

#innovacion
#ayudascdti
#asesoramiento
#internacionalizacion



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Claves para tu propuesta completa al Acelerador del EIC

EIC Team-CDTI
8 Junio 2021



DISCLAIMER

Nosotros no tenemos acceso a las plataforma ni a vuestras propuestas (aunque dierais el OK en la corta.)



La plataforma está en BETA al menos hasta mañana y aún pueden cambiar los campos y lo que os piden

Mil gracias a los que nos habéis dado acceso a la plataforma para poder “explorarla”.

¿Cual es la visión del EIC con esta plataforma?



Plataforma dedicada para TODO el EIC

Capaz de recoger información en bruto explotable con metodología de “base”

Integrable en cualquier financiación nacional y regional (InnoStore)

Con “output” personalizado (BP)

Propuesta completa: 4 módulos: 27 apartados + BP



Acelerador EIC: Acciones de innovación + acciones de escalado

Deconstrucción del producto
Cadena de valor



Actividades de llegada a mercado
Actividades de escalado de mercado



Plan actividades del proyecto
Plan de inversiones del proyecto



Q&A:

aún sabiendo que la plataforma lo mezcla un poco todo.. y que hay muchas respuestas que no tenemos.

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**Solution - use cases – features –
stakeholders- pain-gains**

HORIZONTE

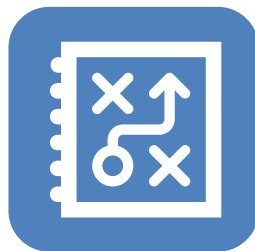
EUROPA
@HorizonteEuropa

Luis J. Guerra
@LGuerra_CDTI
Junio 2021

Deconstruyendo....



Cadena de valor



WBS

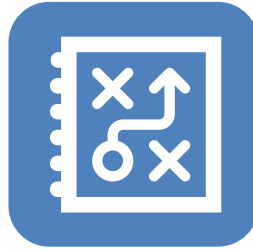


Competencia

¿Cuáles son mis stakeholders del proyecto?



Cadena de valor

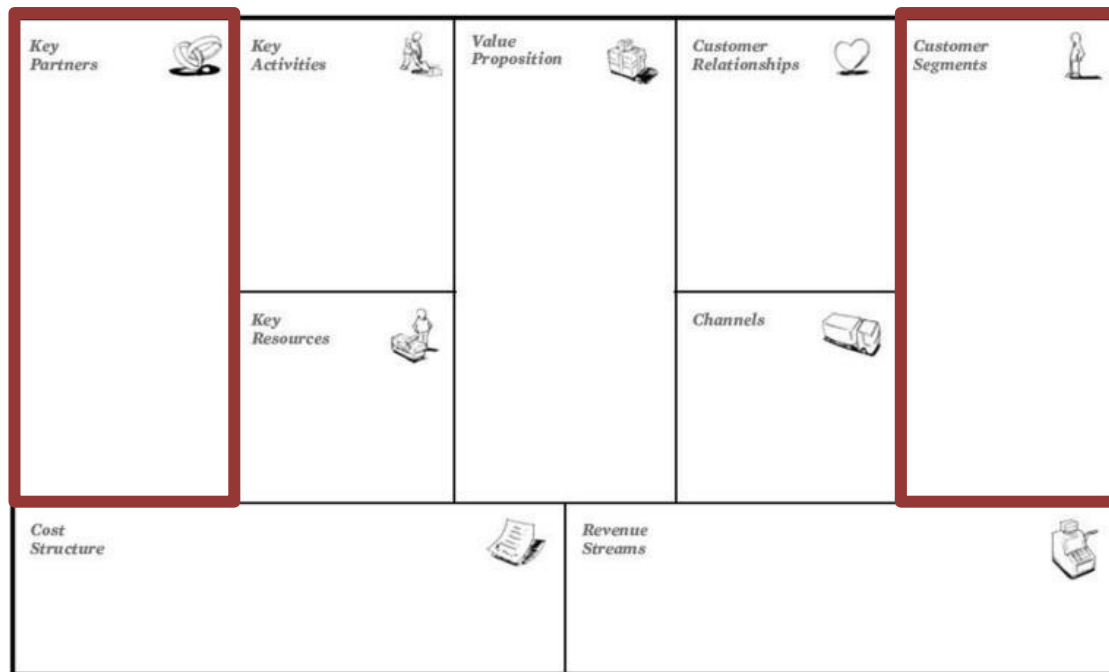


WBS



Competencia

Punto partida: Los extremos del BMC

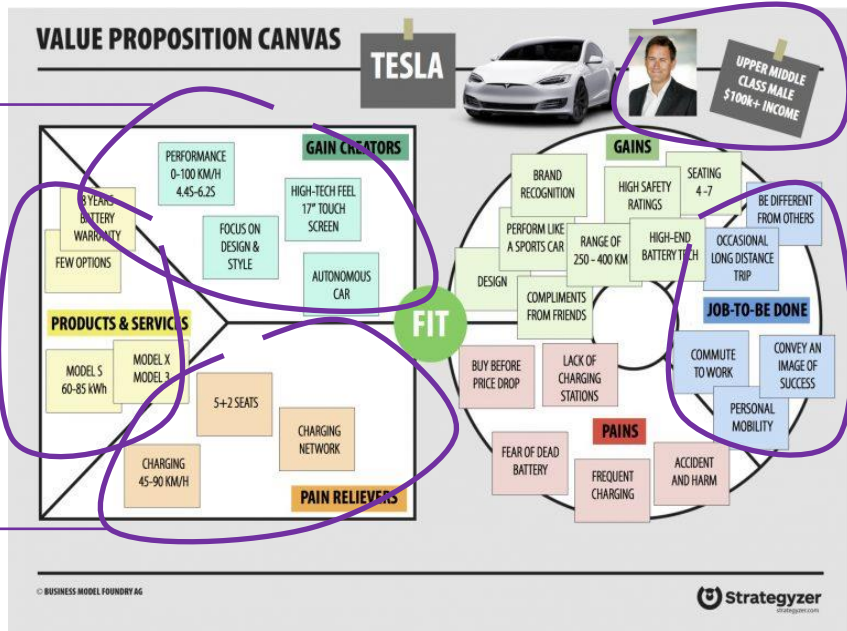


Y el value proposition canvas por “stakeholder”

Use cases or functions= WHAT

+ features= HOW

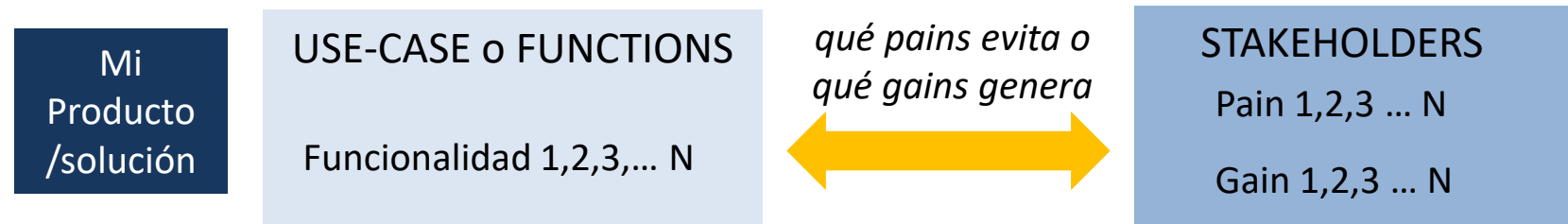
Solution



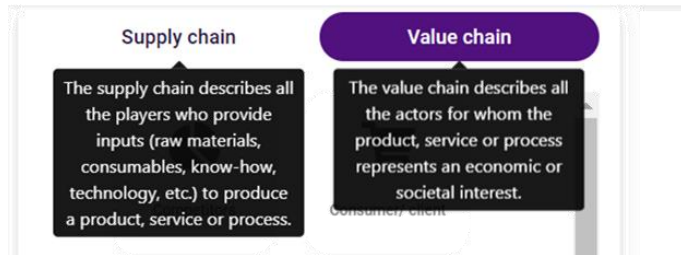
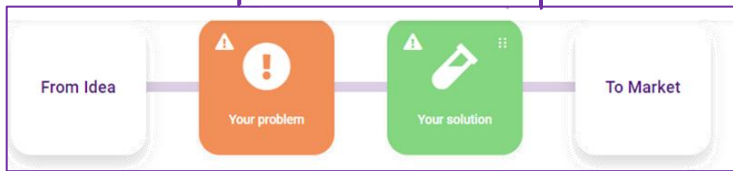
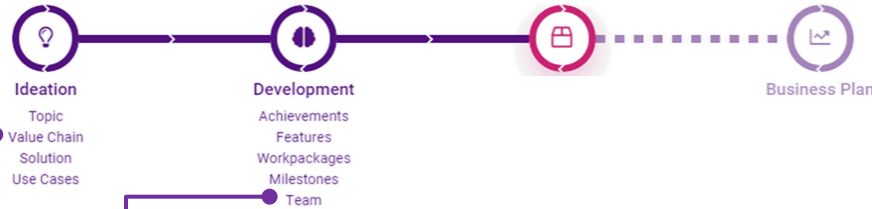
Stakeholder.
(Client—user—other?)

Problem /need.

Deconstrucción del producto para los stakeholders



Generación de la cadena de valor



Edit stakeholder

Who is the stakeholder concerned by the problem in the value chain ?

Consumer/ client

- ☐ This stakeholder the **main stakeholder**
- ☐ This stakeholder is part of the cause(s) of the problem, i.e it may directly contribute to its solution
- ☐ This stakeholder is impacted by the consequences of the problem, i.e it may benefit from its solution
- ☐ This stakeholder is a key partner (necessary for the development or implementation of your project)
- ☐ This stakeholder is a customer
- ☐ This stakeholder is a potential user

Gains & pains

New or not

BMC

Es también parte del equipo



Development

Achievements

Features

Workpackages

Milestones

Team

Team

Key Partners are the relationships that you have with suppliers, manufacturers, business partners, etc. that help your business model succeeding.

Your key partners ?

--

This is what you declared in your value chain, if you want to change it please edit your stakeholders

Comment ★

Your other partners

External stakeholders of your Value chain but not partners of your project consortium. It corresponds to the scope of your project



Consumer/ client

This is what you declared in your value chain, if you want to change it please edit your stakeholders

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

999/1000

996/1000

a component is a piece of a system or subsystem
Example: the technology brick made of the advanced reactor material.

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.

¿Cómo organizo las tareas de mi proyecto de desarrollo?



Cadena de valor

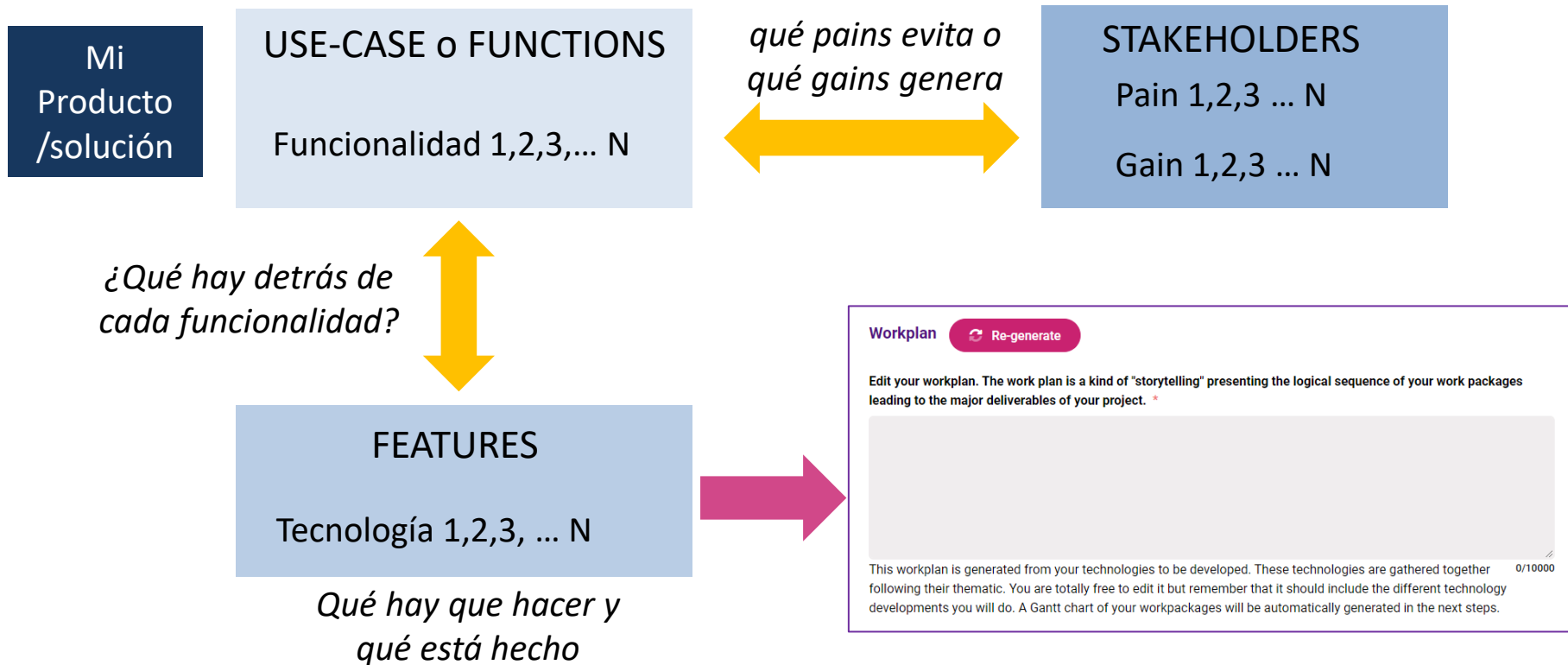


WBS



Competencia

Deconstrucción del producto para el work plan (<TRL9)



Definición de los WHAT a 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

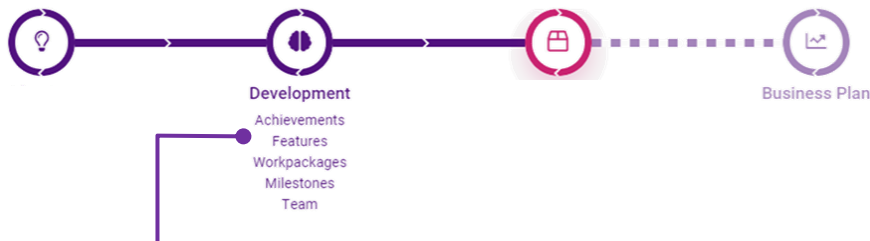
High ☐
XXX

Gains

High ☐
XXX

High ☐
XXX

Los HOW de nuestra propuesta de valor



Your 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.

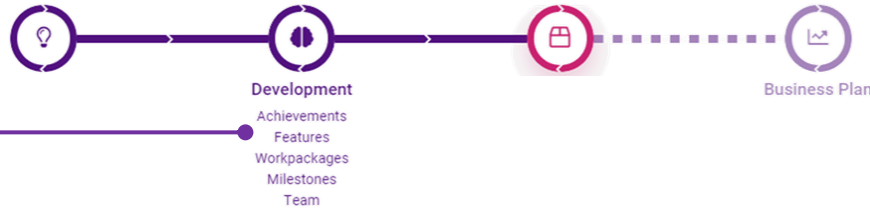
My project requires a technology development

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

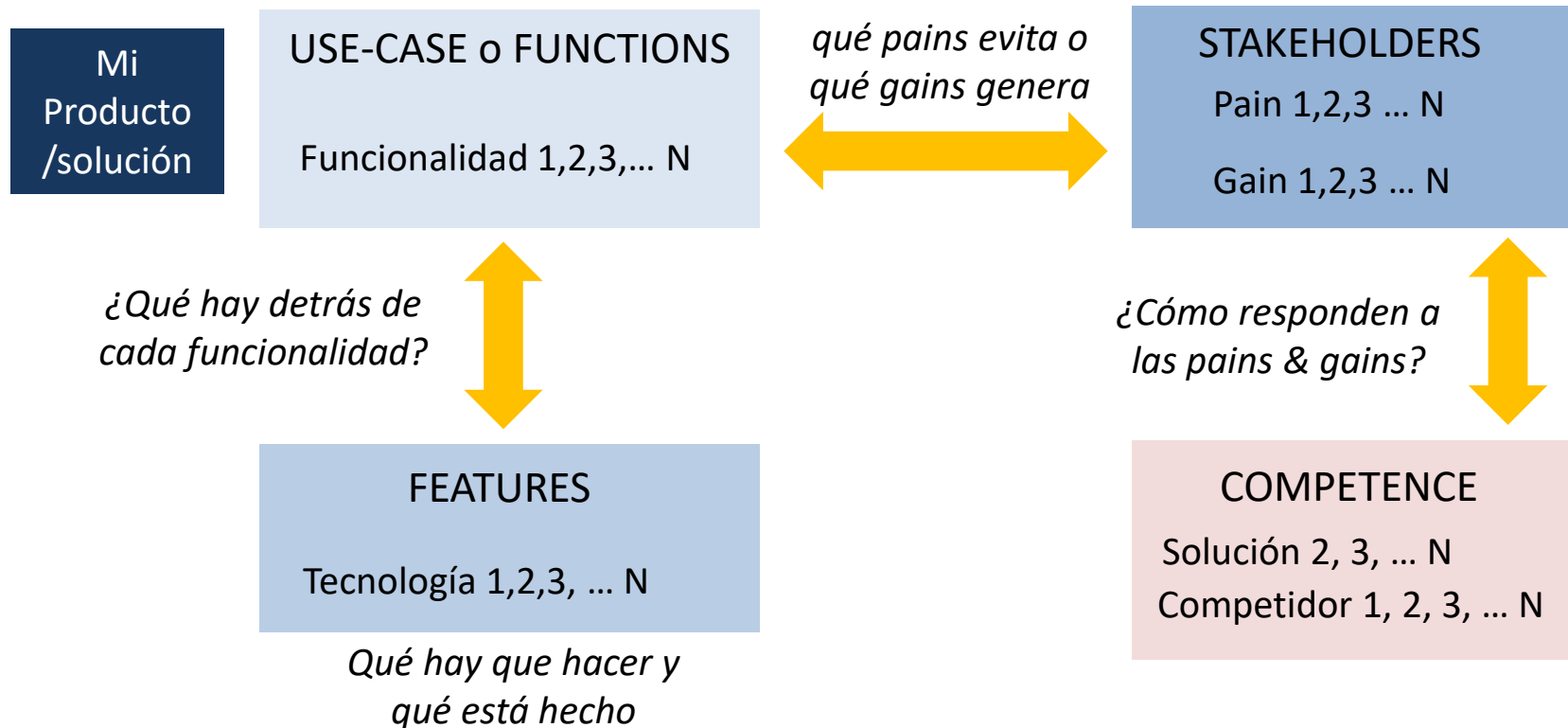
Technology/knowledge to be developed

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

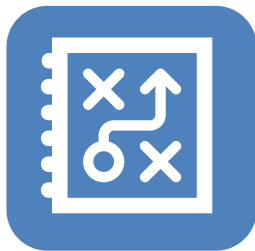
Deconstrucción del producto para la competencia



¿Cómo organizo las tareas de mi proyecto de desarrollo?



Cadena de valor

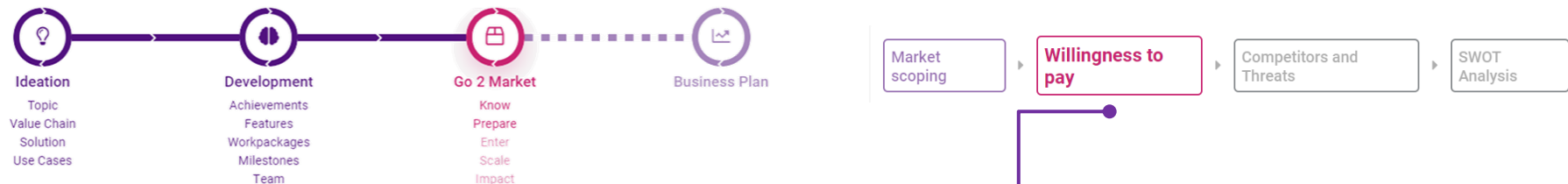


WBS



Competencia

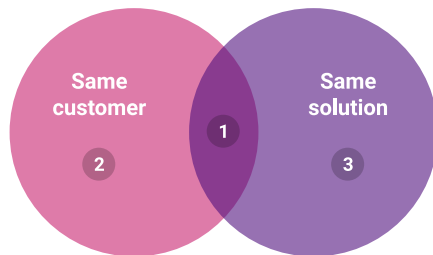
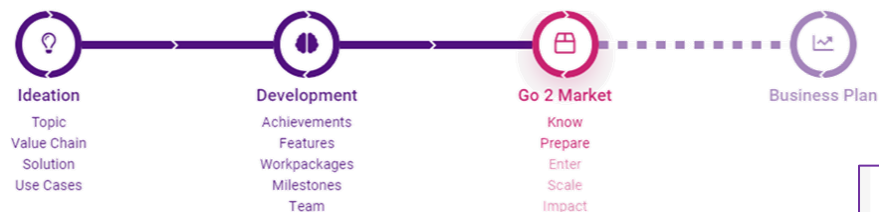
Análisis del mercado y de la competencia



The screenshot shows a web-based tool for market analysis. It includes the following elements:

- Name of the existing solution** (text input field, 0/100 characters) with a red button: **+ Add an existing solution**.
- Your solution** (text input field) and **sol extra 1** (red button).
- Name of the existing solution *** (text input field, 11/100 characters) with a red button: **Delete this existing solution**.
- Pains** and **Gains** (tabs).
- Pains you considered as** (dropdown menu) set to **High**.
- Pain 1** (text input field, XXX characters).
- Do you think this solution is relieving this specific pain? *** (toggle switch) set to **No**.
- Justify *** (text input field).
- Bottom right icons: lightbulb, flask, and megaphone.

Análisis del mercado y de la competencia



- 1 Direct competitors**
Solving the same problem for the same customer with a similar product.
- 2 Different solution**
Solving the same problem for the same customer, but in a different way.
- 3 Different customer**
Solving the same problem in a similar way, but for customers in a different industry/vertical.



Name of the competitor *

competitor 2

Do this competitor have the same solution as you? * ☐ No

Do this competitor have the same customers as you? * ☒ Yes

Comment *

0/1000

What are the limitations of this company compared to the expected solution? *

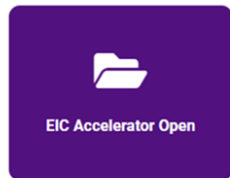
Can you describe the performance of this company compared to the expected solution? *

Can you point out how you are better or different (for example: price, product size, market experience, innovation and new product, value, branding, etc.)? *

Elección y justificación del topic

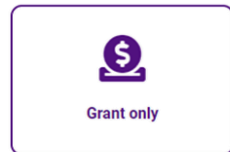
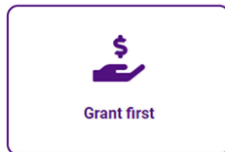
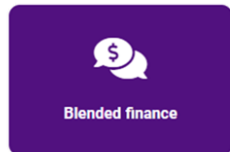


Which EIC topic do you want to apply for? *



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

> [how to choose ?](#)



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 *



Please specify *

0/1000

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

0/1000



Audience Q&A Session

 Start presenting to display the audience questions on this slide.