



**TÜBİTAK**



## **EUREKA - EUROSTARS INFO DAY**

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

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## INDIVIDUAL EXPERT EVALUATION





## O 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...*



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**THANK YOU FOR LISTENING!**

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