

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



NESSUN DORMA

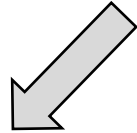
from *TURANDOT*

Giacomo Puccini
(1858-1924)

Adagio *p*

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

pp



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?

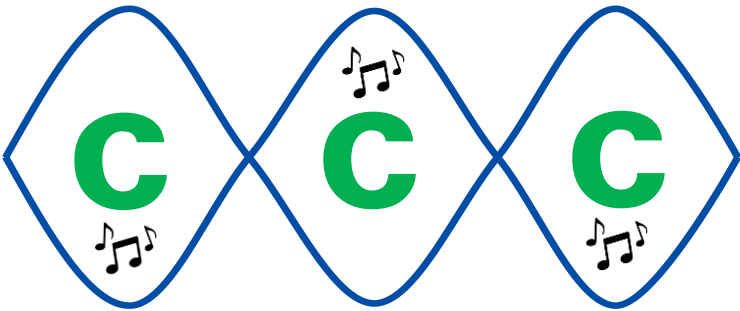
Patrick Pype

Director Strategic Partnerships
Chair XECS Technical Expert Group

XECS Matchmaking Event
Hamburg, 15 October 2024

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Summary



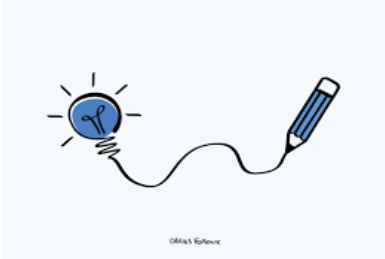
BEFORE		DURING
COMPOSE	Make Elevator Pitch	Be Smart(er)
CHECK	Read Background Material	Review & Iterate
COMMUNICATE	Talk and LISTEN to Stakeholders	



Think, Brainstorm & Evolve

Write & Refine continuously

SUBMIT



The Stage Before – COMPOSE

	BEFORE	DURING
COMPOSE	<i>Make Elevator Pitch</i>	
CHECK	Read Background Material	Be Smart(er) 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 Eligibility Pitch	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> REVIEW & REPEAT
CHECK	Read Background Material	
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	Review & Iterate
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 & Iterate
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

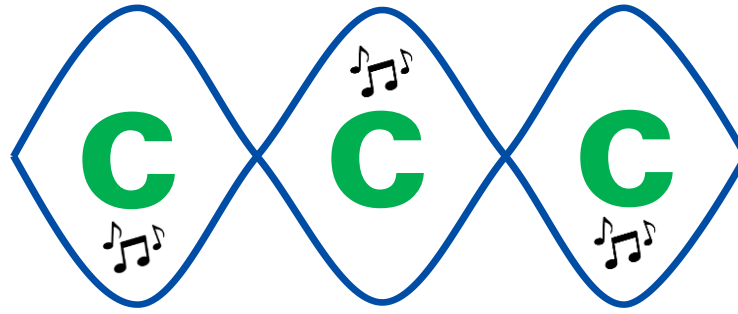


Keep REAding and LISTening before submission

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 !

