

#innovacion
#ayudascdti
#asesoramiento
#internacionalizacion



@CDTIoficial

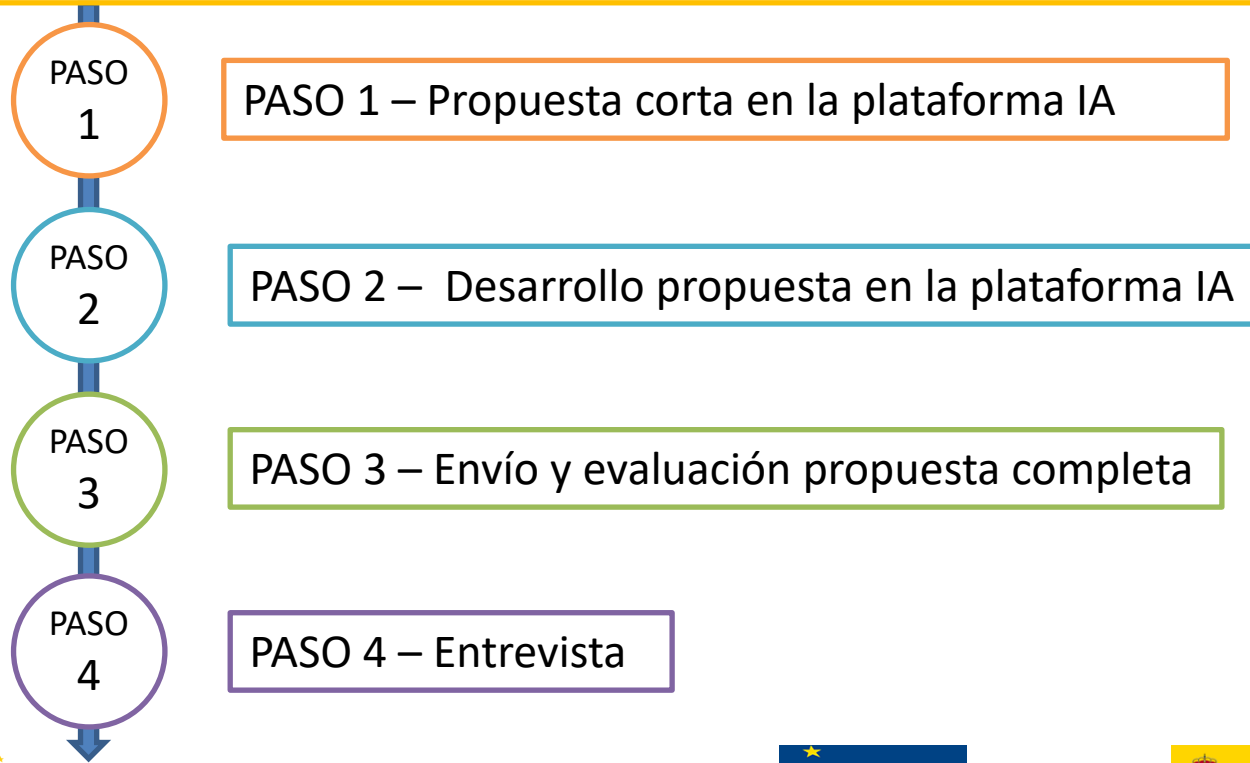


Infoday CDTI El Acelerador del EIC Proceso de solicitud

Lucía Íñigo Paarmann
@Lucialnigo_CDTI

24 de marzo 2021

Los 4 pasos del proceso de evaluación



Los 4 pasos del proceso de evaluación



Los 4 pasos del proceso – Propuesta corta

PASO 1

PASO 1 – Propuesta corta

- Plataforma IA → proceso guiado (sin plantilla)
- Formulario de 5 hojas
- Presentación → Pitch Deck
- Video pitch de 3 minutos



Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - **La plataforma**

4 Módulos: 3 para solicitud y 1 para evaluación

DISCOVERY

EVALUATION

DIAGNOSTIC

Propuesta corta – calidad y
oportunidad de éxito

DESIGN

Propuesta completa – Metodología
y sugerencias basadas en IA

Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - **La plataforma**

4 Módulos: 3 para solicitud y 1 para evaluación

DISCOVERY

EVALUATION

DIAGNOSTIC

Propuesta corta – calidad y
oportunidad de éxito

DESIGN

Propuesta completa – Metodología
y sugerencias basadas en IA


Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - La plataforma – “Paso 0”

What?	What type of solution do you have in mind ?**
	What is the purpose of your project ?**
	Acronym of your proposal
	Describe your solution*
Why?	Describe the problem to be solved or the need(s) to be satisfied *
How?	Idea or technology based?*
	Functions/Use cases
	Add features
	Please describe between 1 to 3 main deliverables. A deliverable is a distinct output of the project, meaningful in terms of the project's overall objectives.*
	Indicate your current TRL (Technology Readiness Level)**
Who?	Indicate the TRL you intend to achieve at the end of your project**
	Who?*
	What is your sector of activity ?*
For whom?	Your winning team (optional)
	Describe your targeted market*
For what impact?	Indicate your current MRL (Market Readiness Level)**
	Indicate your Time-to-Market in years ?**
	Describe the potential societal or industrial application*

- 18 “bloques”
- 9 de selección múltiple (*)
- 5 con un campo limitado a 1.000 caracteres (**)



What?	What type of solution do you have in mind ?**
	What is the purpose of your project ?**
	Acronym of your proposal
	Describe your solution*
Why?	Describe the problem to be solved or the need(s) to be satisfied *
How?	Idea or technology based?**
	Functions/Use cases
	Add features
	Please describe between 1 to 3 main deliverables. A deliverable is a distinct output of the project, meaningful in terms of the project's overall objectives.*
	Indicate your current TRL (Technology Readiness Level)**
Who?	Indicate the TRL you intend to achieve at the end of your project**
	Who?**
	What is your sector of activity ?**
For whom?	Your winning team (optional)
	Describe your targeted market*
For what impact?	Indicate your current MRL (Market Readiness Level)**
	Indicate your Time-to-Market in years ?**
	Describe the potential societal or industrial application*

- 18 “bloques”
- 9 de selección múltiple (*)
- 5 con un campo limitado a 1.000 caracteres (**)

Diagnostic

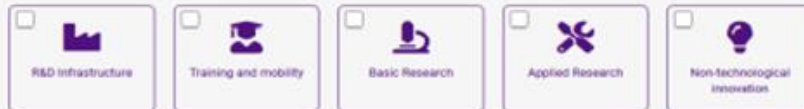


What?

What type of solution do you have in mind ? (click on a card to select)

Idea:
Producto/Servicio/Proceso

What is the purpose of your project ? (Click on the cards to help Innoscop to find relevant funding opportunities for you)



Tipo de proyecto

Describe your solution

Descripción de la solución

Acronym of your diagnostic

Acrónimo

Los 4 pasos del proceso – Propuesta corta

FROM IDEA → IDEATION → DEVELOPMENT → GO2MARKET → TO MARKET

Your features + Add a new feature

Endless String Capture × 3d modeling of artery ×

Feature name *

3d modeling of artery

Technology *

Radiology device and software

Needed Knowledge *

Human 360 scan
Full body scan in 3D
human36m, pose, 3d, morphable, clothed
Augmented reality avatar body representation

29/500 180/500

Los 4 pasos del proceso – Fase 1- Propuesta corta

PASO
1

PASO 1 – Propuesta corta - **El formulario**

- Idea en 5 hojas en texto plano
- Debe resumir la propuesta y responder a preguntas sobre:
 - Vuestra **innovación**
 - Vuestro **mercado** potencial
 - Vuestro **equipo**



Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - El formulario

IDEATION	What type of solution do you have in mind ? **
	Describe your solution (pre-filled from previous step)*
	What are the existing solutions and what are their limits?*
	What is the problem you're trying to solve? (pre-filled from previous step)*
	Is it an idea or a technology based innovation? **
	Why it is new compared to the existing solutions? *
	Why do you think it will be successful?*
DEVELOPMENT	Why now ?*
	Your team (pre-filled from previous step)
	Do you have the team you need to implement the action?
	Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors, ...) to implement the action?*
	What are the risks of failure?
	Why can't you do it without the EIC? Why not other funding sources including National/Regional public programmes?*
	How much will it cost to develop your idea? How much grant do you need from the EIC? How much investment do you need from the EIC ? These are tentative amounts and will be used only for statistical purposes.
GO2MARKET	What is your targeted market? (pre-filled from previous step)*
	Who cares about your innovation?*
	Will your innovation have broader societal, economic, environmental or climate impacts? Please list and describe them (pre-filled from previous step)*
	What are the payoffs for your company in case of success? How do you see your company in 5 years*

- 14 “bloques”
- 5 vienen rellenos del paso anterior
- 2 de selección múltiple
- 12 con un campo limitado a 1.000 caracteres

IDEATION	What type of solution do you have in mind ? **
	Describe your solution (pre-filled from previous step)*
	What are the existing solutions and what are their limits?*
	What is the problem you're trying to solve? (pre-filled from previous step)*
	Is it an idea or a technology based innovation? **
	Why it is new compared to the existing solutions? *
	Why do you think it will be successful?*
	Why now ?*
DEVELOPMENT	Your team (pre-filled from previous step)
	Do you have the team you need to implement the action?
	Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors, ...) to implement the action?*
	What are the risks of failure?
	Why can't you do it without the EIC? Why not other funding sources including National/Regional public programmes?*
	How much will it cost to develop your idea? How much grant do you need from the EIC? How much investment do you need from the EIC ? These are tentative amounts and will be used only for statistical purposes.
GO2MARKET	What is your targeted market? (pre-filled from previous step)*
	Who cares about your innovation?*
	Will your innovation have broader societal, economic, environmental or climate impacts? Please list and describe them (pre-filled from previous step)*
	What are the payoffs for your company in case of success? How do you see your company in 5 years*

- 14 “bloques”
- 5 vienen rellenos del paso anterior
- 2 de selección múltiple
- 12 con un campo limitado a 1.000 caracteres



@CDTIoficial

Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - El formulario

12/1000

How much?

How much will it cost to develop your idea? How much grant do you need from the EIC? How much investment do you need from the EIC ?
These are tentative amounts and will be used only for statistical purposes.

Total estimated cost of the project	Grant component is the form of	Investment component in the form of
	Max : 2.5M €	Min : 0.5M € / Max : 15M €
17 500 000 €	Grant	Equity
	2 500 000 €	15 000 000 €
	Reimbursable advance	Loan guarantee
	0 €	0 €

At this stage only grant and equity are available

Los 4 pasos del proceso – Propuesta corta


PASO
1

PASO 1 – Propuesta corta – Pitch + Video

Document upload

Pitch deck

Upload your file (.pdf only, max 10pages)




[Click here to select a file](#)

Upload file

Currently uploaded:
TEST PITCH.pdf

Pitch video

Upload your video (3min max)



[Click here to select a file](#)

Upload video

Currently uploaded:
test_video_submission_form_short.mp4

Validate my information

Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta – Pitch-Deck

- Max. 10 diapositivas
- Sin formato establecido
- **Gráficas e imágenes** que complementen el texto del formulario

Título / Primer mensaje	Problema/Oportunidad
Propuesta de Valor	Tecnología/IPR Innovación
Ahora es el momento	Mercado
Impacto	Riesgos
Estrategia de crecimiento / métricas	Equipo

Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta – **Pitch-Deck**

- Max. 10 diapositivas
- Sin formato establecido
- **Gráficas e imágenes** que complementen el texto del formulario

Título / Primer mensaje	Problema/Oportunidad
Propuesta de Valor	Tecnología/IPR Innovación
Ahora es el momento	Mercado
Impactos	Riesgos
Estrategia de crecimiento / métricas	Equipo

Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - **Video**

Enlace a un video-pitch:

- Max. **3 minutos**
- Max. **3 personas** (CEO, núcleo del equipo)
- **Motivación** de la solicitud
- *Keep it simple*



Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - Envío

The screenshot shows a web interface for submitting a short proposal. At the top, a progress bar indicates three steps: 'General information', 'Project', and 'Submission form', with the third step being the active one. Below the progress bar, a text line states: 'required, we will comply with the related legal obligations (e.g. export/import licences etc.) prior to use these items. *'. Under the heading 'Facultative', there are two unchecked checkboxes: 'I give my consent to the Commission to grant access to my NCP; to view the proposal' and 'I give my consent to the Commission to grant access to my NCP; to view the proposal's evaluation reports and results'. A message in the center says 'Congratulations. You have completed you short application.' accompanied by a cartoon astronaut holding a globe. Below this, it says 'Now, click on the button below if you are ready to submit'. At the bottom, there is a pink button labeled 'Submit my proposal'.

required, we will comply with the related legal obligations (e.g. export/import licences etc.) prior to use these items. *

Facultative

☐ I give my consent to the Commission to grant access to my NCP, to view the proposal

☐ I give my consent to the Commission to grant access to my NCP, to view the proposal's evaluation reports and results

Congratulations. You have completed you short application.



Now, click on the button below if you are ready to submit

Submit my proposal

Los 4 pasos del proceso – Propuesta corta

PASO
1

Excellence

Breakthrough and
market creating
nature

Timing

Impact

Scale-up potential

Broader impact

Level of risk,
implementation,
and need for
Union support

Team

¿Qué buscan los
evaluadores?

NOVEDAD
MERCADO
TENDENCIAS

ESCALADO
MERCADO
CRECIMIENTO
NECESIDADES
OTROS IMPACTOS

CAPACIDAD
MOTIVACIÓN
CRECIMIENTO

GO!

Los 4 pasos del proceso – Propuesta corta

PASO
1

PASO 1 – Propuesta corta - La plataforma

APPLICANTS VIEW

Technology Rating



Recommendation

Your current TRL is 7,1

Congrats ! You already developed a Minimum Viable Product (MVP), tested it on the field, Marketing / Sales plan. You are therefore in an ideal position! However if this is not the case, Do not start spending money on ad

Scientific scores*

C

Your project is below the average score. It is therefore either noise or a real breakthrough.

Technological scores*

B

Your project is below the average score. It is therefore either noise or a real breakthrough.

Scores based on the analysis of + 180 millions of publications

Scores based on the analysis of + 120 millions of patents

*This information is an aid to decision-making but does not prejudice the opinion provided by experts on the innovative nature of the project.

Los 4 pasos del proceso – Propuesta corta

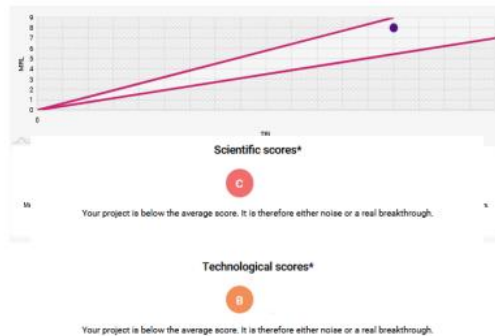
PASO
1

PASO 1 – Propuesta corta - La plataforma

EVALUATORS VIEW

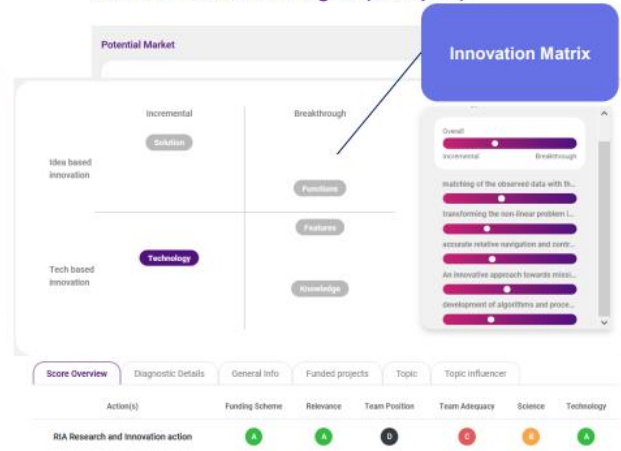
Technology Rating

Same data and insights than Applicants



*This information is an aid to decision-making but does not prejudice the opinion provided by experts on the innovative nature of the project.

Additional data and insights (examples)



Los 4 pasos del proceso – Propuesta completa

PASO
2

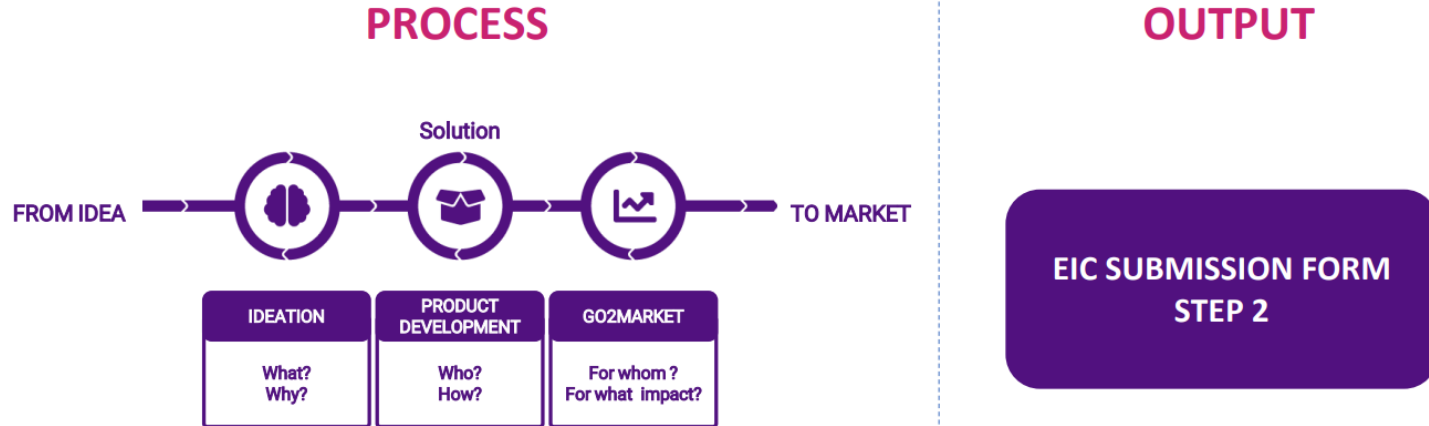
PASO 2 – Desarrollo propuesta en la plataforma IA

- Acceso al módulo **DESIGN**
- Metodología de contenido estructurada (sin plantillas)
- Controles automáticos de PI, publicaciones, TRL/BRL, métricas financieras...
- Elección open/challenge + tipo de ayuda a solicitar
- 3 días de **coaching** remoto
- Acceso a la interfaz con los inversores acreditados del Fondo EIC

Los 4 pasos del proceso – Propuesta completa

PASO
2

PASO 2 – Desarrollo propuesta en la plataforma - **DESIGN**



Los 4 pasos del proceso – Propuesta completa

PASO
3

PASO 3 – Envío de la propuesta completa

- Envío en max. 12 meses tras notificación GO del Paso 1
- Contiene: plan de negocio completo, estructura y finanzas de la empresa
- Incluye los hitos que los gestores del EIC usarán en el seguimiento de la ayuda
- **Antes de enviar:**
 - Opción de aceptar que se compartan ciertos datos de la propuesta con inversores seleccionados por el Fondo del EIC
 - Opción de aceptar que se compartan ciertos datos de la propuesta con Puntos Nacionales de Contacto para su seguimiento y con agencias financiadoras nacionales/regionales para posibilitar la obtención del Sello de Excelencia

Los 4 pasos del proceso – Entrevista

PASO
4

PASO 4 – Entrevista

- Continuidad
- Online de momento
- Max. 6 miembros jurado
 - Emprendedores
 - Expertos Innovación
 - Inversores senior
- Miembros Fondo EIC y *programme managers* también presentes
- Otoño 2021 y principio de 2022



Quedamos a vuestra disposición

EIC Accelerator (+ecosistemas europeos de innovación)



esther.casado@cdti.es
@eCasado_CDTI



lucia.inigo@cdti.es
@LuciaInigo_CDTI



luis.guerra@cdti.es
@LGuerra_CDTI

www.horizonteeuropa.es



Audience Q&A Session

 Start presenting to display the audience questions on this slide.



+ info sobre programas y ayudas
para la
internacionalización de la I+D+I española



@HorizonteEuropa - @CDTIoficial