



TÜBİTAK



EUREKA - EUROSTARS INFO DAY

Eurostars Independent Evaluation Panel Process: How to prepare a successful proposal and the key points applicants

Prof. Dr. Mert Duskaya

Ege University Faculty of Medicine, Vaccine
Development Application and Research Center

E-Mail: mert.duskaya@ege.edu.tr



● INDIVIDUAL EXPERT EVALUATION



○ PANEL PROCESS



○ CRITERION 1: QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

○ Quality of Consortium

- ✓ Existing management experience
- ✓ Diverse complementary qualifications
Should not overlap
- ✓ Interest for the same target
Scientific/Commercial

Competent
Qualified
Balanced



○ Technological capacity

Core business activities and key technology
Excessive subcontractors !

High
Excellent
Good

○ Co-Operation (Added Value?)

- ✓ Results not independently obtained
- ✓ Expand capabilities
- ✓ Sharing: risks, costs, know-how, foreground IP
Benefits and risks account for all...

High Synergy
Well Added Value



○ CRITERION 1: QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

○ Project Management Experience and Managerial Capability

International and Multipartner Projects

WP about management, Decision making body

Strong, High



○ Methodology and Planning

✓ Detailed description of WP and tasks

✓ Milestones and deliverables

Measurable, Trackable vs Overambitious

✓ Management structure for implementing

Roles and responsibilities of partners (in line with core business!)

Integration of partners and subcontractors (tasks clear!), Pert diagram

✓ Detailed Gantt Chart

Reflecting timings of WPs, M and D

Competent
Clear
Well described

○ Cost Structure

Reasonable and aligned with project plan,

Logical (well structured) sharing

Special attention to personal cost & subcontractor budget

DO not under or overestimate !

Balanced
Justified



○ CRITERION 2: IMPACT

○ Market Size

Realistic, Profitable, Quantified
Are you close to market!

Global
Fast growing
Large

VS

Geographically limited
Saturated
Negligible

○ Market Access and Risks

- ✓ Market entry strategy
Licence or market directly?
- ✓ Market presence (*Any qualified partners!*)
Plans to reach potential customers
SME with marketing experience (Customer portfolio)
- ✓ Barriers to market
Competition?
Market acceptance (Pricing?)
Regulatory body?
Have plans to mitigate these barriers
- ✓ *In sum reduce time to market!*

Convincing
Detailed
Realistic
Strong



○ CRITERION 2: IMPACT

○ **Competitive Advantage**

*Unique product, Emerging competitors
Price and time to market advantage?
(can be supported by detailed FTO report)*

Strong
Sustainable
Achievable



○ **Detailed Commercialisation and Business Plan**

*Pricing strategy: Superior product competitive price
Sales forecast; Short and Long term targets
How will you make money?
Revenue-Profits, Investments-Costs
Expected market share
(In relation with pricing and market size)*

Convincing
Detailed
Realistic

○ **SDG-related impact**

Clear contribution to Sustainable Development Goals

○ **Economic, Environmental and Societal Risks**

Negative impacts and mitigation plans



○ CRITERION 3: EXCELLENCE

○ Degree of Innovation

New Product/Service (or improvement)

*Over current **commercial** state-of-the-art*

Is there a POC, Patent, Publication, preliminary study?

Breakthrough
Disruptive
Technology leap
High



○ New Generated Knowledge

Forefront of technology, well beyond current state-of-the-art

Expandable to other areas

High-Moderate-
Medium-Low



○ Technical Challenge

Easy to replicate? Competitors can achieve easily?

○ Technical Approach (Work Plan)

Sound vs Flawed

Appropriate technology

Achievable with in budget and time

Show your know-how (Supported by publication, patent, preliminary study)

Current and aimed TRL

Annex can be used

Strong
Convincing
Achievable
Feasible

○ CRITERION 3: EXCELLENCE

○ Gender Dimension and Intersectionality

*Gender balance in science and research
Relevant (Human related products)*

Clear
Convincing

○ Technical risks and mitigation plans

*For Each Important Task
Mitigations feasible
Go/No Go decision points*

Clearly defined
Well addressed
Reasonably described



○ Detailed IPR strategy

Consortium agreement

Strong
Sound
Convincing

○ Recommendation

Worth funding...

○ Time to market

Realistic...





TÜBİTAK



THANK YOU FOR LISTENING!

Mert Duskaya

Ege University Faculty of Medicine Department of Parasitology,
Vaccine Development Application and Resarch Center

Tel: +905383390842

E-mail: mert.duskaya@ege.edu.tr