

Roadmap of a successful Eurostars Project
Proposal

Başarılı bir Eurostar proje başvuru
için yol haritası

How to prepare a good Eurostars application

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EUROSTARS-2 IEP CHAIRMAN, 17 NOVEMBER 2014, BRUSSELS; 11 FEBRUARY 2015, ISTANBUL, EUROSTARS
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Gerçek sonuçlar

Real results from a recent cut-off

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Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	6	5	5
	6	6	4
	6	5	6

Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	4	5	4
	6	6	6
	5	3	6

Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	6	6	5
	6	6	6
	5	5	5

Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	6	5	4
	5	4	3
	5	4	5

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	6	5	5
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Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
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	5	5	5
	5	5	5

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	5	5	4
	6	6	6

Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	4	3	5
	5	5	5
	5	5	5

Competitive Product and presence in the market very important

Gerçek sonuçlar

Real results from a recent cut-off

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Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	4	4	5
	5	5	5
	5	4	4

Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	4	5	4
	5	5	4
	3	5	5

Expert ID number	Basic Assessment	Market and Commercialization	Innovation and R&D
	5	5	6
	6	6	6
	6	6	5

Number 1 in the cut-off

Chance of success: $70/300 = 23\%$

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- ▶ Şansınız çok yüksek / You have a big chance
- ▶ Number of accepted projects for evaluation: 300
- ▶ Number of projects passing the first evaluation: 225
- ▶ Number of projects passing the final evaluation: 150
- ▶ Number of projects funded: 70-100



Funding

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- ▶ Firmanız ve proje ortaklarınız güçlü olmalı / Your company and partners must be strong financially
- ▶ Ortak firma ülkesini iyi seçmeli / Partner country selection is crucial



Eurostars2: try to cooperate with No.1's SME's (and institutions) in their respective countries:

- ▶ Proje ortakları arasında sinerji aranmaktadır /Synergy is a must among partners

Simple



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Basic Assessment - Quality and efficiency of the implementation

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- ▶ Ar-Ge deneyimli KOBI projeyi yönetmelidir /Experienced SME must lead



Basic Assessment - Quality and efficiency of the implementation -2

- ▶ Hayır: bir firma değer üretiyor diğerleri pazarlıyor / **NO: one company produce knowledge other market it**



Basic Assessment - Quality and efficiency of the implementation-3

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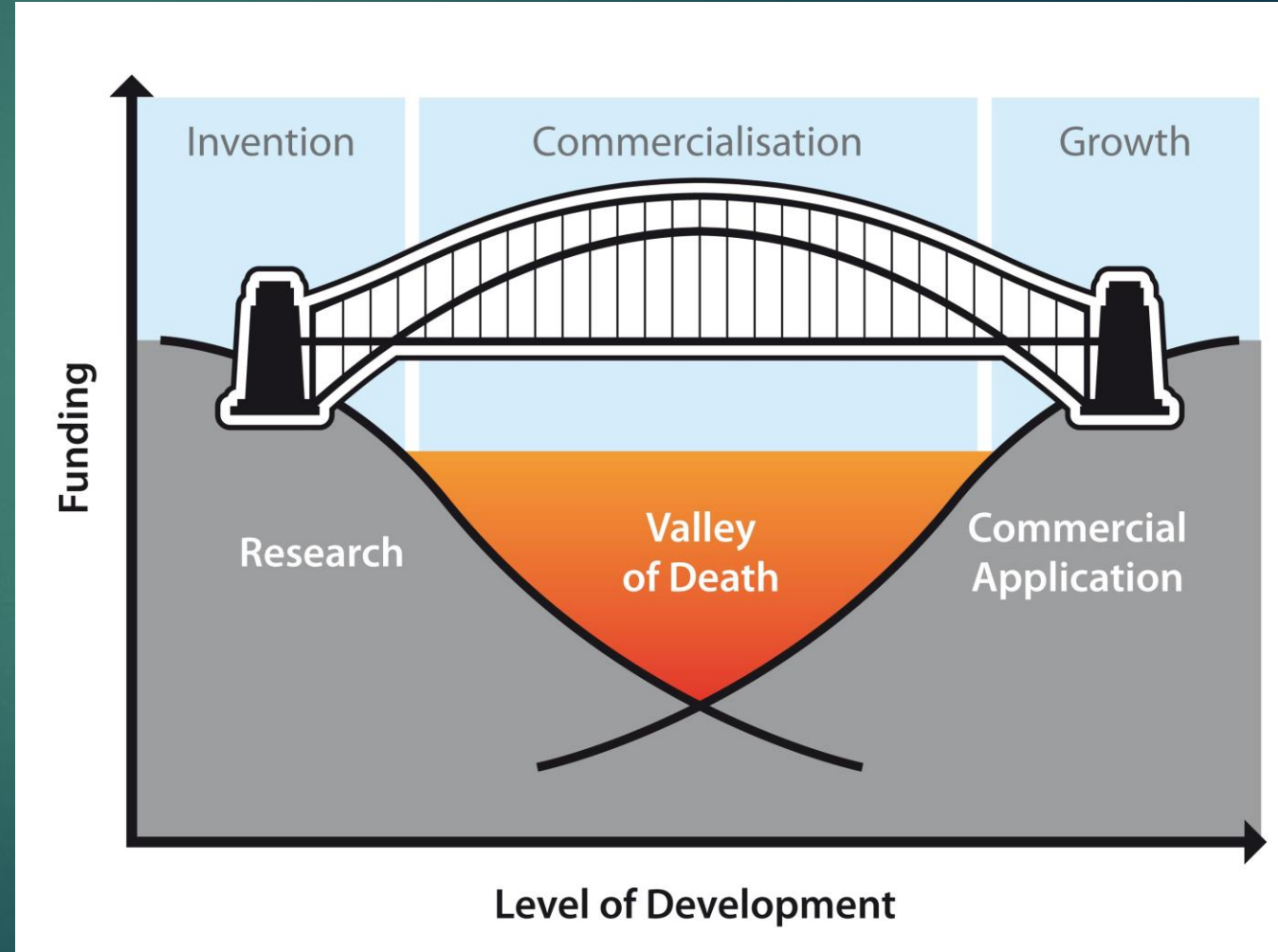
- Şeffaf hedefler-zorluklar ve onları aşma yolu / Clearly set goals – Difficulties and how to overcome them



Product development level must be already mature at time of application

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- Pazara çıkış süresi çok kritik ve inandırıcı olmalı
/ Commercialisation plan must be realistic



Technology and Innovation -1

Excellence

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- Teknolojik altyapı
yeni ve korunmuş
olmalı /

Technological
background
innovative and
well protected



Technology and Innovation – Excellence -2

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- ▶ Rakip teknolojileri ve hali hazır teknolojik üstünlüğü iyi anlatın /
Well described technological competition and present innovation



Market and Commercialization – Impact

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- ▶ En önemlisi pazara ürünün pazara çıkışı ve inandırıcı Pazar payı / Most important is time to market and realistic market share
- ▶ Rakiplerinizin güçlü ise görmezden gelmeyin / Do not overlook strong competition

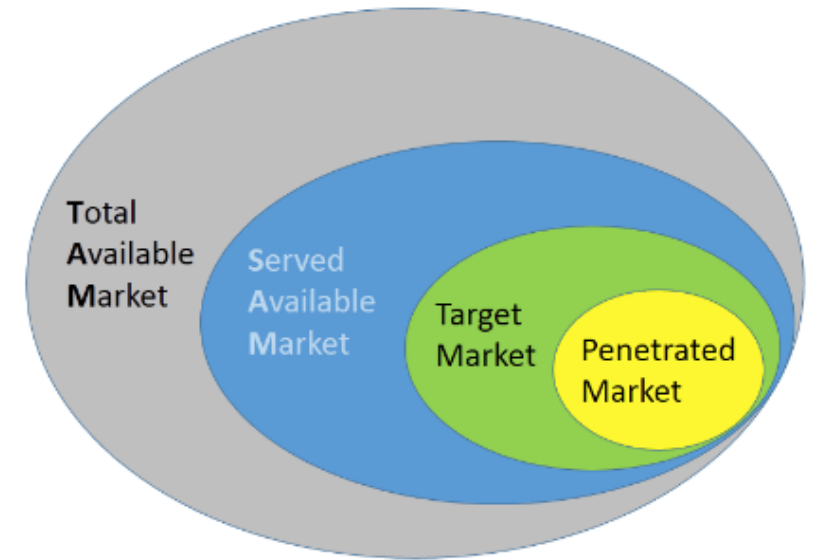
Total Available Market, Served Available Market, Target Market, Penetrated Market

TAM = how big is the universe

SAM = how many can I reach with my sales channel

Target Market = who will be the most likely buyers

Penetrated Market = your existing user base



Ümitsizlik yok / Never give up

