

# Backing visionary entrepreneurs

Meet the European Innovation Council, Accelerator

Warsaw 14 DEC 2023  
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Deputy Head of Unit  
European Commission / EISMEA

European  
Innovation  
Council

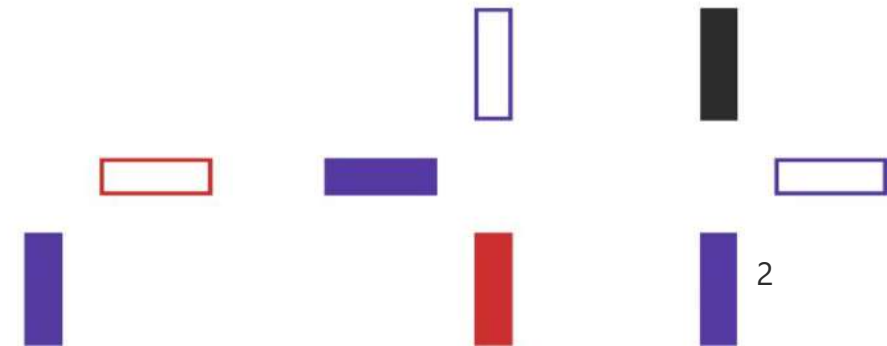




# Poland's participation in the EIC Accelerator

BEIT Spolka z ograniczona odpowiedzialnoscia	Kraków (Poland)
Camino Science sp. z o.o.	Białystok (Poland)
DAC Sp.z.o.o.	Elbląg (Poland)
Ecopolplast spolka z o.o.	Lebork (Poland)
HYPER POLAND SPOLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA	WARSZAWA (Poland)
OrganicDisposables Ltd	Warszawa (Poland)
SGPR.TECH SPLOKA Z OGRANICZONA ODPOWIEDZIALNOSCIA	RZESZOW (Poland)

Sector





## EIC: KEY IMPACTS IN SUPPORT OF DEEP TECH INNOVATION\*



Incentivised over  
**EUR 10 billion**  
in follow-on investments  
in its portfolio companies,  
primarily from venture  
capital, corporates, and  
national promotional  
banks among others.

**€10**  
billion

Achieved a combined  
portfolio valuation of  
**EUR 40 billion**  
including **12 Unicorn**  
and **112 Centaur**  
company valuations.

**€40**  
billion



**112**



**20%**  
of funding to  
women-led  
companies

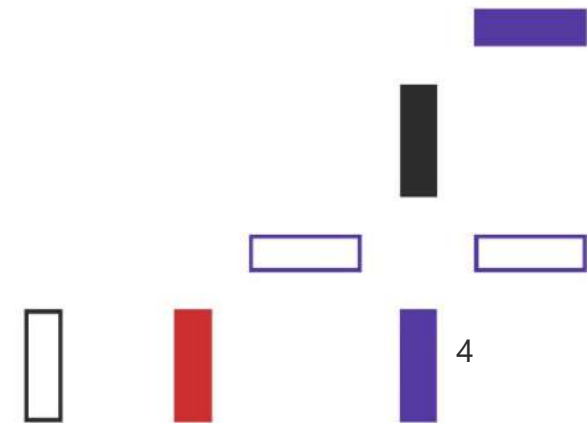


# EIC Accelerator:



- Are you a start-up or a SME seeking to scale up high impact innovation with potential to create new markets or disrupt the existing ones?
- Does your innovation build on a scientific discovery or technological breakthrough ('deep tech')?
- Do you need significant funding over a long timeframe?
- Is the investment too risky for private investor alone?

**Are we the  
right investor  
for you?**





# What do we offer?



# What are we looking for?

**Start-ups and SMEs** seeking to **scale-up** high impact innovations with the **potential to create new markets** or disrupt existing one

Innovation building on **scientific discovery** or technological breakthroughs  
(„**deep tech**“)

Innovations where **significant funding** is needed over a **long timeframe** and are **too risky** for private investors alone

# EIC Accelerator– Blended Finance



## Grant component



## Investment component

- maximum of less than **€ 2.5 million**
- eligible costs are reimbursed up to a maximum of **70%**
- small mid-caps are not eligible for a grant only

- € 0.5 million and **maximum € 15 million**
- usually in the form of direct **equity** or quasi-equity
- **minority ownership** (maximum 25% of the voting shares of the company)
- **“patient capital” principle** (7-10 years perspective on average, max 15 years)

# EIC Accelerator – funding options



## Grant only

If you can prove that you have sufficient financial means for deployment and scale-up (TRL 9)

## Grant first

If your innovation still requires significant work to validate and demonstrate in relevant environments to assess its commercial potential

## Investment only

If you are looking to fill the funding gap for rapid scale-up of your high-risk innovation and you don't need a grant

## Grant & investment

If you need support for development (TRL 5/6 → 8), deployment and scale-up (TRL 9)

# EIC Accelerator – Who can apply?



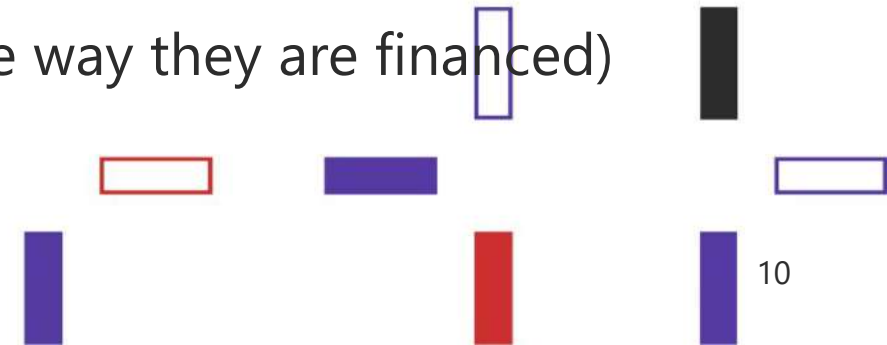
- **Single company (i.e. no consortia, but subcontracting and affiliated entities are possible)**
- SME according to EU definition: < 250 employees, < 50 million EUR turnover or < 43 million EUR total balance sheet, data from linked or partner enterprises might need to be taken into account\*
- Small mid-caps (up to 499 employees) – for rapid scale up only
- Natural person(s) or legal entity
  - from Member State (MS) or Associated Country (AC) intending to establish an SME or small mid-cap in MS or AC by the time of signing the EIC Accelerator contract.
  - From a non-associated third country intending to establish an SME or to relocate an existing SME to a MS or AC (establishment prior to full proposal!)

[\\* More details and self-assessment tool](#)

# EIC Accelerator – innovation & market deployment actions



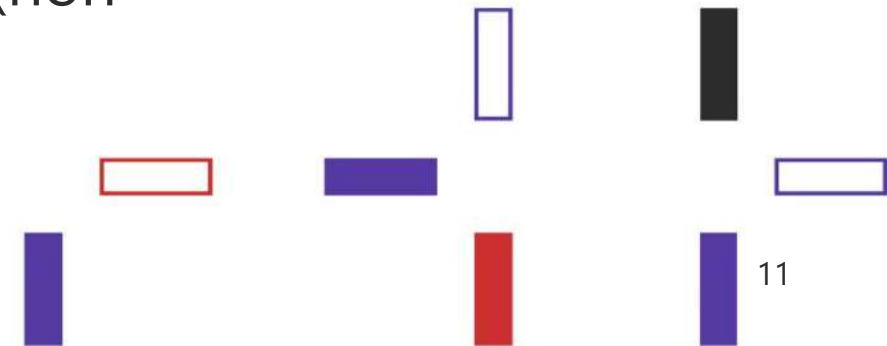
- The EIC Accelerator supports "**innovation and market deployment actions**"
- It means **a single action** which embeds an innovation action and other activities necessary to deploy an innovation in the market, including the scaling-up of companies.
  - The costs for the **innovation activities** may be co-funded by the grant component (grant-only, grant-first, blended finance), by the companies' own resources (specially, for investment-only) and/or, partially, by the investment/equity component (e.g. for blended finance).
  - The **market deployment activities** may be covered by the investment/equity component and/or by the companies' own resources (grant-only).
- Issues encountered in one type of activities (including the way they are financed) may impact on the other type of activities.



# The selection process in a nutshell



- The **Accelerator evaluation process** is composed of the **following phases**:
- **Screening of short proposals**: performed by remote evaluators, which leads to a GO or NO-GO to the next evaluation stage,
- **Evaluation of full proposals**, performed by remote evaluators, which leads to a GO or NO-GO to the next evaluation stage,
- **Interviews with participation of Jury Members** which leads to establishing the list of GO (funded) and NO-GO (non-funded) proposals



# Implementation of EIC Investment – the equity component of the EIC Blended Finance



# The EIC Fund

- **Manages equity investments** in startups & SMEs selected by EIC Accelerator.
- The EIC Fund is a **venture capital fund** established in June 2020 by the European Commission.
- An **external fund manager** has been recently appointed as part of the **EIC Fund restructuring**, to make it sustainable for the number and amounts of investments expected in the period 2021-27, drawing on the lessons learned from the pilot phase and considering the legal base. This has **no impact on funding offered** by the EIC or on the **selection process**.
  - The EIC **Fund Manager** makes **investment/divestment decisions** and portfolio management.
  - The **European Investment Bank (EIB)** is investment **advisor** to the EIC Fund performing the due diligence, preparing the investment proposal and supporting the portfolio management.
  - **EISMEA**
    - conducts the **evaluation and selection** of proposals;
    - implements the **grant** component;
    - ensures **coordination** between grant and equity components.
  - Since its incorporation, the EIC Fund has **approved more than 170 deals** (+EUR 800 million) and **signed 96 investment agreements** (Pilot phase and Horizon Europe).

# The EIC Fund



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    - implements the **grant** component;
    - ensures **coordination** between grant and equity components.
- So far > **170 deals approved** (+€ 800 million), **96 investment agreements signed** (Pilot phase and Horizon Europe).

# EIC Accelerator equity funding

- The EIC invests at **early stage** (seed, start-up, scale-up) from **€0.5 to 15.0 million\*** in the form of equity or quasi-equity.
- Intended to finance **market deployment and scale up**.
- **Crowding in** of co-investments and follow-up investments in EIC funded companies of **3-5 times the level of EIC funding**
- The EIC may reserve **follow-on capital** to invest in subsequent series or grant-first.
- The EIC provides **patient capital** (investments will normally be made with a long average perspective (7-10 years) with a maximum of 15 years).
- The EIC usually targets **minority ownership** stakes (from 10 to 25%), and up to a blocking minority in cases identified by the EC as of strategic interest for the EU.

*\* More than € 15 million investment request is allowed in duly justified cases in 2023 on a pilot basis.*

# The investment process after selection



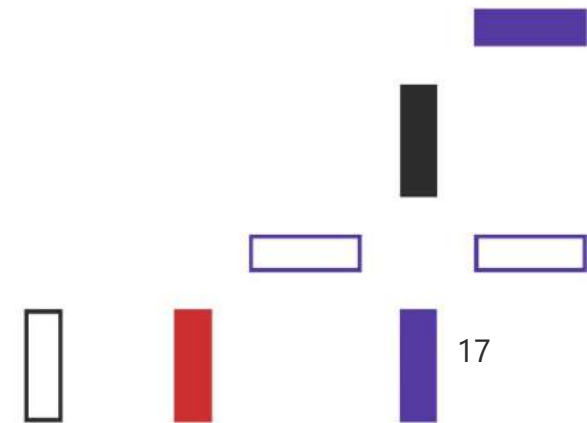
## (EIC Investment Guidelines)

1. **Initial assessment (EIB)**: proposals selected by EISMEA (following the interview) go through initial assessment: possible investment scenarios ("*buckets*"\*).
2. **Due diligence (EIB**, unless performed by co-investors) + **KYC-compliance** checks (EIC Fund).
3. **Investment proposal (EIB)**, potential draft financing terms discussed with the beneficiary and co-investors (if any).
4. **Investment decision** (external **EIC Fund Manager**), which will either approve (sometimes with conditions), including the amount and terms, propose grant-first or reject the operation.
5. **Investment agreement and disbursement**. The EIB will guide the preparatory work of legal documentation for signature by the **EIC Fund Manager**.
6. **Portfolio monitoring and management (EIC Fund Manager** supported by the EIB).

[\\* Investment Guidelines](#)

# Due diligence

- The **EIB** performs due diligence and prepares the investment proposal:
  - Risk assessment, compliance and KYC
  - Product and technology
  - Market and competition
  - Commercialization strategy
  - Business plan and financial projections
  - Management
  - Board and governance
  - Ownership and capital structure
  - Optimal investment structure



# Investment scenarios\*



- **Bucket 0:** No Go. Substantial negative issues preventing any investment (fraud, misrepresentation, refusal or failure to submit requested information, manifest error of appreciation by the EC, substantial negative changes of circumstances)
- **Bucket 1: companies non-investment ready**, remaining very high risk despite the awarded EIC Accelerator support. The EIC Fund
  - will perform **full due diligence**; and
  - may proceed with the investment using **quasi-equity (or combined with equity)**, or propose to **revert to “grant first”**.
- **Bucket 2: potential investors show immediate interest in co-investing** alongside the EIC Fund.
  - **Equity investment** is at least **matched** by these other potential **qualified investors** (i.e. which will cover **at least 50% of the round**), having an **objective of 1:3** leverage for the full EIC investment cycle.
  - The **EIC Fund may rely** on financial, commercial and technology **due-diligence performed by the qualified lead investor** and may seek alignment to their terms.
- **Bucket 3:** potential investors show immediate interest in providing the full investment.

# Co-investment support hands-on venture building offered to every company

## 1 Venture Building

- **EIC** works with startups on building a solid narrative starting from content- and strategy-heavy topics including validated market size estimates, competitive landscapes, pricing explanations and go-to-market plans.
- We then support the companies with becoming investor ready by helping them create their **Investor Materials and preparing them for the Fundraising Process and Networking.**
- In addition to tailored support for every individual portfolio company, we are also hosting several events for startups, investors and corporates to exchange ideas and close deals.
- This includes **e-pitching events** with angels, venture capital investors and corporates.
- We help the EIC portfolio companies to develop and execute a **comprehensive fundraising strategy**
- Specifically, startups can tap into and access the **rich investor network** and benefit from **personal introductions** facilitated by our Investment Managers and the **EIC co-investment platform.**

## 2 Networking

## 3 Fundraising

- Support offered early in the process and when needed over the investment lifetime
- EIC co-investor portal aimed to facilitate investor introductions



Pitching elements to  
include in your  
application for

**EIC ACCELERATOR**

## EIC Accelerator application procedure



### STEP 3

- Presentation
- Interview



### STEP 2

- Full proposal
- Pitch deck



### STEP 1

- Summary
- Pitch deck
- Video pitch



## STEP 3

- Presentation
- Interview



## STEP 2

- Full proposal
- Pitch deck



## STEP 1

- Summary
- Pitch deck
- Video pitch

## Evaluation criteria Step 2 and Step 3

### Excellence

breakthrough and market creating nature, timing, technological feasibility; Intellectual Property Rights.

### Impact

scale-up potential; positive broader impact; market fit and competitor analysis; commercialization strategy; key partners.

### Level of risk, implementation, and need for Union support

team, clear implementation plan; high investment risk; risk assessment and mitigation

## Evaluation criteria Step 1

### Excellence

breakthrough and market creating nature; timing for the innovation

### Impact

scale-up potential; positive broader impact.

### Level of risk, implementation, and need for Union support

team's capability and motivation

# Step 1: Summary



<b>What?</b>	What type of solution do you have in mind ?**
	What is the purpose of your project ?**
	Acronym of your proposal
	Describe your solution*
<b>Why?</b>	Describe the problem to be solved or the need(s) to be satisfied *
	Idea or technology based?**
	Use cases
	Add features
<b>How?</b>	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)**
	Indicate the TRL you intend to achieve at the end of your project**
<b>Who?</b>	Who?**
	What is your sector of activity ?**
	Your winning team (optional)
<b>For whom?</b>	Describe your targeted market*
<b>For what impact?</b>	Indicate your current BRL (Business Readiness Level )**
	Indicate your Time-to-Market in years ?**
	Can you describe the potential societal or industrial application. Will your innovation have broader societal, economic, environmental or climate impacts?

<b>IDEATION</b>	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?*
<b>DEVELOPMENT</b>	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
<b>GO2MARKET</b>	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? Can you describe potential societal or industrial applications? (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*

# Step 1 : Pitch Deck



- **No pre-defined template:** upload the document in pdf format (10 slides max);
- Use it to show **images, data, tables** not included in the summary;



Do not forget 2-4 slides to provide basic but key elements and figures regarding your business model, the targeted market and growth forecast



# Step 1 : Pitch Deck



## Some examples

NEVOMO



MAGRIL

Welcome to the age of frictionless mobility



<https://www.nevomo.tech/en/>

EIC Accelerator 2021

### CHALLENGING RAILWAY TARGET for EU

THE EUROPEAN GREEN DEAL CALLS FOR  
A 90% REDUCTION IN TRANSPORT EMISSIONS

How to make  
railways  
more attractive?



How to put  
more passengers  
and cargo on  
rails?

#### PROBLEMS FACED BY RAILWAYS TODAY:

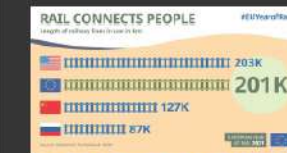
- Trains' limited capacity, high cost and energy consumption (high CAPEX and OPEX).
- Constructing new railway lines is extremely expensive and time-consuming, causing harm to the environment.
- Low flexibility of railway transport (massive transport solution) - difficulties to match the passengers demand fluctuation

NEVOMO | into the future



„EU ministers underlined the need to further develop rail transport for both passengers and goods in the EU. They also highlighted the importance to strengthen the resilience of rail in the face of a crisis and to continue investing in interoperability of national systems and stronger connectivity.“

<https://www.ecomm.ec.europa.eu/en/policies/single-air-calling-card/>



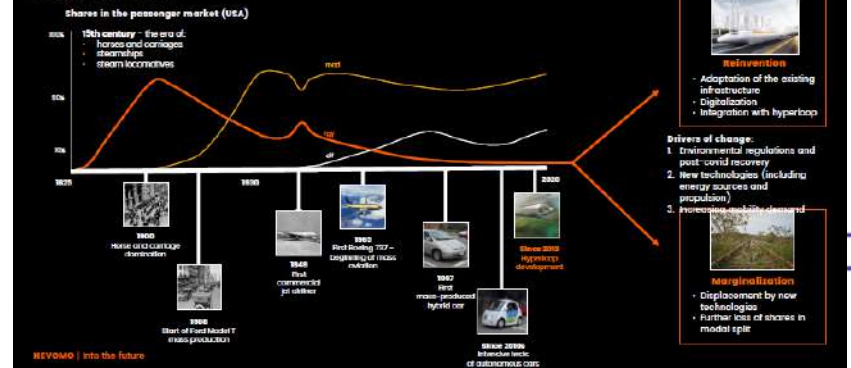
ONLY 5K km of HSB\* & NO MAGLEVS\*\* IN EU

Y&R - High speed rail

### WHAT WILL HAPPEN TO RAILWAYS?

Every 30-50 years the mobility sector faces a game-changing breakthrough driven by increasing demand, new sources of energy, propulsion and new regulations.

Railways have used a principle of a steel wheel on a steel rail developed in the 19th century. How will they respond to rapidly growing mobility needs and disruptive innovations?



## A EUROPEAN DEEP-TECH COMPANY PROVIDING KEY COMPONENTS TO REVOLUTIONISE THE RAILWAY INDUSTRY – DEVELOPING NEXT GENERATION HIGH-SPEED RAILWAYS



Innovative key technologies supplier for the next generation high-speed railways: **propulsion, suspension and power electronics**

MAGRIL – creating a bridge between conventional railways and the hyperloop by providing systems for **higher efficiency and interoperability**

Partner for **digitalization** of conventional railways' hardware infrastructure



THE NEXT GENERATION HIGH-SPEED RAILWAYS BASED ON MAGNETIC LEVITATION. OUR BREAKTHROUGH SOLUTION ALLOWS TO USE THE LEVITATION WITHIN EXISTING RAILWAY INFRASTRUCTURE.

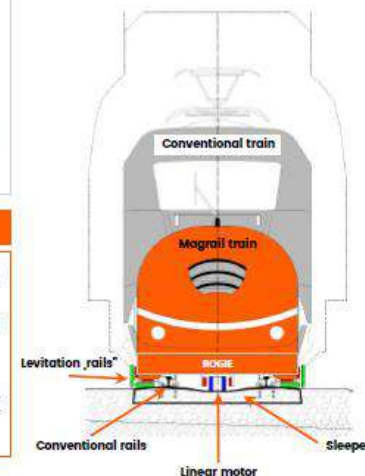
### INFRASTRUCTURE

- Linear motor in between of the conventional rails („3<sup>rd</sup> rail”).
- Levitation and guidance „rails” at the edges of sleepers.
- IOT – vehicle & infrastructure monitoring
- Power electronics

### BOGIE

- Speed: up to 30–50 km/h on wheels and levitation up to 550 km/h
- Operates on standard-gauge ground-level conventional railway track
- Bogies that can levitate and roll
- The same bogie for passenger and cargo trains: up to 70 passengers or up to two 20-foot cargo containers

### INTEGRATION OF A NEW LAYER OVER EXISTING INFRASTRUCTURE



### EXISTING TRACK UPGRADE BY RETRIFTING

#### Railway track designed for

Standard train

High Speed Rail (HSR)



160 km/h



300 km/h

#### When upgraded to MAGRIL

300 km/h track

550 km/h track



Operating single vehicle on 2 bogies

Applying railway norms and standards to facilitate homologation process.

SOLVING MAJOR BARRIER OF BUILDING NEW HIGH-SPEED RAILWAY LINES – BY PROVIDING KEY COMPONENTS TO REVOLUTIONIZE THE RAILWAY INDUSTRY.

### FIRST PROTOTYPES



First demonstrator in scale 1:5 bogie  
Linear motor 1:1 (1st gen)



Proven physical principles, levitation obtained

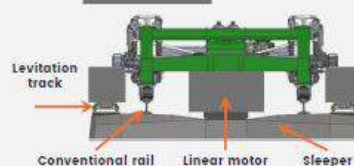
### MID-SCALE BOGIE



Full-scale linear motor



### FULL-SCALE BOGIE DESIGN



### LEVITATION-RIG FOR TESTING



CONTROL POSITIONING DEVICES (part of rail digitalization)



### ONGOING MAGRIL TEST TRACK CONSTRUCTION



ADDRESSING INDUSTRY PAIN POINTS BY CREATING A BASIS FOR RAILWAY REINVENTION

### INCREASING EFFICIENCY OF THE RAILWAYS

- Increased **efficiency of land and other assets use**, lower OPEX, incl. **maintenance cost**
- Faster trains on the same railway lines  
160 km/h → 330 km/h  
330 km/h → 550 km/h
- Traffic optimization** using AI, IoT & full digitalization

### UPGRADING EXISTING INFRASTRUCTURE

- Cost-efficient retrofit** of existing transportation corridors and linking them with existing network
- No harm to the environment** while retrofitting
- Time-efficient implementation**: months instead of decades

### MATCHING PASSENGER AND FREIGHT DEMAND

- Deployment of vehicles** (trains or single vehicles) on track dynamically **matching the fluctuating demand**
- Maintaining interoperability** allowing to use conventional trains until they are depreciated
- Scalable solution** for fast network effect

REGAINING COMPETITIVE EDGE BY RAILWAYS AND CHANGING TRANSPORTATION PATTERNS

SAVING COSTS AND TIME FOR IMPLEMENTATION, EASE OF SCALING, CREATION OF A COHERENT AND MULTIMODAL SYSTEM

## MAGRIL – CUSTOMER

### RAILWAY OEMs

System integrators



### OEMs WILL BE DELIVERING FULL SYSTEM TO THE END-USERS

### MAGRIL SYSTEM COMPONENTS

#### OF VEHICLE:

- bogie (frame, motor mover, levitation, wheelset)

#### OF INFRASTRUCTURE:

- linear motor stator (cabling)
- magnetic levitation tracks
- power electronics

### TECHNOLOGY LICENSING

#### LICENSE FEE

X% of revenues

(VEHICLE AND INFRASTRUCTURE COMPONENTS)

average MARGINS

OR

### SALES OF COMPONENTS

#### INFRASTRUCTURE

€X-XM per km of double track

#### VEHICLE BOGIE

€XM per 2

OUTSOURCED MANUFACTURING

hardware: X% software: X%

## END-USERS

### RAILWAY INFRASTRUCTURE MANAGERS AND OPERATORS

#### INTERESTED END-USERS



### CARGO MANAGERS



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## NEVOMO TEAM

OUR MISSION IS TO CREATE A BRIDGE BETWEEN CONVENTIONAL RAILWAYS AND THE HYPERLOOP THROUGH A HIGHER EFFICIENCY & INTEROPERABILITY OF EXISTING NETWORKS

### FOUNDERS



**Przemek PACZEK – CEO**  
15y. in management, finance & sales in banking & real estate



**Pawel RADZISZEWSKI – CTO**  
15y. in autonomous platform & control systems R&D



**Katarzyna FOLIANTY, Ph.D., MBA – Chief Branding Officer**  
10y. in transportation R&D & architectural design



**Lukasz MIELCZAREK – Infrastructure Director**  
15y. in bridges, highway, tunnel design & construction

### BUSINESS DEVELOPMENT



**Stefan KIRCH**  
Business Development Director  
14y. for Deutsche Bahn, in various roles: Head of Sales DB Netz or Product Owner, founder of Eintrachtbahn, Netfonds and DB Health



**Milan CHROMIK**  
Business Development Leader, Board Member  
14y. in management, finance, sales & public affairs in industry, energy, waste & investment banking



**Michal LITWIN, MBA**  
Regulatory expert and Strategy Director  
11y. Railway and aviation strategy expert in the field of regulations, development strategies, external relations, communication.

### TECHNOLOGY DEVELOPMENT



**Janusz KUCMIN**  
Technology Development Director  
+30y. in railway engineering, sales and management, President of Association of Polish Railway Engineers, ex-Bombardier



**Johannes BRAUN**  
Magnetic Levitation Expert  
30y. in electrical eng. & railways (incl. construction of SHANGHAI TRANSRAPID MAGLEV)



**Marek MICHALCZYK, Ph.D.**  
Electroengineering Team Leader  
11y. in electric drives, inverters, control systems & energy conversion & storage R&D



**Marcin NIKONIUK, Ph.D.**  
Project Manager  
11y. in electric drives in transportation systems R&D



**Sebastian KALUZA**  
Project Manager  
10y. in railway technology implementation & maintenance

In total, over 70 people involved: top-notch experts, scientists & managers (incl. 9 PhDs, 8 PhD candidates & 40+ engineers) speaking 11 languages.

### International Advisory Board



**Alexandre DEMENCHUK**  
CORPORATE FINANCE EXPERT  
15y. in Corporate Finance, Development and Investments (Europe, Americas, Africa and Asia)  
Group Head of M&A and Corporate development at a leading European TelCo and digital Infrastructure operator  
TDR, Rothschild, BNP Paribas, Key Capital



**Amos RON**  
EXPERT IN INFRASTRUCTURE  
Director General at the Ministry of Energy & Infrastructure in Israel  
President of the Israel Ports and Railway Authority  
Chairman of the Israel-France Chamber of Commerce and Industry



**Vladas LASAS, Ph.D.**  
EXPERT IN HI-TECH & CLEANTECH & INVESTOR  
Partner of Dr Richard Branson in Carbon War Room, Honoree of 2012 Oslo Business for Peace Awards  
18% Lithuania, Eirika (powertrains for FvS), Elinvision (Computer vision R&D), Techstars



Formally onboard but cannot disclose the name yet  
ex-partner in Molinsy (head of transportation practice),  
prof. of business strategy  
former Member of the Board of leading EU railway Infrastructure manager

## MAGRIL – ROAD MAP

### WHAT WE HAVE ACHIEVED

#### 2019: Proof of Concept (PoC)

- proven that the pod can accelerate, levitate and brake
- 1:5 scale pod, first generation of linear motor (1:1 scale).

#### 2020: Mid-scale tests

- verified configuration of second-generation linear motor
- length: 50m (to be extended to 100m to improve control), gauge: 1,000mm

### ONGOING

#### 2021: Full-scale test track

- full-scale tests of single bogie and infrastructure (incl. levitation) at up to 150 km/h
- length: 700m, gauge: 1,435mm (standard).

## WE HAVE REACHED TRL 6

### WAY TO THE MARKET

#### 2022-2023: Pilot implementation with potential customer (EIC Accelerator project)

- in partnership with Italian railway infrastructure manager **RFI** (MoU signed)
- Test of the complete system (incl. **entire vehicle**) with **3 tons of load** for cargo applications
- Length: 2km (RFI's test facilities in Bologna San Donato), **reaching up to 160 km/h and levitating**
- Preliminary certification



#### 2024-2025: Certification

#### 2026: Commercial cargo implementation

- After successful pilot implementation, RFI will become our first customer

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RFI'S TEST FACILITIES IN BOLOGNA SAN DONATO

# Step 1 : Video Pitch



## Structure

- Keep it simple;
- No specific technical requirements;
- You don't have to do it in English (include subtitles).

## & Content

- Present clearly your project;
- Stress well what societal challenge are you contributing to solve;
- Present core members of your team and illustrate your innovation and the main motivation behind your application.

# Step 2 : Full proposal

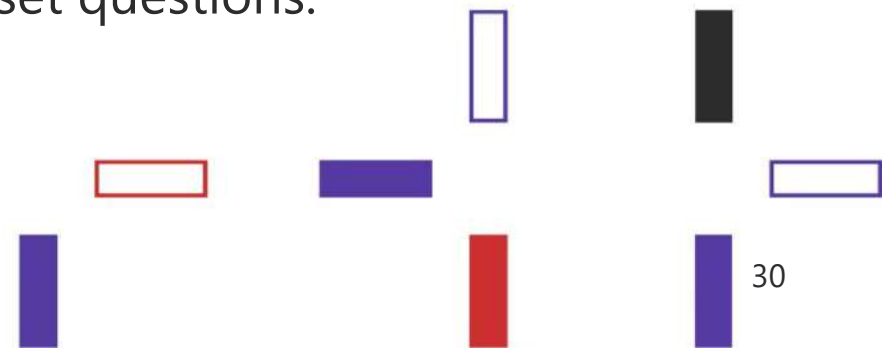


- **Take the time** to prepare the full proposal, don't rush to make it to the first available cut-off;
- **Consider additional resources:** EIC Coach, National Contact Point, EEN;
- **Use business language**, avoid too much academic language;
- Provide a **comprehensive and realistic risk analysis** (particularly at full proposal stage);
- Check that your content has not exceeded the **character count**;
- **Don't wait until the last moment** to submit to avoid any technical issues.

# Step 2 : Pitch Deck



- **No pre-defined template;**
- **No length limitation** but remember you will have only 10 minutes to present it at Step 3 ;
- The **Jury members** may focus on any aspect of your proposal based on the evaluation results and their own assessment;
- Max 35 minutes for **Q&A** with no pre-set questions.



# Step 3 : Interview



- Show a **clear idea** of your market;
- Define your **IP and FTO strategy**;
- **Your team is crucial**: make sure you present a committed, qualified and possibly diverse team
- Ensure that the **financial details** and **TRL descriptions** are consistent;
- **Answer the questions** honestly: don't try to inflate your financials/market, include a full competitive analysis, etc.

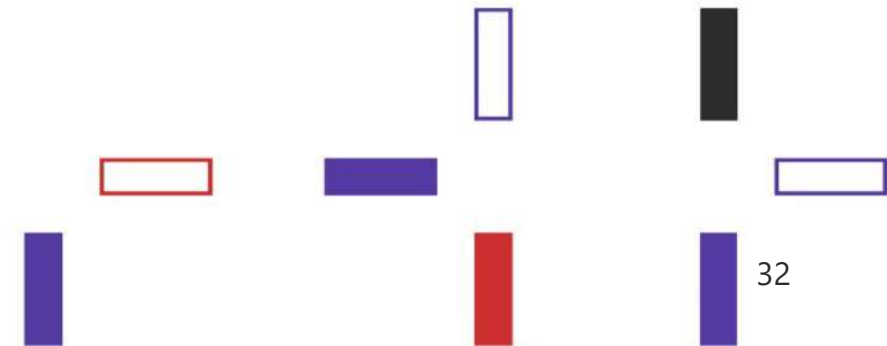


## REMEMBER!

- Rehearse your pitch as much as you can!
- Be convictive and enthusiastic!
- 10 min = 10 slides



- [Tips for applicants - EIC Accelerator \(europa.eu\)](https://ec.europa.eu/eic/accelerator/tips-for-applicants_en)
- [Guide for applicants \(europa.eu\)](https://ec.europa.eu/eic/guide-for-applicants_en)
- [EIC Frequently asked questions \(europa.eu\)](https://ec.europa.eu/eic/frequently-asked-questions_en)



# DOs and DONTs



## Rush the process

Do not prepare the Full Application last minute: it needs to be polished and complex. Focus on your core idea and perfect it.

## Double fund

Make sure that activities inside the project have not been funded by EU funds before.

## Get discouraged

Perfect your idea within the application and submit it again.

**NO**

**YES**

## Perfect the SA

The Short Application must be detailed, clear and convincing. It is your pathway to success.

## Focus on the FA

Start preparation of the Full Application as soon as possible. Take into consideration the evaluation time of the SA which is 4 weeks

## Build your team

Deploy 3-5 people to prepare the application. Involve employees from different departments in the process.

## Master your pitch

Practice, practice, practice with as many difficult questions as possible.



# Thank you!

@EUeic

#Eueic

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Slides 2,3,5,7,8;photos @Pixabey

