

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**

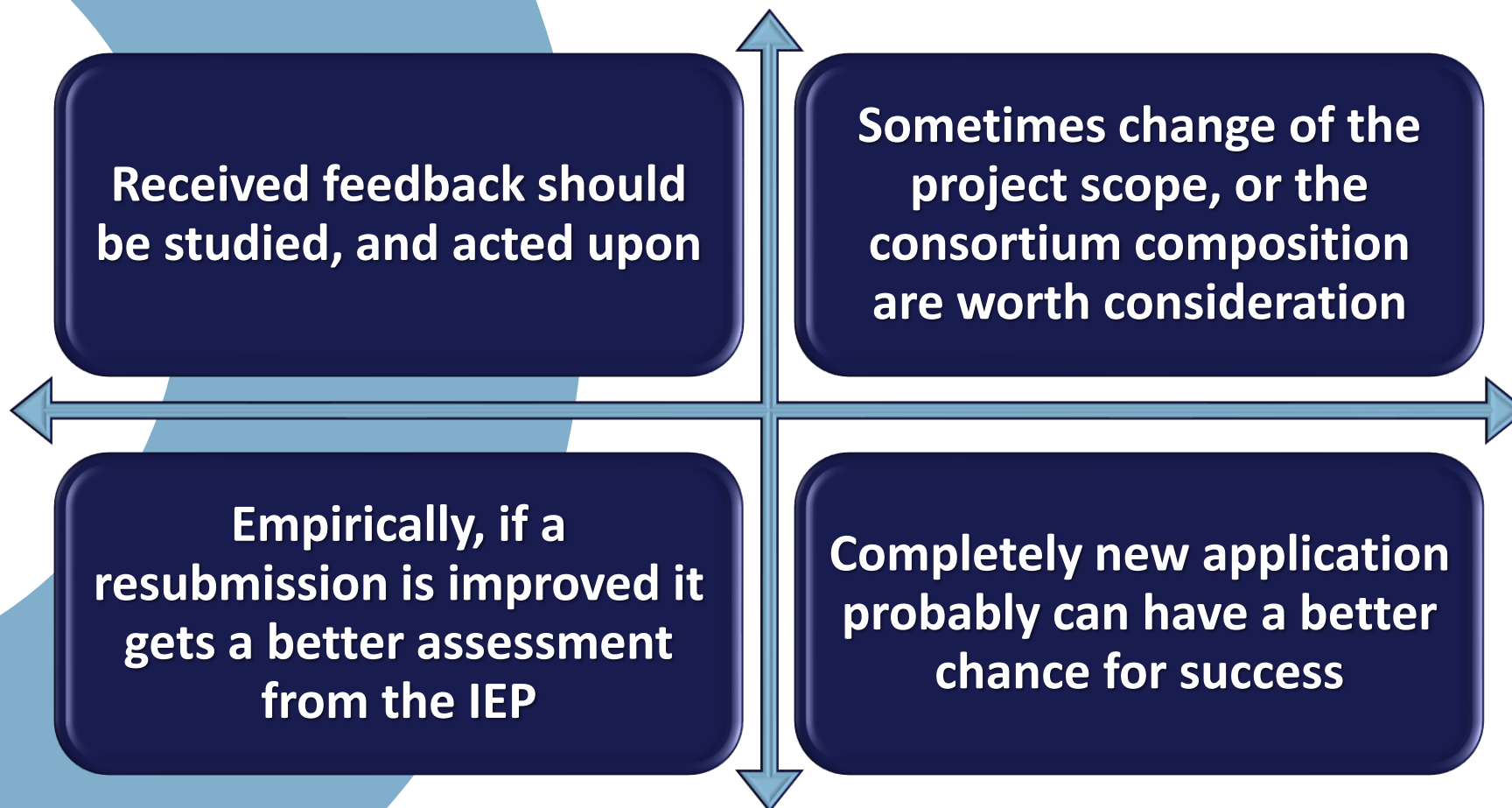


**Application shall
provide sufficient
information, but not
overstate the details**



**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!