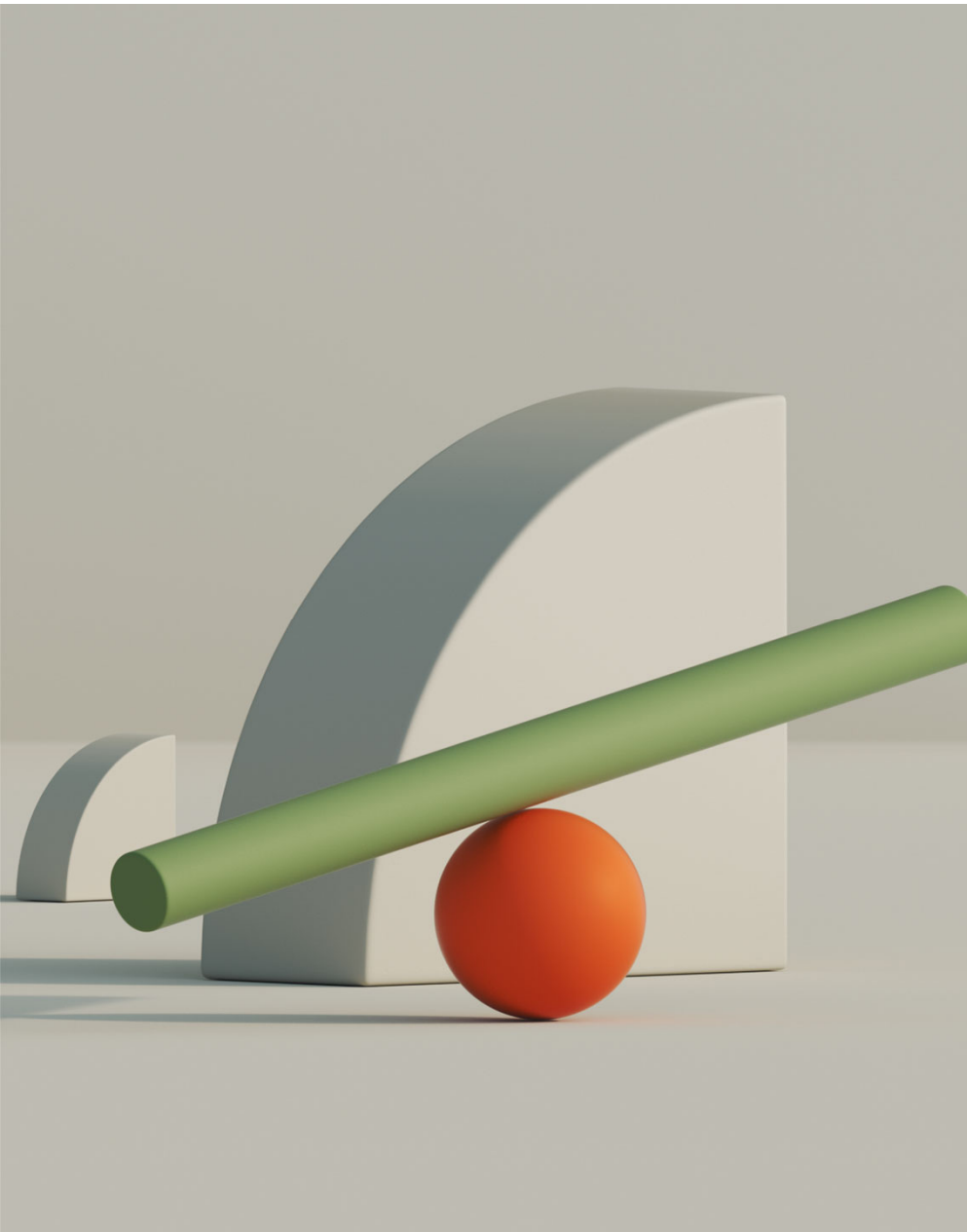
Show expertise: Ensure each team member brings unique skills and resources.



Build a solid business plan: Develop a comprehensive plan for commercialization, including market analysis and financial projections.

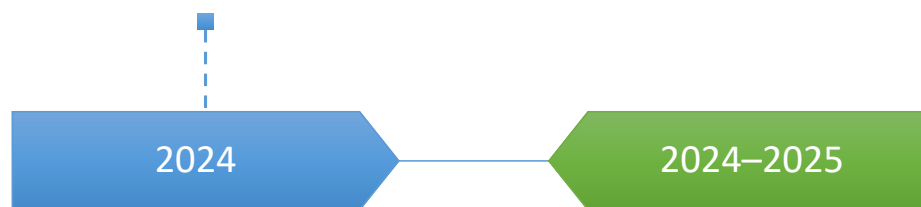


Ensure scalability: Demonstrate how your project can become a sustainable business, emphasizing potential follow-up funding and collaborations.



Why now?

The new EIC Work programme 2024.
Upcoming deadlines (INFO day in
January 15, 2024): **timely assistance**
and **learning from experience!**



Lithuania has decided to transfer
ERDF resources (18,5 M EUR) to HE
(2024-2025). Part of money dedicated
to Pillar III (EIC Accelerator, Transition,
Pathfinder Challenges
monobeneficiary grants).

Value



Improved Proposal Quality



Time Savings

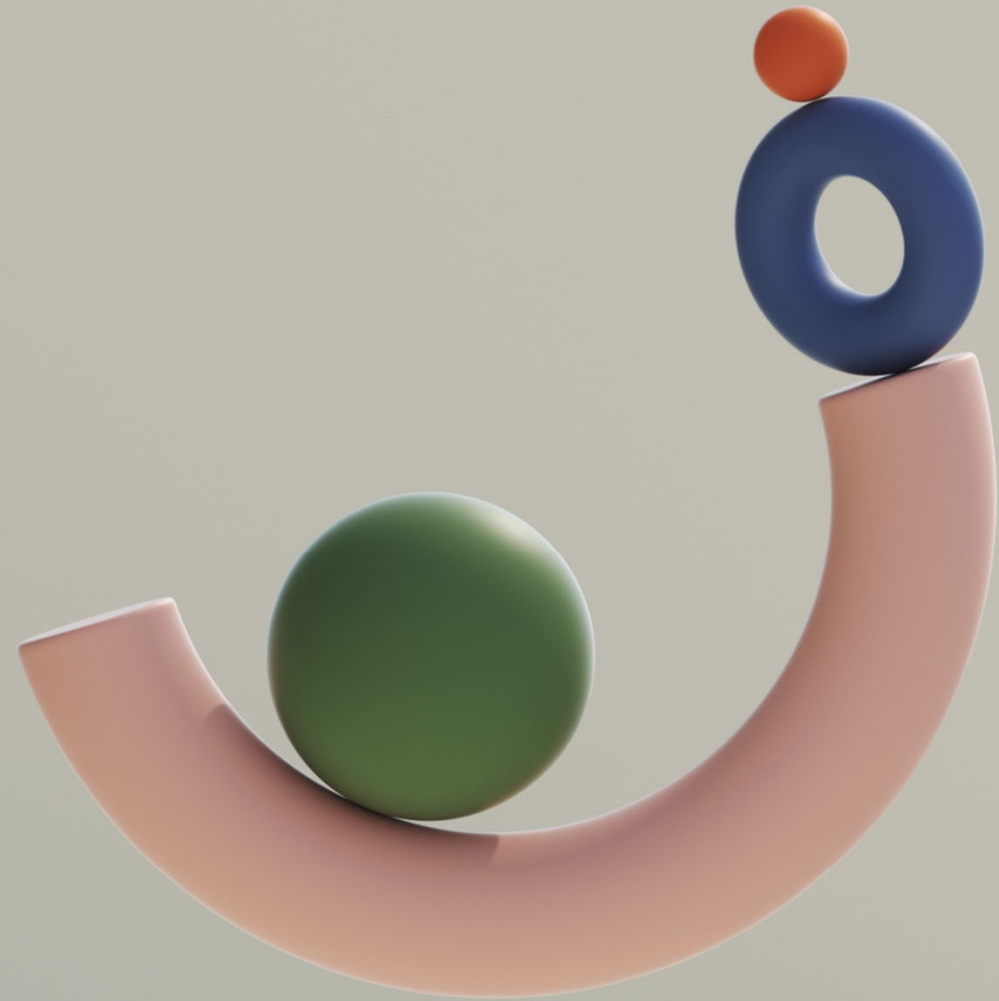


Increased Success Rate

Let's turn
challenges into
opportunities and
transform
knowledge into
success.



I think we need a good Project Manager
to coordinate our efforts...



Thank you