



**SELSUSTAINED CROSS-BORDER CUSTOMIZED
CYBERPHYSICAL SYSTEM EXPERIMENTS
FOR CAPACITY BUILDING AMONG EUROPEAN STAKEHOLDERS**

How to Write a Coherent CTTE Proposal?

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Co-funded by the Horizon 2020 programme
of the European Union

DT-ICT-01-2019
Smart Anything Everywhere Area 2

www.smart4all-project.eu
Grant Agreement: 872614



SMART4ALL CTTE Calls

- **What is this presentation about:**

- What ideas are we looking for?
- How to write a “coherent” a.k.a. successful proposal

- **What is this presentation NOT about:**

- Administrative data/issues
- Geographic representation of partners
- Everything that is mentioned on the GfA



What is a PAE?

- **PAE** → technology transfer between academia ↔ industry and industry ↔ industry
 - Can be considered as a pre-seed funding
- **Golden example:**
 - A University Laboratory developed a technique/process/method, but University don't know how to commercialize it
 - This technology is useful for an SME to enhance its products or internal process
- **A business scenario must be there backed up with a market case i.e., through this PAE the company must move one step forward**
- **This PAE idea must not be trivial**
 - Counter example: an SME does not have the budget to buy a code versioning tool, so the target of the PAE is to build one



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What is a PAE?



- The technology transfer must be:
 - a **new product or extra features enabled to an existing product**
 - Reduction in power or energy consumption in % per device in % factor per device reduction in power or energy consumption → Good PAE if the power reduction can enable **new features** (new applications) or **open new market verticals**
 - **Engineering/manufacturing processes improved**
 - **Cost savings** in product engineering/manufacturing

Be precise!!!
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A Good Consortium

- (1) Technology Producer
 - (2) Technology Receiver
 - (3) Productization partner
-
- (2) & (3) can be the same partner
 - We can have two (1)
 - In a (1)-(2)-(3) scenario, (2) or (3) can be a platform (SW or HW) provider
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- **Important:** write in the proposal the role of each partner in one, concrete sentence



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Main Sections of a Proposal

- Tagline (your project in one sentence)
- Brief Description (**What are the benefits for all organizations?**)
- Select the vertical your project is addressing
 - Digitized Transport, Digitized Agriculture, Digitized Environment, Digitized Anything
- Excellence
- Impact
 - Market opportunity
 - Competition
 - Commercial Strategy and Scalability
- Implementation
 - Work Plan
 - Team
 - Resources



It is all about coherency

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It is all about coherency

- **From academia:** A lab is performing research on X topic → To which types of companies this X will be useful and how? → Try to identify these companies and start the brainstorming meetings
- **From industry:** An SME has a specific technology that cannot be commercialized by this company → Try to move this tech to other companies that can commercialize it
 - An academic partner can improve this technology or adapt it to other market segments by adding new features
- **In the proposal:** Mention why this technology can offer an added value to the productization partner → Try to be precise
- SMART4ALL offers the **Marketplace** service → technology offers and requests

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- Requested in the proposal
 - Experiment description
 - Differential advantages and enhanced value this PAE offers → **technology**
 - Innovation level description
 - Novelty → What this **technology** can offer at product level?
 - Soundness of the approach
 - Soundness means
 - Requirements of the industry define the requirements of this **technology**
 - **Demonstration** in field or in the lab is important
 - TRL before and after (TRL 5 → 7)
 - **Finally: how the participating organizations will interact to achieve a successful outcome**



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Indicative KPIs for Excellence

- **New products or enhanced features to a new product**
- **Patent applications**
- **Licenses**
- **Contributions to standard**
- **New open source software packages released**
- **Scientific publications**
- **TRL elevation**



Impact means ...



- **Resulting added value for the industry partner and customers**
- **Benefits of the collaboration**
 - How the **competitiveness of the industry partners** will be improved (for each Industrial Partner)?
- **Market opportunity**
 - Define the Target Market and its size. **Be precise:** if you add a new network protocol to an agriculture device **DO NOT** analyze the whole agriculture market
- **Competition**
 - PAE technology is included in other products/services?
- **Commercial Strategy and Scalability**
 - Pricing model and **projected revenues** after the end of project, in 3 years, in 10 years

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Indicative KPIs for Impact

- **New jobs generated**
- **Products improved**
- **Processes improved**
- **Potential users/customers**
- **Investor pitches**
- **Revenue increase**
- **Operating costs**
- **Start-ups founded or in foundation**
- **Venture Capital granted**



Implementation



- **Three main parts**

- **Work Plan**

- Full coherent with the Excellence part → Every ***word*** mentioned in the excellence part must be **justified** in the workplan
 - **Breakdown** into workpackages, tasks, deliverables, and responsibilities
 - Do not forget to add market and business related activities (if it necessary)

- **Team**

- How the **work is divided among the team members**
 - Does the team have complementary expertise ?

- **Resources**

- Costs (in PMs) for every partner, for every workpackage, and task



- **Proposals will be prioritized if**
 - The consortium includes at least **one member from one of the SEE countries**
 - **COVID-19**
 - **Does your proposal address current and future problems stemming from the COVID-19?**
 - **Social Sensitive Groups**
 - **Does your proposal address special needs of a particular social sensitive group?**



SUBMIT

NOW