#### AIM HIGHER





**WEBINAR** 

**HOW TO SUBMIT AN APPLICATION** 

Filipa Gomes Eurostars Call Coordinator

Brussels, 1 September 2016

Eurostars is a joint programme between more than 30 EUREKA member countries and the European Union











### **Eurostars Process**

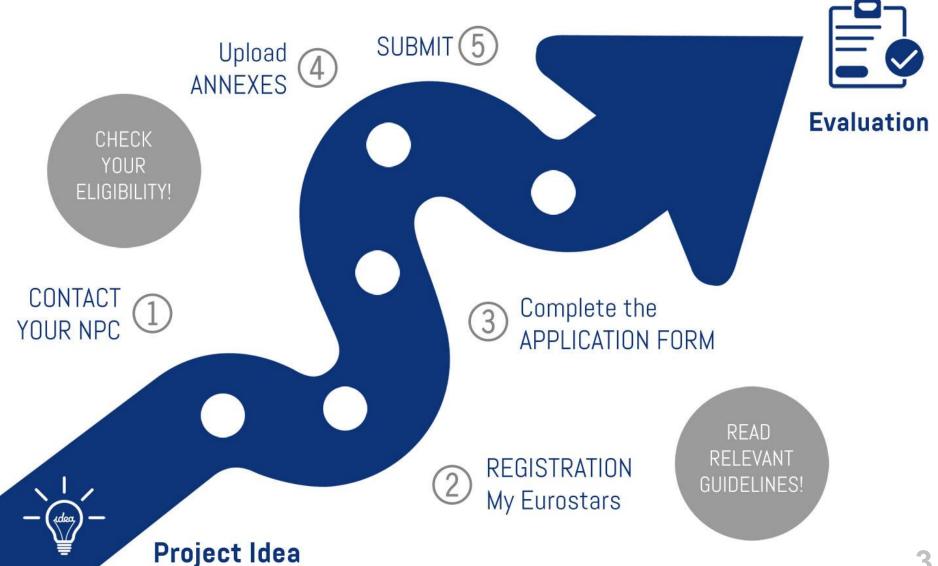






# Easy application







### Registration



#### https://www.eurostars-eureka.eu/



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CO-FUNDED BY EUREKA MEMBER
COUNTRIES AND THE EUROPEAN UNION
HORIZON 2020 FRAMEWORK PROGRAMM





SEARCH CONTACT US





FAO LOGIN











Step 1

#### Apply for funding

In order to apply for a Eurostars project and submit your application, you must create a

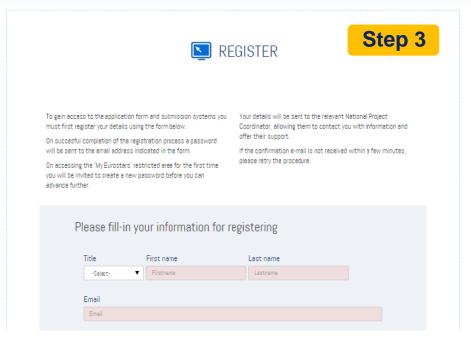
Eurostars account

Step 2

Create a eurostars account











# **Complete Registration**



HOME / Complete Registration

#### COMPLETE REGISTRATION

#### Complete Registration:





## Registration



#### To inform the NPC about

- Contact person information
- Organisation information
- > Role
- > Project short description
- Members involved

#### Dear

A new company has registered to the application tool.

Here is the contact information: Ms Marie Trabaud

E-mail: marie.trabaud@cern.ch

Phone: 022 767 84 84

Organisation: Name: CERN

Function: Other

Company Registration Code: CERN

Company Type: Other

Address:

Route de Meyrin 385

1217 Meyrin

SWITZERLAND

Website:www.cern.ch

Register As: Partner

Project short description:

Project called "New High-Resolution, High-Sensitivity Dedicated Breast Positron Emission Tomography Scanner - TURBO-PET which aims at developing a next-generation nuclear imaging breast Positron Emission Tomography (PET) system, the very high performances of which will derive from the integration of cutting edge photonic and nanopatteming techniques enabling more precise and faster localization of tumours.

Project Technological field:

Medical technology

Members involved in that project:

CERN - CH - Other - Marie Trabaud - marie trabaud@cern.ch - +41 22 76 62124

Best regards Eurostars Team.







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#### EUROSTARS IS ...





Supporting innovative product development



Driven by SMEs



Fast track to market



International Cooperation













# Project Application Form (PAF)

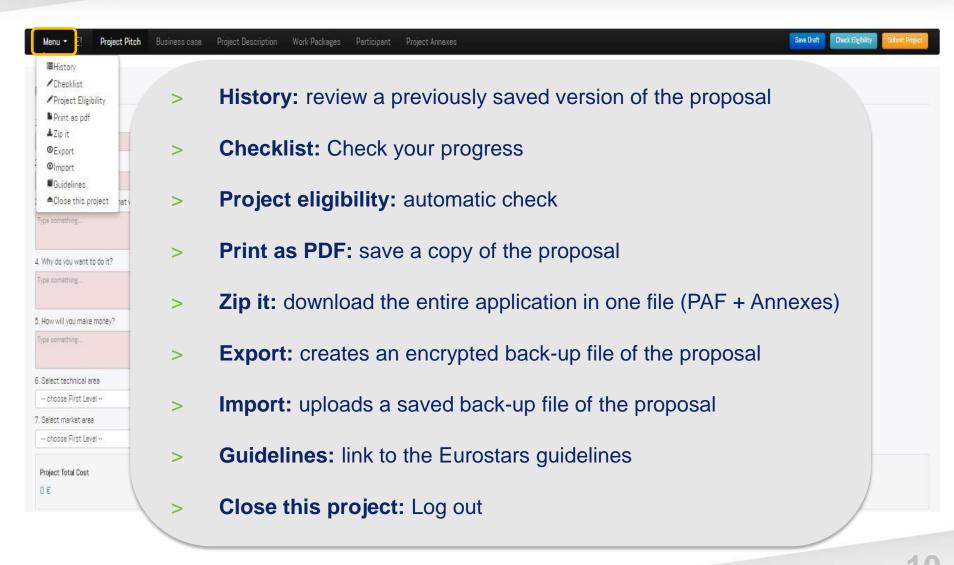


| Menu • E! Project Pitch              | Business case Project     | Description Work Packages | : Participant Pr | roject Annexes |  |  | Save Draft              |
|--------------------------------------|---------------------------|---------------------------|------------------|----------------|--|--|-------------------------|
| roject Pitch                         |                           |                           |                  |                |  |  |                         |
| Project Title                        |                           |                           |                  |                |  |  |                         |
| ype something                        | 0 0 / 100 character limit |                           |                  |                |  |  |                         |
| Project Acronym                      |                           |                           |                  |                |  |  |                         |
| pe something                         | 0 / 25 character limit    |                           |                  |                |  |  |                         |
| What do you want to do? What will yo | ou deliver?               |                           |                  |                |  |  |                         |
| ype something                        |                           |                           |                  |                |  |  | 0 / 500 cherecter limit |
| /hy do you went to do it?            |                           |                           |                  |                |  |  |                         |
| pe something                         |                           |                           |                  |                |  |  | 0 / 500 character limit |
| How will you make money?             |                           |                           |                  |                |  |  | - 10                    |
| pe something                         |                           |                           |                  |                |  |  | 0 / 500 character limit |
| Select technical area                |                           |                           |                  |                |  |  |                         |
| - choose First Level                 | chaase Second Level       | ▼ choose Third Level      | 7 0              |                |  |  |                         |
| Select market area                   |                           |                           |                  |                |  |  |                         |
| - choose First Level                 | choose Second Level       | ▼ choose Third Level      | 7 0              |                |  |  |                         |



#### **PAF- Menu**

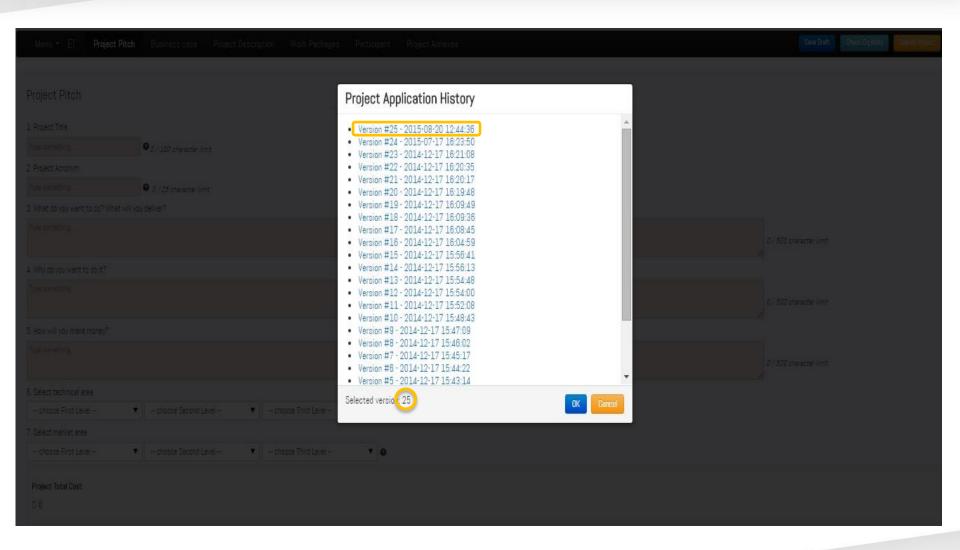






## **PAF- History**

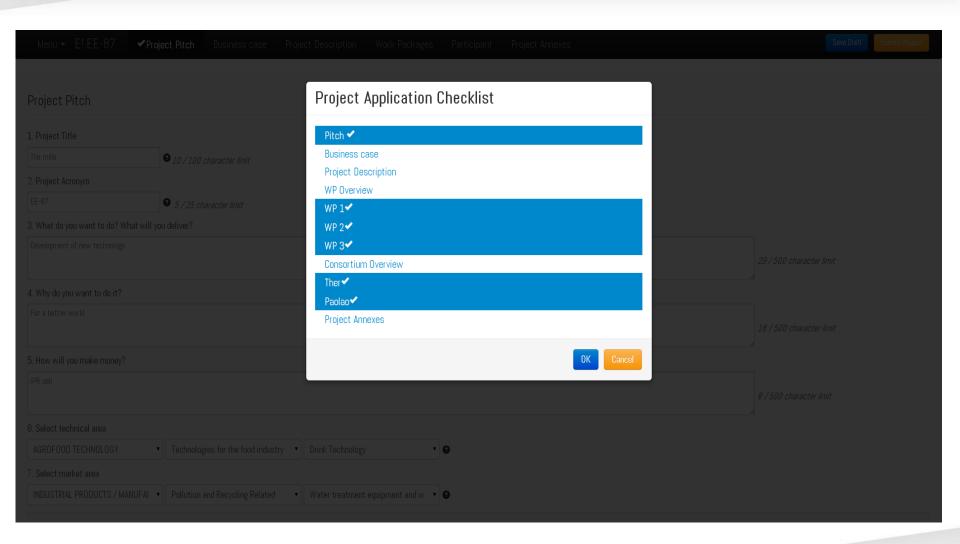






### **PAF- Checklist**

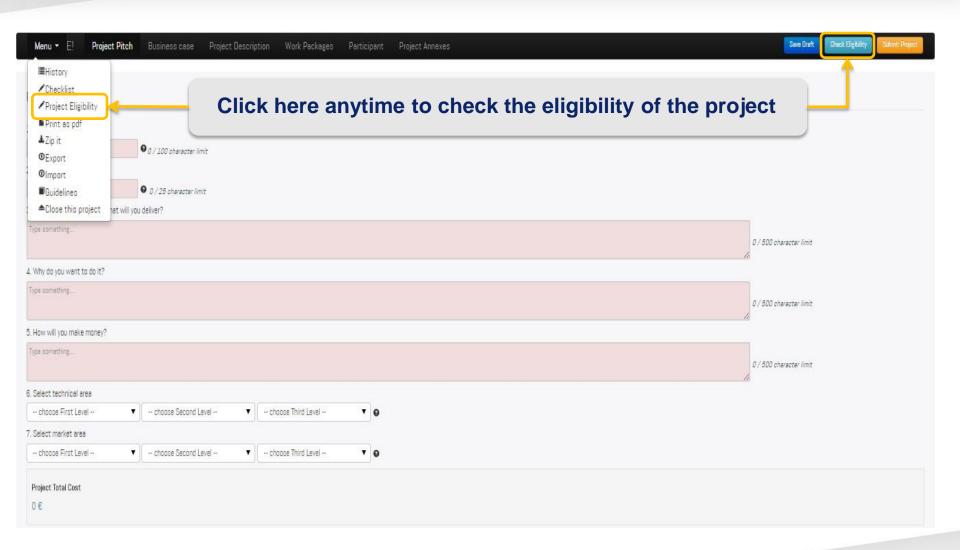






# PAF – Eligibility Check

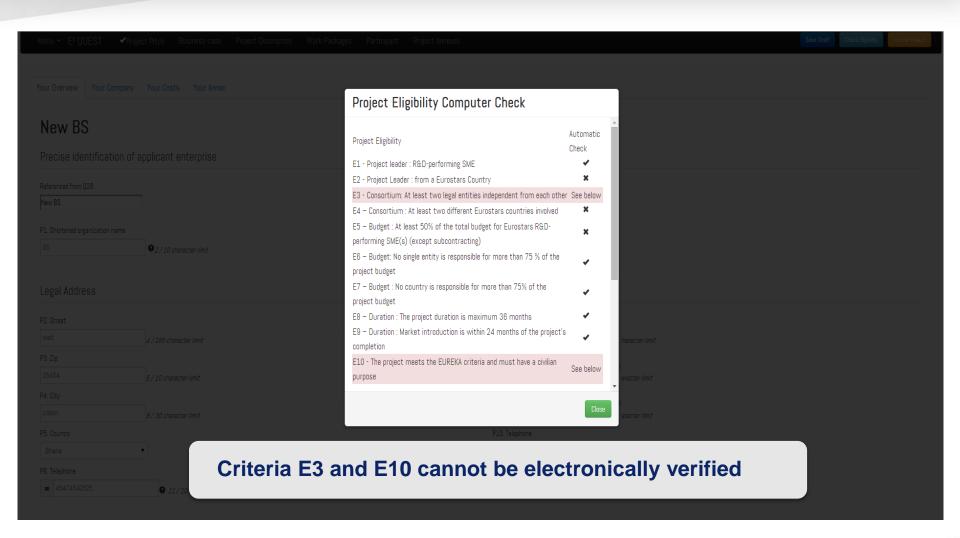






## PAF – Eligibility Check

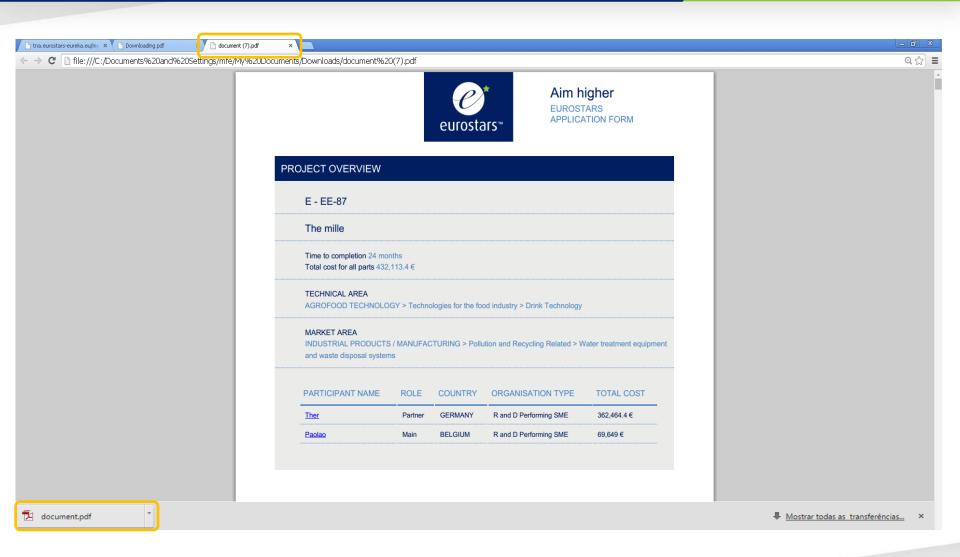






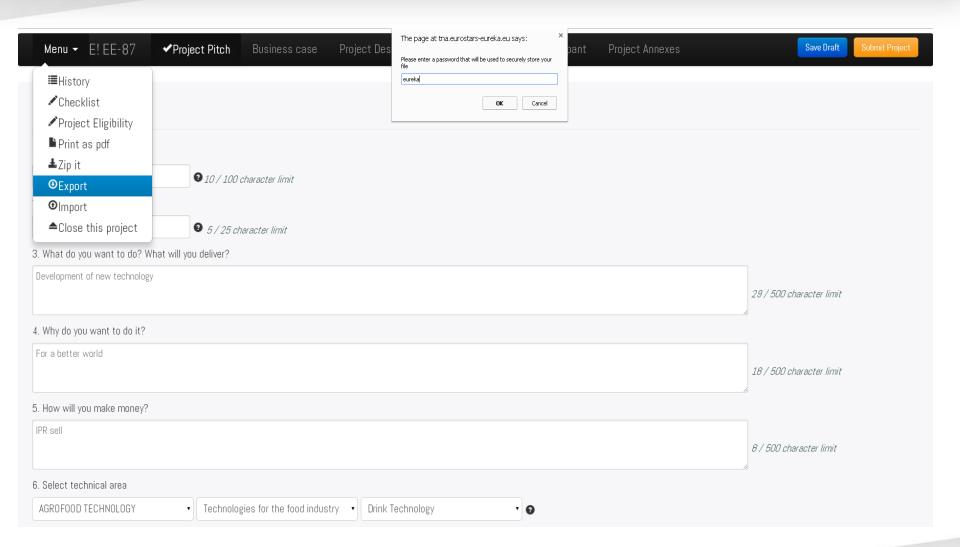
# PAF – Print as PDF







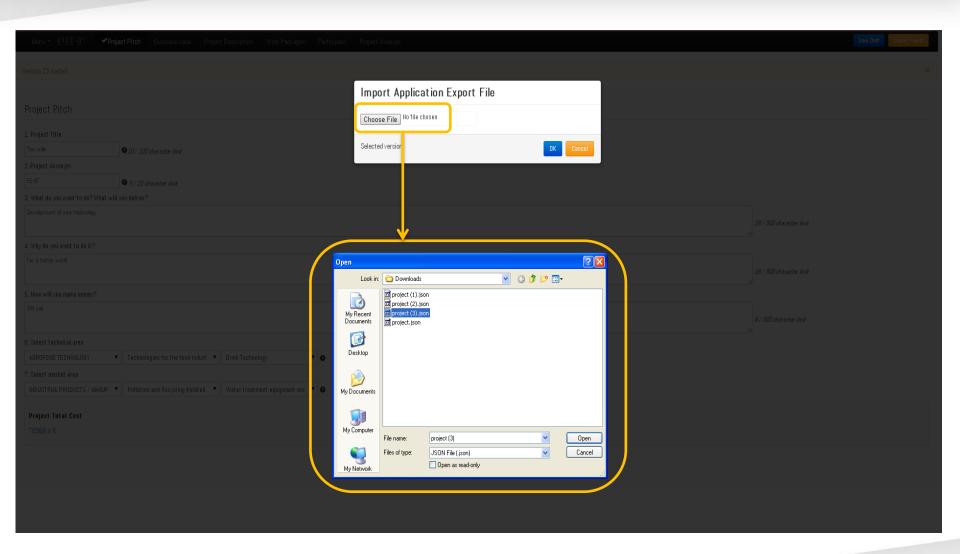






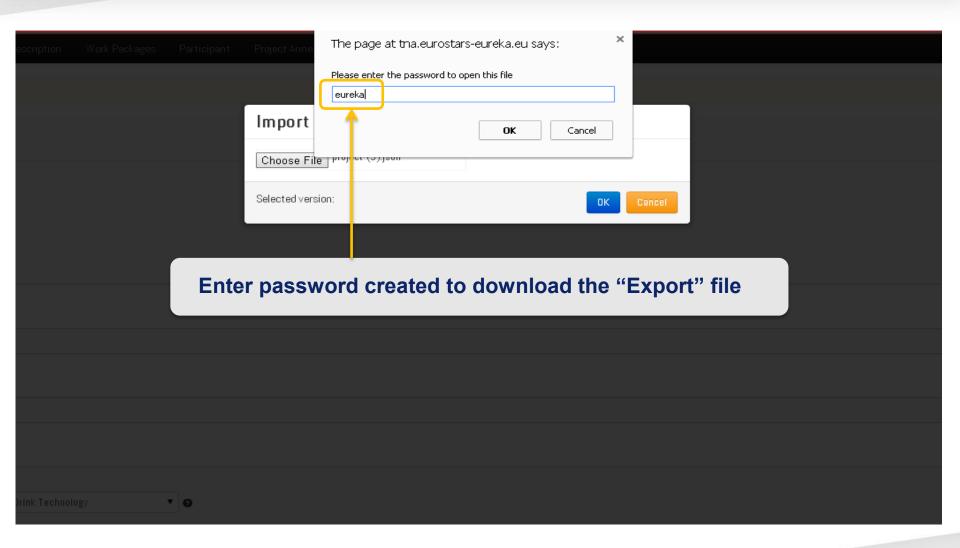
# PAF – Import













## PAF – Content



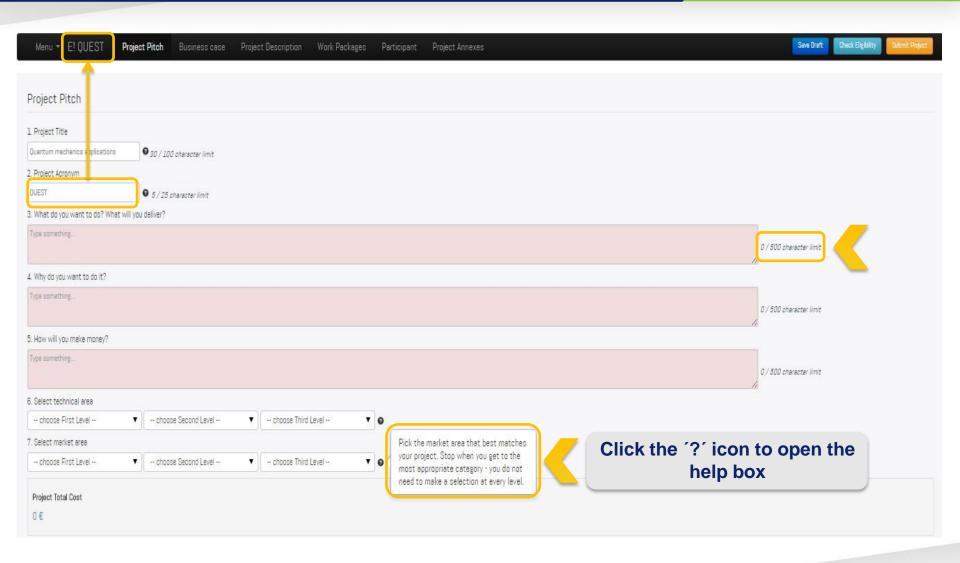
- Project Pitch: Overview of your project
- Business case: Why? (how will it get to market, competition, IPR,...)
- Project description: What is it about?
- Work packages: How, by whom, .. ?
- Participants: Who are you? How is structured your consortium?
- Project annexes

Check if your organization is eligible to receive funding Speak to your NPC about all available options!



# PAF – Project Pitch

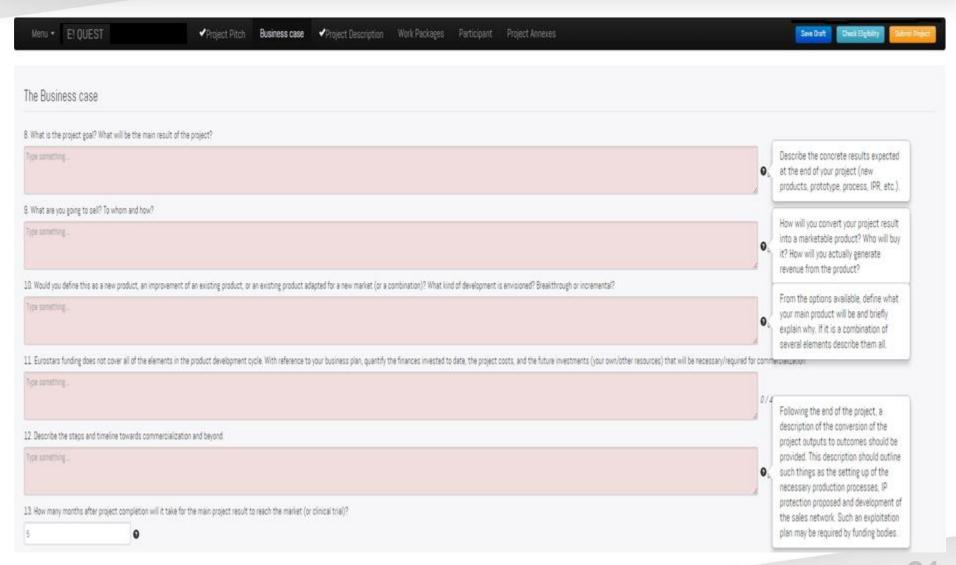






# PAF – Business Case







# PAF – Project Description

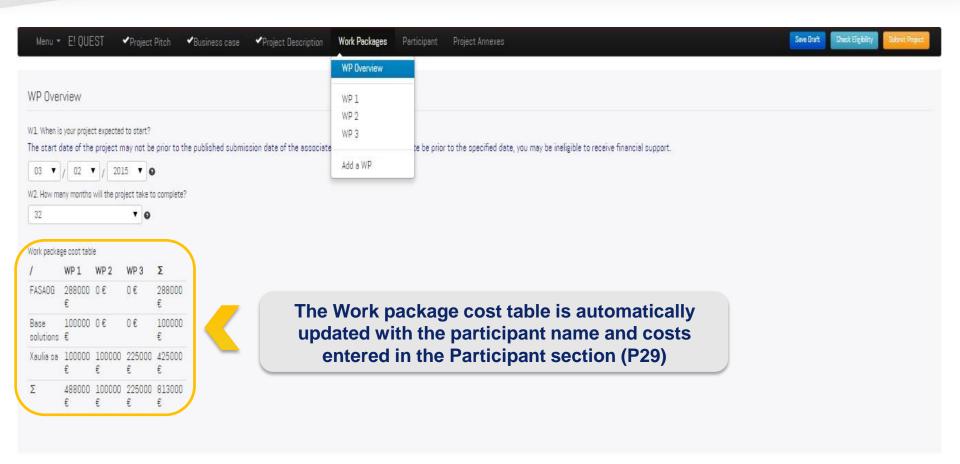


| Menu ▼ E! QUEST   | <b>✓</b> Project Pitch                            | ✓Business case                                   | Project Description         | Work Packages         | Participant | Project Annexes | See Durt Deck Eightity                        | bnit Project |
|---|---|--|-----------------------------|-----------------------|-------------|-----------------|---|--------------|
| The Project   |   |  |                             |                       |             |                 |   |              |
| 23. What is the method/approx   | ach you will use? Why di                          | d you choose this metho                          | d/approach                  |                       |             |                 |   |              |
| Type something  |   |  |                             |                       |             |                 | 0 / 4000 character limit                      |              |
| 24. What is the technical chall   | enge of this approach?                            |  |                             |                       |             |                 |   |              |
| Type something  |   |  |                             |                       |             |                 | 0 / 4000 character limit                      |              |
| 25. What are the risks of this a  | approach? How will you r                          | educe these risks?                               |                             |                       |             |                 |   |              |
| Type something  |   |  |                             |                       |             |                 | ● 0 / 4000 character limit                    |              |
| 26. What other methods/solut  | ions are available (both                          | technical and non-techni                         | ical)? Why is yours better? |                       |             |                 |   |              |
| Type something  |   |  |                             |                       |             |                 | ● 0 / 4000 character limit                    |              |
| 27. Are there any ethical or leg  | al issues linked to this a                        | approach?  |                             |                       |             |                 |   |              |
| To answer this question, refer<br>http://ec.europa.eu/resear<br>If your project has, or could po<br>If your project is absolutely fre | ch/participants/data<br>tentially have ethical co | /ref/h2020/grants_n<br>nsiderations, describe th | manual/hi/ethics/h2020      | _hi_ethics-self-asses | ss_en.pdf). |                 | uld be uploaded as part of the project annex. |              |
| Type something  |   |  |                             |                       |             |                 | ● 0 / 4000 cherecter limit                    |              |



# PAF – Work Packages

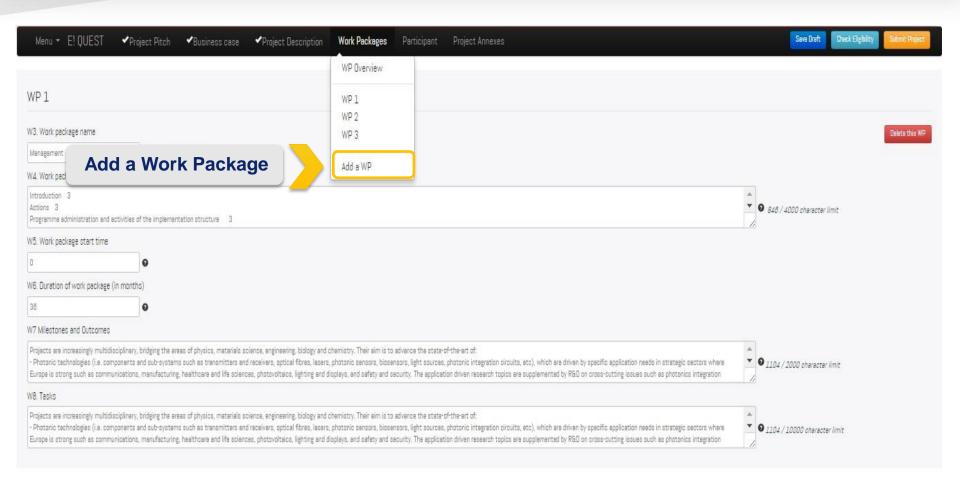






# PAF – Work Packages

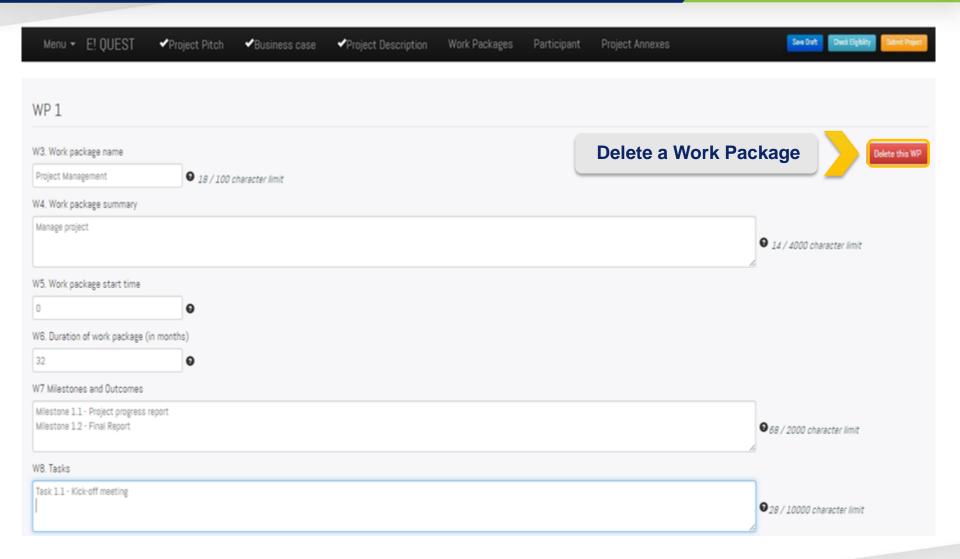






# PAF – Work Packages

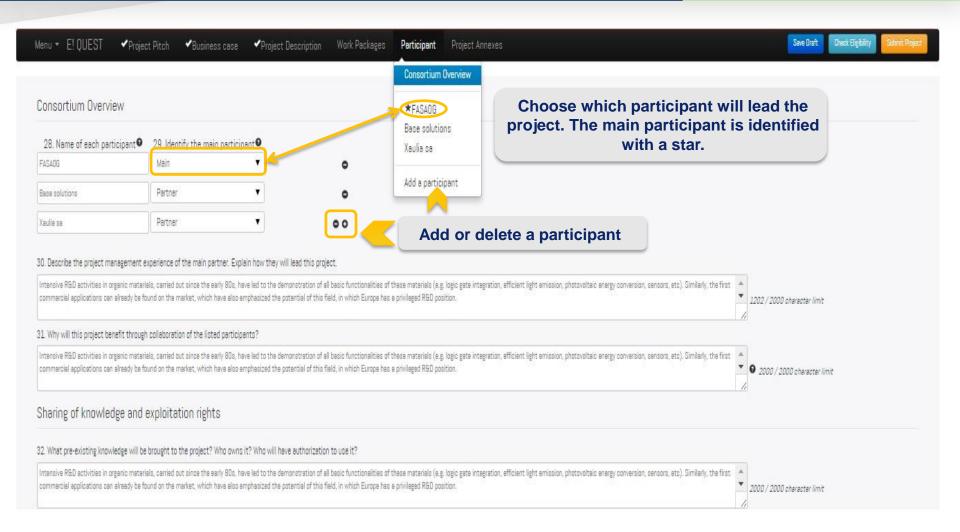






## PAF – Consortium Overview







# PAF – Participant Overview



| Menu → E! QUEST ✓ Pro           | ect Pitch   Business case   Project Description | Work Packages Participant | Project Annexes     |                         | Save Draft Check Eligibility | Submit Project |
|---------------------------------|---|---------------------------|---------------------|-------------------------|------------------------------|----------------|
| Your Overview Your Company      | Your Costs Your Annex                           |                           |                     |                         |                              |                |
| FASAOG                          |   |                           |                     |                         |                              |                |
| Precise identification of       | applicant enterprise                            |                           |                     |                         |                              |                |
| Referenced from Q28             |   |                           |                     |                         |                              |                |
| FASAOG                          |   |                           |                     |                         |                              |                |
| P1. Shortened organization name |   |                           |                     |                         |                              |                |
| FASAOG                          | • 8/10 character limit                          |                           |                     |                         |                              |                |
| Legal Address                   |   |                           | Operational Address |                         |                              |                |
| P2: Street                      |   |                           | P7. Street          |                         |                              |                |
| 1                               | 1 / 185 character limit                         |                           | Type something      | 0 / 185 character limit |                              |                |
| P3. Zip                         |   |                           | P8. Zip             |                         |                              |                |
| 2584                            | 4 / 10 character limit                          |                           | Type something      | 0 / 10 character limit  |                              |                |
| P4. City                        |   |                           | P9. City            |                         |                              |                |
| Lisbon                          | 8 / 30 character limit                          |                           | Type something      | 0 / 30 character limit  |                              |                |



# PAF – Participant description

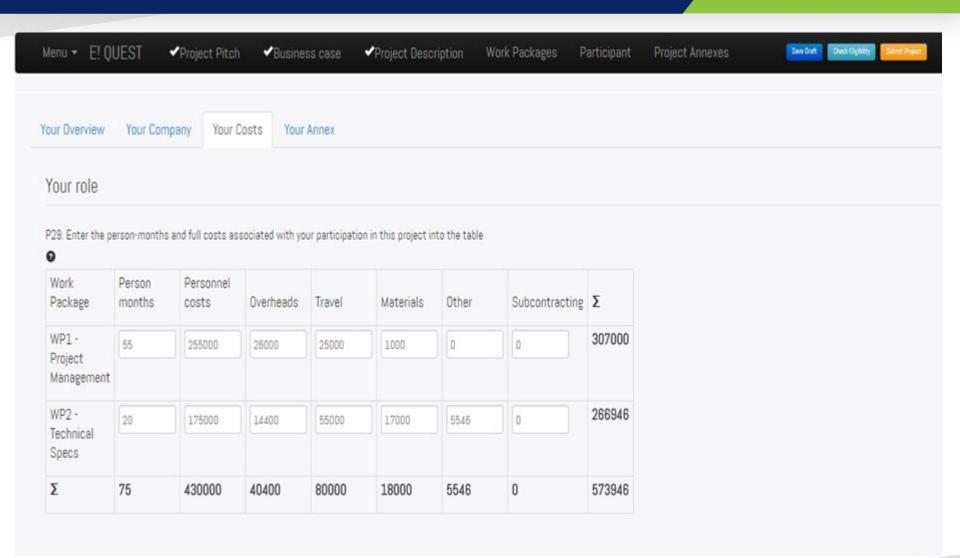


| Menu ▼ E! QUEST   | ✓ Project Description Work Packages Participant F | Project Annexes See Dut Duck Eighting Submit Project |
|---|---|--|
| Your Overview Your Company Your Costs Your Annex  |   |  |
| What type of organisation are you?  |   |  |
| P30. Type of organisation   |   |  |
| a. choose between   |   |  |
| SME ▼ •   |   |  |
| a2. Type of Small or Medium Sized Enterprise (choose between)                           |   |  |
| Autonomous enterprise *   |   |  |
| b. If you are an SME, do you comply with the definition of 'R&D-performing SME          | 77  |  |
| No  |   |  |
|   | Financial report Year-2                           | Financial report Year-1                              |
| P31.Start date of financial report  | 01 • / 01 • / 2014 •                              | 01 * / 01 * / 2015 *                                 |
| P32.End date of financial report  | 31 🔻 / 12 🔻 / 2014 🔻                              | 31 🔻 / 12 🔻 / 2015 🔻                                 |
| P33. Date the financial report was submitted to national authorities                    | 12 V / 02 V / 2015 V                              | 30 🔻 / 01 🔻 / 2016 🔻                                 |
| P34. Headcount (number of people)  ■  | 45  | 50   |
| P35. Number of Full-Time Equivalents employed (number of people)   ■                    | 45  | 49   |
| P36. Number of Full-Time Equivalents dedicated to R&D (number of people) $\pmb{\Theta}$ | 17  | 20   |
| P37. Annual turnover (in Euro) •  | 175000  | 189000   |
| P38. Annual turnover dedicated to R&D expenditure (in Euro)●                            | 150000  | 164000   |
| P39. Balance sheet total (in Euro)●   | 550000  | 600000   |



# PAF – Participant Costs







# PAF – Participant Annex





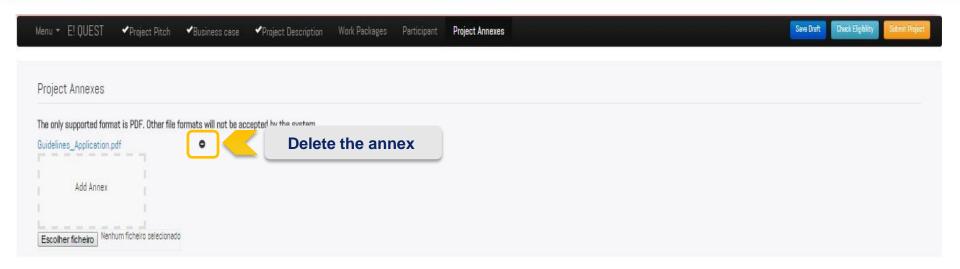
| should you submit?             |                                |                  |  |
|--------------------------------|--------------------------------|------------------|--|
| Financial<br>report<br>Year -2 | Financial<br>report<br>Year -1 | Business<br>Plan |  |
| -                              | -                              | Y                |  |
| -                              | Y                              | Y                |  |
| Y                              | Υ                              | -                |  |
| Y                              | Υ                              | =                |  |
| Y                              | Υ                              | -                |  |
| Y                              | Y                              | -                |  |
| -                              |                                | -                |  |
|                                |                                | -                |  |
| -                              | -                              | -                |  |
|                                | report Year -2 Y Y Y Y         | report report    |  |

- Only PDF format is accepted
- Combine all annexes and upload as a single document



#### **PAF – Project Annexes**



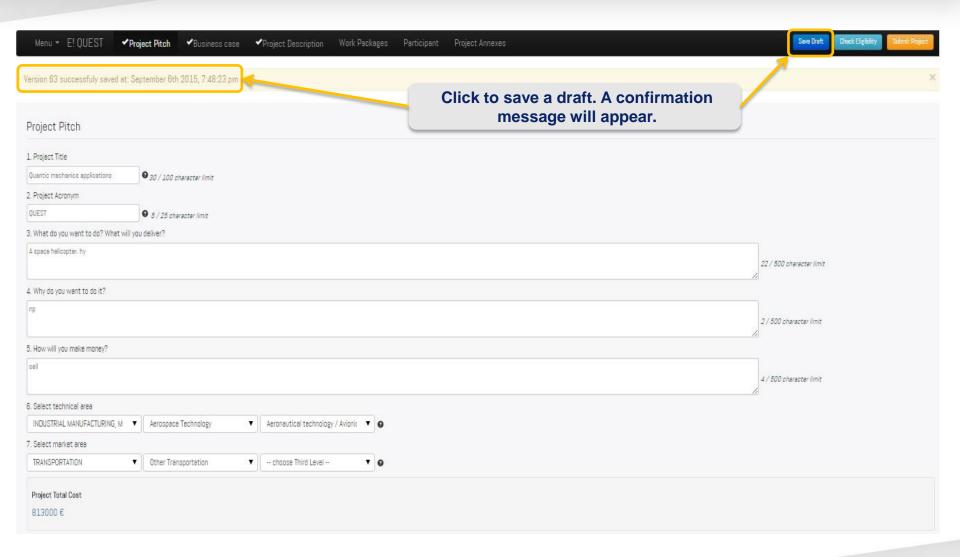


- Option of including one additional annex:
  - Illustrations, graphics and Gantt charts cannot be included in the application form. Submit these and additional information as one PDF document accompanying the application form.
  - It should be written in English and be a maximum of 10 pages in length and 10 MB in size.
- Only PDF format is accepted



# PAF – Save draft







# PAF – Submit

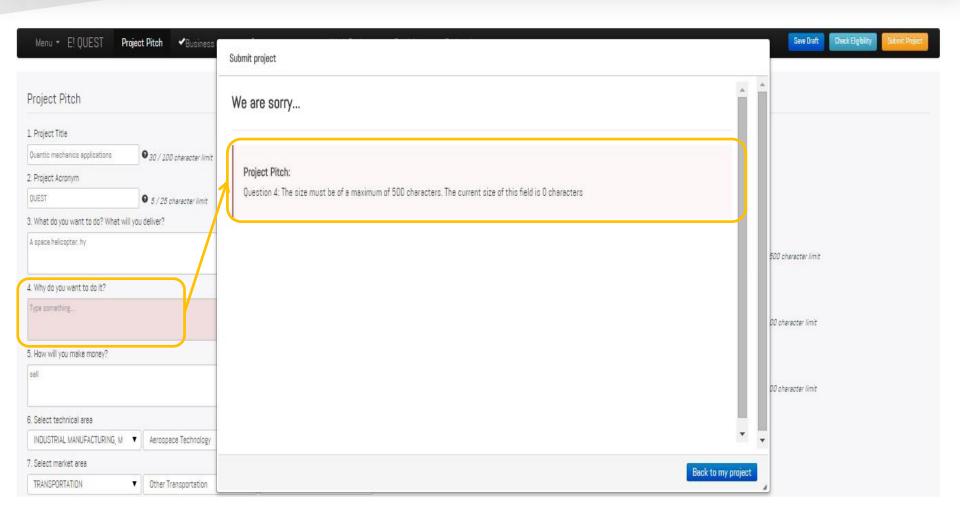


| Menu ▼ E! QUEST ✓ Proj                  | iect Pitch ✓Business case  | ◆Project Description Work Packages Participant Project Annexes | Save Dreft Dreack Eligibility Submit Project |
|---|----------------------------|--|--|
| Project Pitch                           |                            |  |  |
| 1. Project Title                        |                            |  |  |
| Quantic mechanics applications          | 9 30 / 100 character limit |  |  |
| 2. Project Acronym                      |                            |  |  |
| QUEST                                   | 9 5/25 character limit     |  |  |
| 3. What do you want to do? What will yo | u deliver?                 |  |  |
| A space helicopter, hy                  |                            |  | 22 / 500 character limit                     |
| 4. Why do you want to do it?            |                            |  |  |
| np                                      |                            |  | 2 / 500 cherecter limit                      |
| 5. How will you make money?             |                            |  |  |
| sell                                    |                            |  | 4 / 500 character limit                      |
| 6. Select technical area                |                            |  |  |
| INDUSTRIAL MANUFACTURING, M ▼           | Aerospace Technology       | ▼ Aeronautical technology / Avionit ▼ ●                        |  |
| 7. Select market area                   |                            |  |  |
| TRANSPORTATION •                        | Other Transportation       | ▼  |  |
| Project Total Cost<br>813000 €          |                            |  |  |



# PAF – Submit (error)

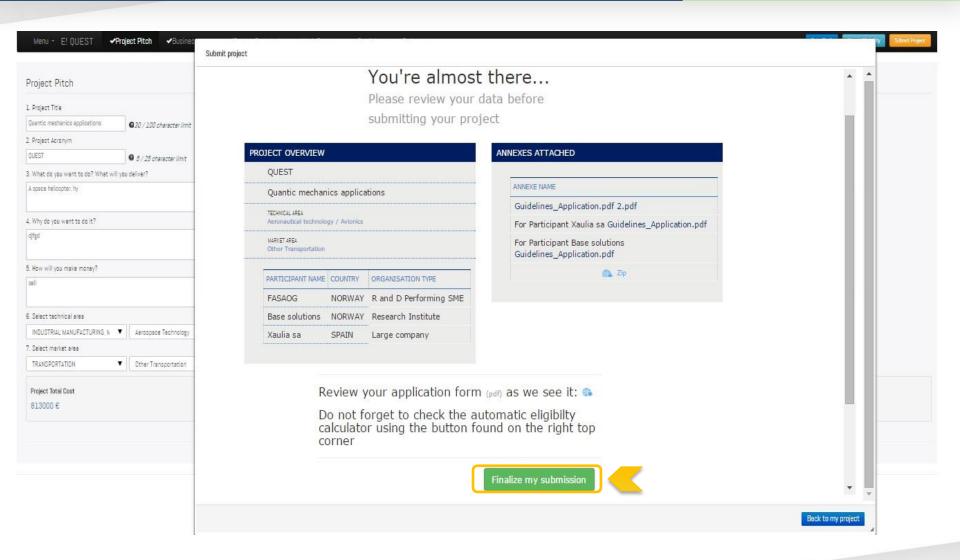






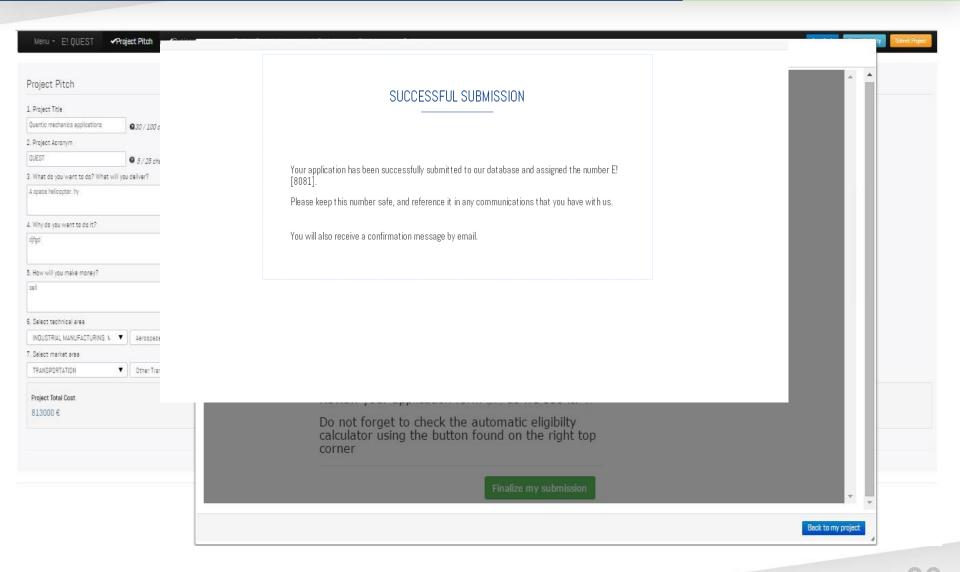
# PAF – Submit (finalize)





## PAF – Submission confirmation







### PAF – Submission confirmation



- Registrant
- > NPCs
- > ESE

Reference: 1765/16/P

Dear Eurostars Applicant,

Your application was successfully submitted on 31/08/2016 at 16:49.

It has been assigned the reference number: E!1765.

We have recently launched the myEUREKA platform where you can access your projects submitted for Eurostars and other EUREKA initiatives. This platform will allow you and your project partners to manage all project related information and documentation.

The submission of any documentation requested by Eurostars, namely the Commitment&Signature form and the EC SME declaration must be provided through myEUREKA platform. As such, please make sure that every organisation in the consortium registers. For this purpose, an email will be sent to each contact person within the consortium in order to register.

Should you have any questions, please do not hesitate to contact your national project coordinator.

Best regards,

The Eurostars Team



#### **Application – To Do List**



- 1. Check if your organisation is eligible to receive funding
- 2. Complete all sections of the application form
- 3. Ensure that each organisation has the correct status
- Ensure that all contact details are correct
- Upload annexes
- 6. Check if the application is eligible
- Double-check content
- 8. Check if the application form is complete
- 9. Submit!





- Be available
  - > Allow time for necessary preparation (partner search, project proposal, consortium agreement...)
- Build up a « win-win » cooperation
  - Show complementarities and added value of trans-national partnership during and after the project
- Show partnership's ability to meet its commitments
  - > Demonstrate each party's management, scientific and technical skills as well as its available financial resources for the project
- In austerity, tax payers money is a scarce resource
  - > Demonstrate the fact that you have good financial health and have considered all of your options.
  - If you are too risky, you might not be able to access support.

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- Set clear, measurable and verifiable objectives
  - > Define success indicators for technological performance as well as the commercial and financial targets to achieve
- Demonstrate clearly why the projects should be financed
  - > Highlight the risks and the strategic character of the project in terms of expected commercial and financial impact
  - Is it value for money?
- Be technologically ambitious while remaining realistic
  - Define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its results





- Point out the innovative nature of the proposal submitted
  - > Present new industrial applications and their impact on the industry sector and relevant markets
- Describing the technology is the easy bit there is more...
  - > Who are you? Describe the benefits of this partnership, the added value that each organisation brings?
  - > Focus on the project methodology (objectives, means, results)
  - > Appropriate and realistic cost breakdown
  - > Analyse the risks. How will you mitigate against them?

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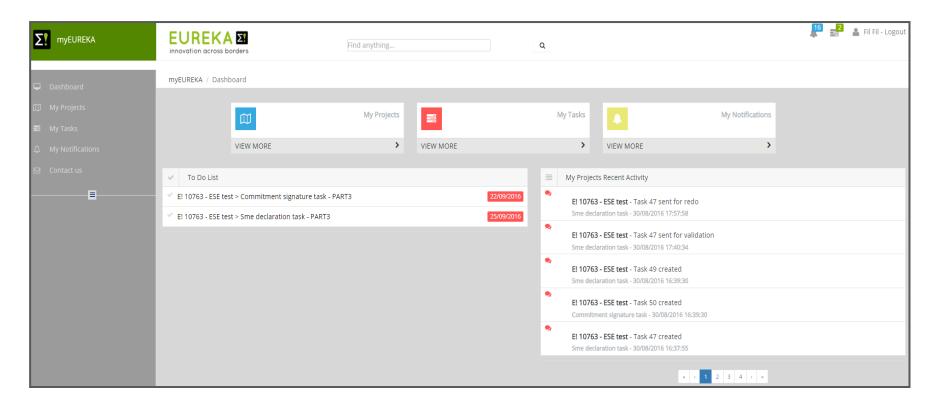
- Don't forget your market (it sounds strange, but people do)
  - > Product plans, exploitation plans, commercialisation strategy.
  - > Analysis and comparison with state of the art.
  - > Barriers to market entry?
  - > Competitive advantages?
  - > Realistic market share? Will you actually make ROI?
  - > Or how to protect it Good IPR analysis/strategies are rare
- Fill in the project application carefully and ensure it is clear
  - Promote the key elements the evaluators are looking for and ask an objective party to read it
  - > Proof read it this is the cheapest way of making it better.
- Don't allow yourself to be surprised by anything
  - > Do your homework
  - Speak to your National Project Coordinator (NPC)



# Next steps - myEUREKA



Once submitted, all contact persons will be invited to register in the project management platform





### **Application Submission**



- Via the Eurostars website:
  <a href="https://www.eurostars-eureka.eu">https://www.eurostars-eureka.eu</a>
- Applicants registration: one registration per application
- Simple application easily filled with the help of the <u>Guidelines for completing an application</u> and the guidelines on <u>How to use the application system</u>
- Once submitted each participant of the consortium must register to myEureka



#### Application: links to additional info



#### Using the online application system







Available at https://www.eurostarseureka.eu/content/using-online-applicationsystem



# Guidelines for completing an application





Available at https://www.eurostarseureka.eu/content/guidelines-completingapplication





#### Aim Higher

#### Thank you for listening!





