How to write a great Proposal

Webinar HTWAGP

Block 1 - Introduction

Co-funded by the
European Union

Seven years of experience working with EIT KICs on different topics

Kaiserstr. 118 Karlsruhe
76133 Germany
+49 721 920979-20
nr@atrineo.com

Contact Details

7 Years — aTRiNEO Technologies Minds Markets
Managing Director

3 Years — SIEMENS
Corporate Strategy

2 Years — AMR international.
Transactions & Strategy

6 Years — engage Key Technology Ventures
Entrepreneurship & Innovation

2 Years — nielsen
Market Research

Career

Innovation
- eit Food
- eit RawMaterials
- eit Urban Mobility
- eit Health

Business Creation
- eit Health
- eit Climate-KIC
- eit InnoEnergy
- eit Digital

Other
- eit Food
- eit Health
- eit InnoEnergy

Experience with KICs

eit Food

www.atrineo.com

Co-funded by the European Union

Digital Housekeeping rules for this webinar series

ZOOM FEATURES

Moveable windows

MUTE

please mute yourself to avoid background noises

CHAT

Technical Issues or questions

1. This webinar will be recorded and made available through the EIT Food website
2. Please ask your questions through the chat:
   - Some questions will be directly addressed through the chat
   - Some questions will be directly answered in the webinar
   - The rest of the questions will be moved to the Q&A session (webinar block 4)
3. Please keep your Camera and Microphone off, except for during the Q&A session
4. All slides and Q&A will be provided at the end of the webinar through the EIT Food website

eit Food

2022 Innovation Call for Proposals

Co-funded by the European Union

EIT Food Education

Call Summary

Consortium	**Minimum 3 organisations** from **at least 2 different eligible countries** representing **at least two sides of the knowledge triangle**
Expected size of individual **proposals** (EIT grant amount)	Indicative maximum EIT grant amount (a reimbursement amount of eligible costs, excluding co-funding): • up to **€400,000 for 2022**; • up to a maximum **€1.400.000 during 2022-2024**
Max project **duration**	Activities may last up to **24 months** and may span **2022-2024**
Max. **reimbursement rate** and **co-funding**	EIT Food will fund **up to 60% of total eligible costs of the Activity** (reimbursement rate). The **consortium must co-fund a minimum of 40%** (co-funding) of the total project eligible costs with sources of funding different than EU funding
Financial Return to EIT Food	Financial Return Mechanism is **mandatory for each proposed Activity**, as part of the EIT Food Financial Sustainability Strategy: • **minimum required financial return shall be 50% of the EIT grant** budgeted for the lifetime of the Activity, • **may be based on revenue sharing**, i.e. sharing a percentage of revenues generated by the Key Exploitable Result(s) (KER) during an agreed time period

Call Timeline

Call 2022 launch	25.10.2021
Webinars for EIT Food Partners & New External Organisations applicants.	Throughout November-December 2021, see website for details www.eitfood.eu/opencall2022
Application deadline for both PART A and B	14.1.2022
Eligibility Check	14-21.1.2022
PART A Evaluation by external expert reviewers	24.1-4.2.2022
Consensus Meeting for PART A	7.2-18.2.2022
Final Decision on invitees to Panel Meeting	21-25.02.2022
First Feedbacks to Applicants	28.02-04.03.2022
Panel Meeting (Pitch and Q&A session with applicants - online via Zoom link to be provided by EIT Food)	14.03-25.03.2022
Internal Panel	28.03-01.04.2022
EIT Food Management Board Consensus Meeting	18.04-22.04.2022
Communication to applications for final acceptance or rejection to the EIT Food Business Plan 2022	25.04-29.04.2022

Co-funded by the European Union

This webinar will focus on the proposal writing phase

Phases of Project Pitching @ EIT Food

IDEATION PHASE

DESCRIPTION

- First idea draft
- Approaching potential partners through match making
- Formulation of one-pager

PROPOSAL WRITING PHASE

DESCRIPTION

- Researching supporting data for project proposal
- Developing a compelling business case
- Putting all data into the platform

PROPOSAL SUBMISSION PHASE

DESCRIPTION

- Finalising negotiations between partners
- Last minute tweaks to the proposal
- Finalising the consortium

PROJECT PITCHING PHASE

DESCRIPTION

- Only for PartB
- Preparing a compelling story line
- Practicing language and pitching
- Presenting in front of a Panel of evaluators

Topics covered in this first block - Introduction

- Differences to other types of proposals
- Goals and Agenda
- Body of the proposal
- Best practices and recommendations

Clear difference in scope, maturity and aim between H2020 and EIT

Differences between EIT and Horizon Proposals

Horizon Europe	EIT – European Institute of Innovation & Technology
New and emerging technologies	Already researched technology (KCA)
Research driven	Innovation (market) driven
Open consortium	Limited consortium
Impact is important 1/3	Impact is key
TRL 1…5	TRL 7+
Little support structure	Strong support structure

Clear description of project activities, goals and collaborative approach are key success levers in proposal evaluation

Elements of a successful proposal

Excellent Idea

- In scope of objectives
- Advances EIT Food's goals
- Tangible commercial potential

Excellent Team

- Well rounded partners
- Clear need for collaboration
- Good fit to accomplish all tasks

Well-written

- Clarity of language/thought
- Compelling storyline
- Following specified template

Great Impact

- Clear quantifiable impact
- Strong commercial path
- Sustainability plan

See webinar Block 2

eit Food

Co-funded by the European Union

Project activities have to focus on at least one of the six EIT Food Strategic Objectives, carefully selected to create impact

Overview of EIT Food‘s Strategic Objectives

1. **Overcome low consumer trust**
creating a smart food system that is inclusive and reassuring for everyone

2. **Create consumer-valued food for healthier nutrition**
enabling individuals to make informed and affordable personal nutrition choices

3. **Build a consumer-centric connected food system**
developing a digital food supply network with consumers and industry as equal partners

4. **Enhance sustainability through resource stewardship**
developing solutions that create a circular bio-economy

5. **Educate to engage, innovate and advance**
providing ‘food system’ skills for students, entrepreneurs and professionals through advanced training programmes

6. **Catalyse food entrepreneurship and innovation**
fostering innovation at all stages of business creation

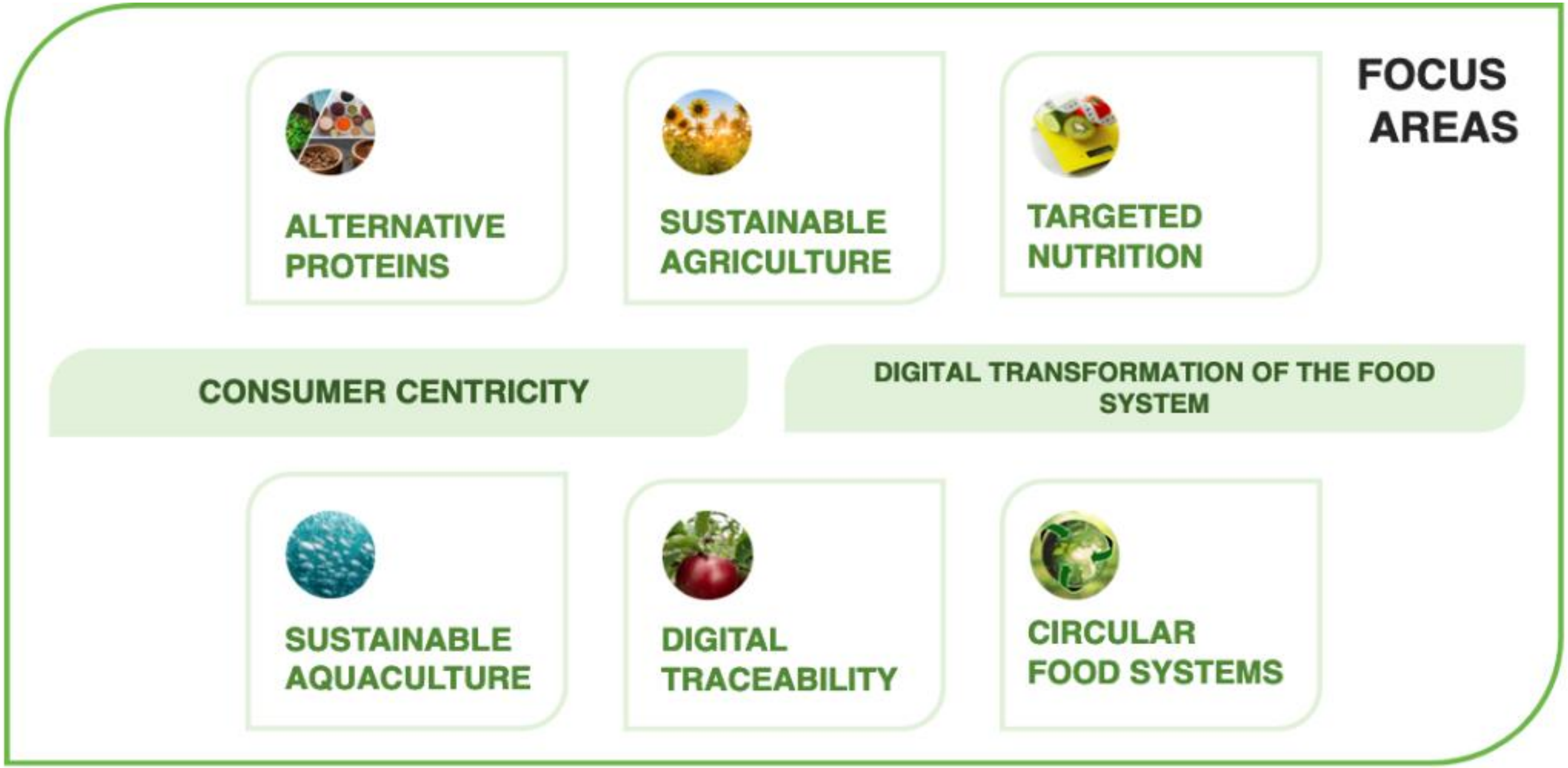
eit Food

More information in the Call Guidelines for Activities to start in 2022:
https://www.eitfood.eu/media/jobs-pdf/FINAL_FINAL.pdf

Co-funded by the European Union

Call 2022 activities shall target one of the following EIT Food Focus Areas

Strategic Fit: EIT Food Focus Areas (1)



eit Food

More information in the Call Guidelines for Activities to start in 2022:
https://www.eitfood.eu/media/jobs-pdf/FINAL_FINAL.pdf

Co-funded by the European Union

Proposals must include at least ALL of the following mandatory Innovation KPIs

Strategic Fit: EIT Food Mandatory KPIs (2)

Mandatory

EITHE02.1: At least one Marketed Innovation: Projects must deliver **at least one** marketed innovation by 31 December 2023. Projects finishing in 2024 must achieve at least one marketed innovation by end 2023 **and** at least an additional marketed innovation by end of 2024.

EITHE01.1: At least one Designed/Tested Innovation: to be achieved within 6 months from the start of the project.

EITHE14.1: Continuously disseminated results/GP/LL: Results from the project should be continuously disseminated: number of results, good practice and lessons learnt.

Recommended

EITHE01.5: Innovation testbeds established to test innovation products/services to be reported by country.

EITHE04.1: Start-ups established in year N as a result/ based on the output(s) of Innovation/ Research related KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than 3 years after completion of the KAVA).

EITHE01.6: Co-creation: Number of participants involved in designing/testing of innovative products/services per KTI area and country.

Fundamentals of proposal writing

Co-funded by the European Union

EIT Food Innovation

Six key aspects to a well written proposal

Best Practices for writing

1. Focus your efforts on key evaluation criteria
2. Identify customer-benefits (pain) and added values to business / society
3. Describe collaboration benefits, especially in the EIT Community context
4. Quantify value-added benefits to show the competitive advantage
5. Include valorisation / sustainability and deprioritise scientific approach
6. Use business language

- Clear language
- Keep formulations short
- No typos, no inconsistencies
- No obvious paste-ins
- No undefined acronyms
- No casual language

eit Food

Co-funded by the European Union

Excellence remains the most important criteria for Part A. Needs and credibility as knock-out criteria are particularly relevant

1

Evaluation Criteria Call 2022-2023 for Part A

Excellence 40%

- 25% — *Clearly demonstrated market and societal need/demand for the proposed innovation
- 25% — Innovativeness of the proposed solution, advancing state of the art in the field
- 25% — *Soundness/credibility of the business concept and robust commercialisation strategy
- 25% — Stage of development of the innovation and its critical/non-critical technologies is clearly demonstrated

Impact Pathways and KPIs 30%

- 40% — Proposal significantly contributes towards EIT Food's Societal, Environmental, Economic impact. There is a clear link between the project's KPIs and Impact Indicators
- 40% — Proposal's intended impact is significant, as measured by the # of EIT Core KPIs and additional KIC-specific KPIs for Innovation
- 20% — Clearly demonstrated collaborative strength and synergies of consortium to contribute to the EIT Food Focus Area Challenges with the innovation(s) being developed

Quality and efficiency of implementation 30%

- 40% — Value for Money of the proposed activity. Extent of proposal's co-funding rate will be reflected in the evaluation score
- 40% — Competences, operational capability, and complementarity of the consortium to achieve project objectives
- 20% — Adequate resources (human and financial) to achieve project objectives

eit Food

More information in the Call Guidelines for Activities to start in 2022:
https://www.eitfood.eu/media/jobs-pdf/FINAL_FINAL.pdf

Co-funded by the European Union

Evaluation Criteria Call 2022-2023 for Part A

1

Evaluation Criteria Call 2022-2023 for Part A (Score)

0 Not Addressed

1 Poor: The criterion is inadequately addressed, or there are serious inherent weaknesses

2 Fair: Proposal broadly addresses the criterion well, but there are significant weaknesses

*threshold

3 Good: Proposal addresses the criterion very well, but a small number of shortcomings are present

4 Very good: Proposal addresses the criterion very well, but a small number of shortcomings are present

5 Excellent: Proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor

*Important remark: Any proposal scoring **less than 3 (Good)** in the criteria “Clearly demonstrated market need/demand” or “Soundness/credibility of the business concept and robust commercialization strategy” will be excluded during the Part A evaluation process

eit Food

More information in the Call Guidelines for Activities to start in 2022:
https://www.eitfood.eu/media/jobs-pdf/FINAL_FINAL.pdf

Co-funded by the European Union

For Part B, excellence remains the most important factor. TRL7 at stage of submission and contribution towards KPI targets are key

1

Evaluation Criteria Call 2022-2023 for Part B

Excellence 40%

25%	Consortium’s research and analysis of market need is clearly demonstrated. Value proposition for consumers is clearly demonstrated
25%	Business plan is well researched and convincing. Uniqueness of the innovation is clearly demonstrated
25%	**Convincing Proof of TRL stage of at least 7 at the time of proposal submission, in the form of prototypes, data, feedback from tests/ trials, etc
25%	Feasibility to increase the TRL level of the innovation within the timeframe of the proposed activity is realistic and clearly explained

Implementation and Impact 30%

30%	Effectiveness and feasibility of the workplan are clear and convincing to achieve project Objectives
40%	**Extent, relevance, and timeliness of contribution from project-level KPIs and Impact Indicators towards overall KIC KPI targets
15%	Strength of Economic Impact, via forecasted income and through wider economic, societal, health or environmental gains
15%	Demonstration of Knowledge Triangle Integration, through contribution of EIT Foodsupport/ programmes/ network/ capability & resources

Financial Return Mechanism 30%

40%	**Ambitious commercialisation strategy and competitive Financial Return Mechanism contribution to KIC's Financial Sustainability
40%	Revenues expected from the Key Exploitable Results (KER) are realistic. The market assumptions of said revenues are thoroughly explained. A robust IP management plan is in place
20%	The ramp up in expected annual revenues is realistic and substantiated by project milestones for market introduction and commercial scale-up

eit Food

More information in the Call Guidelines for Activities to start in 2022:
https://www.eitfood.eu/media/jobs-pdf/FINAL_FINAL.pdf

Co-funded by the European Union

Evaluation Criteria Call 2022-2023 for Part B

1

Evaluation Criteria Call 2022-2023 for Part B (Score)

Each evaluation sub-criterion will be scored from 0 to 5 using the following scoring system:

0	Not Addressed
1	Poor: The criterion is inadequately addressed, or there are serious inherent weaknesses
2	Fair: Proposal broadly addresses the criterion well, but there are significant weaknesses
3	Good: Proposal addresses the criterion very well, but a small number of shortcomings are present
4	Very good: Proposal addresses the criterion very well, but a small number of shortcomings are present
5	Excellent: Proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor

**threshold

**Important remark: Any proposal scoring less than 3 (Good) in the criteria “Proof of TRL stage of at least 7”, or “contribution to project-level KPIs and Impact Indicators”, or “Ambitious commercialisation strategy and competitive Financial Return Mechanism contribution to KIC’s Financial Sustainability” will not be considered for funding.

eit Food

More information in the Call Guidelines for Activities to start in 2022:
https://www.eitfood.eu/media/jobs-pdf/FINAL_FINAL.pdf

Co-funded by the European Union

It is critical to validate if theoretical customer benefits are actual benefits / USPs or simply features of the solution

2

Identify customer-benefits (pain) and added values to business / society

- Do not mistake USPs with customer benefits / added values
- Formulate initial hypotheses and test them in direct conversation
- (Peer reviewed) publications / surveys can provide initial indications
- Sharpen hypotheses and first interview results in follow-up interviews
- Check the relevance of benefits / added values against economic aspects
- Keep in mind: Benefits / added values may vary use-case dependent

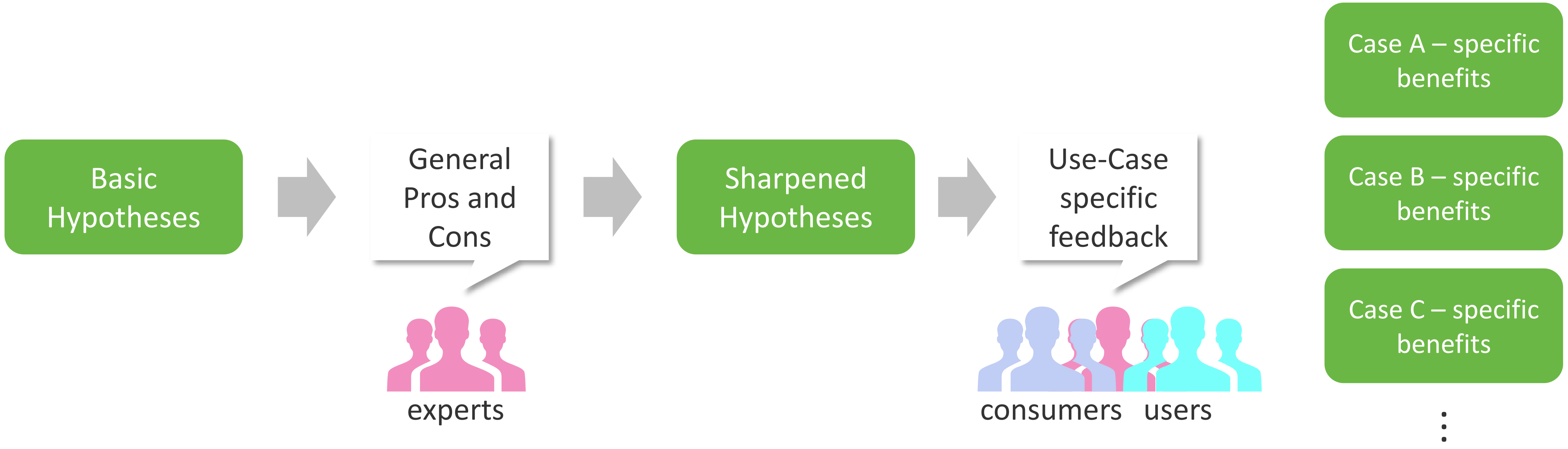
eit Food

Co-funded by the European Union

There is a need to systematically refine potential customer benefits / pain points through engagement with the market

2

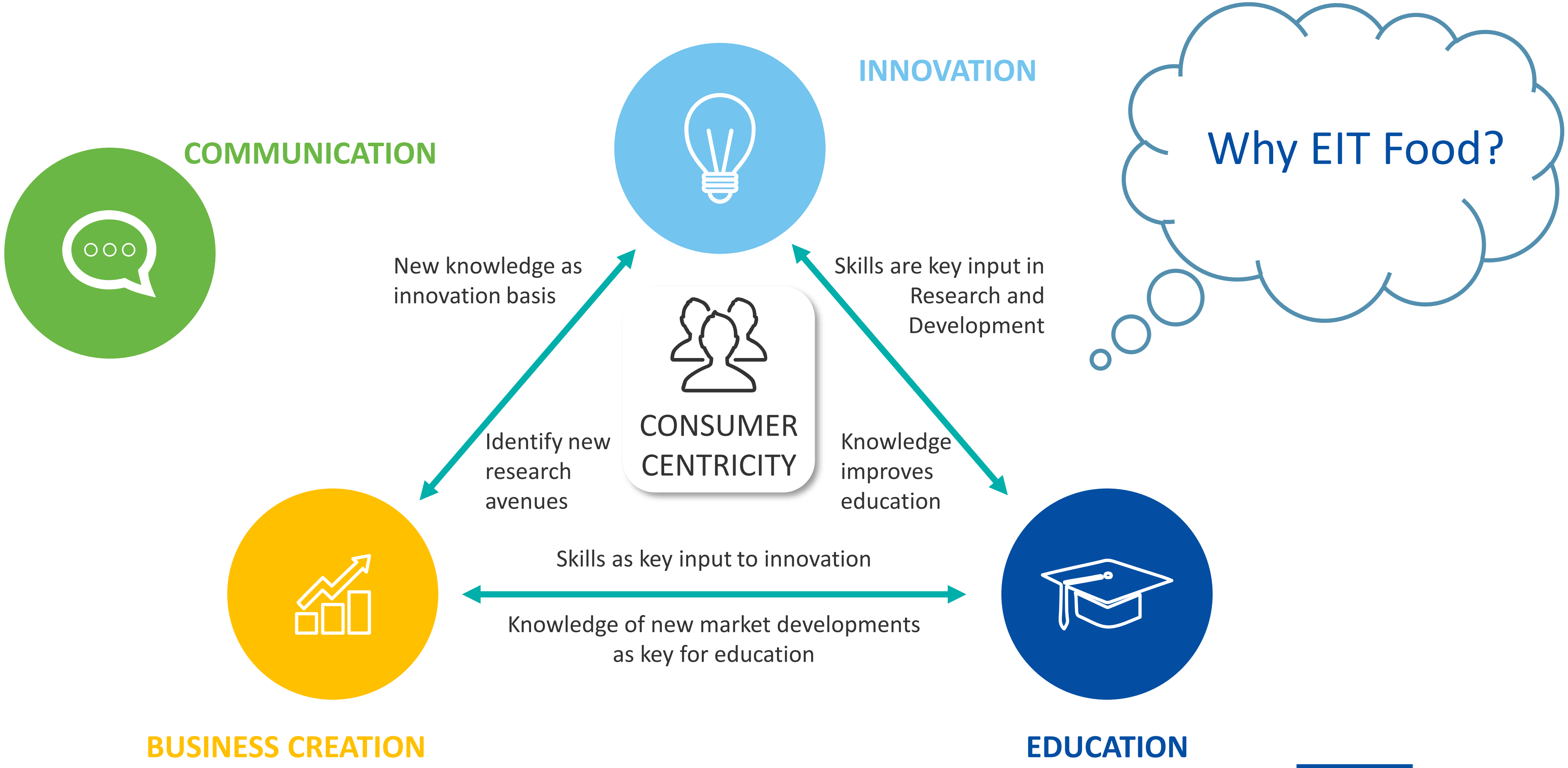
Example: Identify customer-benefits (pain) and added values to business / society



Of all the possible funding options at your disposal, make a case why EIT Food is the right one for the implementation of your project

3

Describe collaboration benefits, especially in the EIT Community context



Co-funded by the European Union

An excellent proposal needs to demonstrate a clear competitive advantage to be selected as relevant for funding

4

Quantify value-added benefits to show the competitive advantage

- Avoid vague statements; be precise
- if possible, provide concrete numbers (e.g. instead of percentages)
- Stay realistic / stick to facts (otherwise experts might doubt)
- Link benefits logically (technological, commercial, ecological, etc. aspects)
- Justify value-based pricing
- Present test results, publications and / or recommendations

In summary, your benefits should convince the audience that you are able to overcome potential market entry barriers (e.g. to convince potential customers to switch from an established system, or could an established system be sufficiently improved?)

eit Food
Co-funded by the European Union

Use clear metrics to quantify your advantages and validate results with experts / customers / consumers

4

Example: Quantify value-added benefits to show the competitive advantage

Parameter	Conventional Strawberry	European Red Strawberry
kg / tower	4,08	7,16
Berries / tower	392	536
g / berry	10,41	13,36
soilless media kg/ tower	7,93	5,76

Strawberry yield comparison (weight per tower, number per tower, and weight per berry)

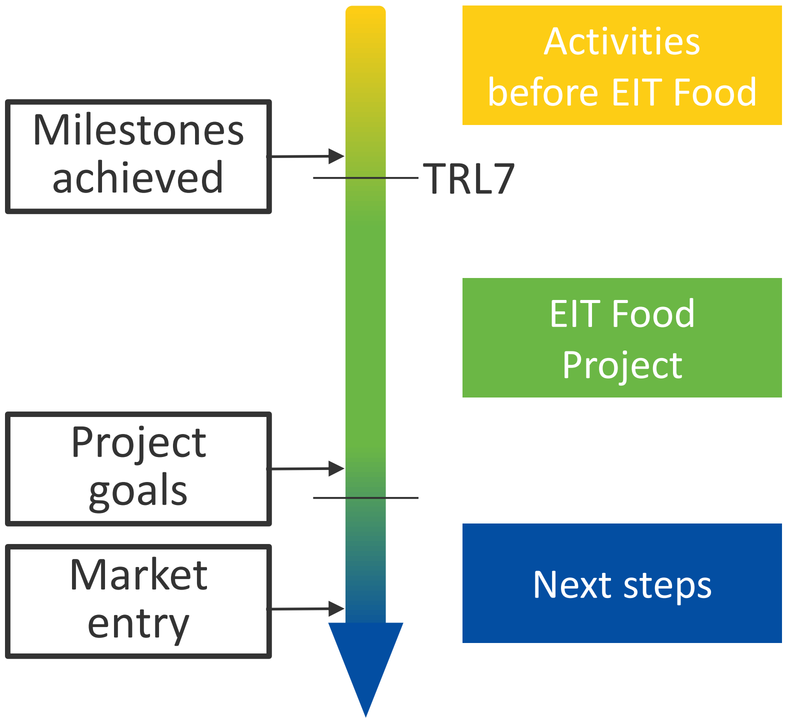
Plan how the product will get to the market and be realistic about your assumptions and figures to demonstrate clear market insights

5

Include valorisation / sustainability and deprioritise scientific approach

- Product / Service description
- Target market (segment)
- Market characterisation
- Customer base
- Competition
- Pricing
- Potential market entry barriers

1. Provide valorisation basis information



2. Roadmap & Milestones description

- Roll-out strategy
- Financial follow-up
- Commercialisation / strategic partners
- Implementation
- Scale-up / expansion strategy

3. Describe commercialisation strategy

Once you have clear thoughts, you need only plain, straightforward words to express them …

6

Use business language (1)

Don’t translate from your native language

Remember the purpose and audience

Clarity of thought

The bill was payed ✖
I payed the bill ✔

No passive, just active

No Figure of speech, no Jargon

Source: economist style guide

Do not that you can disguise the absence of thought with long words, stale metaphors or the empty jargon of academics

eit Food

Co-funded by the European Union

… yet, before formulating a grotesque text, you may want to bend some of these rules in the interest of clarity

6

Use business language (2)

Connected and coherent sentences, nice structure

Sustenance -> Food

Use everyday English

Cut out unnecessary (filler) words, be concise

Do not be too didactic

Avoid repetition

Source: economist style guide

eit Food

Do not that you can disguise the absence of thought with long words, stale metaphors or the empty jargon of academics

Co-funded by the European Union

EIT Food

The body of the project

Co-funded by the European Union

Try quantifying the given problem as well as the provided solution

Problem solution stack

Objectives

Problem

- What problem are you trying to solve?
- How big is the problem? (Opportunity)
- Who owns/has the problem?
- Why do current solutions fail?

Solution

- What is your solution?
- How does your solution solve the problem?
- What is the concept / components of your solution? Describe.
- How is this problem currently being solved and who are your competitors / alternatives?
- Why is your invention or approach unique/novel or better than existing solutions / approaches?
- What has been accomplished in developing your solution so far?
- What do you plan to accomplish during the project time?

eit Food

Co-funded by the European Union

Link your project objectives to EIT Food's agenda

Example: Objectives

- Reduce the environmental and climate impact of primary production whilst ensuring fair economic returns for farmers, fishers and aquaculture producers
- Set targets to significantly reduce the use and risk of chemical pesticides, the use of fertilisers and sales of antimicrobials as well as increase agricultural land under organic farming
- Seek to improve animal welfare, protect plant health and promote adoption of new green business models, circular bio-based economy and the shift to sustainable fish and seafood production

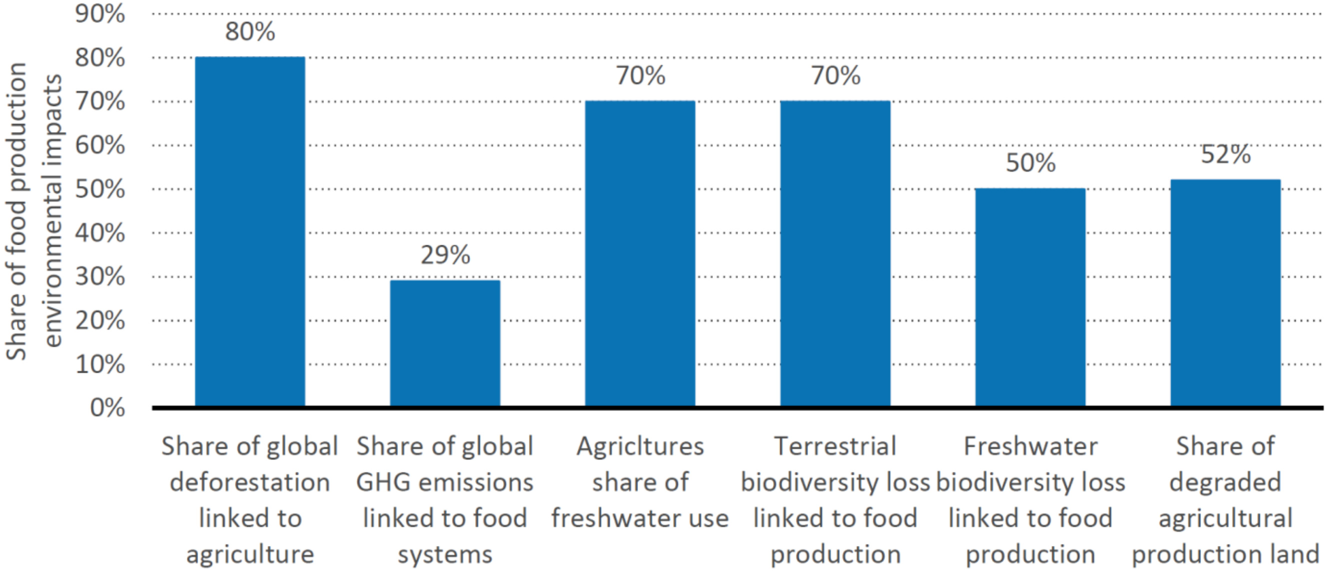
Targets EIT Food Objective 4: Enhance sustainability through resource stewardship
Focus Area: Sustainable agriculture and circular food systems

Describe the problem in a concise and clear manner

Example: Problem

- Sustainable food production is a pressing concern for all countries and food systems
- According to a UN report[1], in 2017, one in nine people in the world went to bed hungry, while one in three suffered from malnutrition
- Meanwhile, the earth's resources are limited and under increasing pressure. It is clear that the world requires more efficient and sustainable food production systems
- New agriculture and aquaculture technology will be required for more efficient resource use, and responsible and sustainable value chains

Distribution of the environmental impacts of food production worldwide



Source: https://www.statista.com/statistics/1176527/environmental-impacts-of-food-production-worldwide/

[1]The State of Food Security and Nutrition in the World 2018: Building climate resilience for food security and nutrition [EN/AR/RU] (Sep 2018)

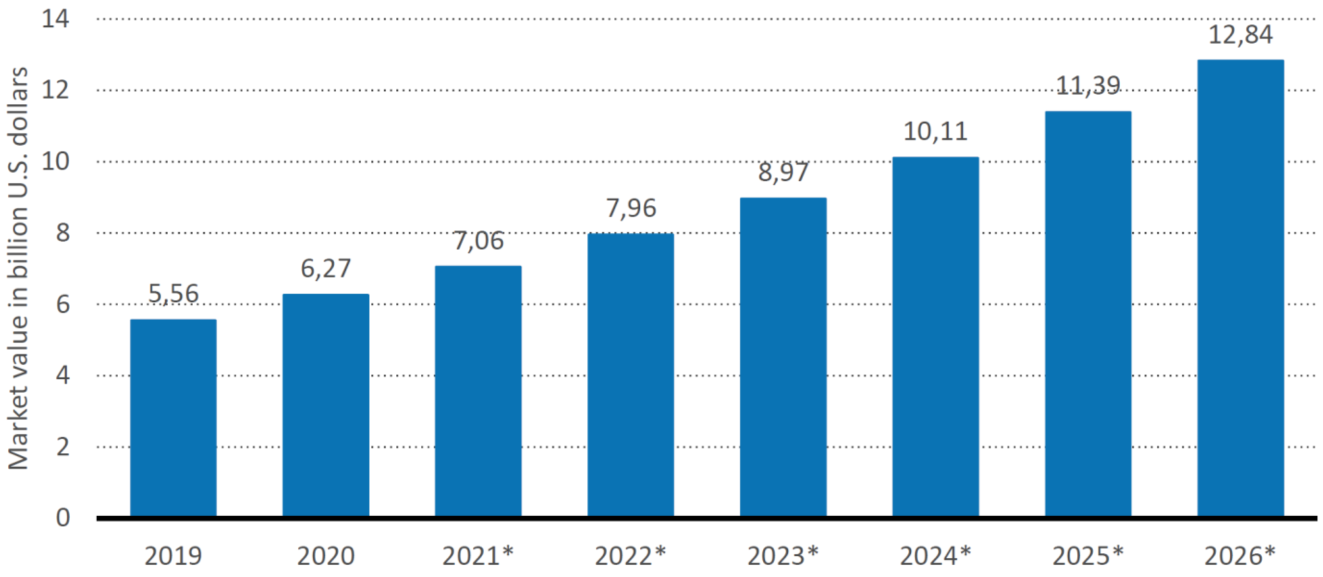
Co-funded by the European Union

Describe the problem in a concise and clear manner

Example: Solution

- Smart and efficient food production technology will be critical to reducing emissions
- Most modern and high-tech food production systems – with widespread, fast-paced digitalisation
- On-farm system for farmers produce fertilisers using locally sourced manure and renewable energy
- Mobile and stationary machines that use steam to clear soil of fungi, weeds, seeds and nematodes, without the use of pesticides
- Irrigation sensors for reducing water loss

Forecasted market of precision farming worldwide from 2019 to 2026 (in billion U.S. dollars)



Source: https://www.statista.com/statistics/721921/forecasted-market-value-of-precision-farming-worldwide/

Co-funded by the European Union

How to structure „Expected Outcome and Impact“

Structure Approach

Short general introduction to the problem

Problem

Solution

General Goal: Product / Service / Process
Competitive Advantages (USPs)
Customer Benefits (added value)

Qualify / Quantify

Business

- Market need
- Revenue growth
- Start-up creation
- Patent applications
- Technology basis enlargement
- ....

Society

- Increase human / animal / plant wellbeing
- Optimise environmental footprint
- Increase public knowledge
- ....

EIT Food

- Strategic Objectives
- EIT Core Key Performance Indicators
- EIT Food Specific Key Performance Indicators

Implementation / Route to market

Specific in geography and timeline
Quantifiable

Co-funded by the European Union

Business

- The global market value of ethically labeled packaged foods grew from 793.3 billion U.S. dollars in 2015 to 872.7 billion U.S. dollars in 2020[2]
- 65% of consumers look for products that can help them live a more sustainable and socially responsible life
- Companies are actively investing in ideas that will revive their core business, which offer start-ups opportunities for partnership or successful exits
- There is space for creation of new intellectual property for innovative solutions in sustainable food production

Society

- Contributes to environmental conservation
- Saves energy for future
- Improves public health safety
- Prevents dangerous forms of pollution
- Reduces cost
- Protects biodiversity
- Produces economically benefits for farmers
- Promotes social equality

EIT Food

- Strategic objectives:

✓ 1. Transparency in supply chain

✓ 4. Sustainability

✓ 6. Limited entrepreneurial culture

- EIT Core Key Performance Indicators:

✓ Sum of start-ups created by students enrolled and graduates from EIT labelled MSc and PhD programmes in year N (EITN02)

✓ Number of innovations introduced to the market during the KAVA duration or within three years after completion thereof (EITN03)

✓ Sum of start-ups established in year N as a result/ based on the output(s) of Innovation/Research related KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than three years after completion of the KAVA) (EITN04)

✓ Number of start-ups that that have started receiving KIC's business creation (BC) services through KIC KAVA activities within year N (EITN05)

✓ Total EUR amount of private and public capital attracted within year N by ventures that have received KIC business creation services support of total duration of at least two months (EITN06)

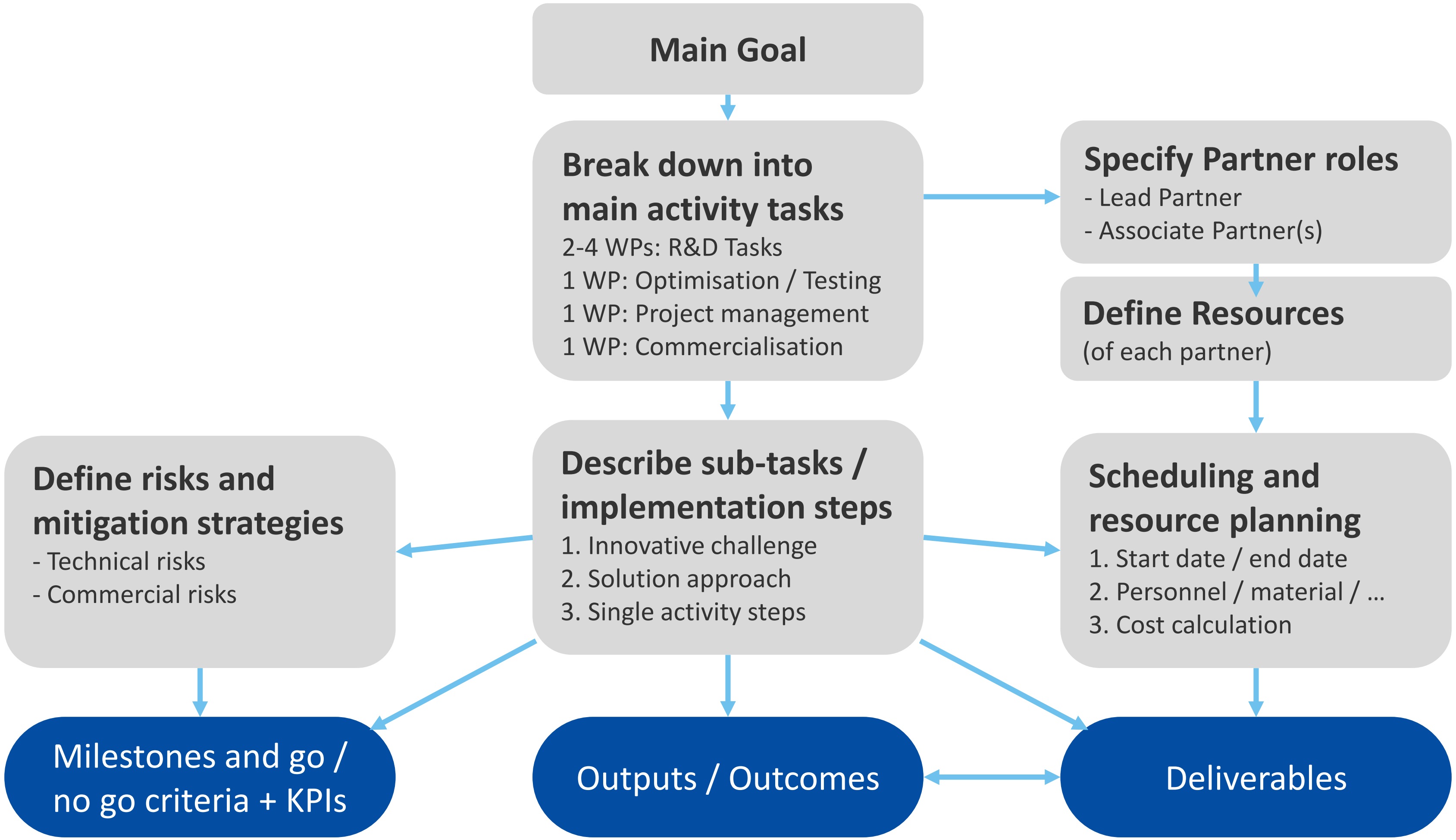
eit Food

[2]https://www.statista.com/statistics/562878/market-value-of-ethically-labeled-food-products-worldwide/

Co-funded by the European Union

A clearly structured workplan is basis for a good understanding of project scope and activities to accomplish the project goal

Overview Workplan



Co-funded by the European Union

The first two steps in work plan preparation include defining the tasks and specifying each partner‘s roles and duties …

Steps in work plan preparation (1)

STEP 1: DEFINING TASKS

Description

- Identify major tasks
- Assign a work package to each major task (technical and commercial)
- Include project management WP
- Clarify user testing and optimisation need
- Break down each major task into sub-tasks / individual steps
- Name WP’s according to tasks within

Market entry is expected after EIT project. Therefore, business and commercialisation planning are essential WP‘s.

STEP 2: ROLE SPECIFICATION

Description

- Identify suitable potential project partners for each task
- Make sure of their willingness to participate (e.g. partner contract)
- Assign tasks and sub-tasks to project partners
- Specify lead and associated partners
- Link single steps to persons
- List responsibilities

Make sure that for every task the appropriate partner is assigned. Assure cooperative benefit!

Co-funded by the European Union

… followed by the definition of outcomes and scheduling …

Steps in work plan preparation (2)

STEP 3:
DEFINING OUTCOMES

Description

- Determine success criteria for each major task / work package
- Determine responsibility for task completion and reporting
- Specify task completion outcomes
- Clarify transfer of outcomes between partners (responsibilities, communication, etc.)

Each major task should be linked to one outcome. Final outcome should be a prototype TRL 8-9.

STEP 4:
SCHEDULING

Description

- Calculate amount of time required for each task (depending on task complexity, available personnel, resources, …)
- Set a fix start / end date for each task
- Consider dependencies of tasks´ completion /outcomes in succession
- Specify milestones
- Specify deliverables linked to milestones

Define a maximum of 6 deliverables in EIT Food projects. One deliverable can be linked to several tasks.

… and finally, cost calculation for personnel and additional project related costs

Step 5: Cost calculation per task per person

Individual Annual Personnel Costs

Individual Annual Productive Hours

Hourly Rate

Hourly Rate

Hours required for tasks / project

Personnel Costs

Travelling costs

Material costs

Third party costs

Additional costs (model organisms, special devices…)

…

Co-funded by the European Union

Six key aspects to keep in mind when preparing a workplan

Key workplan issues

- Focus on EIT Food Strategic Objectives
- Include measurable outcomes for each WP
- Check available / needed resources
- Specify partner roles for each WP / task
- Clarify timeline and partner deliverables
- Be realistic with your timeline for each WP

Six key aspects to keep in mind when preparing a workplan

Work plan preparation - Example

Main Goal	Main tasks	Activities / sub-tasks / steps
Smart and efficient food production technology	Project management	▪ Overall management ▪ Reporting ▪ Communication to EIT / partners ….
	Hardware	▪ Sensing ▪ Regulation / Control engineering ▪ Dosing system …
	Software	▪ System logics ▪ Design development algorithms ▪ Hardware control systems …
	Workflows	▪ Workflow development ▪ Integration into existing workflows ▪ …
	User testing / survey	▪ Usability testing / user survey ▪ Application testing ▪ Evaluation …
	Commercialisation	▪ Business planning ▪ Commercialisation strategy ▪ User assessment ….

eit Food

Co-funded by the European Union

A Gantt Chart (or similar) is a mandatory document to be provided as part of your application

Example Workplan

Activity Name: Smart and efficient food production technology

Activity Lead: Double Click to edit

Jan 20 | Feb 20 | Mrz 20 | Apr 20 | Mai 20 | Jun 20

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

Task nr	Task Name	Start	Finish	Duration (weeks)
1	Project management, Documentation	01 Jan 2020	31 Dec 2020	52
1.1	Overall project management, reporting, …			
1.2	Internal project management			
1.3	….			
2	Hardware	01 Jan 2020	30 Jun 2020	26
2.1	Cooling system	01 Jan 2020	30 Apr 2020	18
2.2	Regulation / Control engineering	01 Mar 2020	30 Jun 2020	17
2.3	Dosing system	01 Mar 2020	30 Jun 2020	17
2.X	…			
3	Software	01 Feb 2020	30 Jun 2020	21
3.1	System logics	01 Feb 2020	30 Jun 2020	21
3.2	3D design development algorithms (applicatio	01 Feb 2020	30 Jun 2020	21
3.3	Import / Export algorithms	01 Mar 2020	30 Jun 2020	17
3.X	…			
4	Recipies	01 Jan 2020	31 Jul 2020	31
4.1	Recipe development	01 Jan 2020	30 Apr 2020	18
4.2	Shelf-life testing	01 Mar 2020	31 Jul 2020	22
4.X	…			
5	User testing / survey	01 May 2020	30 Sep 2020	21
5.1	Usability testing / user survey	01 May 2020	30 Sep 2020	21
5.2	Recipe testing	01 May 2020	30 Sep 2020	21
5.3	Evaluation / Optimisation	31 Jul 2020	30 Nov 2020	22
5.X	….			

This is a mandatory document, however you can use your own template for a Gantt Chart

eit Food

Co-funded by the European Union

Milestones as control points in your workplan should be easy controllable and only be used to mark significant activity ends

Milestone Definition

- Mark end of a significant phase
- Set points of control
- Fix time point (duration of zero)
- Activity closure description
- Consider as deadlines
- Set reviewer expectations

Co-funded by the European Union

Six key aspects to keep in mind when preparing a workplan

Outputs vs. Deliverables

Outputs	Dissemination plan	Comparative study, market analysis	Education and training modules	Curriculum / Qualification
	Product / Prototype	Client Survey / Testing	E-learning module	Seminars, Workshops, online forums etc.
Deliverables	Dissemination report	Comparative studies, market analysis reports	Syllabi of innovative education and training modules	Described new curricula and qualifications
	Product technical documentation	Results of client's satisfactory survey or testing	E-learning modules manuals and statistics of attendance	Documentation about seminars, workshops, conferences, etc.

A minimum of one and maximum or six deliverables shall be planned per KAVA. Please note that one deliverable must be a dissemination report (containing a publishable executive summary of the dissemination plan).

Achievement of each output needs to be demonstrated by a deliverable. Therefore every output needs to be linked to at least one deliverable

Maximum 6 Outputs must be defined per KAVA. OUT 1 "Communication and Dissemination Plan" is mandatory (linked to DEL 1 "Communication and Dissemination Plan").

Co-funded by the European Union

A structured risk assessment follows four steps to identify and describe relevant risks; risk mitigation is an essential step

Risk assessment approach

1. Risk identification	Define potential risk events and their relationships
2. Risk impact assessment	Assess probabilities and consequences of risk events: likelihood that the risk will occur during the execution of the activity and impact on the activity, its outputs, deliverables and KPIs
3. Risk Prioritisation Analysis	Rank identified risk events from „most to least“ critical by likelihood and impact
4. Risk Mitigation Planning	Identify risk mitigation strategies for medium and/or highly critical risk events. Focus on mitigation: Workarounds / alternative paths

Try not to miss obvious risks to a person skilled in the art. Please be thorough!

eit Food

Co-funded by the European Union

A thorough risk assessment includes both technical and economic risks

Risks Examples

- Construction Phase Risk / Completion Risk
- Operation Phase – Resource / Reserve Risk
- Market – Acceptance / Take off Risk
- Regulatory / Approvals Risk
- Political / Governmental Risk
- Force Majeure Risk

eit Food

Co-funded by the European Union

Six key aspects to keep in mind when preparing a workplan

Mandatory Document: Criticality Map

Field Name	Critical/Core Technology		
Content Type	table		
Help	Please indicate each individual critical/core technology composing the innovative solution.		
Technology	**TRL Level**	**Criticality Level (1/2/3)**	**Please justify the critical/core technology level according to the definition provided.** **a) You mentioned some technologies are critical, why?** **b) You mentioned some technologies are not critical, why?**

Criticality Value	Definition
3	Technology is 'enabling' to the core functionality of the product. No work-around or substitution possible.
2	Technology fulfils a vital role in the product's core functionality. However, a work-around may be possible using substitute technologies that will incur an acceptable penalty.
1	Technology is 'enhancing' to the product's performance, cost, etc. Several alternative technologies exist that could be substituted and incur a minimal penalty.

https://www.eitfood.eu/media/documents/Criticality_Map_%281%29.docx

eit Food

Co-funded by the European Union

The creation of a business model canvas in mandatory for this call. See Commercialisation and Financial Sustainability webinar

Mandatory Document: Business Model Canvas

Technology Solutions

These describe the most important technologies for the functioning of the business model.

Customer needs

The understanding of the customer needs is an essential component for the success of the business model. What is the problem you are trying to solve? For which Customer Segment?

Key Partnerships

The Key Partnerships Building Block describes the network of suppliers and partners that make the business model work.
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Key Activities

The Key Activities Building Block describes the most important things a company must do to make its business model work.

Key Resources

The Key Resources Building Block describes the most important assets required to make a business model work.

Value Proposition

The Value Propositions Building Block describes the bundle of products and services that create value for a specific Customer Segment.
What value do we deliver to the customer and to the wider pan-European economy? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? What bundle of products and services are we offering to each Customer Segment?

Customer Relationships

The Customer Relationships Building Block describes the types of relationships a company establishes with specific Customer Segments

Channels

The Channels Building Block describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition

Customer Segments

The Customer Segments Building Block defines the different groups of people or organizations an enterprise aims to reach and serve.
For whom are we creating value? Who are our most important customers?

Cost Structure

The Cost Structure describes all costs incurred to operate a business model.
What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

Revenue Streams

The Revenue Streams Building Block represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings).

eit Food

https://www.eitfood.eu/projects/eit-food-call-for-proposals-2022#tab4

https://www.eitfood.eu/media/documents/Call_2022_Business_Model_Canvas_template_%281%29.pptx

Co-funded by the European Union

A potential business model canvas for the smart and efficient food production technology presented before

Example: Business Model Canvas

Technology Solutions

Smart and efficient food production technology

Customer needs

reduce the use and risk of chemical pesticides, the use of fertilisers

Key Partnerships

Irrigation system suppliers and system integrators

Key Activities

Sales and engagement in association

Value Proposition

Deliver sustainable food production at affordable price

Customer Relationships

Key account manager + dedicated CCSO

Customer Segments

Large farming associations
Hydroponics users

Key Resources

Strong brand
Own salesforce
Partnerships

Channels

Own sales force wholesale

Cost Structure

Hardware costs
Personnel
Marketing costs

Revenue Streams

Subscription model for smaller clients
Pay per use

We recommend you to check existing resources before filling the mandatory Commercialisation Template for your project

Mandatory Document: Commercialisation Template


EIT Food is supported by the EIT
a body of the European Union

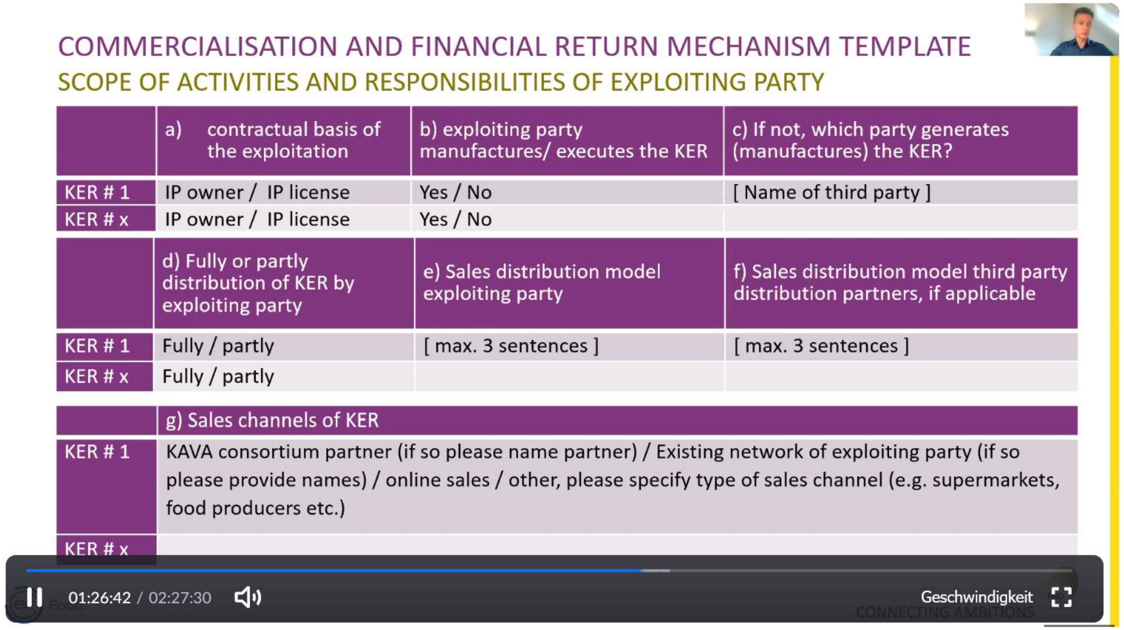
2022 Innovation Call for Proposals

Commercialisation and Financial Return Mechanism Template

EIT Food
07 October 2021

Co-funded by the European Union

Document


COMMERCIALISATION AND FINANCIAL RETURN MECHANISM TEMPLATE

SCOPE OF ACTIVITIES AND RESPONSIBILITIES OF EXPLOITING PARTY

	a) contractual basis of the exploitation	b) exploiting party manufactures/ executes the KER	c) If not, which party generates (manufactures) the KER?
KER # 1	IP owner / IP license	Yes / No	[Name of third party]
KER # x	IP owner / IP license	Yes / No	

	d) Fully or partly distribution of KER by exploiting party	e) Sales distribution model exploiting party	f) Sales distribution model third party distribution partners, if applicable
KER # 1	Fully / partly	[max. 3 sentences]	[max. 3 sentences]
KER # x	Fully / partly		

	g) Sales channels of KER
KER # 1	KAVA consortium partner (if so please name partner) / Existing network of exploiting party (if so please provide names) / online sales / other, please specify type of sales channel (e.g. supermarkets, food producers etc.)
KER # x	

Webinar

https://www.eitfood.eu/projects/eit-food-call-for-proposals-2022#tab4

https://www.eitfood.eu/media/documents/Commercialisation_and_Financial_Return_Mechanism_%281%29.docx

Additional Resources

Co-funded by the European Union

Call page on EIT Food Website

- All call related information (guidelines, proposal template, webinar slides and videos, etc.) will be published on https://www.eitfood.eu/projects/eit-food-call-for-proposals-2022

EIT Food Open Call 2022

EIT Food's vision is a world where everybody can access and enjoy sustainable, safe, and healthy food – with trust and fairness from farm to fork. The intention of this Call for Proposals is to maximise the societal, economic and environmental impact of innovative ideas and consortia within the scope of EIT Food's Impact Framework, as described in our Strategic Agenda 2021-27.

EIT Food's Impact Framework targets four primary Impact Goals for food system change:

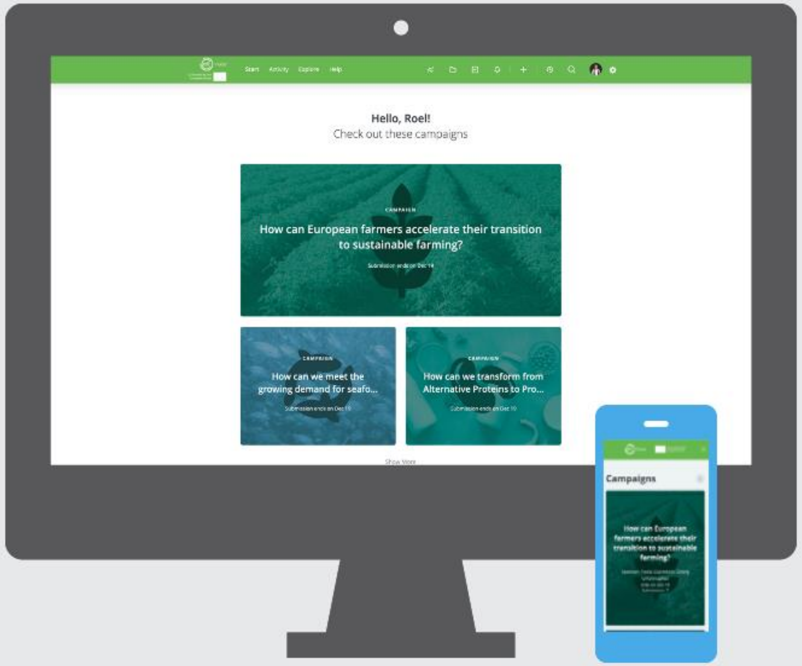
1. Improvement in conditions for enhanced public trust in the food system
2. Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known dietary factors

eit Food

Co-funded by the European Union

EIT Food Open Innovation Platform (HYPE) training

- Online partner collaboration platform to create consortia around ideas
- Webinar with technical instructions for desktop and mobile usage
- 18 November 2021 from 10.30am to 12.00noon (CET)
- Register HERE



Save the date: Trainings & Webinars

Training: Hype Open Innovation Platform

- 18 November 2021, 10:30-12:00 Register Here

Matchmaking: Meet future partners online

- 25 November 2021, Pre-event 8:45-9:45 Register Here
- 25 November 2021, Main Event 10:00-16:00 Register Here

Training: How to write a good proposal

- 3 December 2021 9:00-17:00 Register Here
- 14 December 2021 9:00-17:00 Register Here

Training: Financial Return Mechanism and Commercialization Strategy

- 24 November 2021 9:00-13:00 Register Here
- 15 December 2021 9:00-13:00 Register Here

eit Food

Co-funded by the European Union

30 minute Break – Block 2 follows at 11:00 am

Co-funded by the European Union

eit Food

Co-funded by the European Union

Improving food together

eitfood.eu