



ინტერსექტორული თანამშრომლობის შესაძლებლობების
მხარდაჭერა კვლევასა და ინდუსტრიას შორის

SUPPORTING INTER-SECTORAL COLLABORATION POSSIBILITIES
BETWEEN RESEARCH AND INDUSTRY

These slides had been produced with the assistance of the European Union. Its contents are the sole responsibility of the project partners and do not necessarily reflect the views of the European Union.



Angelo Nuzzo | Ylva Huber, FFG

TIPS FOR PITCHING

09.02.2023

THE MOST IMPORTANT THING TO LEARN

Tell immediately, in one short, catchy sentence,

what you do

for what problem/person/purpose

- It is all about the WHAT and WHY, problems to solve/address, before the HOW (technological details)
- Be direct
- Be short
- Be clear

TIPS FOR SLIDES

- Make proper use of diagrams and graphics
- Check the content (i.e. don't miss unit of measures in graphs, make table readable)
- Use proper contrast: slides have to be informative, not just nice looking pictures
- They should help you delivering the message: remove if they contain too much details (requiring more time for explanation), remove what seems nice to show but blocks the logical flow of discussion
- Avoid overloading the slides with information – the counterpart should listen to you rather than read the slides

TIPS FOR PRESENTING

- Tell in the first sentence **what you do, what problem you can solve** – not what technology you have!
- It may be better to focus on 1-2 particularly important objectives and/or examples instead of trying to get across too many messages during the presentation.
- Take particular care with the first and the last sentence (for a captivating start and a lasting impression of your final statement)
- Orchestrate the pitch with both voice and language, fit your voice to what you say,- use

the right body language

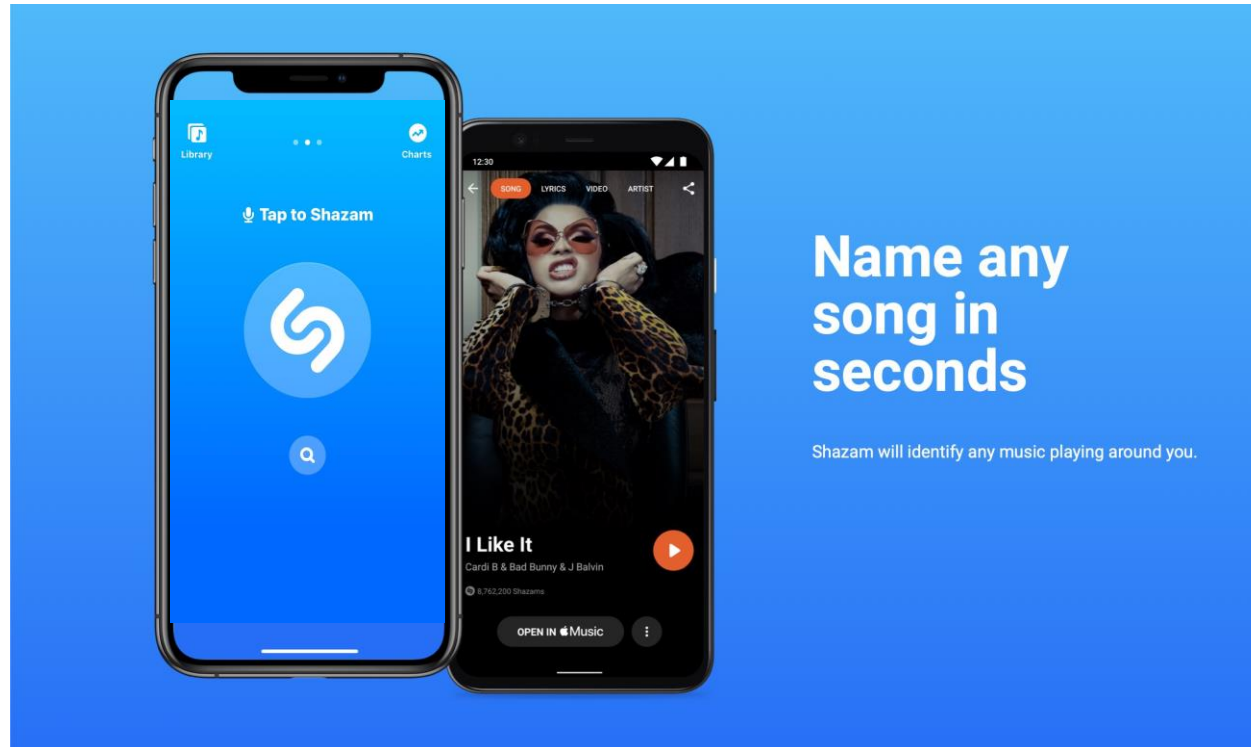
- Avoid empty words/filling phrases such as “basically”, “obviously”, “as I already said before”

Pitching is not acting,
be yourself, find your style,
be emotional, have fun,
have and show the energy!

TIPS AND TRICKS FOR A Q&A SESSION

- **Company Purpose:** What is your mission? Describe the company and what you do in one sentence.
- **Problem & Proposed Solution:** What is the customer pain? Is there currently a problem/unmet (market) need? Tell a short story about how your innovation is unique (e.g. USP) in alleviating this pain or providing pleasure to your customers.
- **Value proposition:** How does your customer value of your offering? Define and assess the concrete benefits a customer gets from using your products or services.
- **Market Opportunity:** What is the market creating potential? Explain how your product will transform the market.
- **Competition:** Who is the competition and where are you? How will you overtake them?
- **Business model:** How do you make money? Outline the revenue model, pricing, cost structure and schedule of when the revenues should be coming in.
- **Commercialisation & Marketing Strategy:** What is your plan to reach your customers and to enter the market? Give approximate time to market deployment and provide proof of early market traction, if possible.

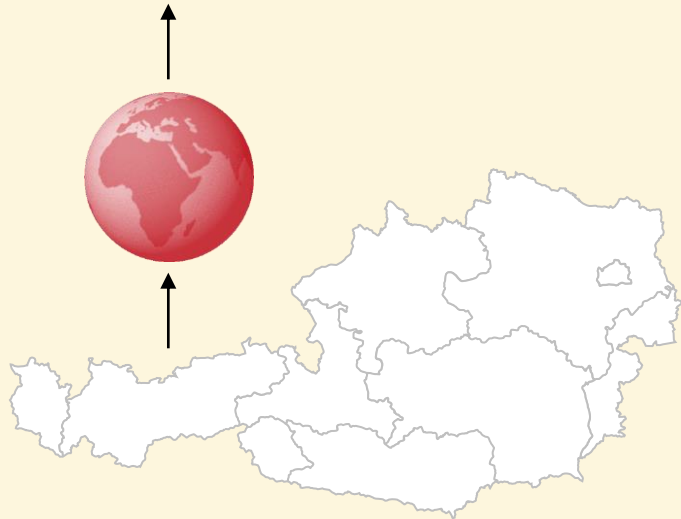
THE ULTIMATE PITCH: 1 SLIDE SAYS IT ALL!



**PITCH EXAMPLE: FFG SERVICE FOR EIC
THE SCIENTIFIC APPROACH**

FFG/EIP SERVICES

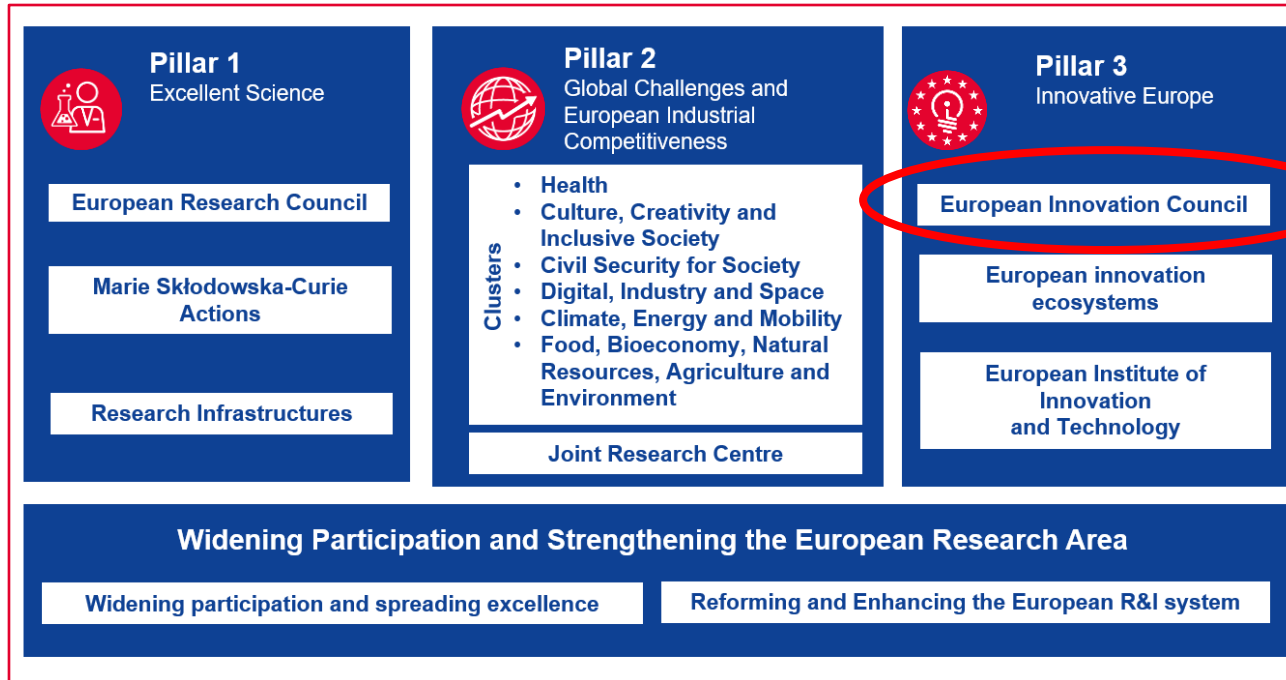
Support you
to grow internationally



<https://www.ffg.at/europa/services>

- **Consulting**
 - First orientation: our Förderservice helps you to identify the most suitable programs, and puts you directly in contact with the proper Expert
 - Detailed analysis: the National Contact Points (NCPs) as well as the experts can advise you on what opportunities the various European research and innovation programs offer and support you through the whole application process
- **FFG Academy:** we support newcomers and professionals with trainings on project preparation, cost calculation, reporting and project management
- **Internationalization and innovation:** The Enterprise Europe Network (EEN) in the FFG is your gateway to the global innovation market, with the world's largest online technology database
- **Partner search** service in Europe
- **Career** opportunities in Europe
- **FFG newsletter:** we keep you always updated with information on national and international topics

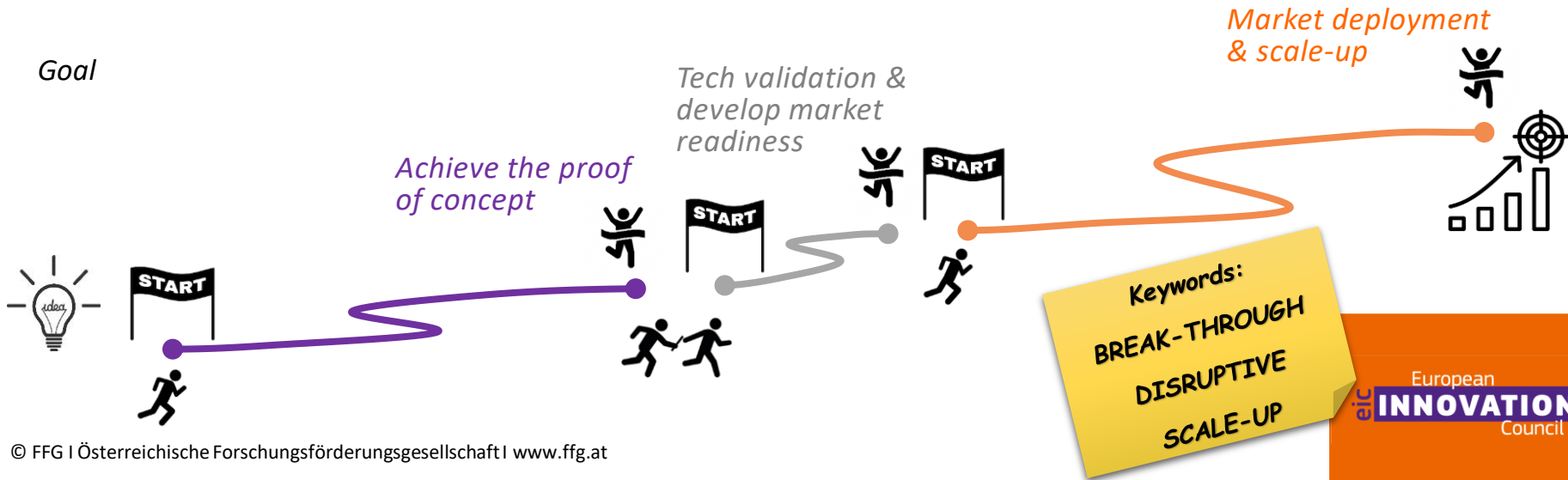
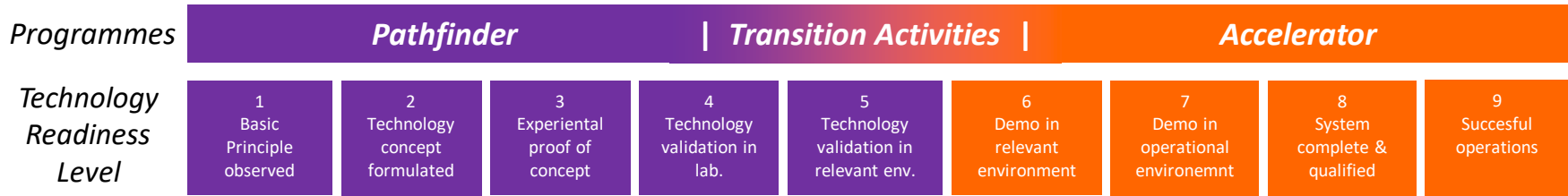
EU FUNDING FOR START-UPS & SMES



More Programmes for SMEs



EIC: BACKING VISIONARY ENTREPRENEURS FROM IDEA TO INVESTMENT



IS IT FOR YOU?

Visionary scientists

- Do you have a vision for a future radically new deep technology?
- Do you see a plausible way of achieving the scientific breakthrough that will make this technology possible?
- Can you imagine collaborating with an interdisciplinary team of researchers and innovators to realise the proof of principle?



Pathfinder

Up to 4 M

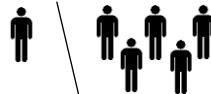


Entrepreneurial spirit

- Have you identified Pathfinder, FET or ERC Proof of Concept project results that could be the basis for new businesses?
- Is this novel technology ready for the next steps towards its maturation and validation?
- Do you envisage building a motivated entrepreneur-lead team to increase its market readiness?



Transition Activities Up to 2,5 M



Business unicorns

- Do you have a high-impact innovative product/service/business model that could create new markets or disrupt existing ones in Europe and even worldwide?
- Are you a start-up or a small and medium-sized enterprise (SME) with the ambition to scale up?
- Are you looking for substantial funding but the risks involved are too high for private investors alone to invest?

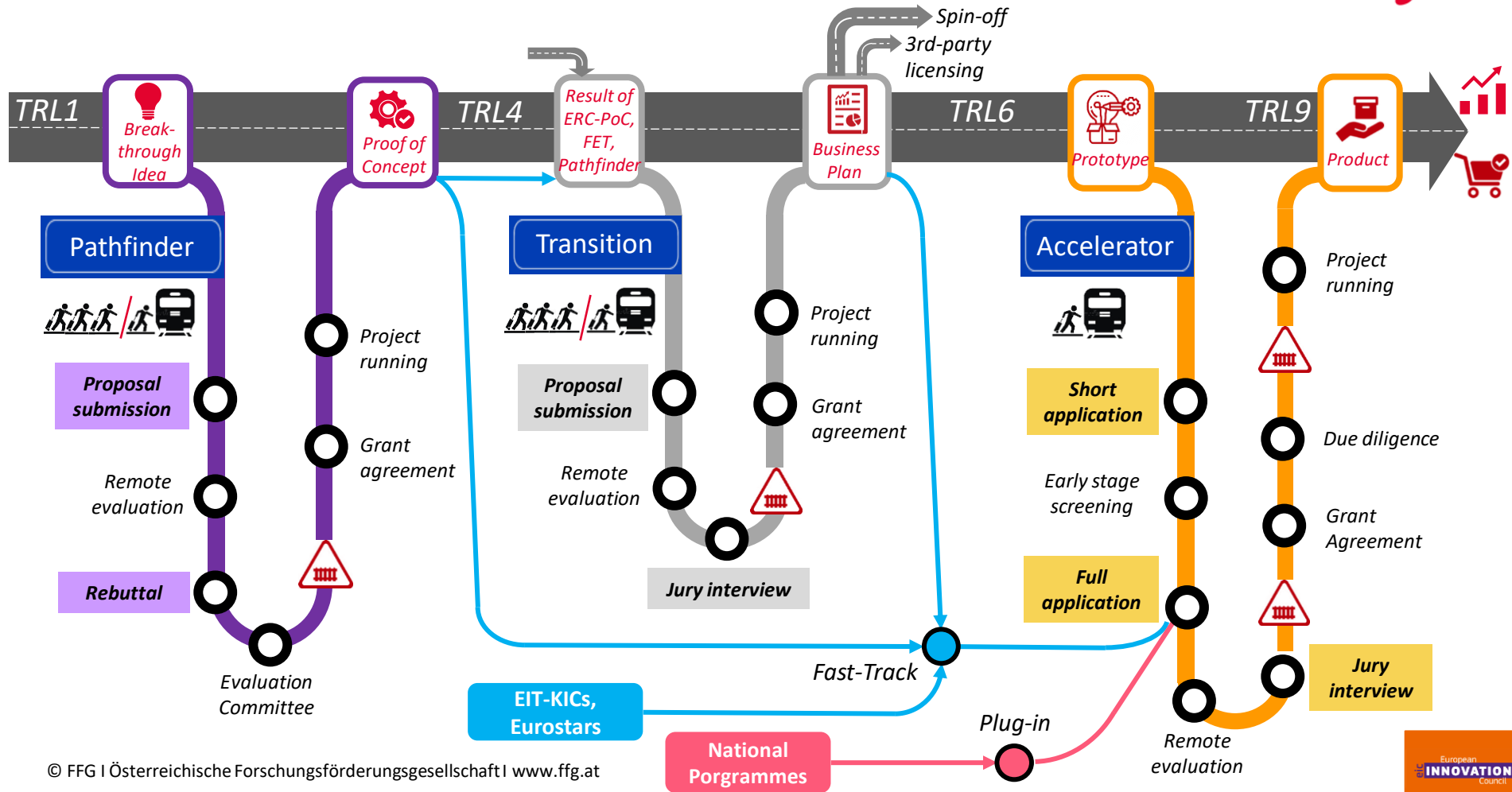


Accelerator Up to 17,5 M



EIC PROGRAMMES OVERVIEW

Program	Who can apply?	Funding	Requirements	TRL
Pathfinder	<ul style="list-style-type: none"> • Consortia: at least 2 (Challenges) or 3 (Open) different independent legal entities (research organisations, universities, SMEs, industry) established in at least 3 different countries • Single applicants (Challenges only) 	<ul style="list-style-type: none"> • Grants of up to € 3 M (4 for Challenges) • 100 % of costs covered • <u>Goal: to achieve the proof of concept</u> 	<ul style="list-style-type: none"> • Long-term vision of a radically new deep-tech development • Concrete, novel and ambitious science-towards-technology breakthrough ideas • High-risk/high-gain collaborative research approach 	1-4
Transition	<ul style="list-style-type: none"> • Single applicants (SMEs, spin-offs, start-ups, research organisations, universities) • Small consortia (max 5 partners) 	<ul style="list-style-type: none"> • Grants of up to € 2.5 M • 100 % of costs covered • <u>Goal: complete validation and develop market readiness</u> 	<ul style="list-style-type: none"> • Based on H2020 FET, EIC Pathfinder or ERC Proof of Concept results 	4-6
Accelerator	<ul style="list-style-type: none"> • Single Start-ups and SMEs (including spin-outs) • Individuals (intending to launch a start-up/SME) • Small mid-caps (less than 500 employees) in exceptional cases 	<ul style="list-style-type: none"> • Blended finance: <ul style="list-style-type: none"> ➤ Grant up to € 2.5 M (70% of the costs) for technology development and validation (TRL 5/6 to 8) ➤ Investment up to € 15 M for scaling up Grant only or Investment only under certain conditions • <u>Goal: market deployment & scale-up</u> 	<ul style="list-style-type: none"> • Prototype available (min. TRL 6) • Disruptive impact on the market • International Scale up potential • Be at the right Investment Level 	6-9



NEXT STEPS

- **Pathfinder Open (1x):** CoD March 2022
- **Pathfinder Challenge (1x):** CoD October 2022

- **Transition Open & Challenge (3x):** CoD April, June, October 2022

- **Accelerator Challenges und Open, Full Application CoD (3x):**
April, June, October

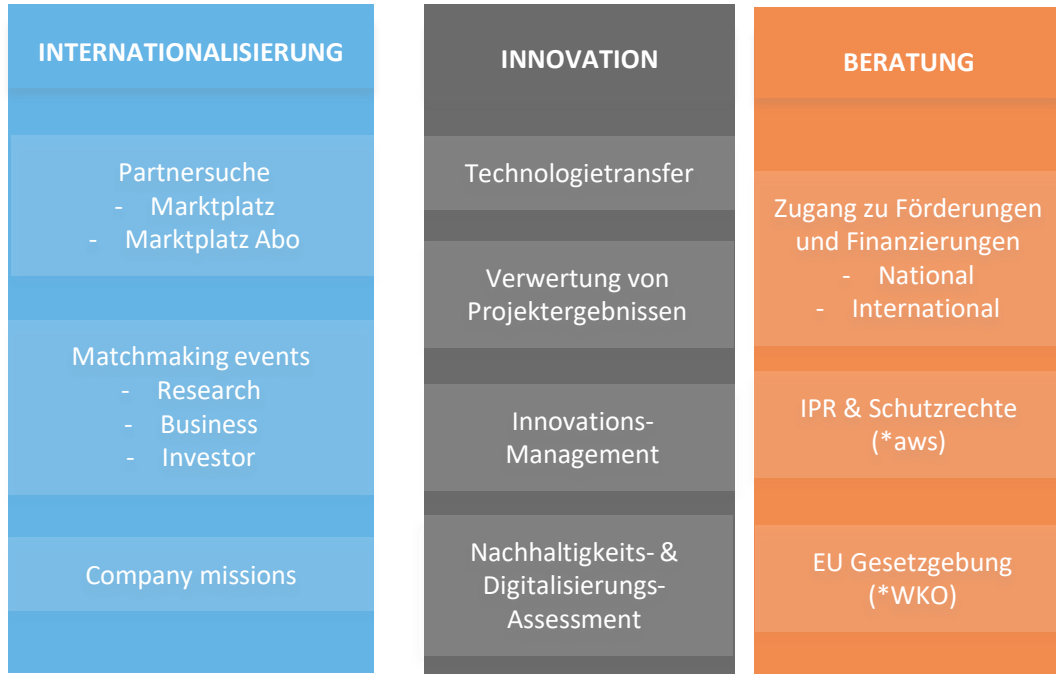
➤ All last EIC updates always here available:

<https://www.ffg.at/europa/heu/eic>

➤ Keep yourself updated: register on FFG/EIP Newsletter!

<https://www.ffg.at/form/newsletter-europa>

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Begleitung auf dem Weg zum Markterfolg **TRL 6-9 >>>**

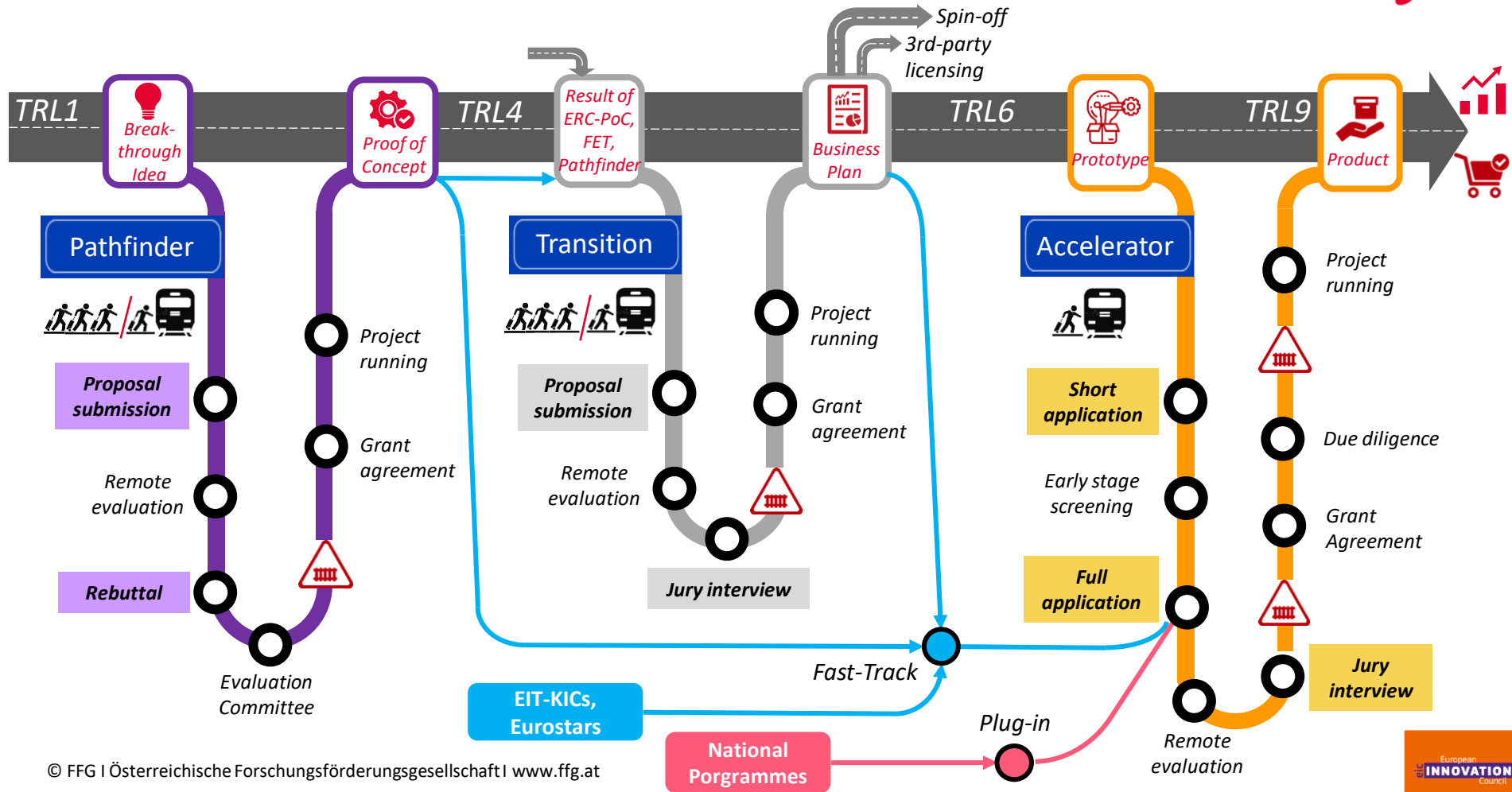
Ergänzung des umfangreichen Portfolios **der FFG**

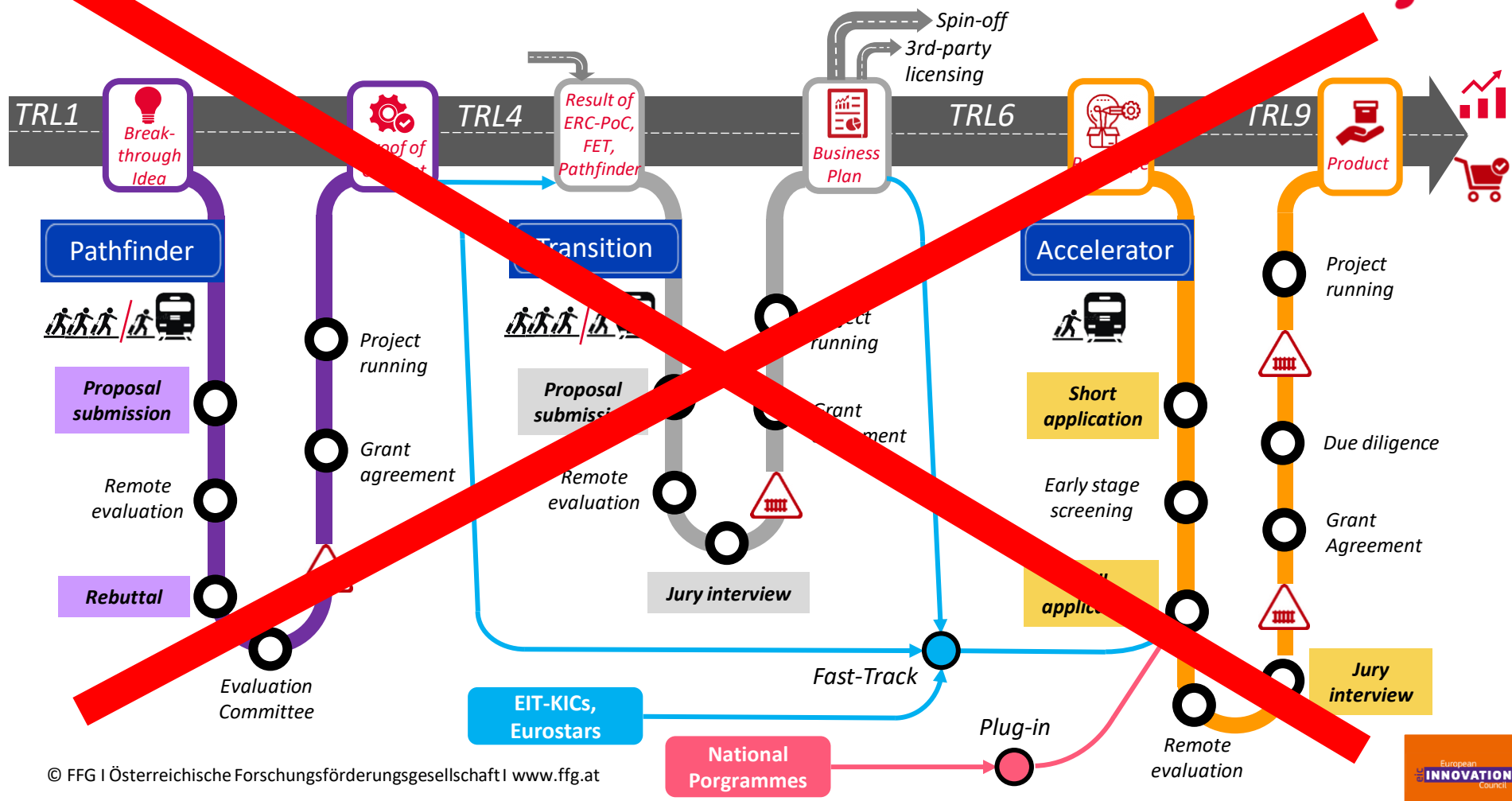
www.enterpriseeuropenetwork.at een.ec.europa.eu

**PITCH EXAMPLE: FFG SERVICE FOR EIC
THE (EXTREME) BUSINESS APPROACH**

The **Austrian EIC NCP** Team

Why do **97%** of all EIC Accelerator proposals **fail** ?





**Because they are
lacking support
by ...**



We Care!



Team Facts of FFG EIC NCP Team

- ICT, Biotech, Energy, Chemistry, Green Deal
- 4 (fucked-up) Start-ups
- 15 years of academic experience
- 17 years of industrial experience
- 22 years of NCP experience
- 12 years of EEN experience

**We want companies
that make a difference,
because we make a
difference.**

kmu@ffg.at

USEFUL RESOURCES

EURAXESS service network for researchers



EURAXESS

HOME JOBS & FUNDING CAREER DEVELOPMENT PARTNERING INFORMATION & ASSISTANCE NATIONAL PORTALS EURAXESS WORLDWIDE LOGIN / REGISTER

How can we help you?

I am

I want

SEARCH

Given the unprecedented situation Europe has been experiencing due to the COVID-19 outbreak, the European Commission launched a dedicated website including information on the latest developments and actions, general advice, useful contacts and links, statistics and various other topics of interest for citizens and institutions.

[EUROPEAN COMMISSION'S ACTION ON CORONAVIRUS](#)

Interested in research projects and initiatives to tackle the spread of coronavirus and preparedness for other outbreaks?

[DG RESEARCH & INNOVATION ON CORONAVIRUS](#)

Follow official sources and get involved:

- [European Commission](#)
- [European Commission](#)
- [European Commission](#)
- [EUSolidarityNow](#)
- [Tweets by health authorities in Member States](#)

Unsure about the stories you read ?

[FIGHT DISINFORMATION](#)

day-to-day personalised and free assistance, by a network of >600 Euraxess centers in 42 countries

<https://euraxess.ec.europa.eu/>



EURAXESS support for academia-business-engagement (1)



Resources for research supporting organisations



EURAXESS Employer Engagement Toolkit

A set of accessible, easy-to-use resources aimed at encouraging and supporting EURAXESS Service Centres (ESCs) and Research Performing Organizations (RPOs) to increase their outreach to and engagement with business employers. This includes:

Resources, advice and information to reach out to industry



[FIND MORE](#)

<https://euraxess.ec.europa.eu/career-development>

EURAXESS support for academia-business-engagement (2)



Academia-Business engagement

Close collaboration between research, education and innovation is vital for the realisation of European Research Area (ERA).

In this section you will find resources and information to support the engagement between academia and business.

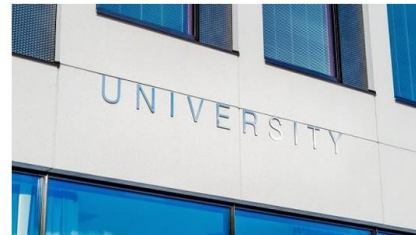
Are you an academic institution

wanting to learn what kind of activities you could organize to have a closer cooperation with business employers?

[See what engagement activities you could do](#)

wanting to empower your research staff for engaging with business employers?

[See what skills are valued by employers from different sectors beyond the academia](#)



EURAXESS support for academia-business-engagement (3)



Engagement activities

JOINT RESEARCH WITH BUSINESS	+
COMMERCIALISATION OF R&D	+
TEMPORARY MOBILITY	+
INDUSTRIAL PHD	+
SHARING INFORMATION ON JOB OFFERS	+
DOING CONSULTANCY WORK FOR A BUSINESS ORGANIZATION	+
SHARING RESEARCH INFRASTRUCTURES	+
CAREER DAYS	+
ALUMNI NETWORKS	+
INDUSTRY MENTORING PROGRAMMES	+

EURAXESS @Georgia



<https://www.euraxess.ge/>

The screenshot shows the EURAXESS Georgia website. At the top, there is a navigation bar with the EURAXESS logo, language options (English), and a login button. Below the navigation bar, there is a main header with the word "Georgia" and a small Georgian flag. A message box informs users that the portal has been updated for a better experience. The main content area features a navigation menu with "RESEARCHERS", "RESEARCH ORGANISATIONS & UNIVERSITIES", and "BUSINESS". A prominent section titled "Give your career a boost" includes a sub-header "Give your career a boost" and a description of the services offered. Below this is a "FIND JOBS" button and a link to "GET PERSONALISED ASSISTANCE". To the right of this text is an image of a woman holding a sign that says "CAREER". Below the main content, there are two social media sections: "EURAXESS GEORGIA" ON FACEBOOK and "EURAXESS GEORGIA" ON TWITTER. The Facebook section contains a placeholder for external content. The Twitter section shows two tweets from @EuraxessG, one dated Dec 8, 2021, and another dated Dec 7, 2021.



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მადლობა ყურადღებისთვის
Thank You!

