

https://www.youtube.com/watch?v=Pi1nTz3nITc&list=PLVhAW2xBDBKaelQdqix_HkkURrZJnJQb9&index=2



How to prepare a successful application?

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Director Strategic Partnerships

XECS Matchmaking Event
Riga, 9 October 2025

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NESSUN DORMA

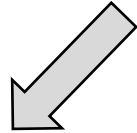
from *TURANDOT*

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

From 1 to 3 tenors... a balancing act.... also to be applied in composing new projects...

PASSION

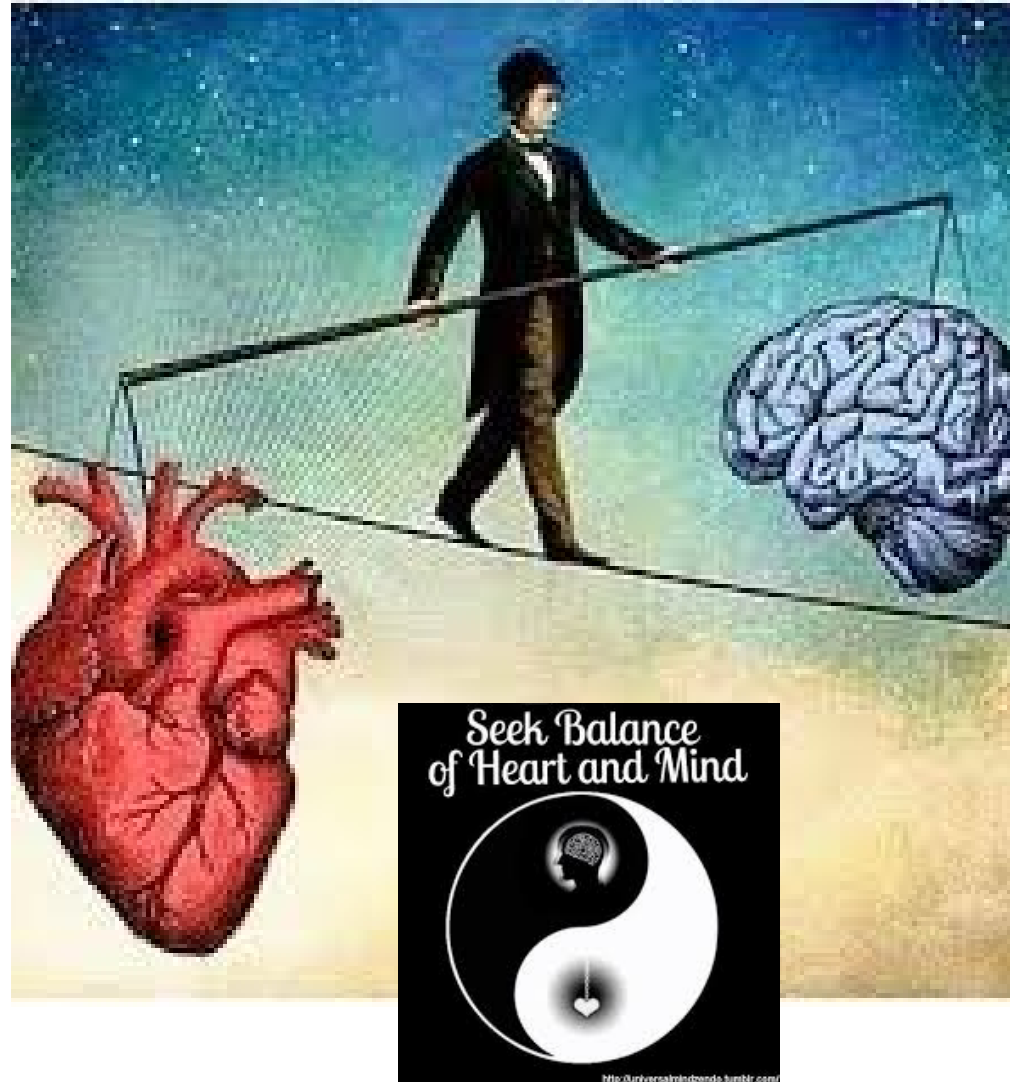
INTUITION

PEOPLE

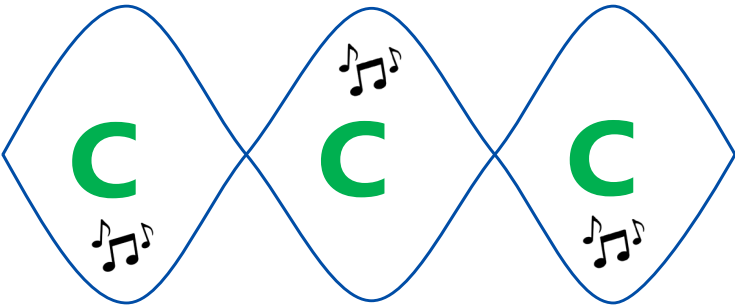
AMBITION

KNOWLEDGE

RESULTS



Summary



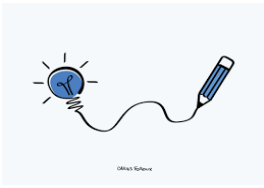
BEFORE PROPOSAL WRITING		DURING PROPOSAL WRITING
COMPOSE	Make Elevator Pitch	Be Smart(er)
CHECK	Read Background Material	Review & Iterate
COMMUNICATE	Talk and LISTEN to Stakeholders	



Think, Brainstorm & Evolve

Write & Refine continuously

**SUBMIT
On - Time!**



The Stage Before - COMPOSE

	BEFORE PROPOSAL WRITING	DURING PROPOSAL WRITING
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Invent the Key Messages → Attract full **Attention** of the Evaluators by being really **Persuasive**

Clearly Explain **Problem** + Envisioned **Solution**

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

 **Keep It Simple & Stupid**

The Stage Before - CHECK

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Read the **Call Text** (e.g. SRIA) → both at EU as well as 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

Work Description

Project Structure
Main Milestones
Work Package Descriptions
Deliverables
Contributions

Writing Quality

Readability
Focus and Conciseness

The Stage Before - COMMUNICATE

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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

During Proposal Writing - COMPOSE

	BEFORE PROPOSAL WRITING	DURING PROPOSAL WRITING
COMPOSE	Make Elevator Pitch	Be Smart(er)
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Focus on the Executive Summary → Pay Attention to **the first 10 lines...**

Clearly Explain what the Project contributes in the Evaluation Criteria
→ Use **Quantitative Data** and define a **Baseline**

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

 **Specific – Measurable – Achievable – Realistic – Timely**

Use Realistic & Balanced Efforts & Budgets

During Proposal Writing - CHECK

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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*
- *Description of expected results which are not visible in the workplan*

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

Give clear **Answers** to Remarks & Concerns from Evaluators after PO-stage

During Proposal Writing - COMMUNICATE

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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 Examples of how to (not) do it...

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 (1.5 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.

Some more Tips & Tricks

Put yourself in the shoes of an Evaluator

Know your Audience

Iterate Continuously: Use TELCO and be REA - LIST

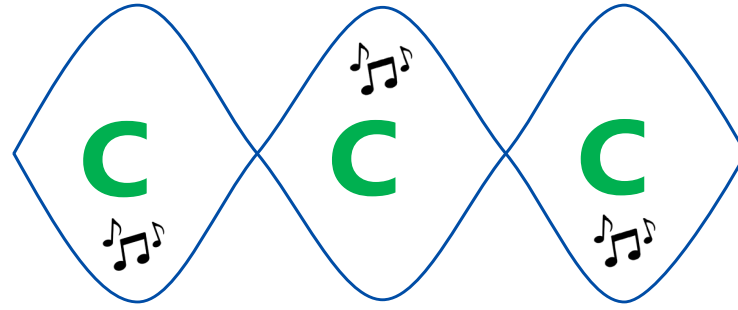


Keep **REA**d and **LIST**en before submission



Think – **E**laborate – Listen – **C**heck – **O**mit

Conclusion



COMPOSE



COMPREHENSIVE

CHECK



COMPLIANT

COMMUNICATE



COMPETENT

STRICTLY FOLLOW THE 6C STRATEGY

Thank You !

