

#innovacion  
#ayudascdti  
#asesoramiento  
#internacionalizacion



@CDTIoficial

# Ideation & Development modules

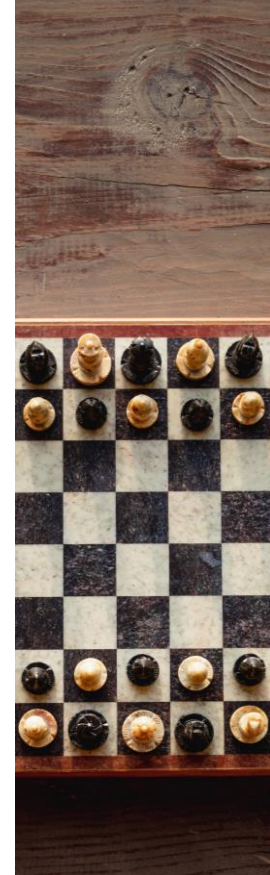


Luis J. Guerra  
@LGuerra\_CDTI  
Diciembre 2021

▶  Mi idea y el Acelerador del EIC

 Mi negocio y la plataforma

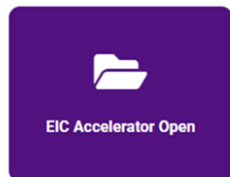
 Mi proyecto y la plataforma



# Elección y justificación del topic



Which EIC topic do you want to apply for? \*



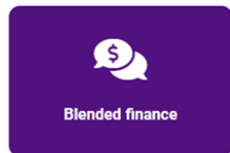
EIC Accelerator Challenges  
2021 - Strategic Digital and  
Health Technologies



EIC Accelerator Challenges  
2021 - Green Deal innovations  
for the Economic Recovery

What kind of funding are you looking for? (you will be able to edit this choice later) \*

> [how to choose ?](#)



Grant first



Grant only

What is the expected societal impact of your solution?

What are the main EU priorities concerned?

Specify to which extent your solution contributes to the EU priorities, if any \*

0/1000

Specify to which extent your solution specifically contributes to the EIC targeted Challenges \*



Digital technologies

Please specify \*

0/1000

What are the main UN Sustainable Goals concerned, if any? \*

0/1000

# Elección y justificación del instrumento



Ideation

Topic  
Value Chain  
Solution  
Use Cases



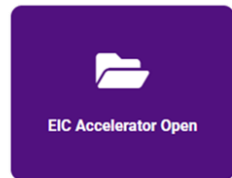
Go 2 Market

Know  
Prepare  
Enter  
Scale  
Impact



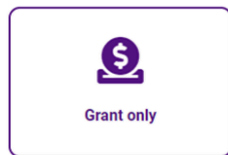
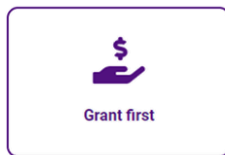
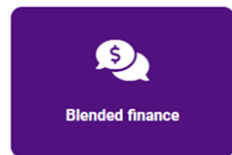
Business Plan

Which EIC topic do you want to apply for? \*



What kind of funding are you looking for? (you will be able to edit this choice later) \*

> how to choose?



Blended finance Grant first Grant only

FROM IDEA 5 6 7 8 9 TO MARKET Year 1 Year 2 Year 3

Innovation activities (TRL < 9)

**Eligible costs**

Total of the direct costs declared in the workpackage to achieve TRL 8	0 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	0 €
<b>Total of eligible costs</b>	0 €

**Reimbursement rates**

Maximum amount that you can ask in grant to the EIC	0 €
Amount of grant requested to the EIC	0 €
<b>Total investment needed</b>	0 €

Market / Scale-up activities

**Investment for market preparation (TRL 9) ②**

Total of the direct costs declared in the workpackage to achieve TRL 9	0 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	0 €
<b>Total of the costs for market preparation</b>	0 €

**Costs for exploitation ③**

Total of the exploitation cost Year 1	100,000 €
Total of the exploitation cost Year 2	200,000 €
Total of the exploitation cost Year 3	300,000 €
<b>Total of costs for the exploitation</b>	600,000 €
Additional investment needed	0 €
<b>Total of investments</b>	600,000 €

# Food for thought: histórico en 2021

Call	Equity only	Blended	Grant first	Grant only
June	5	31	24	5
October	0	65	23	11

Call	Type	Full proposals	Interview	Funded
June	Open	375	54	28
	Challenge	203 + 223	41 +35	20 + 17
October	Open	552	113	57
	Challenge	264 + 282	58+40	30 + 12

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# La plataforma está construida como amalgama de metodologías



## **IDEATION:**

Value proposition canvas (gains-pains, unique selling points...)

## **DEVELOPMENT:**

Work breakdown structure (usando niveles de TRL)

## **GO 2 MARKET:**

Willness to pay: Value proposition canvas terminology

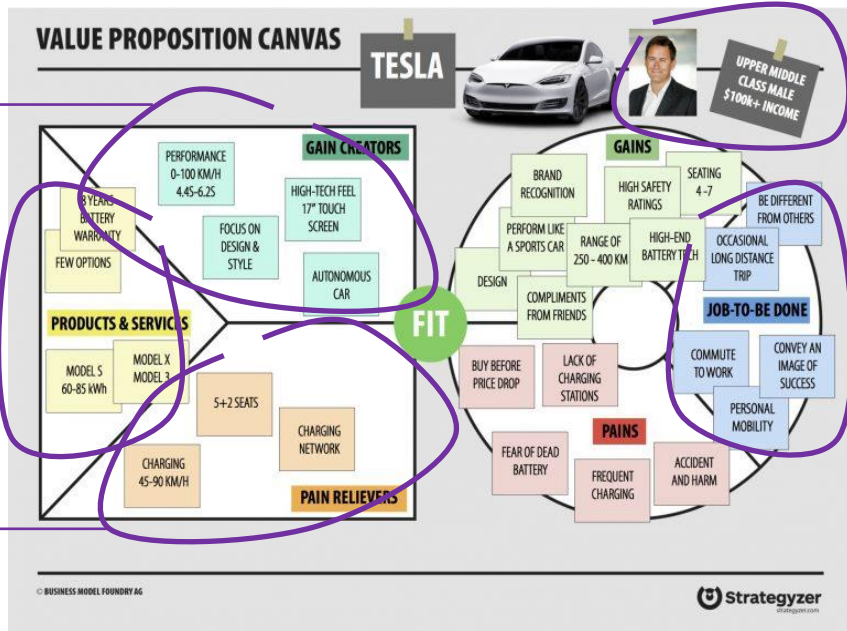
Market penetration: Crossing the chasm methodology

# Punto de partida: Value proposition canvas por “stakeholder”

Use cases or functions= WHAT

+ features= HOW

Solution

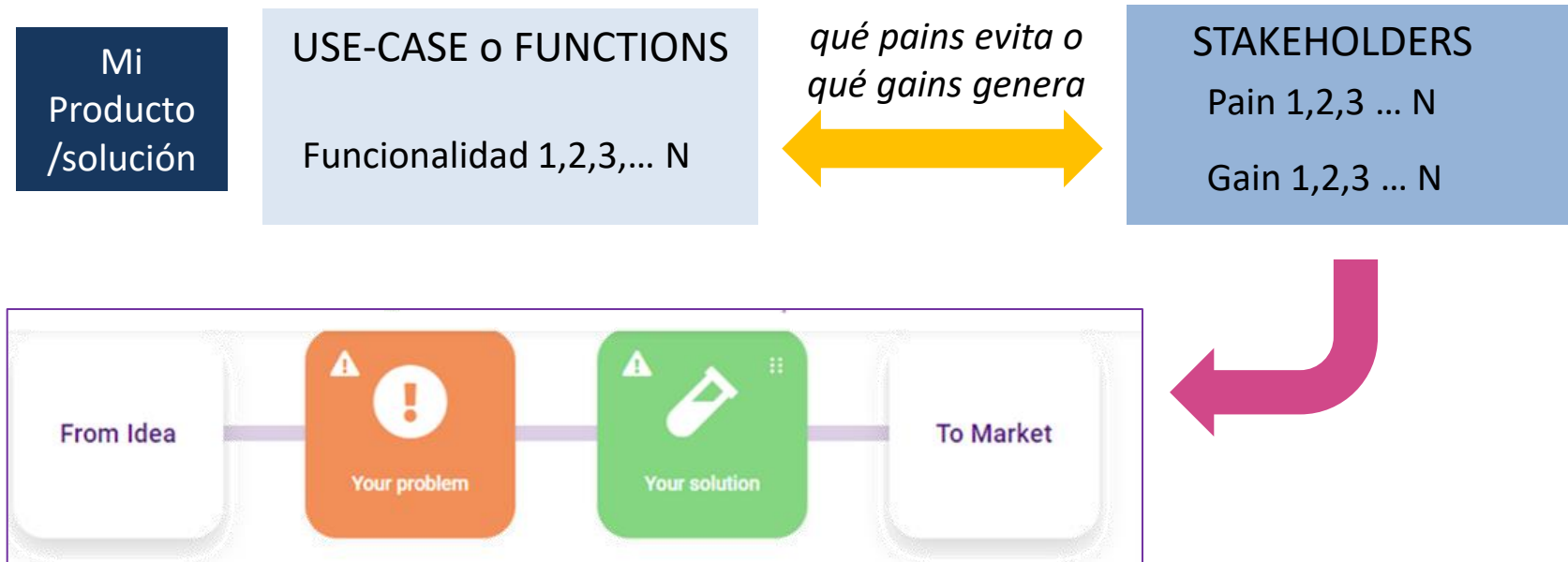


Stakeholder.  
(Client—user—other?)

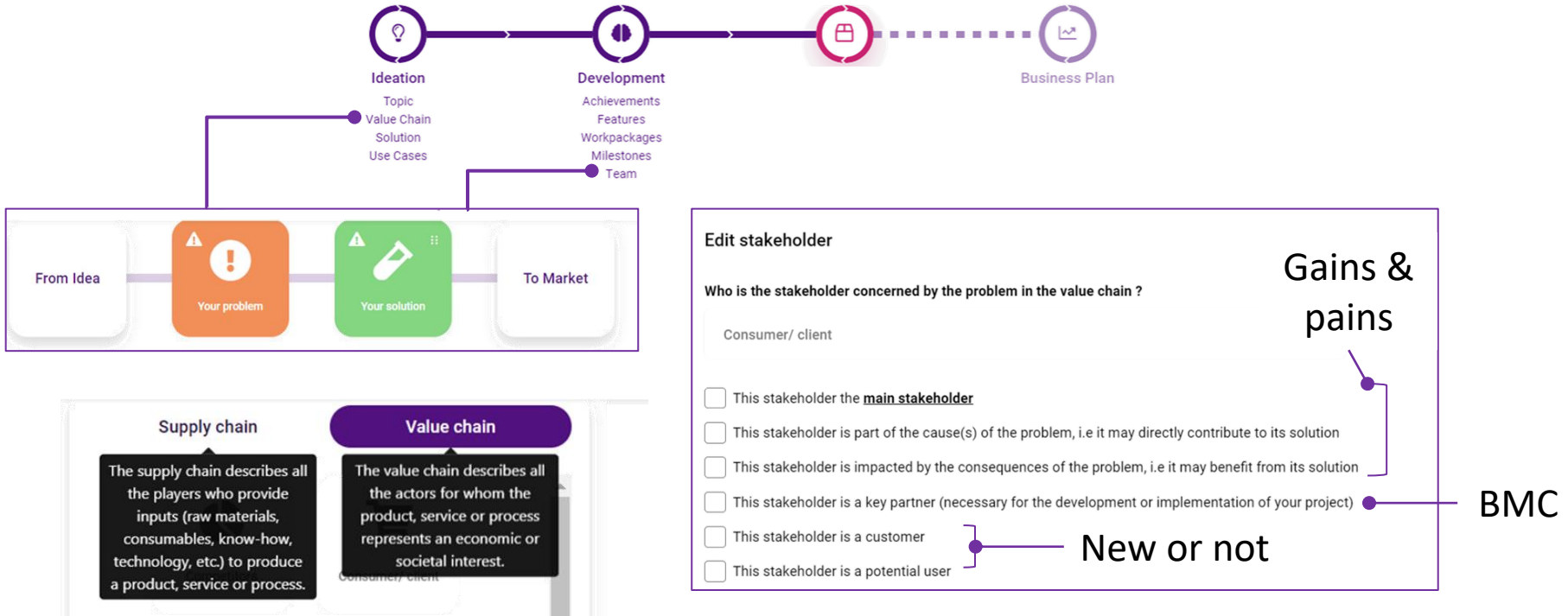
Problem /need.

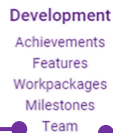


# “Deconstrucción” del producto para los stakeholders



# Generación de la cadena de valor





### Your key partners ?

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Comment 



**Comment** ★

**What are their interest? To what extent they are already committed and incentivised? \***

### How does the consortium engage end-users? ★



End user organization in the consortium

An end user organization outside of the consortium is consulted

 No end user organization in the consortium or consulted

# Generación de la propuesta de valor

**Ideation**

- Topic
- Value Chain
- Solution
- Use Cases

**Business Plan**

**Your problem and solution**

**Describe the main problem of the situation \***

**To properly solve this/these problem(s) within a feasible timeframe (1 to 4 years max.) specify what you intend to modify \***

- the ecosystem
- the system
- a subsystem
- a component

**Describe the solution you propose \***

**Pains**

**Gains**

**It looks like you've not declared any stakeholder's pain yet. You can go back to your value chain in order to complete your stakeholders' information.**








**It looks like you've not declared any stakeholder's expectation yet. You can go back to your value chain in order to complete your stakeholders' information.**

# Generación de la propuesta de valor




**Ideation**  
Topic  
Value Chain  
Solution  
Use Cases

**Business Plan**





What type(s) of solution do you have in mind ? (click on one or several card(s) to select) \*

 Product	 Service	 Process	 Marketing method	 Organizational method	 Consulting services
 Other					

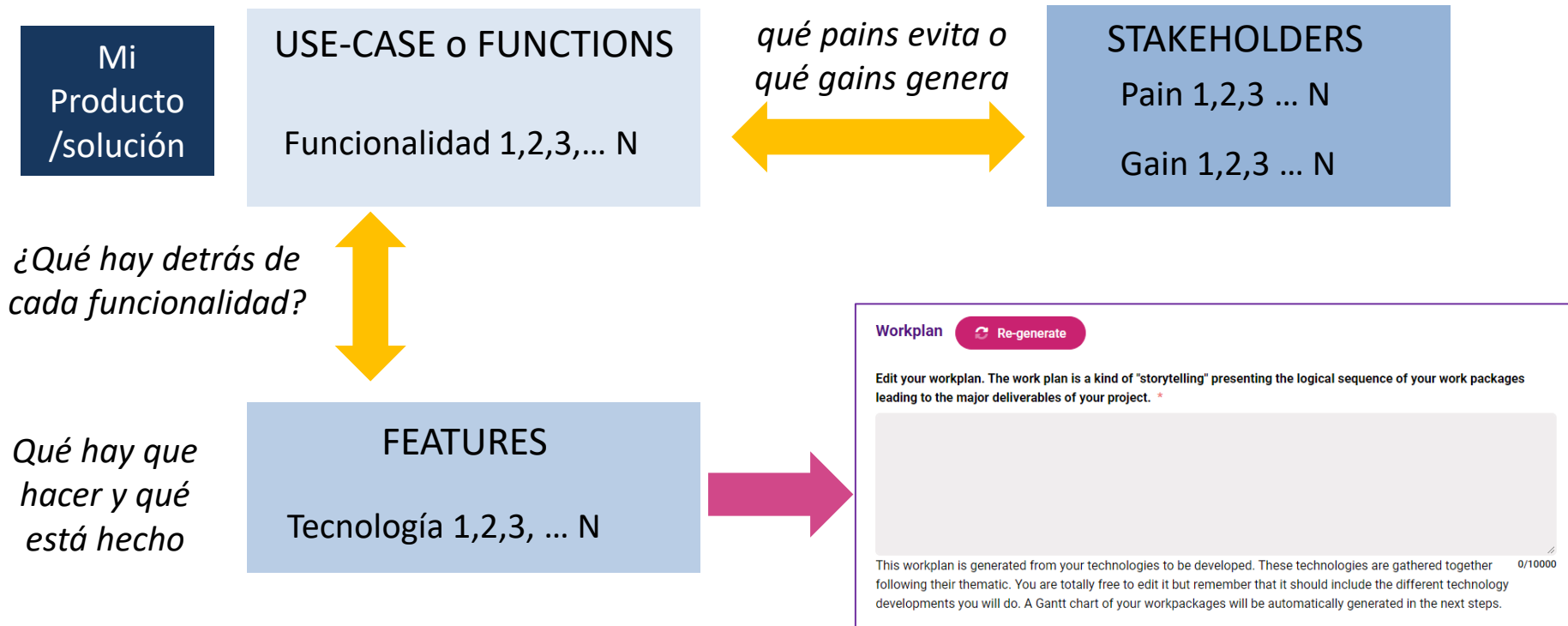
What is the type of your innovation ? \*

 Significant improvement of something existing	 Brand new thing	 Other
--	--	--

What is the level of your innovation ? \*

 Some distinct, probably minor improvement over existing products	 Innovative but could be difficult to convert customers	 Obviously innovative and easily appreciated advantages to customer	 Very innovative
---	---	---	--

# “Deconstrucción” del producto para el work plan (<TRL9)



# Definición de los WHAT vs los pains & gains

**Ideation**  
Topic  
Value Chain  
Solution  
Use Cases

**Development**  
Achievements  
Features  
Workpackages  
Milestones  
Team

**Business Plan**

### Create / edit a use case

1. Edit your use case

Name \*

74/100

Feature 1 \*

39/100

Feature 2 (facultative)

44/100

2. Assign your use case

**Pains**

High ☒  
XXX

High ☐  
XXX

**Gains**

High ☐  
XXX

High ☐  
XXX

# Los HOW de nuestra propuesta de valor



Your project is based on a technological innovation requiring RandD.

"innovation" can lie in the first:

- generation of new scientific knowledge
- test and (technological or economic) demonstration of new scientific knowledge
- integration of existing knowledge
- use of existing knowledge for a new application
- removal of non technological bottlenecks (organizational issues, legal or ethical obstacles, marketing or financial problem, skills, public acceptance, etc.)

## Development

Achievements  
Features  
Workpackages  
Milestones  
Team

## Business Plan

### Your features

You will now enter the development phase of your solution. In this phase, you will focus on the different functionalities of your solution and detail them. In order to provide you with a better experience, please specify whether your innovation is based on a radically new idea or on the development of a disruptive technology.

My project requires a technology development

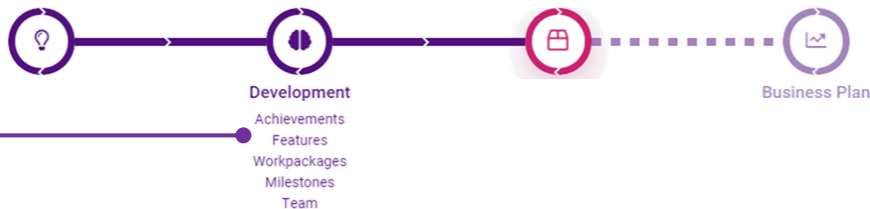
My project does not involve a new technology development

Your project is based on an innovative idea that does not require RandD. "innovation" can lie in the first generation of new:

- idea
- value chain
- business model
- organization
- marketing approach
- industrial process
- etc...



# Los HOW de nuestra propuesta de valor (1000 caract/campo)



## Feature description

Existing technology/knowledge (SotA)

Needed technology/knowledge

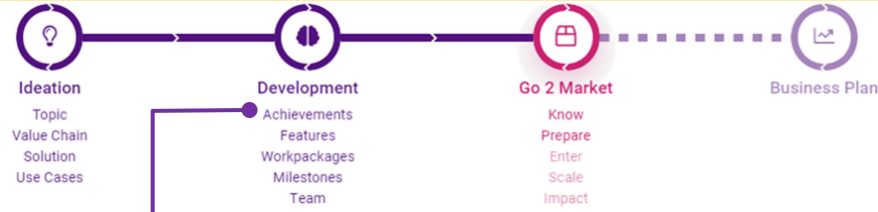
Technology/knowledge to be developed

According to your Technology/knowledge to be developed, what is your added value vs existing patents/scientific publications ?

According to your Technology/knowledge to be developed, what is your freedom-to-operate (FTO) ?

Bottlenecks

# Marcando el TRL de partida



## Past achievements

**OJO: Este TRL marca el inicio del proyecto**



Now describe the work you have done so far: first specify the TRL level achieved and then indicate the actions taken in the past to achieve it.

What TRL have you achieved?

### Warning!

Before updating your current TRL, please note that the tasks declared in your workpackages can be updated automatically if they are targeting lower TRL than your current TRL.

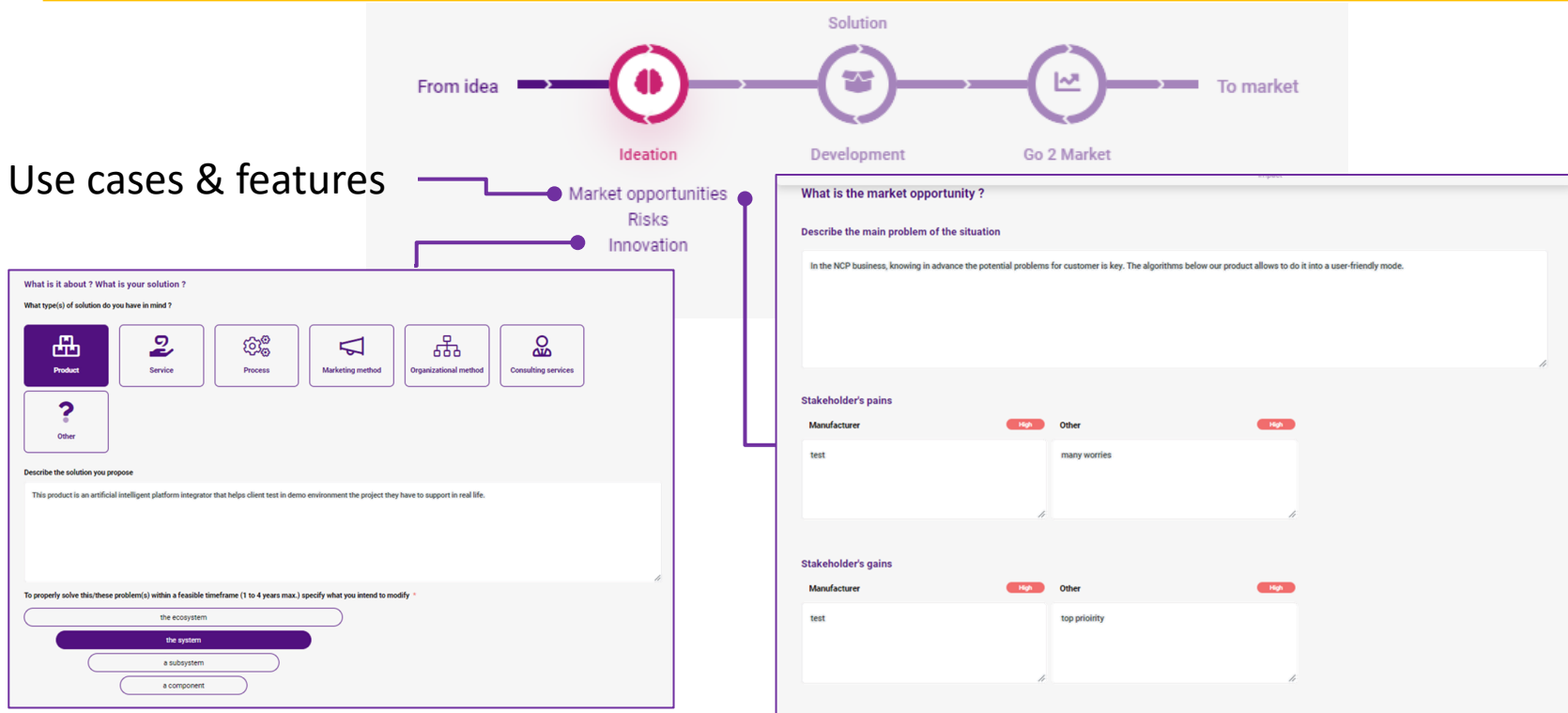


### Large Scale Prototype

Technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)

# ¿Cómo se ve esto en el business plan al final?

## Use cases & features





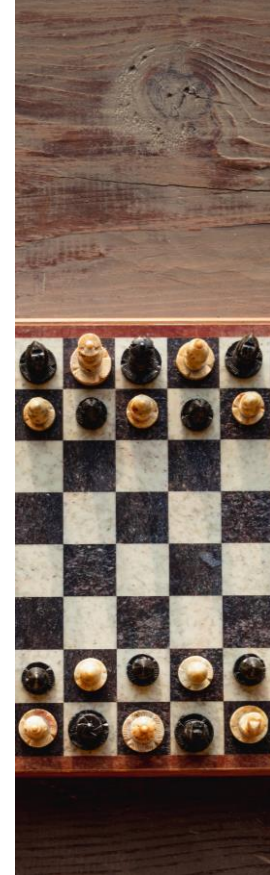
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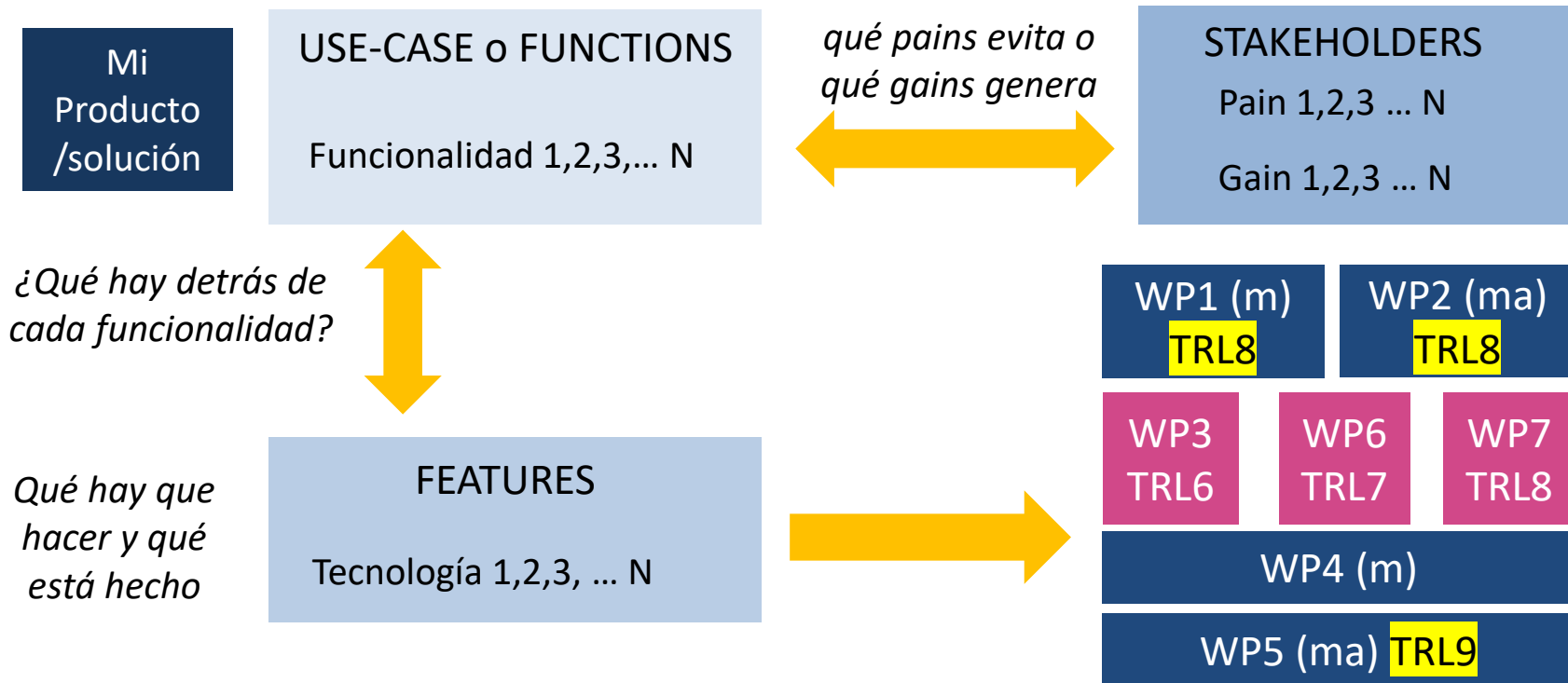
Mi negocio y la plataforma



Mi proyecto y la plataforma



# “Deconstrucción” del producto para los WPs



Edit a workpackage

1. Workpackage information 2. Assignment to features 3. Deliverables 4. Budget

Name of the workpackage \* WP 3

Type of the workpackage Development/Technology development

Objectives of the workpackage \* Development of the platform

Start Month \* 1

End Month \* 18

Tasks

Please indicate the achievement linked to this task. A task must be relative to the achievement of a specific TRL level. If you think that your task is linked to multiple level of TRL, please create a task for each TRL level concerned. Ex: A task assigned to TRL 6 means this task is needed to achieve TRL 6.

Name of the task \* Taking the platform to the next level

Targeted TRL \* TRL 7

Task description \* Taking the platform to the next level

Development level \* system

Effect(s) on Solution \* www

+ Add a new task

## En cada Work Package

Nombre-objetivo-duración y Features

Tareas sin limite pero:

1 deliverable por tarea

Target TRL por tarea

Costes por tarea

Milestones automáticas según fecha tareas de ese TRL.

Los WP no técnicos : a TRL máx

# Definición de costes por tarea

Edit a workpackage

1. Workpackage information 2. Assignment to features 3. Deliverables 4. Budget

Select your task

subproducto1 subproducto2

Total: 705000 € - 4 types of cost

You do not need to declare overheads, they are automatically calculated by the EIC (25% of the direct costs - subcontracting) to define its financial contribution.

Type of cost *	Amount (€) *	Person-months *
A.1 Employees	350000	100
<b>Description *</b> personal necesario para desarrollo subproducto 1 48/1000		
B. Subcontracting costs	250000	
<b>Description *</b> Subcontratación de centro para desarrollo subproducto 1 55/1000		
C.2 Equipment	100000	
<b>Description *</b> equipo necesario para el desarrollo 35/1000		
C.1 Travel and subsistence	5000	
<b>Description *</b>		

Type of cost \*

Amount

A.1 Employees

500

A. Personnel costs

A.1 Employees

A.2 Natural persons under direct contract

A.3 Seconded persons

A.4 SME owners and natural person beneficiaries

B. Subcontracting costs

C. Purchase costs

C.1 Travel and subsistence

C.2 Equipment

C.3 Other goods, works and services

D. Other cost categories

D.1 Financial support to third parties

D.2 Internally invoiced goods and services

D.3 Transnational access to research infrastructure unit costs

D.4 Virtual access to research infrastructure unit costs



# El sistema calcula los Milestones en base a TRL

TRL <8 según los WP técnicos, TRL 9 según el WP5

En caso de grant-first hay que definir el key milestone

Edit an EIC mandatory Milestone

Name of the milestone \*

MM 8

☒ This milestone is my 'key milestone'

Describe precisely this milestone, the bottleneck(s), the associated risk and the means to overcome it. \*

kk

2/1000

Achievement (TRL) \*

1 2 3 4 5 6 7 8 9

Expected Month \*

24

The tasks you declared to this TRL achievement are the following. Assuming all this tasks are needed in order to achieve this level of TRL, the expected month for this milestone is automatically calculated from the expected delivery date of the deliverables.

Workpackage	Task	End Month
-------------	------	-----------



# Resumiendo... y completando

WP TRL<8 definidos. + WP TRL=9 definidos.

Milestones del proyecto definido + Deliverables y costes por tarea...

Y después???

What are your financial needs to scale-up?

How many months after the beginning of the project do you think you will start to sell? \*  months

What are your expected exploitation revenues and costs?

Year	Expected exploitation revenues	Expected exploitation costs ?
Year 1	<input type="text" value="1500000"/> €	<input type="text" value="500000"/> €
Year 2	<input type="text" value="5000000"/> €	<input type="text" value="1000000"/> €
Year 3	<input type="text" value="15000000"/> €	<input type="text" value="1500000"/> €

# Y tenemos el presupuesto



## 1 Innovation activities (TRL < 9)

### Eligible costs

Total of the direct costs declared in the workpackage to achieve TRL 8	1,150,500 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	206,375 €
<b>Total of eligible costs</b>	<b>1,356,875 €</b>

### Reimbursement rates

Maximum amount that you can ask in grant to the EIC	949,813 €
Amount of grant requested to the EIC	949 812 €
<b>Total Investment needed</b>	<b>407,063 €</b>

## 2 Market / Scale-up activities

### Investment for market preparation (TRL 9)

Total of the direct costs declared in the workpackage to achieve TRL 9	5,850,000 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	0 €

**Total of the costs for market preparation** 5,850,000 €

### Costs for exploitation

Total of the exploitation cost Year 1	500,000 €
Total of the exploitation cost Year 2	1,000,000 €
Total of the exploitation cost Year 3	1,500,000 €

**Total of costs for the exploitation** 3,000,000 €

Additional investment needed 100 000 €

**Total of investments** 8,950,000 €

# Que cambia según si el proyecto es blended

1

## Innovation activities (TRL < 9)

### Eligible costs

Total of the direct costs declared in the workpackage to achieve TRL 8	1,150,500 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	206,375 €
<b>Total of eligible costs</b>	<b>1,356,875 €</b>

### Reimbursement rates

Maximum amount that you can ask in grant to the EIC	949,813 €
Amount of grant requested to the EIC	949 812 €
Total Investment needed	407,063 €

2

## Market / Scale-up activities

### Investment for market preparation (TRL 9)

Total of the direct costs declared in the workpackage to achieve TRL 9	5,850,000 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	0 €
<b>Total of the costs for market preparation</b>	<b>5,850,000 €</b>

### Costs for exploitation

Total of the exploitation cost Year 1	500,000 €
Total of the exploitation cost Year 2	1,000,000 €
Total of the exploitation cost Year 3	1,500,000 €
<b>Total of costs for the exploitation</b>	<b>3,000,000 €</b>
Additional investment needed	100 000 €
<b>Total of investments</b>	<b>8,950,000 €</b>

# Grant-only, que pide explicación para cofinanciar 1

1

## Innovation activities (TRL < 9)

### Eligible costs

Total of the direct costs declared in the workpackage to achieve TRL 8	1,150,500 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	206,375 €
<b>Total of eligible costs</b>	<b>1,356,875 €</b>

### Reimbursement rates

Maximum amount that you can ask in grant to the EIC	949,813 €
Amount of grant requested to the EIC	949 812 €
	407,063 €

Please detail your other sources of funding for Innovation Activities.

If you have none, or not enough, you should opt for Blended finance

2

## Market / Scale-up activities

### Investment for market preparation (TRL 9)

Total of the direct costs declared in the workpackage to achieve TRL 9	5,850,000 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	0 €

### Total of the costs for market preparation

5,850,000 €

### Costs for exploitation

Total of the exploitation cost Year 1	500,000 €
Total of the exploitation cost Year 2	1,000,000 €
Total of the exploitation cost Year 3	1,500,000 €

### Total of costs for the exploitation

3,000,000 €

### Additional investment needed

100 000 €

### Total of investments

8,950,000 €

# Grant-first, que calcula hasta el key milestone

1

## Innovation activities (TRL < 9)

### Eligible costs

Total of the direct costs declared in the workpackage to achieve TRL 8	1,200,500 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	206,375 €
<b>Total of eligible costs</b>	<b>1,406,875 €</b>
Of which total to achieve key milestone TRL 8 (indirect costs included)	1,253,750 €

### Reimbursement rates

Maximum amount that you can ask in grant to the EIC (the lower of 2 500 000 and 70% of your total costs)	984,812 €
Of which total to achieve key milestone TRL 8	877,625 €
Amount of grant requested to the EIC	949 812 €
Total other sources	457,063 €
Of which total to achieve key milestone TRL 8	303,938 €

Please detail your other sources of funding for Innovation Activities. If you have none, or not enough to cover your key milestone you should ask for some investment (partial Blended finance)

2

## Market / Scale-up activities

### Investment for market preparation (TRL 9)

Total of the direct costs declared in the workpackage to achieve TRL 9	5,850,000 €
Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)	0 €
<b>Total of the costs for market preparation</b>	<b>5,850,000 €</b>

### Costs for exploitation

Total of the exploitation cost Year 1	500,000 €
Total of the exploitation cost Year 2	1,000,000 €
Total of the exploitation cost Year 3	1,500,000 €
<b>Total of costs for the exploitation</b>	<b>3,000,000 €</b>
Additional investment needed	100 000 €
<b>Total of investments</b>	<b>8,950,000 €</b>

# Financial breakdown

Blended	Grant first	Grant only
Amount of grant requested to the EIC	Amount of grant requested to the EIC	Amount of grant requested to the EIC
Total investment needed Total investment requested to EIC	Total investment needed  Do you need investment to cover TRL5 to 8?	
Total funding from other sources <b>Please detail</b>	Total funding from other sources <b>Please detail</b>	Total funding from other sources <b>Please detail</b>

# En cualquier caso... ¿por qué necesitas la ayuda del EIC?

Explain why you have not been able to raise sufficient investment to carry out the project and why you need the support of the EIC. \*



0/1000

Elaborate on how the EIC funding will impact your scalability. \* ?

0/1000

Companies submitting a grant-only or grant first proposal must provide detailed information on how they are planning to secure additional funds for TRL 5 to 8, as well as for TRL 9 activities onwards for grant-only proposals. \*

0/1000

What exit strategy do you expect, including the timeline and expected return on investment? Explain the assumptions. \*



0/1000



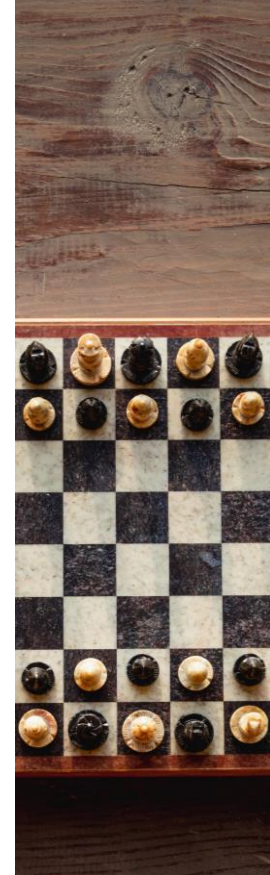
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# Audience Q&A Session

 Start presenting to display the audience questions on this slide.