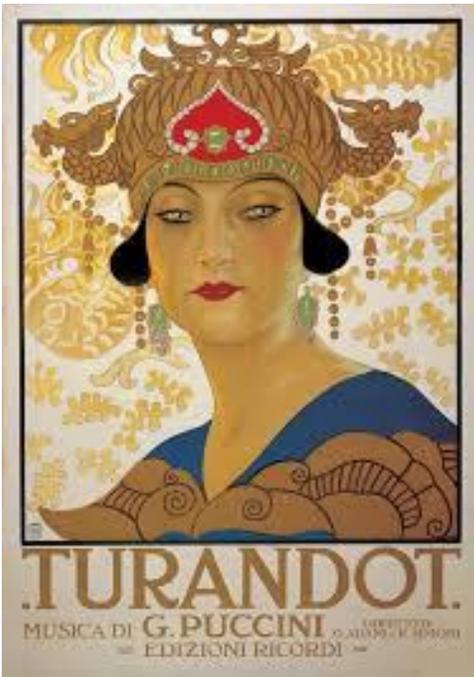


[Luciano Pavarotti - Nessun Dorma! \(Official Live Performance Video\) \(youtube.com\)](#)



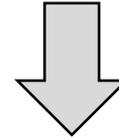
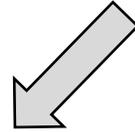
NESSUN DORMA

from *TURANDOT*

Giacomo Puccini
(1858-1924)

Adagio *p*

Nes-sun dor - ma! nes-sun dor - ma!



29 *cresc. molto* *poco allarg.*

rò! Vin-ce - rò! Vin-ce - rò!

a tempo *affret.* *rall.* *a tempo*



World Championship
Football
1990



Olympic
Wintergames
2006



How to Prepare a Successful Application?

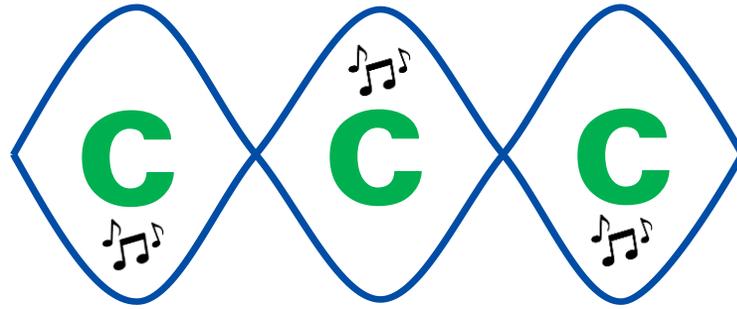
Patrick Pype

Director Strategic Partnerships
Chair XECS Technical Expert Group

XECS Matchmaking Event
Hamburg, 15 October 2024

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Summary



	BEFORE	DURING
COMPOSE	Make Elevator Pitch	Be Smart(er)
CHECK	Read Background Material	Review & Iterate
COMMUNICATE	Talk and LISTEN to Stakeholders	



Think, Brainstorm & Evolve

Write & Refine continuously

SUBMIT



The Stage Before – COMPOSE

	BEFORE	DURING
COMPOSE	<i>Make Elevator Pitch</i>	Be Smart(er)
CHECK	Read background material	Review & Iterate
COMMUNICATE	Talk and LISTEN	to Stakeholders

Invent the Key Messages → Attract full Attention of the Evaluators by being really Persuasive

Define clearly the **Problem** + the Envisioned **Solution**

Be **Comprehensive** → Follow the KISS strategy & Omit non-relevant Parts

↳ Keep It Simple & Stupid



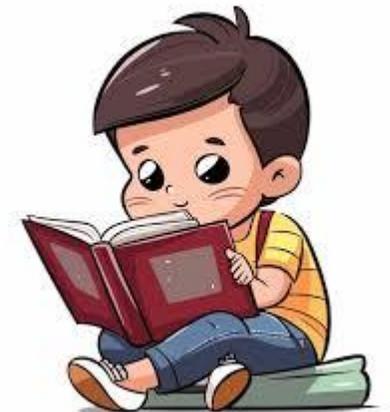
The Stage Before - CHECK

	BEFORE	DURING
COMPOSE	Make Elements Right	Be Smart(er)
CHECK	<i>Read Background Material</i>	
COMMUNICATE	TALK and LISTEN TO Stakeholders	& Iterate

Read the Call Text (e.g. SRIA) → EU and National level

Look Carefully at **Eligibility & Evaluation Criteria** → Ensure to be **Compliant** with all of them

Make Planning for Writing Phase → Who / When / How + F2F & Virtual Meetings



- Your project idea must represent international cooperation in the form of a specific project.
- Your project is industry-driven, technically innovative and application-oriented.
- Your consortium must include at least two independent legal entities from two Eureka countries, covering at least an essential section of the complete electronic components and systems value chain. **We recommend involving partners from at least three countries.**
- The project must **involve at least 35 person years.**
- Your project must be directed at researching or developing an innovative product, process or service
- Your project must have a civilian purpose.
- The project should be well balanced between the partners.

Rationale of the Project

- One Page Description
- Problem Statement and Market Value Chain
- Project Innovations and Technology Value Chain

Targeted Impact

- Market Analysis
- Consortium Market Access
- Partner Market Access
- Contribution to Sustainability

Technology

- State-of-the-Art (SotA) analysis
- Summary of Technical Innovation & Novelty in Relation to SotA
- Expected Project Outputs
- Summary of Project Objectives (measurable)

Consortium Overview

- Cooperation Added Value: Business Level
- Cooperation Added Value: Technology Level

Realisation

- Project Structure
- Main Milestones
- Work Package Descriptions
- Deliverables
- Contributions

Writing Quality

- Readability
- Focus and Conciseness

The Stage Before - COMMUNICATE

	BEFORE	DURING
COMPOSE	Make Elevator Pitch	Be Smart(er)
CHECK	Read Background Material	Review & Iterate
COMMUNICATE	<i>Talk & Listen</i>	Stakeholders

Talk to Potential Consortium Partners → Check their **Competence** and Identify Role in the Project

Contact your National Public Authorities, convince & **LISTEN!**

Contact the XECS Office for any Question you might have



Proposal Writing – COMPOSE

	BEFORE	DURING
COMPOSE	Make Elevator Pitch	<i>Be Smart(er)</i>
CHECK	Read Background Material	REVIEW & ITERATE
COMMUNICATE	Talk and LISTEN to Stakeholders	

Focus on the Executive Summary → Pay Attention to **the first 10 lines...**

Explain clearly what the Project contributes wrt the Evaluation Criteria → Use **Quantitative Data**

Generate SMART Deliverables and Attractive Demonstrators → Ensure **Comprehensive** Outcome

↳ Specific – Measurable – Achievable – Realistic – Timely

Use Realistic & Balanced Efforts & Budgets



Some Examples

We will develop a new device which is more performant and consumes less power than what exists on the market today

Deliverable:
New version of company Z's simulation tool

We will develop a new device which is 2 times more performant (2 GHz iso 1 GHZ) and consumes 50% less power (2 Watt iso 3 Watt) compared to the previous version of company Y's device SXY27.

Deliverable:
New version of company Z's simulation tool with the following new features: 64-bit support, new more intuitive user interface and ability to change dynamically parameter values.

Proposal Writing – CHECK

	BEFORE	DURING
COMPOSE	Make Elevator Pitch	Be Smart(er)
CHECK	Read Background Material	<i>Review & Iterate</i>
COMMUNICATE	Talk and LISTEN to Stakeholders	

Check **Inconsistencies** between Sections → Review by Non-Contributors

↳ *Some Examples:*

- *Quantitative data in objectives versus deliverables*
- *Contribution to WP with no effort or vice versa – effort with no contribution*
- *Budget for silicon, but no deliverable with silicon*

Be **Compliant** with Call Text and Eligibility / Evaluation Criteria

Give clear Answer to Concerns from Evaluators after PO-stage



Proposal Writing – COMMUNICATE

	BEFORE	DURING
COMPOSE	Make Elevator Pitch	Be Smart(er)
CHECK	Read Background Material	Review & Revise
COMMUNICATE	Talk and LISTEN to Stakehol	<i>Talk & Listen</i>

Present the Project Story in a **Competent** way to an Audience and Get their Feedback

Contact your National Public Authorities & **LISTEN!**

Contact the XECS Office for any Question you might have



Some more Tips & Tricks

Put yourself in the shoes of an Evaluator



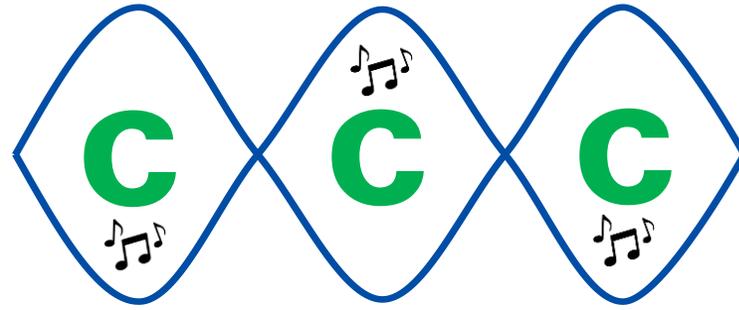
Know your Audience

Keep REAding and LISTening before submission

Iterate Continuously: Use TELCO and be REA-LIST

Think – Elaborate – Listen – Check – Omit

Conclusion



COMPOSE



COMPREHENSIVE

CHECK



COMPLIANT

COMMUNICATE



COMPETENT

STRICTLY FOLLOW THE 6-C STRATEGY

Thank You !

