

Tübitak Eurostars Info day

✓ DOs and ✗ DON'Ts

in Preparing an Eurostars Application

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Be methodical in preparing your application

✓ Take enough time for necessary preparation

- Idea development
- Searching for partners
- Checking the national rules
- Negotiating legal frame
- Time for writing application

✓ Be ambitious, yet remain realistic

- Setting targets
- Defining timeline
- Allocating resources
- Securing funding

✓ Set clear, measurable and verifiable targets

- Milestones
- Deliverables
- KPIs

Solid implementation requires strong foundations

✓ Create balanced consortium

- Innovative SME(s)
- Close to market partner
- Academic/scientific institution

✓ Look for synergy through collaboration

- Collaborative R&D projects
- Complementarity vs. synergy

✓ Properly elaborate and justify your costs

- Subcontracting
- Materials
- Other
- National specific rules

Weak foundations are carrying additional risks

✗ **Subcontract core project elements**

- Project management
- Key research activities

✗ **Non-critically extend project duration**

- Impact of too long project duration on competitiveness
- Low average workforce engagement

✗ **Include unrealistic costs**

- Market verification of project costs
- Unrealistic volumes of goods/services
- Unrealistic engagement of own workforce

Breaking into market requires good market knowledge

✓ Assess real market demand

- Market considerations - volumes vs. financial value
- Competitors and their solutions
- Market share expectations

✓ Properly address market entry barriers

- Regulatory barriers and their impact on timeline
- Challenges of geographical coverage
- Identification
- Mitigation

✓ Present sustainability of competitive advantage

- IPR protection registered vs. informal
- Superior features / value proposition
- Danger of pricing as competitive advantage

Neglecting market facts makes commercialization more challenging

✗ Ignore competition

- Danger of "We don't have competition" approach
- Direct vs. indirect competition

✗ Superficially presenting commercialization plan

- Forecasting all associated costs
- Defining distribution channels
- Defining target markets
- Defining pricing strategies

✗ Superficially presenting economic environmental and social impact

- Exaggerating with number of SDGs
- Failing to identify and quantify relevant risks
- Failing to mitigate identified risks

Project excellence enables differentiation

Present good understanding of the current state-of-the-art

- Incremental vs. Breakthrough innovation

✓ Embrace high technical challenges

- Specific skills and knowledge
- Hard to replicate by others

✓ Present comprehensive technical risk analysis

- Identification
- Quantification
- Mitigation

Excellence is not only about the innovation

✗ Think "inside the box"

- Applicability of generated new knowledge in other areas

✗ Neglect gender dimension

- Part of technical approach, not team structure
- Even when not relevant, has to be clearly addressed

✗ Limit IPR protection to patents only

- Consideration of all possibilities of IPR protection

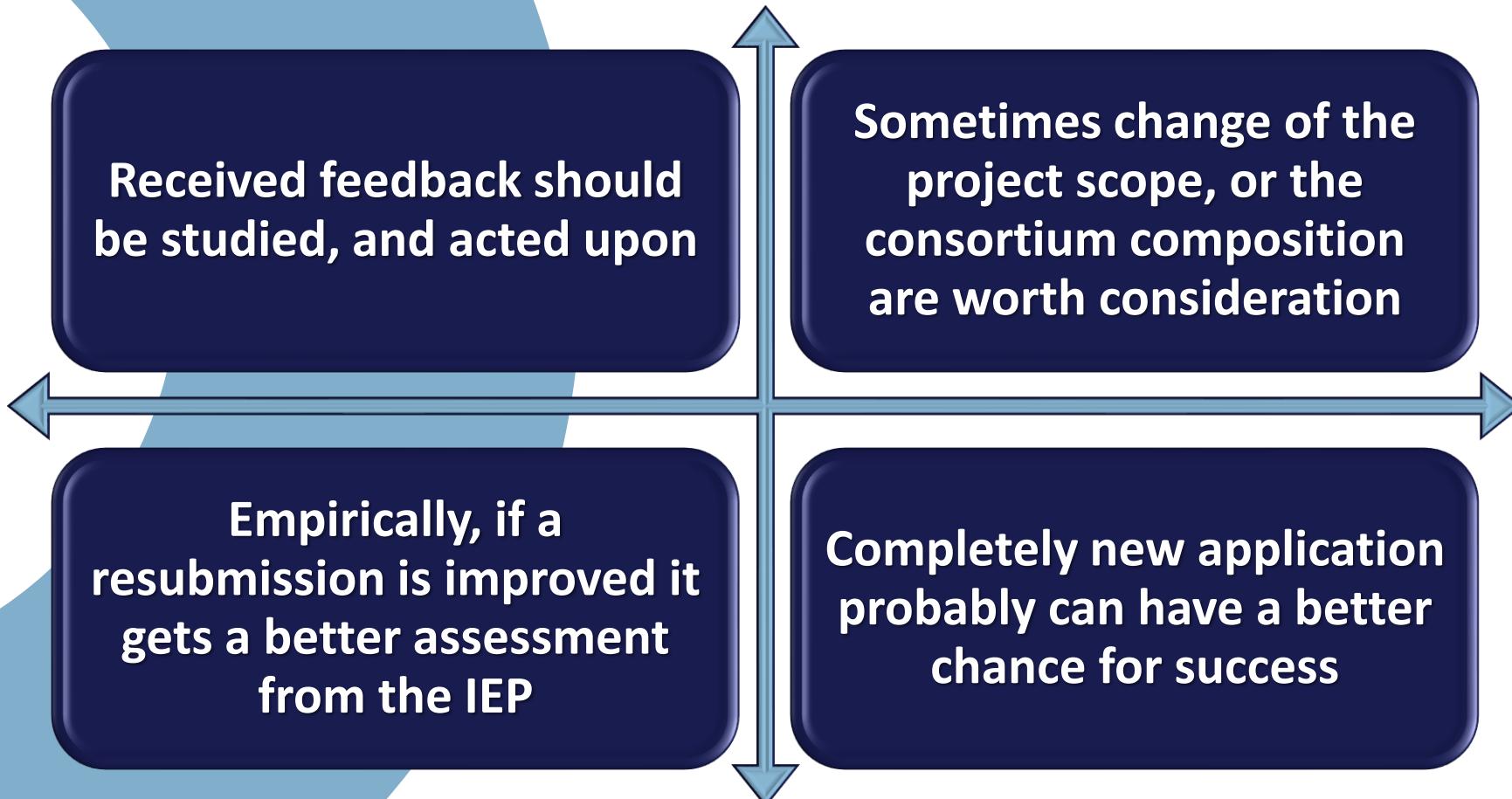
If not properly presented, even best ideas can fail

Idea shall be clearly and concisely presented, with focus on key elements

Application shall provide sufficient information, but not overstate the details

Applicants shall show self-confidence, but don't let it turn into arrogance

Failing doesn't mean one should give up



I am open for your questions



Thank you for your attention!