European Innovation Council

EIC Accelerator

Guide for Applicants

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Disclaimer

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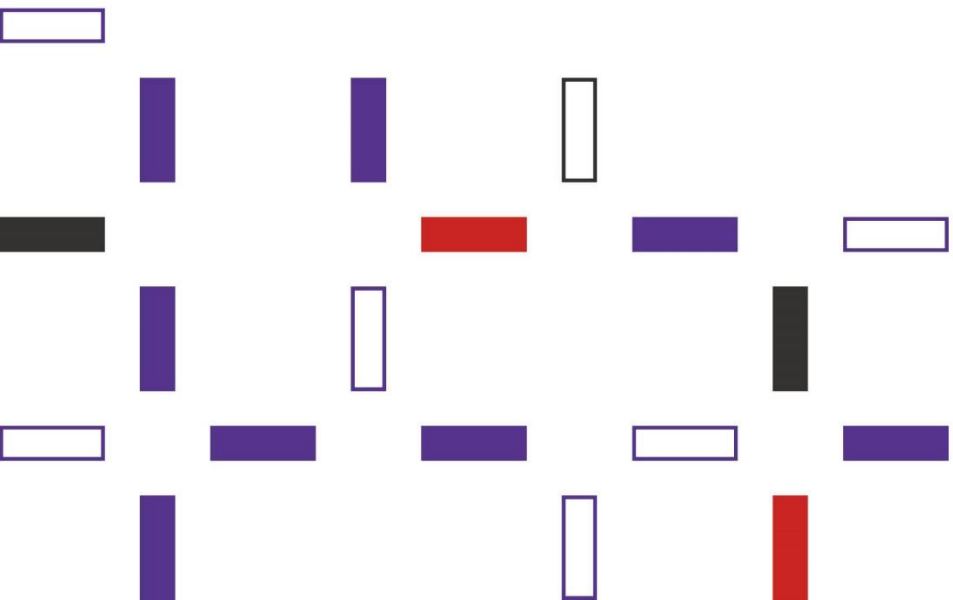

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HISTORY OF CHANGES			
Version	**Publication Date**	**Change**	**Page**
1.0	18.03.2021	-Initial version	
1.1	08.04.2021	-Clarifications and footnotes regarding several issues: TRL, type of funding, etc. -Updates of links	
1.2	26.04.2021	-Updates on main recurrent questions received since the opening of the Call; More details have been added to the following issues: -updated cut off dates -diagnostic results -registration of applicants -short application: pitch deck and video -withdraw vs resubmission -coaching support -language of face to face interviews	
1.3.	07.05.2021	- Step 2 – Full application questions	
1.4	26.05.2021	- Step 2 – Full application – extra documents to be provided - Financial Template	

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Welcome ! Quick tip before we start, the icon means that the closest bunch of titles or buttons (not images) are clickable to facilitate your navigation in the document.

The home button (top left) will always bring you back at this page.

01. The EIC Accelerator

The EIC Accelerator supports companies (principally start-ups and SMEs) to scale up high impact innovations with the potential to create new markets or disrupt existing ones.

European Innovation Council

The EIC Accelerator can support your company to scale up if you ...

- Develop **high risk/high impact innovations**;
- Have the potential to **create new markets**, **disrupt** existing ones and **contribute to societal innovation**;
- Build on scientific discovery, radical thinking or technological breakthroughs ('**deep tech**');
- Require significant **funding** over a long timeframe before returns can be generated ('patient capital').

If you are invited to submit the full application **you will have to choose between**:

OPEN CALL

This call is for innovations in any field of technology and innovations that cut across different scientific, technological, sectoral and application fields or represent novel combinations.

VS

Cut-off dates

~~9 June 2021~~

16 June 2021

6 October 2021

CHALLENGE DRIVEN CALLS

These calls take into account EU priorities for transitioning to a green, digital and healthy society, as well as the overall strategic planning for Horizon Europe, and the inputs of stakeholders, experts and the EIC pilot Advisory Board.

The identified areas of strategic relevance from both cut-offs of 2021 are:

- **Strategic Digital and Health Technologies**
- **Green Deal innovations for the Economic Recovery**

02. Can you apply?

You can apply if you meet one the following **eligibility conditions:**

You are a **single start-up or SME** (including spin-outs) established in an EU Member State or Horizon Europe (HE) Associated Country.

You are a **'Small mid-cap'** (up to 500 employees) established in an EU Member State or HE Associated Country. You need funding for rapid scale up and your activities are at Technology Readiness Level (TRL) 9 (e.g.: commercialisation and market deployment). You can only apply for the investment component.

You are **one or more natural persons or legal** entities:

- From **EU Member State or HE Associated Country** intending to establish an SME or small mid-cap in a Member State or Associated Country. Your company will have to be established prior to signing the Accelerator contract.
- Intending to invest in an SME or small mid-cap in a Member State or a HE Associated Country. As agreed with the company, **you will be submitting the proposal on behalf of the SME/small mid-cap** while the contract will be signed with the beneficiary company only.
- From a **non-associated third country** and you are ready to establish an SME (including start-ups) or to relocate an existing SME to an EU Member State or HE Associated Country, then you must have done so by the time of submitting a full application. Your company must prove its effective establishment in an EU Member State or HE Associated Country. The Commission may set specific conditions and milestones in the contract to ensure that the interest of the Union is met.

Applicants from the **United Kingdom** can apply for to the Accelerator, but can only request and receive funding in the form of "grant only". The signature of any grant agreement will be subject to the positive conclusion of the association negotiation with the United Kingdom.

Your application is **admissible** if it is not a concurrent submission or concurrent implementation.

Concurrent submission: You can submit only one proposal for evaluation to the Accelerator. You cannot submit another proposal until you have received the evaluation result for the first submission. In case a concurrent submission is identified, only the proposal submitted first will be deemed eligible.

Concurrent implementation: You cannot submit a new proposal if you are a beneficiary of an ongoing EIC Accelerator/EIC Accelerator Pilot/SME instrument project.

Exceptionally, ongoing grant-only projects can apply for an investment only component.

Please note that a project is considered finalised when the beneficiary has uploaded and submitted the final reports in the Funding & Tender Portal.

03. Which types of funding can you get?

The EIC Accelerator provides blended finance to support development (**TRL 5/6 to 8**)*, deployment and scale-up **(TRL 9).** The blended finance is composed of an investment and grant component:

Investment component:

- **Minimum EUR 0.5 million and maximum EUR 15 million**
- Usually in the form of direct equity or quasi equity.
- Maximum 25% of the voting shares of the company.
- "Patient capital" principle (7-10 years perspective on average).

Grant component:

- **Maximum EUR 2.5 million***
- Eligible costs are reimbursed up to a maximum of 70%.
- Innovation activities supported should be usually completed within 24 months.
- Small mid-caps are not eligible for grant (but can apply for investment only).

**except in duly justified cases.*

You may request Investment only:

- If you are looking to fill the funding gap for rapid scale-up of your high-risk innovation and you do not need a grant.
- 'Small mid-caps' can apply for the investment component only (they are not eligible to receive a grant component).

You may request:

- **Grant only or a grant first** (i.e. maximum EUR 2.5 million to cover TRL 5/6 to 8 and without requesting an investment component for TRL 9) if you have not previously received EIC Accelerator grant-only support.
- **Grant only**: If you can prove that you have sufficient own 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.

*By '**TRL 5'** we mean that you have fully achieved TRL 4 and you are currently in TRL 5. The same applies to all the higher TRL levels.

All successful applications will receive, in addition to funding, free access to a wide range of Business Acceleration Services.

04. What will be assessed?

Your application will be assessed against the evaluation criteria set out below using a binary system of GO NO GO per proposal.

A detailed description of the evaluation criteria applied for short and full applications is available in the **Work Programme**.

In summary, the experts will assess:

1. **Excellence**: Degree of novelty; timing for the innovation.
2. **Impact**: scale-up potential; financial needs; broader impact.
3. **Level of risk, implementation, and need for Union support:** Team capability and motivation.

GO

NO GO

For SHORT APPLICATION

Excellence

Does the innovation have a high **degree of novelty** – compared to existing products, services and business models – with the potential to create or significantly disrupt markets?

Is the **timing** right for this innovation in terms of market, user, societal or scientific of technological trends and developments?

Impact

Does the innovation have the **potential to scale up**? Are the associated **financial needs** well assessed and realistic?

Will the innovation, if successfully commercialised achieve **broader societal, economic, environmental or climate impacts**?

Level of risk, implementation, and need for Union support

Does the **team** have the capability & motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing?

04. What will be assessed?

Your application will be assessed against the evaluation criteria set out below using a binary system of GO/NO GO per criterion.

A detailed description of the evaluation criteria applied for short and full applications is available in the **Work Programme**.

For FULL APPLICATION

1. **Excellence**: Technological feasibility (TRL 5/6 min); IPR; timing; degree of novelty.
2. **Impact**: scale-up potential; financial needs; market analysis including competitive analysis; commercialization strategy; key partners, broader impact.
3. **Level of risk, implementation, and need for Union support:** team, clear implementation plan; high investment risk; market risks assessed and mitigated.

GO / NO GO

Excellence

Short application criteria

+

Is the innovation based on a **technology or technologies** that have been adequately **assessed** at least in a **laboratory environment** and **relevant environments** to characterise the potential and assess the level of risk (at least **TRL 5/6**)?

Does your company have the necessary **Intellectual Property Rights** to ensure freedom to operate and adequate protection of the idea?

GO / NO GO

Impact

Short application criteria

+

Has the **potential market** for the innovation been adequately assessed and **competitive analysis** been thoroughly performed?

Is there a convincing and well thought-through **strategy for commercialisation**?

Have the **key partners** required to develop and commercialize the innovation been identified and engaged ?

GO / NO GO

Level of risk, implementation, and need for Union support

Short application criteria

+

Is there a clear implementation plan with **defined milestones**, work packages and deliverables, together with realistic resources and timings?

Does the nature and level of **risk of the investment** in your innovation mean that market actors are unwilling to commit the full amount alone?

Have the main **risks** been identified, together with measures to take to **mitigate** them?

05. Who will be assessing your proposals?

Types of experts/evaluators

Under the EIC Accelerator Programme, two types of experts are going to review your proposal:

Remote experts

Proposals are evaluated remotely at Step 1 short application and Step 3 full application by independent expert-evaluators (remote experts) selected from a proprietary database of the European Commission.

Different profiles are selected in order to ensure a variety of high-level skills, knowledge and experience in different domains and sectors.

For each specific call a "pool" of expert-evaluators is appointed. They are selected based upon their experience and knowledge in project management, technology and innovation, investment and finance and entrepreneurship and business. A balance in terms of geographical diversity, gender, private and public sectors is ensured. A yearly rotation rule guarantees that at least 25% of remote experts included in a 'pool' are renewed every year

Jury Members

The Jury members are going to assess your full proposal at Step 4, face-to-face interview.

They have a solid experience in different areas as entrepreneurs who have started and scaled-up innovative enterprises at European or global level, investors (banks, venture capitalists, business angels, crowd-funders, etc.) and experts involved in the innovation ecosystem (business schools, universities, innovation hubs, accelerators, etc.)

They will be allocated to thematic panels of maximum 6 members.

The list of Jury members is available at this link. Their recruitment is a continuously ongoing process, therefore this list is updated regularly.

Conflict of interest: The remote experts and Jury Members must perform their work impartially and take all measures to prevent any situation that could cast a doubt on their impartiality. The evaluation must not be influenced by economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). Remote experts and Jury members with a conflict of interest are excluded from the evaluation.

Observers: The evaluation process may be monitored by one or more independent observers appointed to observe the practical workings of the evaluation process and to give independent advice on the conduct and fairness of the evaluation sessions, the application of the award criteria and the ways in which the procedures could be improved.

05. Who will be assessing your proposals?

How will proposals be assigned to the expert-evaluators?

The pool of remote expert-evaluators is a mixture of technology/industry sector, business and finance expertise.

The allocation of short proposals and full proposals to expert-evaluators for the remote evaluation steps will be done based on the affinity between the content of the proposal and the specific profiles of expert-evaluators

In order to facilitate and ensure the best possible match between the proposals and the expert-evaluators, during the submission process you will be requested to select up to three keywords

Those **keywords** are grouped under 15 parent level categories and you will be able to select them by picking first their parent keyword.

The list of keywords covers a wide range of innovation fields and driving markets. The full keyword nomenclature can be found using the following link.

Similarly, expert-evaluators will also be requested to select three main keywords and three sub-keywords from the same list in order to facilitate the matching of proposals.

We strongly advise you to identify keywords that best correspond to the innovation, service or product proposed as well as to the specific market or niche market targeted and to select the maximum number of main keywords and sub-keywords, within the limit presented above.

The EIC AI-based IT platform will also propose a number of keywords derived directly from the content of your proposal. If you believe that the selected keywords do not sufficiently cover your proposal, then you will also have the option to provide additional free keywords.

Regarding the allocation of proposals for the interviews, the Jury members will be requested to select three main keywords from the same list available for applicants that best describe their expertise. These keywords will be used to allocate them to the thematic panels for the interviews.

The keywords you will choose at the full proposal submission stage (as described above) will then be used to allocate your proposal to the most relevant thematic panel for the interviews.

06. How do you apply?

STEP 04
Pitch your innovation!

STEP 03
Remote evaluation

STEP 02
Prepare your full proposal

STEP 01
Write your short application

STEP 0
Explore the funding opportunities

The application process consists of **5 steps**:

Step 0: Discovery/Diagnostic modules
Step 01: Short application
Step 02: Preparation of full application
Step 03: submission and remote evaluation
Step 04: Face to face Interviews

Click on the circles to navigate.

06. Discovery and Diagnostic Modules

Preparing your application – The EIC AI Platform

The application process for the EIC Accelerator Programme begins in the EIC artificial intelligence-based IT platform. You can access it through the Funding & Tender Opportunities Portal (F&T portal) or directly at the following link

The **EIC AI Platform** will guide you through the whole submission process, as well as provide you with assessment of the different funding opportunities.

WELCOME

START YOUR JOURNEY

Discovery and Diagnostic

The Discovery module will allow you to search for the best available funding opportunities at regional, national and EU level, not only for grants but also for investment.

The Diagnostic module (mandatory before starting the submission) will provide you with an non-binding but guiding assessment of your concept/idea against a large number of scientific publications, patents and successful European projects.

At this step, you will have to answer a series of questions regarding the problem you want to solve, the solution you have, its features and the targeted market.

The information collected from those questions will help you to prepare your short application (step 1) and will appear pre-filled in the corresponding sections, to facilitate the application process.

You will still be able to edit it if needed.

06. Diagnostic Module

The questions of the Diagnostic module appear in the table below:

	What type of solution do you have in mind ?**
	What is the purpose of your project ?**
	Acronym of your proposal
	Describe your solution*
Why?	Describe the problem to be solved or the need(s) to be satisfied *
How?	Idea or technology based?**
	Use cases
	Add features
	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**
Who?	Who?**
	What is your sector of activity ?**
	Your winning team (optional)
For whom?	Describe your targeted market*
For what impact?	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?

Once this information is complete, the EIC AI Platform will provide you with a comprehensive diagnosis on technical and market readiness of your concept/idea and an assessment of the team members in relation to their tasks. **The ratings provided are neither an evaluation nor a scoring of your proposal.** Your proposal will be evaluated by external independent experts, not by a machine, even an intelligent one. Therefore the ratings should not be taken as an indicator of how your proposal will be assessed by the external independent experts.

It will also provide you the best matching funding opportunities for your concept/idea in the form of a list of potential grants, equity and loans. You can select the Programme best suited to your needs. If you decide to apply for the EIC Accelerator, you will have to continue the application process in the next step (Step1). You can start the preparation of your short application by clicking on **Submit a proposal**. You can do it at any time as the call is continuously open.

*blocks of 1000 characters limit
**multiple choice questions

06. EIC Accelerator – Short Application

STEP 01

Registration. Before starting your application, you must first register on the Funding and Tenders Portal (F&T Portal - Link) and obtain a 9-digit Participant Identification Code (PIC).

Should you have already a validated PIC you are be able to use it. Natural persons also need to obtain a PIC in order to start the submission. This PIC could be transferred to the company during the evaluation process.

The Application: The EIC AI platform will guide you through the different sections of your short application

1. Proposal information

You must fill in a set of general information essential for the preparation of the proposal: Acronym, title, abstract & keywords.

2. Company and CEO information

You need to insert and confirm your PIC number (see section registration) also information about the CEO of the company (or the highest managing position of the company) will be asked. In the case of the natural person, please provide simply your name. See section **registration**.

3. A pitch-deck of maximum 10 slides

There is no pre-defined template for the content. The document should be uploaded in pdf format. Keep in mind that you will not be presenting this pitch deck, you may use it to show images, data, tables not included in the questionnaire.

In case you are successful at Step 01, you will be asked to submit a new pitch deck at the time of the submission of the full application (Step 02) which would be used should you be invited to the face-to-face interviews (Step 04)).

4. A video of maximum 3 minutes

In this video, the core members of your team (up to three people) should illustrate your innovation and the main motivation behind your application. Please note the following:

- You should keep the video simple. The objective is to show the team behind the idea/proposal and your motivation.
- If you are a natural person, you can include future team members in the video or present your plan to acquire the necessary resources to establish your company and team.
- The video does not have to be in English (and may include subtitles). However, bear in mind that experts will assess the video in the context of a Programme which has the objective of supporting companies in their scale-up phase with the potential to impact markets in an international/European context.

5. A series of questions that correspond to a 5-page form, describing the details of your innovation, your potential market and your team

The questions are presented in the table below. There is a limit of 1,000 characters per section, so try to be clear and concise when you draft your answers. Some sections will appear already prefilled with the information encoded at the time of the diagnostic. You can edit them at any time, following the recommended link.

06. EIC Accelerator – Short Application

STEP 01

IDEATION	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?*
	Why now ?*
DEVELOPMENT	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.
GO2MARKET	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*

*blocks of 1,000 characters limit
**multiple choice questions

06. EIC Accelerator – Short Application

STEP
01

At this stage of the process, you will be requested to provide an indicative amount of the EIC Accelerator support you might request. **This data is used for statistical purposes only.** Should you be invited to submit a full proposal, you will be allowed to revise your request.

This short application finishes with a list of self-declaratory questions and your consent to grant access to your NCP to view your proposal, evaluation reports and results. By providing your consent, it will allow your NCP to follow up on you throughout the selection process, and in case you are not selected for Step 2 and the interview phase, be able to support you by other means, including access to national funding schemes and other sources of financing.

Submission

Once your application is complete, you can submit. If you realise you made a mistake after submitting your proposal, it is best to withdraw your proposal immediately. You may then clone your proposal, make the necessary changes and submit it again.

How will your proposal be evaluated ?

Short applications will be evaluated by four experts on a first come, first served basis.

Evaluation process

Your **short application will be evaluated remotely by four experts with expertise in the area of technology and market application of your innovation**. The evaluators will essentially look at the innovativeness/disruptiveness of your idea, its impact and your team using the award criteria.

Each evaluator will give a GO or NO GO.

GO NO GO

- If at least two evaluators give a GO to the proposal, then your short application will be successful and you will be invited to prepare a full application (step 2)
- If more than two evaluators give a NO GO to the proposal, then your application is considered unsuccessful.

06. EIC Accelerator – Short Application

STEP 01

Outcome

Within approximately 4 weeks or less, you will receive the **outcome of the evaluation** including detailed comments from the individual remote experts. If your short application is successful, you will be invited to prepare a full application (step 2) within 12 months from the date of the response to your short application.

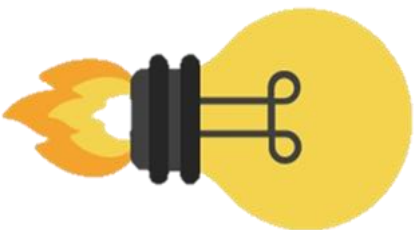
RESUBMISSION

If your short application is not successful, you may **resubmit** based on the following rules:

- First time rejected, you may resubmit your proposal or submit a new one to the step 1 at any time. If you resubmit your initial proposal, your short application is expected to be improved.
- Second time rejected, you will not be allowed to resubmit to the short application step for 12 months. Your short application will have to be a new or significantly improved proposal.

Resubmission to the short application step will be available by creating a new short application or cloning your previous one and modifying it.

NB: Withdrawing the proposal between the submission and before receiving the evaluation result will not count toward the resubmission limit.



06. Preparation and Submission of your full application

STEP 01 GO

STEP 02

If your proposal received a GO at Step 1, you have 12 months to prepare your full application in the EIC artificial intelligence-based IT platform. You will **NOW** need to **CHOOSE** if you apply for:

- Accelerator Open call
- or one of the Accelerator Challenges

Coaching

To help you draft your full application, you will be entitled to receive three days of remote coaching from the EIC Business Acceleration Services.

The coaches are independent business experts with entrepreneurial and fund raising backgrounds who will provide you crucial insights and guidance. This service is free of cost.

From our large pool, you can find the best coach for your proposal with ample experience in your specific industry and market context.

Automatic checks/feedback and coaching are there to support you to prepare your full application, nonetheless, you remain fully responsible for the content of your proposal and you are the only one to decide to which cut-off you would like to apply based on feedback from experts and coaching. This support can be offered only once.

The Application

The full application is the result of a methodology embedded in the EIC AI Platform to help you to develop your detailed business-plan and a number of automatic checks and feedback to guide you through the process. You will need to:

- Answer a list of questions in the form of an on-line questionnaire (three modules) → **see the indicative template of questions here**
- Define the type of funding (Grant and investment, grant only, grant first, investment only) you are applying for; See our FAQs for more information.
- **Pitch deck** (different from the one submitted in your short application); there is no pre-defined template nor limit of slides for the content of this pitch. Keep in mind that you will be presenting this pitch deck if you are invited to the face-to-face interviews (Step 04). Therefore, it is your sole responsibility to be able to present it during the timing fixed for it (10 minutes for the pitch, 30 minutes for the Q&A). The document should be uploaded in pdf format (no videos allowed then).
- Other: **The Financial Annex** (mandatory) and 10 extra pages allowed to provide i.e. Letters of intent (LoIs) or similar (not mandatory).

All personal data and information in your application will be kept strictly confidential. If you wish, you will be able to share some data and information with potential investors. You will also need first to agree to share your data with other funding bodies in case your proposal is awarded a Seal of Excellence.

06. Preparation and Submission of your full application

STEP 02

Concepts/issues to stress/tackle when preparing your proposal

TRL

Activities above TRL 8 cannot be covered by the grant component. 'TRL 5' we mean that you have fully achieved TRL 4 and you are currently in TRL 5. The same applies to all the higher TRL levels.

Need for EU support

You will be asked to demonstrate the need for EU support. This means that you will have to provide evidence that your company is not investment ready according to current market risk appetite. The risk relates to the current stage of development of the innovation and the company. It is a combination of the risk related to the early stage of your company as such (team/financing structure/governance/partners), your product development and market entry and the type of product (deep tech, breakthrough). To already have or not have investors is not a decisive element for the EU support.

Security

You will need to answer security questions in your proposal. Projects involving classified and/or security sensitive information will have to go through the Security Appraisal process to authorise funding and may be made subject to specific security rules.

Submission

Once your application is complete, you can submit. If you realise you made a mistake after submitting your proposal, it is best to withdraw your proposal immediately. You may then clone your proposal, make the necessary changes and submit it again.

06. Remote evaluation of full application

STEP 03

Full applications will be assessed after the set cut-off dates.

- Your application will be assessed remotely by **three remote experts**, matched against the area of technology and application of your innovation.
- Each evaluator will assess whether your full application meets each of the criteria and will give a GO or NO GO per criterion.

Outcome

- If 3 remote experts give a GO for all the criteria -> your application is successful, and you will receive an invitation to a face-to-face interview with the EIC jury.
- If 1 or more remote expert give a NO GO under any of the criteria -> you will not receive an invitation to the interview, but you will be eligible to resubmit an improved full application at step 2 (see rules below).

The results of the evaluation of your proposal will be communicated to you within approximately 5 weeks from the cut-off date. **You will receive detailed feedback** from the individual experts.

If not successful, you can resubmit based on the following rules:

- **First rejection**: you may resubmit a full application to the remote evaluation (step 2) in one of the next two cut offs. Your application will be expected to be improved based on the feed-back received from the expert-evaluators.
- **Second rejection**: you may submit after 12 months a short application (step 1), a new or significantly improved proposal.

NB: Withdrawing the proposal between the submission and before receiving the evaluation result will not count toward the resubmission limit.

06. Face to face interviews with the EIC Jury

STEP 04

If your application receives a GO at step 3,

STEP 03 GO

you will be invited to a face to face interview.

Prioritisation

In case the number of applicants to invite exceeds the capacities of the initially planned interview sessions, you will be invited according to the prioritisation as set in the Work Programme.

When

The face to face interviews will be organised approximately 8-9 weeks after the cut-off date (or longer if there is a need for a further set of interviews).

For 2021, interviews will most probably take place in September and December. The exact dates will be communicated in due time.

Where

The face-to face interviews will take place either in Brussels or remotely (video conference tool).

An invitation letter will be sent one or two weeks before the interview date and will include:

- date, and time of the interview - interview times will not be changeable;
- address and directions where the interview will take place or details about the virtual meeting;
- instructions on how to appoint up to three company representatives for the interview and what information must be provided in order to demonstrate their role in the project.

How

Composition of the panel: At the interview, you will be assessed by a panel of maximum **6 jury members**.

EIC Programme Managers and representatives from the EIC Fund may participate in the interview, but will not be members of the jury and **will not** take part in the jury's decisions (no right to vote). The names of the jury member of the panel you have been allocated to, will be provided to you before the interview.

How

Applicant's representatives: You are allowed to send a maximum of **3 representatives** to the interview.

More details on the rules for the participation of the applicant's representatives will be communicated at a later stage.

If the appointed representatives fail to appear, or if no one is appointed, the interview will remain scheduled and proceed only on the basis of the documents already provided.

06. Face to face interviews with the EIC Jury

STEP 04

How

Duration of the interview: The interview* will last no longer than 40 minutes, and includes:

- 10 minutes (maximum) of presentation supported by the pitch pdf document submitted with your full proposal (step 3);
- 30 minutes of questions and answers to clarify aspects of the proposal. There will be no pre-set questions.

How

After the interview and the departure of the applicant's representatives, the jury members collectively prepare the Evaluation Summary Report (ESR) for the proposal in step 4 that includes (1) the evaluation outcome and (2) specific comments related to the three award criteria.

At the face to face interviews, the EIC jury members will have prior access to your short and full application and the evaluation results. Jury members will also have access to analyses (for example on financial metrics) generated by the EIC artificial intelligence-based IT platform.

The jury may focus the interview on any element of your proposal based on the remote evaluation result and its own assessment.

Jury members will decide based on your interview and their overall assessment whether your proposal should be funded (GO) or not (NO GO).

If the proposal receives a GO and some activities above TRL8 have been detected, the jury may lower the grant amount accordingly.

The jury can also recommend another combination of components in case the level of risk seems to be lower than initially identified by the applicant.

The jury should not propose a higher amount of investment than initially requested. However, the jury may also make recommendations to be taken into account when negotiating the grant or investment component, including for example on the milestones and the valuation, and on proposed coaching activities.

**The interviews will take place in English*

06. Face to face interviews with the EIC Jury

STEP 04

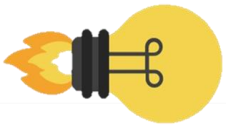
Contribution to travel costs

In case the interviews will take place in Brussels, you will be entitled to receive a contribution to your travel, accommodation and subsistence expenses.

The Commission Decision detailing the coverage and amount is available from the following link. Please note that only applicants actually participating in the interview (i.e. pitching and Q&A) may benefit from the EU financial contribution.

Full details on the necessary steps to request the contribution will be provide shortly after the invitation to the interviews.

Result / Outcome



You will be informed of the result of the interviews approximately 2-3 weeks after your interview.

If your proposal is recommended for funding, you will be invited to negotiate and then sign an initial contract that will initially provide for the grant component, which will include a first pre-financing payment on the grant component. In parallel, if you requested an investment component, the EIC Fund will start the negotiation process to structure the investment agreement.

If your proposal is not recommended for funding, you may resubmit based on the following rules:

- First rejection: you may resubmit an improved full proposal to the remote evaluation (step 2) at one of the following two cut-offs.
- First rejection and the jury decides that your proposal is a potential GO after improvements: you may be invited to resubmit a revised proposal directly to one of next two interview sessions, (stage 4). This type of resubmission is permitted only once.
- Second rejection, you may submit after 12 moths a short application (step 1), which is a new or significantly improved proposal.

Seal of excellence

If you are an SME (including start-up) you may be awarded a **Seal of Excellence** after the interview if your proposal has passed the applicable thresholds for the first two award criteria (excellence and impact) but does not demonstrate sufficient level of risk or the need for Union support under the third award criterion and if the activity would be eligible under an innovation action.

The Seal of Excellence provides access to Business Acceleration Services and facilitates funding from other sources.

Seals of Excellence are only awarded if you have given consent to share data about your application with other eligible funding bodies.

07. Extra information

Other types of applications

Fast track scheme

The 'Fast Track' scheme is a novelty introduced under Horizon Europe to provide a specific evaluation path for existing Horizon Europe or Horizon 2020 projects to the EIC Accelerator.

Which projects are eligible for the fast track?
In 2021, the fast track is only available for projects from:

- The EIC Pathfinder and Transition projects (including under EIC pilot);
- The ERC Executive Agency for Proof of Concept;
- The Knowledge and Innovation Communities (KICs) supported by the European Institute of Innovation and Technology (EIT);
- The Eureka secretariat for SMEs supported under the Eurostars-2 Joint Programme and the Partnership on Innovative SMEs.

How can you apply?
Under the Fast Track scheme, applicants do not apply directly to the EIC Accelerator call. Instead, a project review is carried out by the responsible funding body to assess the innovation or market deployment potential of an existing project, to decide whether the project is suitable for support under the EIC Accelerator. If so, the applicant will be invited to submit a proposal directly to the full application (Step 2).

For more information please see: ***WP Annex 4***

Plug in scheme

The pilot Plug-in scheme is a novelty under Horizon Europe and a specific process applicable to the EIC Accelerator only. Similarly to the Fast-track scheme, it provides a specific evaluation path for applications coming from existing national or regional programmes to the EIC Accelerator. A pilot initiative will be launched in 2022 by the European Commission in close cooperation with Member States and Associated Countries.

Under the 'plug-in' scheme, applicants do not apply directly to the EIC Accelerator call. Instead, a project review is carried out to assess the innovation or market deployment potential of an existing project at national or regional level, to decide whether the project is suitable for support under the EIC Accelerator. If so, the applicant will be invited to submit a proposal directly to the full application (Step 2).

For more information please see: ***WP Annex 5***

07. Annexes

STEP 2 – FULL APPLICATION
Business plan questions

For the drafting and submission of your full EIC Accelerator proposal, the EIC AI Platform will provide you with a methodology to develop **a detailed business plan.**

This methodology builds on three MODULES: **Ideation, Development and Go to market.**

Based on your step1 proposal, additional data input and AI data crunch, you full proposal will address the following topics:

Ideation
- The pain point / problem to be solved
- The current solutions and their limitations
- Your value proposition
- Your targeted customers
- Your innovation
- Your Unique Selling Point

Development
- The Objectives of your proposal
- The current status of your innovation
- The activities to develop your innovation, and their respective budget
- Your Team

Go to Market
- Your Targeted market
- Your Market size
- Your Business model
- Your Go2Market strategy
- Your Financial projections
- Your Financial needs
- Your IP assets and strategy
- The impact on the market and beyond

See below further detail on these chapters through an indicative set of questions

07. Annexes

1. IDEATION - A journey from the expected needs to your innovative solution

1.1. What are your Market opportunity?

1.1.1. What is the market opportunity?

- What is the identified pain point / problem to solve?
- What is it about? What is your solution (product/service/process/method/service/…)?
- What are the use cases / functions of your solution?
- What are the features of your solution?
- What is/are the final deliverable(s)?
- What is your value proposition?

1.1.2. What is the market's state-of-the-art?

- What are the other existing solutions and what are their limits?
- Why now?

1.2. What are the risks of failure?

1.3. What is your innovation?

1.3.1. What is unique in your approach, compared to those of other companies?

- What is your Unique Selling Point (USP)?
- What is your unique positioning/place on the market?

1.3.2. What is your innovation?

- What are the Scientific, Technological, Market, Societal and other challenges to solve?
- Is it an Idea or Technology based Innovation?
- Is it an incremental / breakthrough innovation?
- How can you characterise the type of innovation?

07. Annexes

2. DEVELOPMENT - A journey to make it happen

2.1. What are the past and future development stages?

2.1.1. What is the current development stage of your innovation?

- What are your achievements and current Technological and Marketing stages?
- What is your current TRL (Technology Readiness Level)?
- What is the current technological state-of-the-art?

2.1.2. What are the further stages and activities needed to commercialize your innovation?

- What are the Future technological and Marketing/commercial development needed to develop further your solution? **Per Workpackage**:
  - Tasks per TRL. Where you intend to run a clinical trial, you will be asked to upload an explanatory document using this template.
  - Budgeted costs for TRL 5 to 8 included (covered by an EIC grant component)
  - Budgeted costs for TRL 9 (covered by and EIC investment component or other resources)
  - Main deliverables per tasks
  - Milestone per TRL
- **For Grant First**: what is the TRL you intend to achieve at the end of this first stage of your project?

2.2. What is your winning Team and Partnership?

2.2.1. What about your winning team?

- What is the company and/or founder's track-record?
- What are the relevant achievements and experience of your team?
- To which extent does your team fit with your project?
- Do you have the team you need to implement the action? Do you need to recruit additional staff members to implement your project?
- What is the technical/business experience of your team, including management capacity to lead a growing team?
- What is your ability to scale up?
- How do you intend to ensure gender balance among the members of your team, including executive positions?

2.2.2. What about the other stakeholders of your value chain?

- Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors) to implement the action?
- How will you engage end-users?
- What are their interest? To what extent are they already committed and incentivized?

*Template

07. Annexes

3. GO2MARKET - A journey from your solution to the Market

3.1. Know your market

3.1.1. What is the market in terms of type, size and growth?

- What is your targeted market?
- What is your market size?
- What is the CAGR (Compounded Annual Growth Rate) of your targeted market?
- What is your market annual growth rate?

3.1.2. Who cares about your innovation: Who are the targeted users and/or customers and their expected satisfaction?

- Who are your customers? Who pays for the solution?
- Who are your potential users, if different from customers? Who has the problem/need and will use your solution?
- What is your market segmentation?
- Is there any other potential Market application? Which one?
- Is there any other Future Market segment? Which one?
- Explain why you think that there is a willingness to pay from your targeted customers
- Why do you think it will be successful? (customer satisfaction, Performance improvement and time)

3.1.3. What is your value chain?

- Is it a new or an existing value chain?
- Are there new or existing customers/users?

3.1.4. What about the competition?

- Who are your direct competitors?
- Who are your indirect competitors?
- What about your competitive landscape intensity?

3.1.5. What is your strategic analysis?

- What are the opportunities?
- What are the threats?
- What are your weaknesses?
- What are your strengths?
- Please make a SWOT analysis and an action plan

07. Annexes

3.2. Prepare your Market Success

- What is your current BRL (Business Readiness Level)

3.2.1. How does this innovation fit with your company's overall business strategy?

- What is the Mission of your company?
- What is the unique positioning of your company on the market?
- What is your Vision?
- What are your Values and Culture?
- What are the payoffs for your company in case of success?

3.2.2. What will be your business model, including the revenue model?

- Fill in the Business Model Canvas

3.3. How will you finance this success?

3.3.1. What is the current company's ownership and capital structure?

- What is the current company's ownership and capital structure?
- Have you already applied for public or private funds?
- What is your funding strategy for the future?

3.3.2. What is the expected growth potential of your solution in terms of turnover, profit and jobs?

- What is the expected growth potential of your solution in terms of turnover, profit and jobs?
- What are the basic economics for your solution?
- What is your growth strategy?

3.3.3. What are your financial needs?

- How much will it cost to develop your solution?
  - For Innovation activities (TRL 5 to 8)
  - For Market Preparation (TRL 9)
- How much will it cost for market deployment and scale up? (post TRL9)
- How much grant do you need from the EIC (up to 70% of TRL 5 to 8)?
- **For full blended finance**: how much investment do you need from the EIC (for 30% of TRL 5 to 8, for TRL 9 and onwards)?
- **For Grant Only**: describe precisely (amount and origin) your other resources
- **For Grant First**: describe precisely the origin of the 30% co-financing for TRL 5 to 8. If you don't have these resources, do you need in addition to the grant component an initial EIC investment component limited to these 30%?
- Why can't you do it without the EIC? What about other funding sources; including National/Regional public programmes or private investors?

3.4. How will you secure this success in terms of Intellectual Property Right (IPR) and legal framework?

3.4.1. What are your IP assets?

- What are your unique IP assets?
- Are they patentable?
- How many patents have you applied for?
- What are your measures to ensure commercial exploitation ('freedom to operate')?
- Is there a clear owner of the innovation or are there multiple owners?
- Are there any external issues that could compromise your ability to exploit the innovation?

3.4.2. What is your strategy for knowledge management and protection?

- What is your knowledge-protection strategy, including current IPR filing status, IPR ownership and licensing issues?
- What is your data management plan?

3.5. Entering the market

3.5.1. What is your exploitation plan to enter the market?

- What is your exploitation plan?
- What are the main steps to enter the Market?

3.5.2. What are the barriers to entry?

- What are the existing major barriers preventing you to enter the market? How can you overcome them?
- What are the new major barriers you are building to prevent your competitors to easily enter the market? How can your competitor overcome them?

3.6. Scale

3.6.1. What is your Marketing Strategy?

- What is your Marketing approach (B2B, B2C, B2B2C, etc.)?
- What is your Go2Market strategy?

3.6.2. What is your commercialization Strategy?

- What is your commercialization strategy?
- What is your Time-to-Market in years?
- Can you provide proof of early market traction?

*Also available in the EIC AI Platform

Table 1 - Simplified financials, k€ - *Please fill in with figures for your company. The figures below are illustrative. You may use the formulas provided to accelerate data input*

Note. Please pay attention while filling the tables when relevant to use negative values for the formulas to work properly (for example: expenses, taxes, debt etc.).

	Actual (If applicable)			Forecast					
P&L	N-2	N-1	N (explain which year)	N+1	N+2	N+3	N+4	N+5	N+6
Revenues	0	0	0	0	0	0	0	0	0
Gross Margin	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Selling, General and Administrative expenses	0	0	0	0	0	0	0	0	0
R&D expenses	0	0	0	0	0	0	0	0	0
Other operational expenses	0	0	0	0	0	0	0	0	0
EBITDA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Interest	0	0	0	0	0	0	0	0	0
Other revenues/expenses (including grants)	0	0	0	0	0	0	0	0	0
EBT	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Taxes	0	0	0	0	0	0	0	0	0
Net Income	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
CASHFLOWS	N-2	N-1	N	N+1	N+2	N+3	N+4	N+5	N+6
Cashflows from operating activities (net)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Cashflows from investing activities (net)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Cashflows from financing activities (net)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
of which									
Proceeds from grants	0	0	0	0	0	0	0	0	0
Proceeds from issuance of debt	0	0	0	0	0	0	0	0	0
Repayment of debt	0	0	0	0	0	0	0	0	0
Proceeds from issuance of equity	0	0	0	0	0	0	0	0	0
Dividends	0	0	0	0	0	0	0	0	0
Net increase/decrease in cash and cash equivalent	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
ALANCE SHEET	N-2	N-1	N	N+1					
otal assets	**0**	**0**	**0**	**0**					
of which									
Cash and cash equivalents	0	0	0	0					
Inventory	0	0	0	0					
Accounts receivable	0	0	0	0					
Property and Equipment	0	0	0	0					
Intangible assets	0	0	0	0					
Other assets	0	0	0	0					
Outstanding liabilities	**0**	**0**	**0**	**0**					
of which									
Accounts payable	0	0	0	0					
Short-term debt	0	0	0	0					
Long-term debt	0	0	0	0					
Other liabilities	0	0	0	0					
Equity	**0**	**0**	**0**	**0**					
of which									
Share capital	0	0	0	0					
Retained Earnings	0	0	0	0					
Other equity	0	0	0	0					
**Business metrics and ratios *(please do not change*	N-2	N-1	N	N+1	N+2	N+3	N+4	N+5	N+6
Cash and cash equivalents	0	0	0	0	0	0	0	0	0
Total debt	0	0	0	0	0	0	0	0	0
Total Equity	0	0	0	0	0	0	0	0	0
Gross Margin, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
EBITDA Margin, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Debt-to-Equity ratio	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Return on Equity, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Return on Capital Employed, %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Break-even (operating cashflows)	N	N	N	N	N	N	N	N	N
Cross-check: is the Balance Sheet balanced?	0	0	0	0	0	0	0	0	0

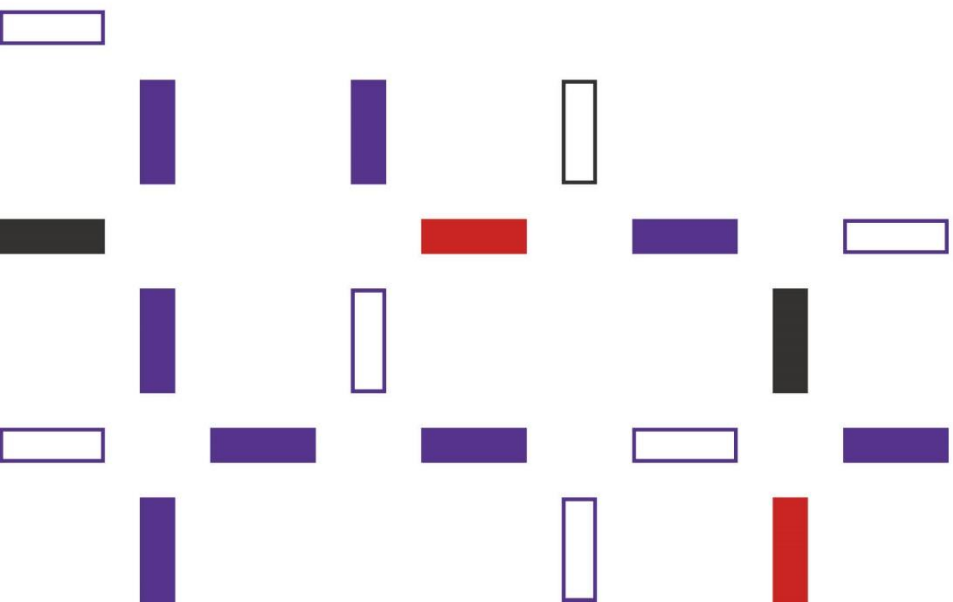
Table 2 - Company up-to-date financial data

Information item	Value, k€	Optional comment box
External Debt as of application date		
Total cash balance as of application date		
Cash burn per month (as per last month)		

European Innovation Council

For any question regarding submission and evaluation of your proposal, you can contact us in support@eic.eismea.eu

For enquiries related to the validation process of participants having a Participant Identification Code (PIC), please write via the Participant Register.



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