How to provide a successful Xecs proposal
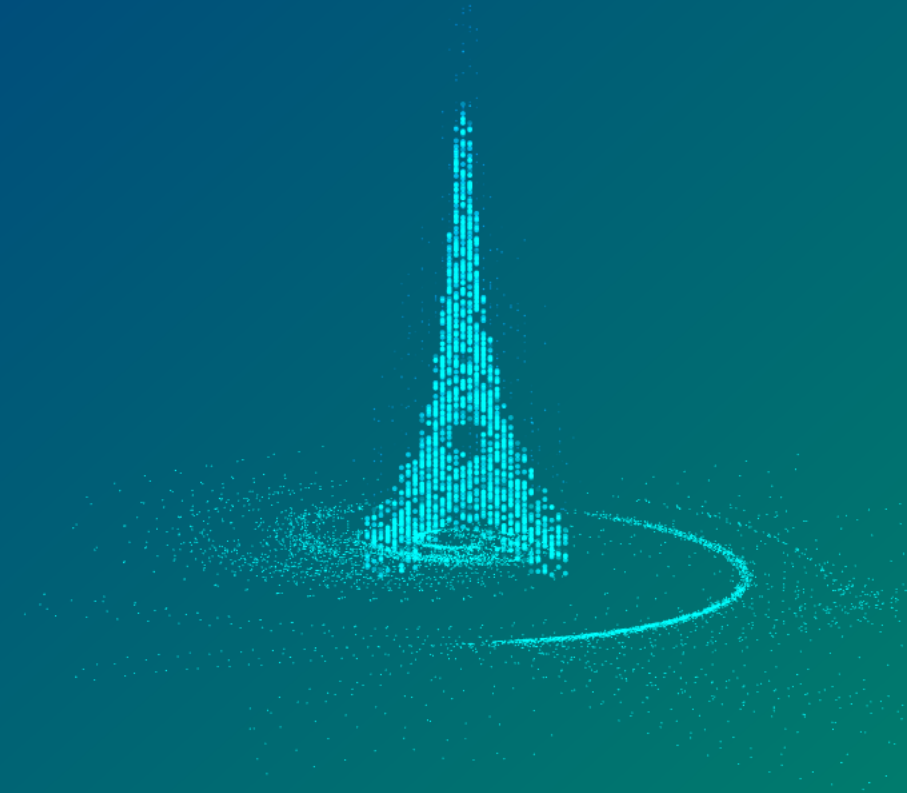
The Technical Expert's point-of-view

Brokerage Event for the Xecs Call 3

Xecs Σ

Σ eureka

25 September 2023

Technical Experts' viewpoint

- **The Xecs Technical Expert Group evaluates both the PO and the FPP**
- **The national Public Authorities will also evaluate the PO and the FPP**

- **Technical Experts will focus on the impact, quality and viability of the Xecs project as a whole**
  - Extending the State-of-the-Art
  - Clear goals and objectives
  - Complementary and appropriate consortium
  - Stretch, but viable, targets reached through a well organised project
  - Relevant to the Xecs programme targets (ECS SRIA)
- **National reviews will focus on National impact in the context of the trans-national Xecs project**
  - Fulfilling National funding body criteria
  - Matching National RD&I focus areas
  - To be addressed by the partners in each country
  - Clear impact-in-return for national support given

What makes a strong proposition?
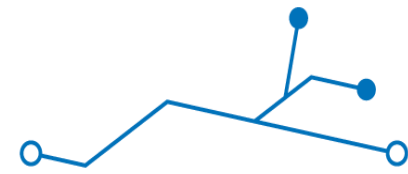
General wisdom

Any strong proposition addresses the following items:

- Context: *what are we talking about?*
- Rationale: *why is it important?*
- Problem: *what goes wrong: where is the <u>pain</u>?*
- Issues: *why is it not obvious to solve?*
- Solution: *how to address it?*
- Impact: *where is the <u>gain</u>?*
- Exploitation: *how to bring the solution to those who had the problem*

Proposal jargon:

- Context
- Rationale
- Problem
- Objective
- Implementation
- Impact
  - Economic impact
  - Societal impact
- Exploitation
- Dissemination
- Standardisation

Overall PO evaluation

Evaluation along 3 axes :
- **Technical quality**
- **Potential towards FPP**
- **Public Authorities**

Ensure to take the recommendations towards FPP submission into account

Evaluation summary
Conclusions

Plus	
Minus	

Recommendations for Full Project Proposal or New Submission

Mandatory	
Recommended	

Project overview

- The first page is crucial, it triggers attention (or not)
- It creates first bias (enthusiastic or critical)
- First page must be consistent with rest of proposal (do check)

Project overview
Rationale of the project

One-page description

Problem statement and market value chain — Good: Expected quality

Project innovations and technology value chain — Good: Expected quality

Writing quality

Readability — Good: Expected quality

Focus and conciseness — Good: Expected quality

- Not a romantic novel, but a thriller eager to read to the end
- Not an opera, but a condensed rock song with impact

- What problems & challenges to solve
- Market Value Chain: from idea to business (actors, plans)
- Technical Value Chain: Functions & building blocks – roles of partners

General:
- No typos, please
- Structured bullet points i.s.o. full text
- Please, instead of 1000 more words, provide a clear picture/diagram
- Point to gain with "focus and conciseness"

Impact

- **Is there a good story or a business case behind it?**
- **Is it worth to spend xx k€ to facilitate this development?**
- **Would it not happen anyhow?**

- Type of market
- Current and expected business volume
- Main competitors

- Expected volume addressed by the project
- Customers

Targeted impact

Market analysis	Good: Expected quality	
Consortium market access	Good: Expected quality	
Partner market access	Good: Expected quality	
Impact of the project on the overall goals of PENTA and/or EURIPIDES	Good: Expected quality	

- Market position of the participants

- Relevance
- Capabilities
- Employment

Technology

- **The core of the project!**
- **Is there a good story for the technology behind?**
- **is it worth to spend … k€ to facilitate this development**
- **what do we get out of the project and is it not yet available?**

- *Setting the scene: technology, applications*

- *What is the plan?*
- *Which kind of innovations*
- *Is the state-of-the-art well understood?*

Technology

	Good/Expected	
State-of-the-Art analysis	Good: Expected quality	
Proposed technical innovation and novelty in relation to the SotA	Good: Expected quality	
Expected project outputs	Good: Expected quality	
Quantified objectives and quantification criteria	Good: Expected quality	

- *What do we get out of the project?*

- *Numbers: today → after the project choose you key parameter (things like power efficiency, cost, size, …)*
- *Not only %, but also a baseline and a measurement method*

Consortium

- What are the business benefits by acting together?
- Or are some partners acting individually?
- What is the business motivation to perform this research together?
- Kind of other words for the market impact

Consortium overview		
Cooperation added value: business level	Good: Expected quality	
Cooperation added value: technology level	Good: Expected quality	

- Is it a true consortium, or are there partners acting individually?
- What is the technical motivation to perform the research together?
- Kind of other words for the innovation

Partner description

Partner contribution		
Partner contributions and strategic importance of the project	Good: Expected quality	

- This should be clear from the earlier chapters before, but is the last part of the (elevator) pitch

Conclusion

To summarize

Don't _tell_ about your innovation, but _sell_ it

Don't sell the _gain_ if there is no _pain_ (felt)

Stick to the template and address all aspects (in then right place)

Be concise and to-the-point

Take PO recommendations into account for the FPP

Do it well, or not at all

Funding is a fun thing ☺

Thank you

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