
EUREKA 2.0

Advice to applicants regarding evaluation criteria

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Version: 7

Date: 04-Jan-2017 16:07

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- Important things to know
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 - 13. Time to market
 - 14. Does the application represent value for public money

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| EUREKA 2.0 Initiative | EUREKA 2.0 |
| EUREKA 2.0 Call ID | ALL |

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|-----------------|-----------------|
| Document | ADVICE |
| Status | APPROVED |

1 Important things to know

1.1 EUREKA is a competition

EUREKA is a competitive application process. You and your partners are in direct competition with all of the other applications. Only the very best applications will successfully navigate the various stages and receive public support.

1.2 We expect you to do your homework

There are lots of sources of information about EUREKA. One of the best is our network of NPCs. They are available to give you advice about the process and explain the rules.

You should know what your maximum grant might be, what the eligible costs are, and what documents you need to send us.

While partnerships and projects are acceptable within EUREKA as long as they comply with all of the eligibility criteria, this is not a guarantee that they are eligible to receive funding.

All funding given to approved projects is managed by the EUREKA countries according to their national funding rules and procedures. The eligible costs and amount of funding are dependent on the countries involved in the project. It may therefore vary between EUREKA countries.

<http://www.eurekanetwork.org>

1.3 Experts can only form opinions based on the content you provide

You may have the best idea in the world, but if you:

- are not clear
- lack detail
- fail to be convincing
- fail to be concise (to the point)

you will lose your reader and you will not be successful.

Innovators have ideas. Innovative entrepreneurs can explain and sell their ideas to others.

1.4 Sharing of knowledge and exploitation rights

If your project is approved for funding, we have a number of requirements that you must meet. One of them is the completion of a consortium agreement. This legal document must be signed by all parties.

Any promise of funding or support is dependent on an agreement being properly completed. It is also dependent on the fact that the descriptions and clauses within it are consistent with the application that has been evaluated.

There is an expectation that the broad ideas and themes in the application form (particularly those concerning existing IPR, access rights, exploitation, IPR division and profit sharing) are carried forward into the final consortium agreement. We do not require the formal details to be identical – we are not concerned if one partner's share of the sales revenue drops from 8 percent to 6.5 percent. We are concerned that the partner, identified as profiting from sales in the application form, continues to profit directly from sales. If not, then as with any other deviation from the project plan, the eligibility for funding may not be assured, and the project risks rejection.

1.5 What is this document?

The aim of this text is to provide you with insight into why we ask the questions that we do, and what the experts are looking for within your answers.

2 The three main criteria and their sub criteria

2.1 Quality and efficiency of the implementation – Project planning and consortium quality

2.1.1 1. Quality of the consortium

You should highlight your experience and expertise for some or all of the following concepts:

- The management experience of the partners,
- The core business activities of the partners,
- As a consortium, do the partners possess necessary and complementary key qualifications to meet the objectives and results?
- As individuals, does each partner have the necessary technological experience to carry out their tasks?
- Do all of the partners have commercial and/or scientific interests in achieving the results?

Sections of particular interest within the application form:

- Section 5 – the consortium
- Section 6 – the participants

2.1.2 2. Added value through co-operation

You should address some or all of the following concepts:

- The benefits brought through cooperation – does this need to be done/benefit from being done
 - cooperatively?
 - internationally?
- Does the project demonstrate clear sharing of risks, of costs, of know-how, of benefits?
- Is there a clear synergy in the partnership, i.e. the collaboration results in outputs which are not independently obtainable and which are greater than what could be achieved by any partner on its own?

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- Does the cooperation support and expand capabilities and knowledge of each partner beyond project results e.g. admittance to a new market, new technology and new skills?
- Do all SME partners stand to gain commercially from the exploitation of the project results?
 - Does one partner stand to benefit disproportionately from exploitation of the project results (when compared to their input)?

Sections of particular interest within the application form:

- [Section 5 – the consortium](#) - particularly information relating to IPR
- [Section 6 – the participants](#) - particularly question P23

2.1.3 3. Realistic and clearly defined project management & planning

You should address some or all of the following concepts:

- Methodology and planning approach,
- Milestones (key decision points) and outcomes,
- Task identification,
- Does the project plan include a realistic time schedule in relation to tasks and objectives?
- Are key issues to be addressed and project objective(s) and outputs fully identified and precisely formulated from the outset?
- Are the project's goals clearly identified and logically set out through well described work packages?
- Are the work packages broken-down into logical, well-defined tasks which are relevant to the expected results?
- Are the milestones and deliverables clearly identified? Do they allow verification of progress during project implementation, including go/no-go decisions?
- Are the roles and responsibilities of each partner within each work package clearly described and differentiated in the work plan? Is task allocation by any partners to sub-contractors clearly identified?
- Is the project management structure well described? Is there an appropriate and capable structure for implementing the project (e.g. taking decisions, tracking and ensuring progress, reporting, etc.)?
- Does the main partner (as project manager) have relevant project management experience, including experience of multi-partner projects?
- Do all partners have a well-defined role in the project and the assigned project tasks are in-line with that partner's core business?

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- If required, are the potential ethical/legal issues identified?

Sections of particular interest within the application form:

- Section 4 – the work packages
- Section 5 – the consortium
- Section 6 – the participants

2.1.4 4. Reasonable cost structure

You should address some or all of the following concepts:

- Is the cost breakdown well-structured and corresponds to the tasks and activities to be implemented by each partner?
- Are the costs reasonable (i.e. neither underestimated nor overestimated) for the proposed work and for each of the partners?
- Are the project costs clearly justified?
- Are subcontracting costs appropriately justified?

Sections of particular interest within the application form:

- Section 4 – the work packages
- Section 6 – the participants

2.2 Impact – Market and Commercialisation

2.2.1 5. Market size

You should address some or all of the following concepts:

- Have the applicants quantified the market size, growth prospects and expected market share?
- Are these descriptions realistic?
- Is there a profitable market for the product?
- Does this represent a strong foundation for sustainable competitiveness?
- Is the potential market share well considered and justified?

Sections of particular interest within the application form:

- Section 2 – the business case
- Section 3 – the project
- Section 5 – the consortium

2.2.2 6. Market access and risk

You should address some or all of the following concepts:

- Are the partners qualified to break into the market or, preferably, do they already have an established position?
- Has the proposal identified barriers to the market and/or included important customers, or in other ways reduced the time and costs to market
 - Regulatory
 - Standards and certification
 - Commercial
 - Competition
 - Quality
 - Pricing
 - Market acceptance

Sections of particular interest within the application form:

- Section 2 – the business case
- Section 3 – the project
- Section 5 – the consortium
- Section 6 – the participants

2.2.3 7. Competitive advantage

You should address some or all of the following concepts:

- Will the product be unique with very few competing products?
- Will the product have a significant price or quality advantage over competing products or benefit to the customer?
- Will the partners be able to generate strong IP to prevent copying of the end results? Will they need to?
- Will the know-how developed within the project be such that they would have a very strong and clear time to market advantage over competition?
- Have they carefully analysed existing IP and assessed whether it might affect their marketing approach?

Sections of particular interest within the application form:

- Section 2 – the business case
- Section 3 – the project
- Section 5 – the consortium - particularly information relating to IPR

2.2.4 8. Clear and realistic commercialization plans

You should address some or all of the following concepts:

- Has the consortium clearly outlined the plans for commercialization of the product?
- Has the split or sharing of project outputs been defined with a view to commercialization?
- Have the individual participant's business plans for the commercialization been defined and are they realistic?
- Do the commercialization plans include realistic and credible projections for
 - revenue,
 - investment required,
 - anticipated costs associated with the product launch on the market?
- Have the participants a proven track record of commercialization of R&D?

Sections of particular interest within the application form:

- Section 2 – the business case
- Section 3 – the project
- Section 4 – the work packages
- Section 5 – the consortium
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2.3 Excellence – Innovation and R&D

2.3.1 9. Degree of innovation

You should address some or all of the following concepts:

- Is the product technologically new or a significant improvement on existing solutions?
- Does it deliver objectively new products, processes or services to the consumer with an added value?
- Is the product an advance on commercial state-of-the-art?

Sections of particular interest within the application form:

- Section 2 – the business case
- Section 3 – the project

2.3.2 10. New applied knowledge

You should address some or all of the following concepts:

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- Will the project lead to the creation of new knowledge which is not yet known in the area?
- Will the project resolve an issue of technical uncertainty, resulting in new knowledge?
- Will the new knowledge bring the partners to the forefront of the area in question and thus well beyond the present state-of-the-art?
- Could the technology or knowledge being developed be the potential basis for a wide number of applications?
- Does the application for the technology/knowledge have the potential to be expanded into other areas/ sectors beyond the scope of the application being developed in this project?

Sections of particular interest within the application form:

- [Section 2 – the business case](#)
- [Section 3 – the project](#)
- [Section 5 – the consortium - particularly information relating to IPR](#)

2.3.3 11. Level of technical challenge

You should address some or all of the following concepts:

- Does the project involve a high degree of technical challenge?
- Does achieving the project results require the application of a significant level of specialist's know-how and knowledge?
- Is the level of technical challenge such that the project results could not easily be replicated by others?

Sections of particular interest within the application form:

- [Section 2 – the business case](#)
- [Section 3 – the project](#)
- [Section 5 – the consortium - particularly information relating to IPR](#)

2.3.4 12. Technical achievability & risk

You should address some or all of the following concepts:

- Is the approach technically sound or is it fundamentally flawed?
- Is the appropriate technology being employed for the envisaged development?
- Are the proposed technical developments achievable within the defined budget and timescale?

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- Is the research method described appropriate for achieving the technical developments (e.g. it includes a programme of design, test, analysis, decision and iteration if appropriate)?
- Is there an appropriate analysis of the risks?
- Are the associated technical risks well described and approach to minimizing the effects of the risks has been outlined?
- Does the project incorporate go/no-go decision points for appropriate outcomes and at regular intervals?

Sections of particular interest within the application form:

- Section 2 – the business case
- Section 3 – the project
- Section 4 – the work packages

3 Final questions

3.1 13. Time to market

How do you demonstrate that your project is fully achievable within the stated time frames?
How will you reduce risk of time and budget overruns?

3.2 14. Does the application represent value for public money

Public money is scarce - you must convince the peer-review experts that you are doing something worthwhile that will have positive impacts for your consortium, for your sector, and for society at large - it is after all the tax payers who are providing your subsidy!