



Success factors: old and new

Ruben RIESTRA



inmark
estudiosyestrategias

Aim of this session:

Hopefully, provide some light over:

- ✓ **Is the H2020 R&I funding system suitable for you?**
- ✓ **Is it worth the effort to participate?**
- ✓ **Which are the Critical Success Factors in H2020**

**JUST REMINDER
FOR rr, NOT TO BE
PRESENTED**

What brings you here today?

- ✓ **Not enough opportunities at national level?**
- ✓ **Internationalisation/Diversification ?**
- ✓ **Aiming at bigger projects?**
- ✓ **Any other Big reason?**
- ✓ **Innovation perhaps??**

.....Nobody for the money?

Please, raise your hand if you:

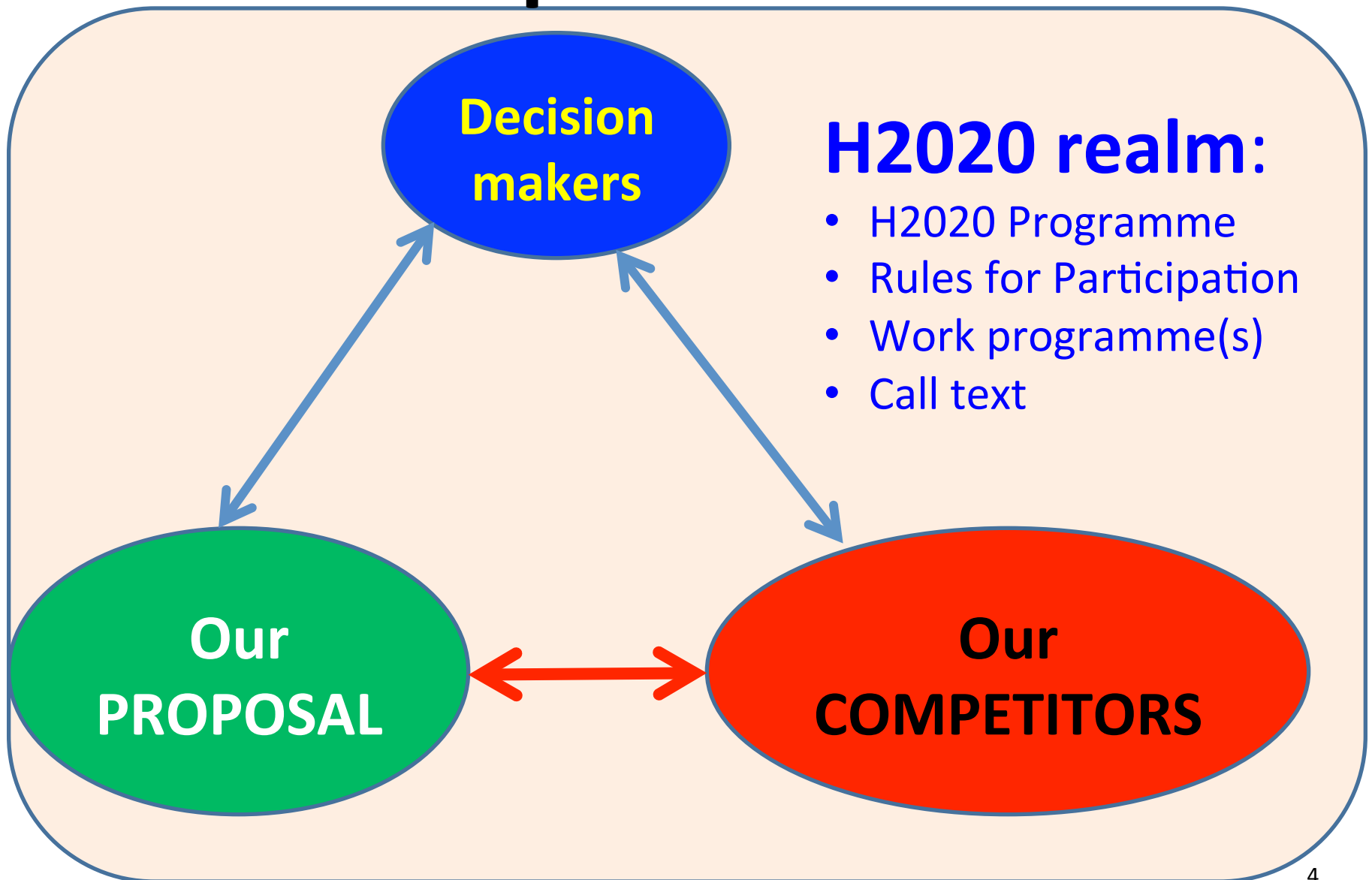
- a) **Participate(d) in FP7 RTD project(s)?**
- b) **Any experience in EU RTD projects at all?**
- c) **Have strong links to research communities?**

Experience in the EU scenario

+45 EU funded projects since 1992, mainly in ICT

- ✓ Consortium Co-ordination & Liaison with EC
- ✓ Dissemination & Exploitation of projects' outputs
- ✓ Market Research for projects' results
- ✓ Scouting of new projects and new partners

The EU competitive scenario



From FP7 to H2020

Lisbon Strategic Vision 2010: Not Fulfilled

EU Today: Growth and jobs crisis, Innovation Emergency

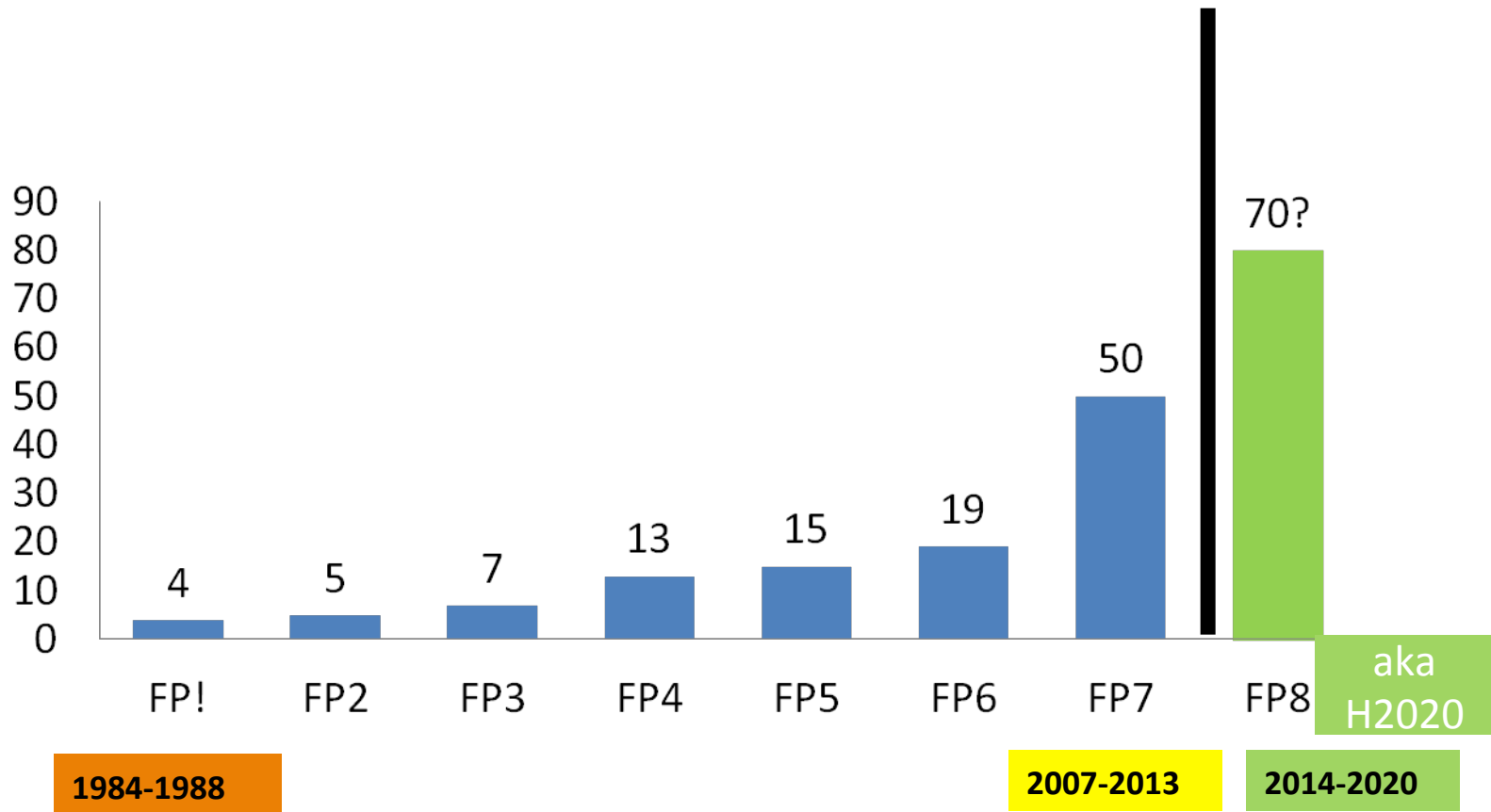
Europe2020, H2020: Political decision to boost Innovation:

- ✓ “Coupling Research to Innovation” from Lab to retail
- ✓ “Industrial Leadership”, business in the *driver’s seat*
- ✓ SMEs in the front row

.....From RTD to R&I

The EU R&D funding system

R&D Framework Programmes Budget (Bn €)



Decision Makers

- ✓ **Deliver a Clear Value proposition**
- ✓ **Build credibility**
- ✓ **Make their life easy**
- ✓ **Avoid the creation of “*their own Project*”**

AIM: Win the Soul & Brains of 5-7 persons

Our Competitors

- ✓ Know them (who, how,...)
- ✓ Understand their SWOT/ Benchmark them

- ✓ # proposals/topic: **150 STREPs/Call + 15-30 IP/Call**

- ✓ Success rates: **5%-15%**

Challenges & opps

The bad news

- Mature market, strong competitive pressure
- Seasoned players, well-established communities,...
- “Establishment” uncomfortable with SMEs
- Uncertainties due to FP change of cycle

The good news

- + H2020 likely to be quite a change (xing fingers!)
- + Eurocrats always looking for new faces
- + Room for fast movers

The whole thing

- 1. Learn by heart the Rules of the Game**
- 2. Choose When, Where, and How to compete**
- 3. Gather THE intelligence for your Project***
- 4. Build up the best possible Project Team***
- 5. Deliver THE Killer proposal***

Delivering

THE

Killer proposal

Basic rules of the Game

Nobody forces you to play. But if you dare,.....

- ✓ You die by what it is written in the rules, so **READ!!**,
- ✓ You win by what it is Not in the rules, so **BE Unique!**
- ✓ You will not be there to defend your proposal!

Proposal Writing Check List

- ✓ **Why Bother ?**
- ✓ **What (and whose) problem are you trying to solve?**
- ✓ **European problem ? Why not solved without EC?**
- ✓ **Why now? No other solution?**
- ✓ **What would happen if we did not do it this now?**
- ✓ **Why you? Are you the best people to do this work?**

Where and How to compete

- ✓ **Demand (domain) Problem vs. Research Field**
- ✓ **Big Project vs. Small Project**
- ✓ **Core partner (Mission critical) vs. Contributing partner (workload, specialists, Users!!)**

Evaluation Criteria

1. S&T QUALITY

“Scientific and/or technological excellence (relevant to the topics addressed by the call)”

~~3.~~ 2. IMPACT

“Potential impact through the development, dissemination and use of project results”.

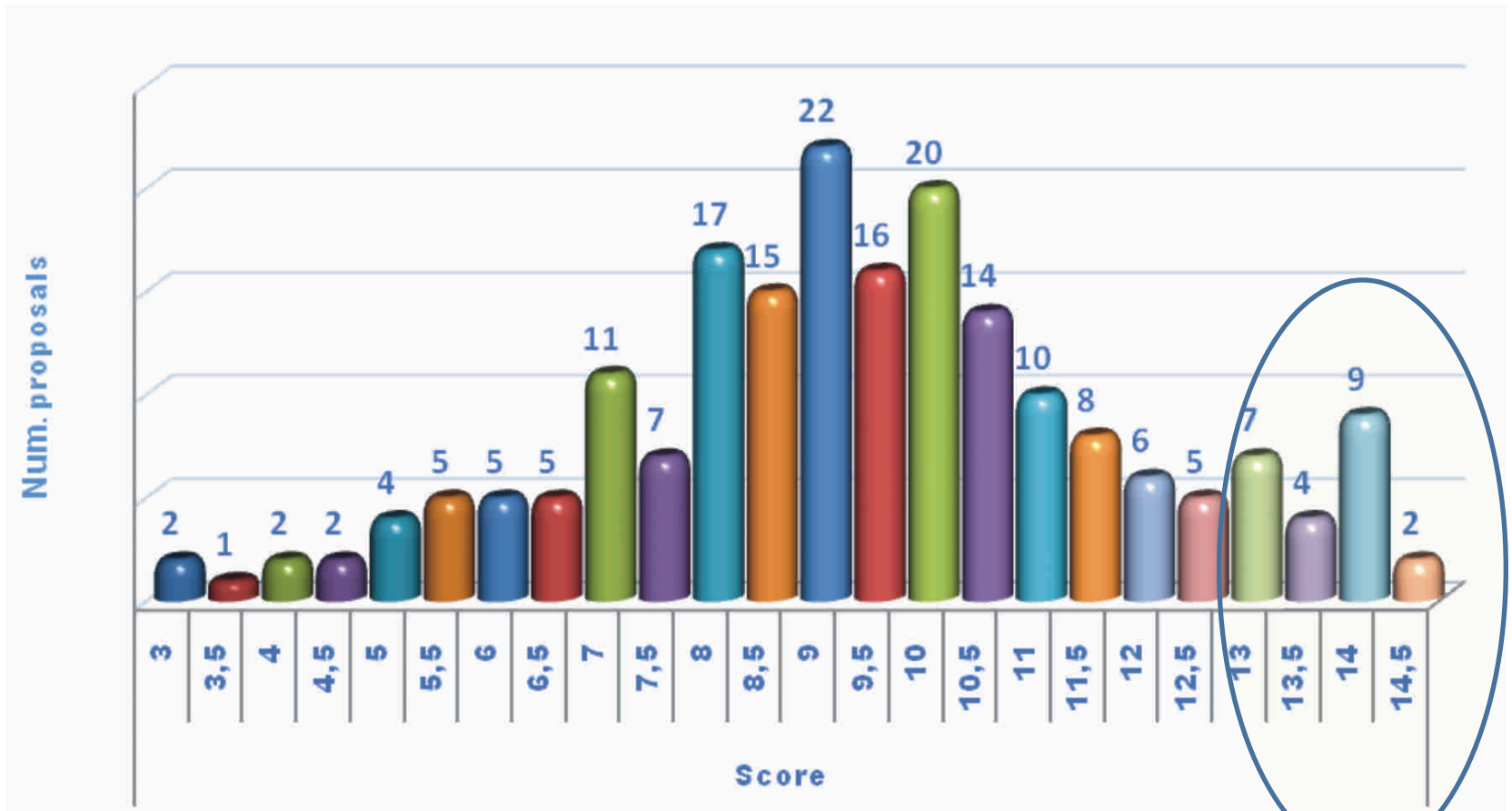
~~2.~~ 3. IMPLEMENTATION

“Quality and efficiency of the implementation and the management”

A KILLER proposal is:

Criteria	aim	Aimed score
Scientific & Technical excellence	4.5	14.5
Impact	4.5	
Implementation	4.5	

....Based on actual figures



Number of proposals for each score

S&T: Evaluators look for...

- ✓ Clear explanation of motivation & hypotheses
- ✓ SMART Objectives
- ✓ What is the SOTA **also @market level!!!**
- ✓ How is your idea compared to others' initiatives?
- ✓ Users **& Customers**: who will benefit and how?
- ✓ Methodology and workplan (**realistic, clear,....**)

Impact: Here They look for.....

- ✓ Impact in terms of **real world parameters/metrics**
- ✓ Spread of impact (e.g. EU, national, sector)
- ✓ How will project outputs translate to impact
- ✓ What is the advantage of an EU approach?
- ✓ Dissemination **& Exploitation**
- ✓ How do you plan to disseminate results?
-**READ and match “Expected Impacts”**

Implementation: They look for..

- ✓ Obvious leaders (scientific and project management)
- ✓ Team fit for purpose + **Real world experience**
- ✓ Clear decision-making processes
- ✓ Clear communication channels, meetings schedule
- ✓ **Relevant** scientific track record
- ✓ Resources/ Sound budget

Key factors in delivery

- 1.The proposal must address the topic within the work
- 2.Partners: excellent and appropriate for the tasks
- 3.Proposal must address all 3 evaluation criteria
- 4.Convince the evaluators from paragraph 1
- 5.Respect the Rules

.....Be paranoid: Devil is in the details !!