

EIC Transition

EIC Work Programme 2025

Novelties and call

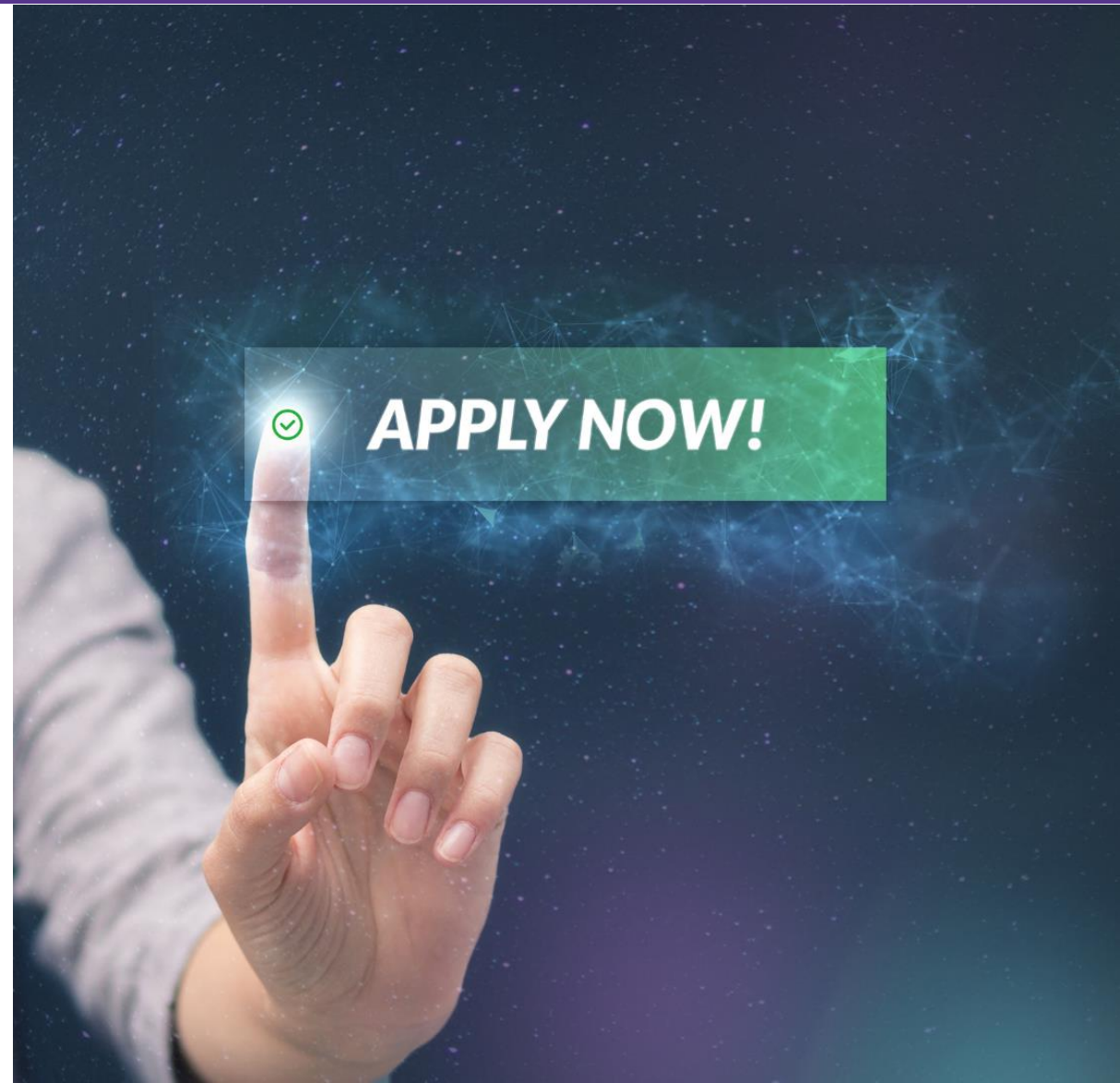
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Tech to Market Project Adviser
EIC Transition Activities

Session Agenda/ Content



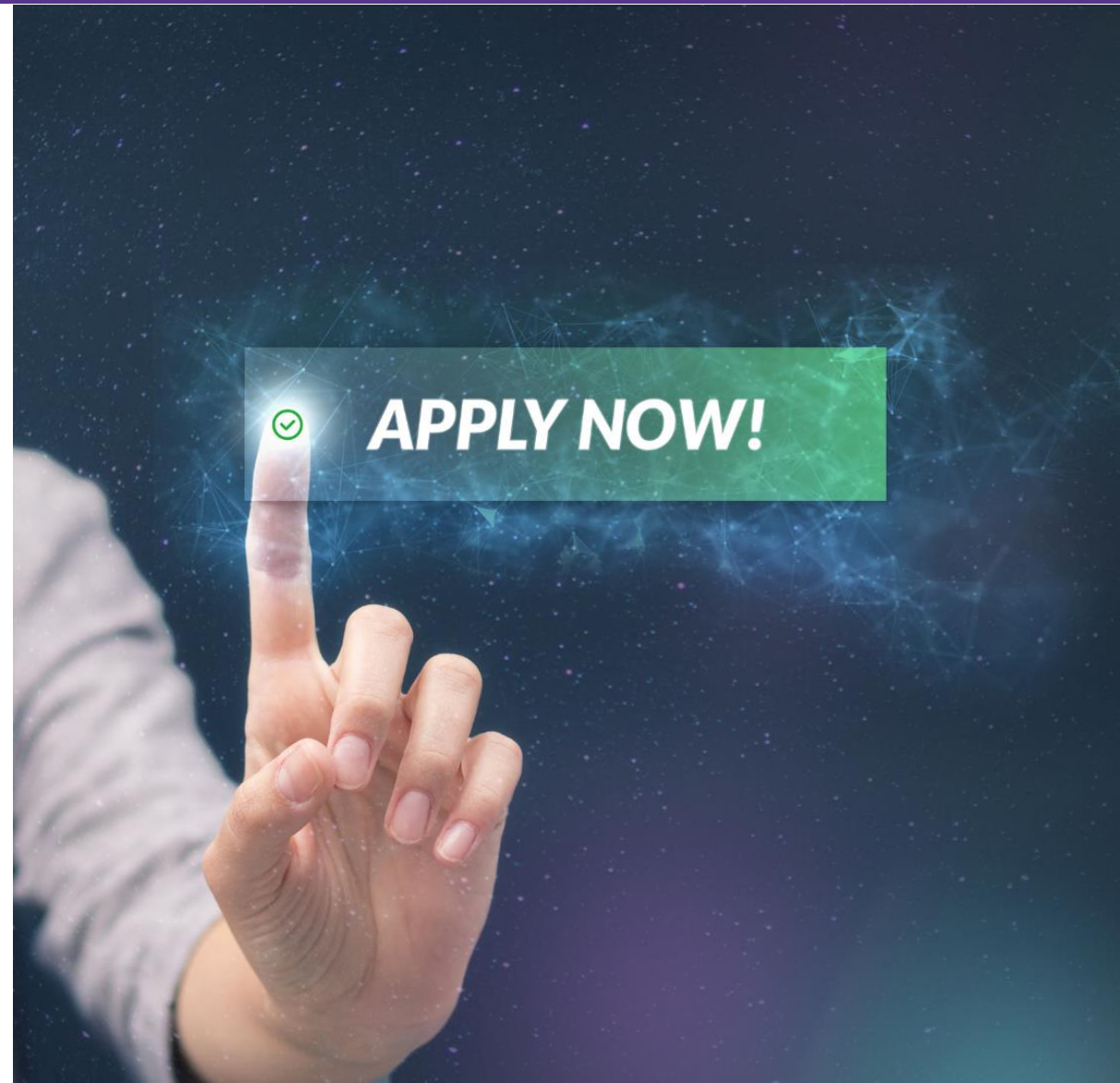
1. What is Transition & how to apply
2. Main novelties WP2025
3. Lessons learned & best practices



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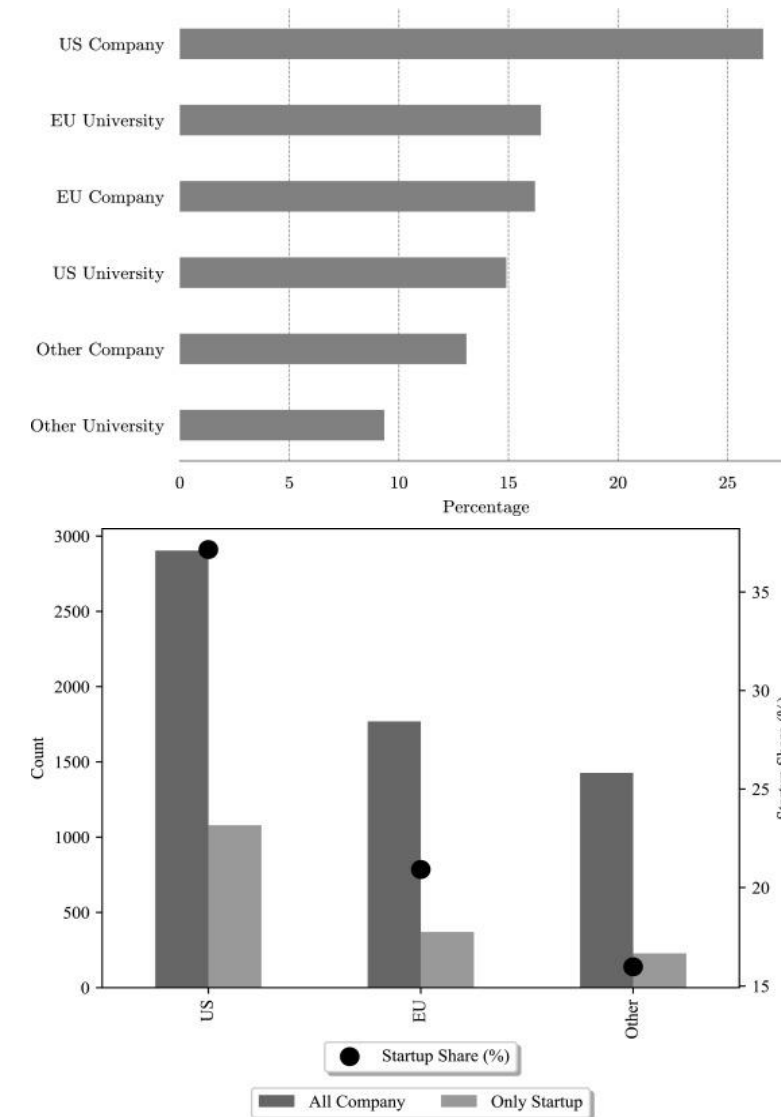
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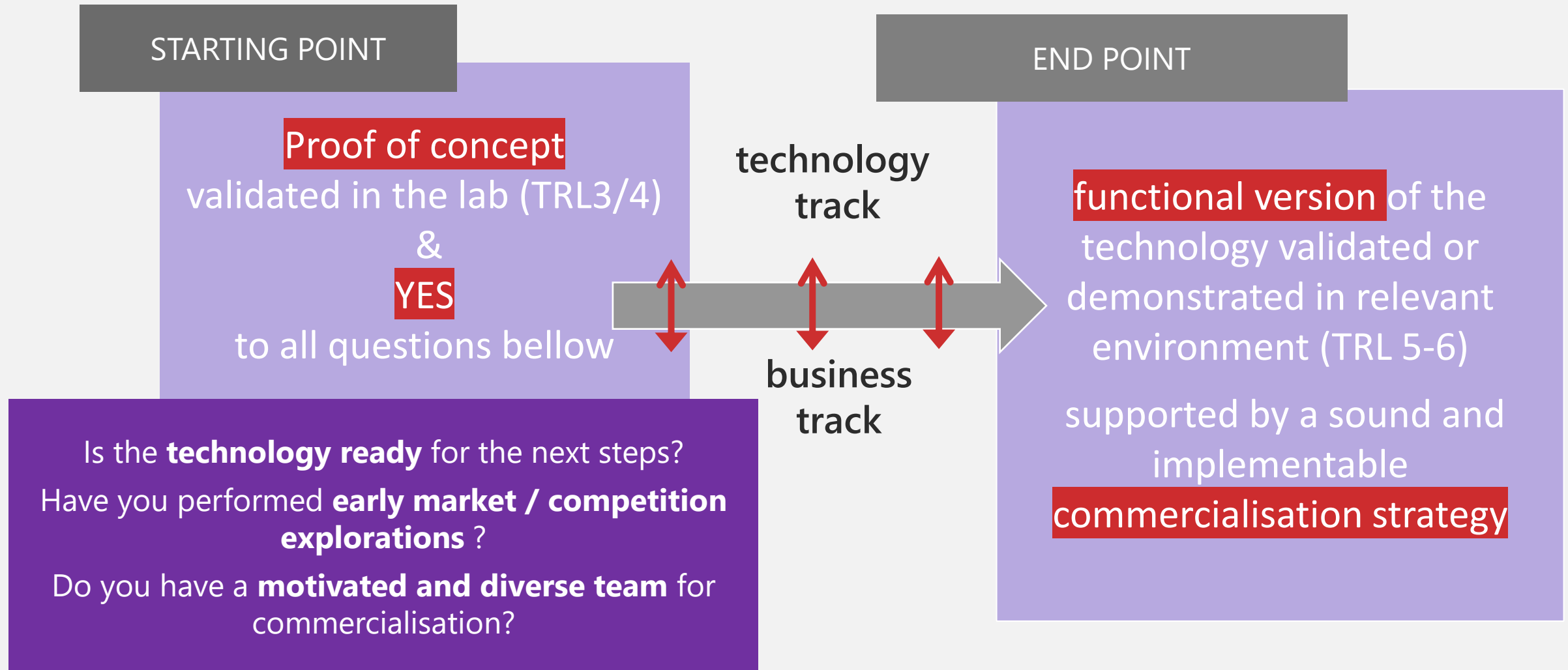
Transition supports European competitiveness and technological sovereignty



- Europe excels in generating innovative ideas and visionary breakthroughs in science but faces challenges in translating these concepts into technologies deployable in the market.
- Recent [study](#) has found further evidence of the 'European Paradox' and failure to translate research results to innovation
- US companies (especially startups) are the biggest beneficiaries of the European Research Council research results
- Transition is focused on supporting the translation of research results into innovation & boosting technological sovereignty
- "The introduction of EIC Transition, is an important step towards resolving or at the very least mitigating this problem"



Core elements of a good proposal



ELC Transition Open 2025



Who can apply*?

Pathfinder & H2020 FET

ERC PoC

H2020 SC&LEIT+HE Pillar II

JUs except FSTP grants

EDF (PADR)

What support?

Total budget 98M€

Apply till 17 September

Grant: €0.5 - 2.5 mill

(new) EIC Seal of Excellence

50k€ Booster grants

**-Only TRL3/4 achieved; no IA/ ERAnets*

-Started 12 months before or ended less than 30 months after the call deadline

Yes, you can apply if you are not part of the initial consortium



- If you were not part of the linked project you need to include in your proposal a **commitment letter** from the relevant owner(s) of the result(s) .
- the commitment of the owner of the eligible project result is to **negotiate access to such results**, including IPR, for the purpose of future commercial exploitation.
- National Contact Points (NCPs) and Programme Committee (PC) members cannot be part of a Transition proposal (CoI)!

Evaluation process: essential elements of EIC Transition!



There are different criteria at remote and jury phase.



- **Remote phase: Technological breakthrough:** Does the technology have a high degree of novelty and higher performance compared to other technologies available or in development? Does the technology indicate high commercial potential?
- **Jury phase: Technological breakthrough:** Does the technology/innovation – through its degree of novelty/disruptiveness and/or added value/value proposition for the users/customers – compared with competing technologies - have the scaleup potential including potential to create important new markets or significant impact in existing ones at European or global level?
- **Remote phase: Economic and/or societal benefits:** To what extent does the proposed innovation have scale up potential including high capacity to gain or create new European or global markets? To what extent is the proposed innovation expected to generate positive impacts for the European Union, Member States or Associated Countries (e.g., strategic autonomy, employment etc.)?
- **Jury phase: Market and economic impacts:** have potential markets/ use cases and users of the innovation been identified? Does the proposed innovation have high impact potential for the European Union, Member States or Associated Countries including high capacity to gain or create new European or global markets?

Who participates in the interviews? apart applicant(s)



Briefer

- In depth review of 1-3 proposals
- Presents factual information
- No need to be an expert on the topic
- Drafts the report

Jury members

- Up to 10 proposals per Jury
- All jury members read all the proposals assigned
- 6 JMs (min. 4) to run interviews

Moderator

- Facilitates the evaluation process
- Supports the applicants
- Helps reaching the decision and supports drafting the report

Programme Managers

- Can provide feedback to jury members on technical and other matters
- Can ask questions to applicants as appropriate
- Don't have voting rights

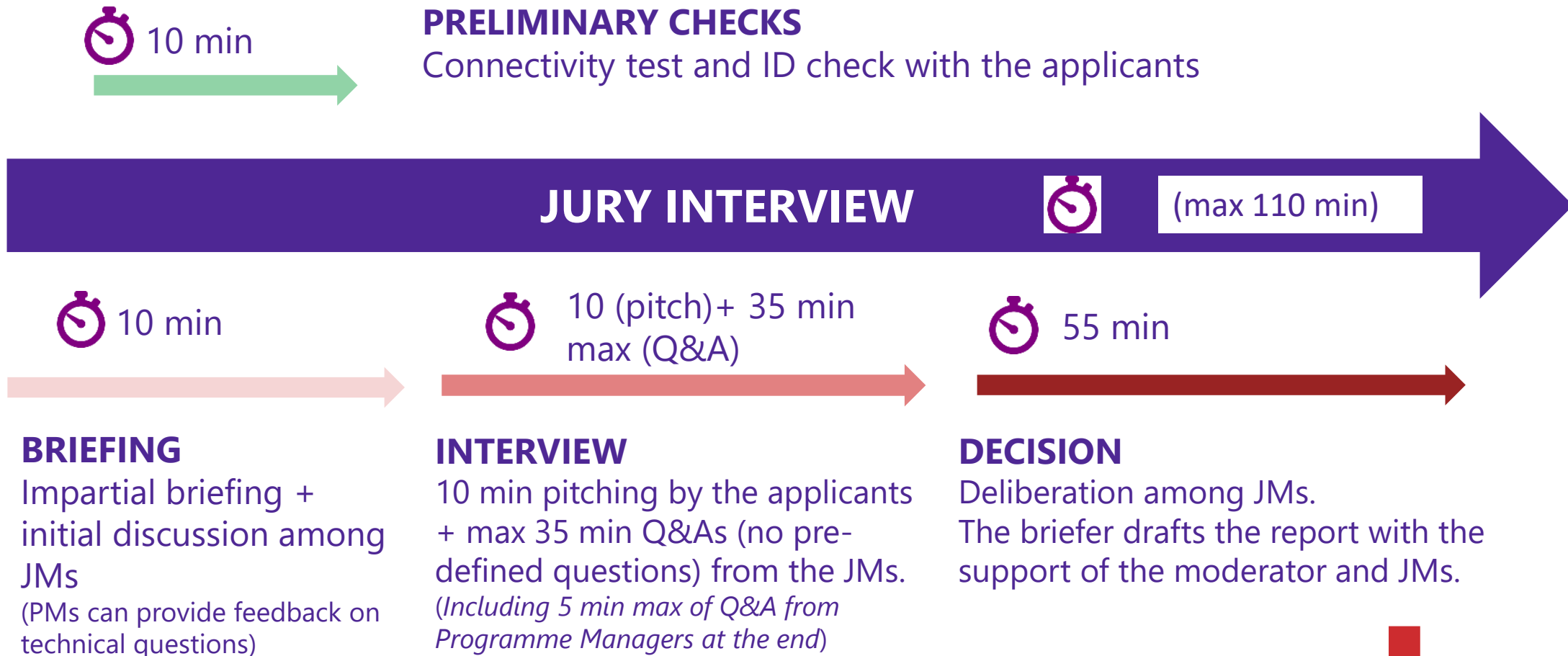
Quality Controllers

- Reviews reports submitted by the Juries
- Ensures consistency and quality of the reports

Observers

- Observe the process
- Remain silent and do not participate in the discussion nor the final decision

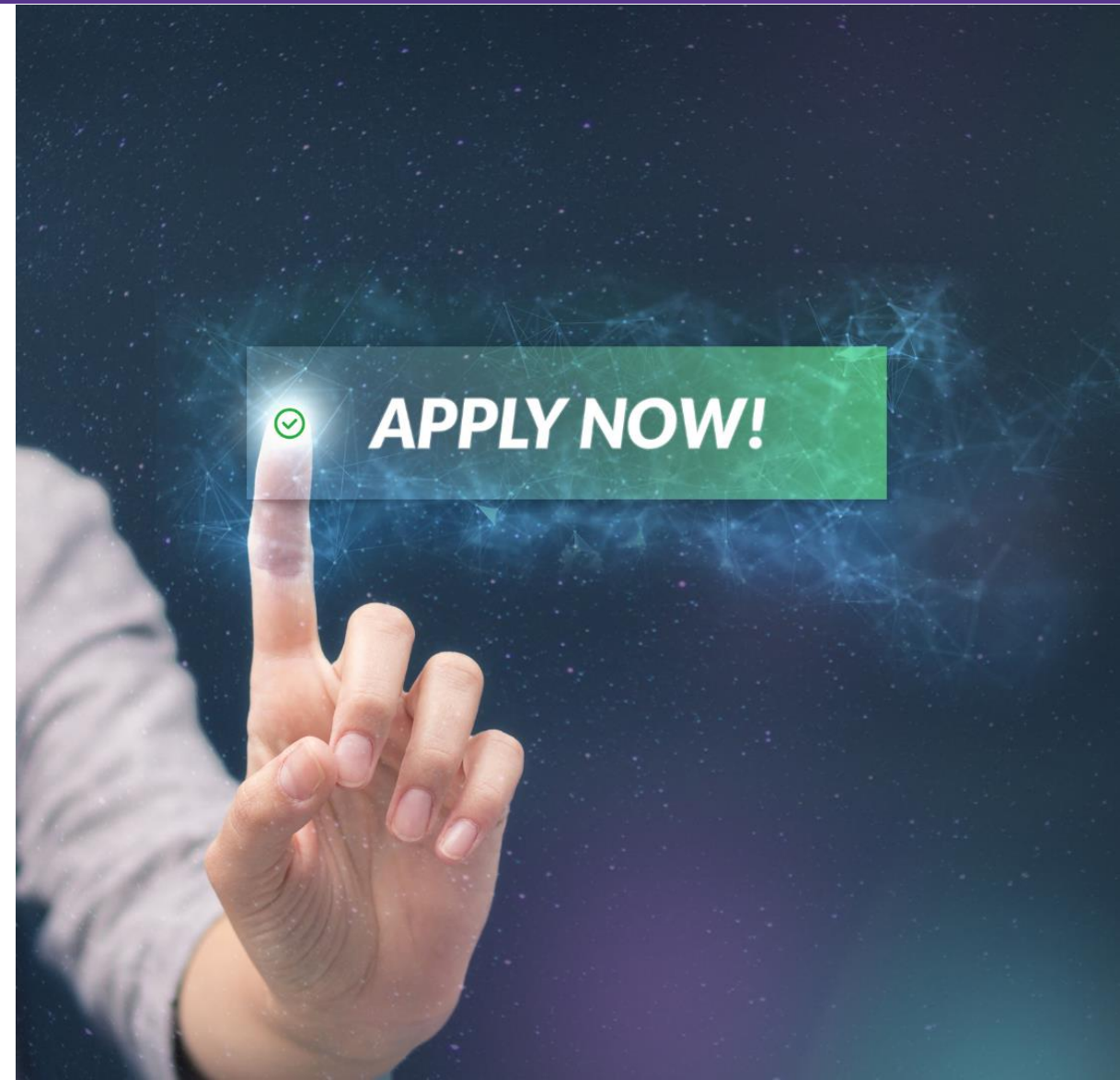
Structure of each interview (2 hours)



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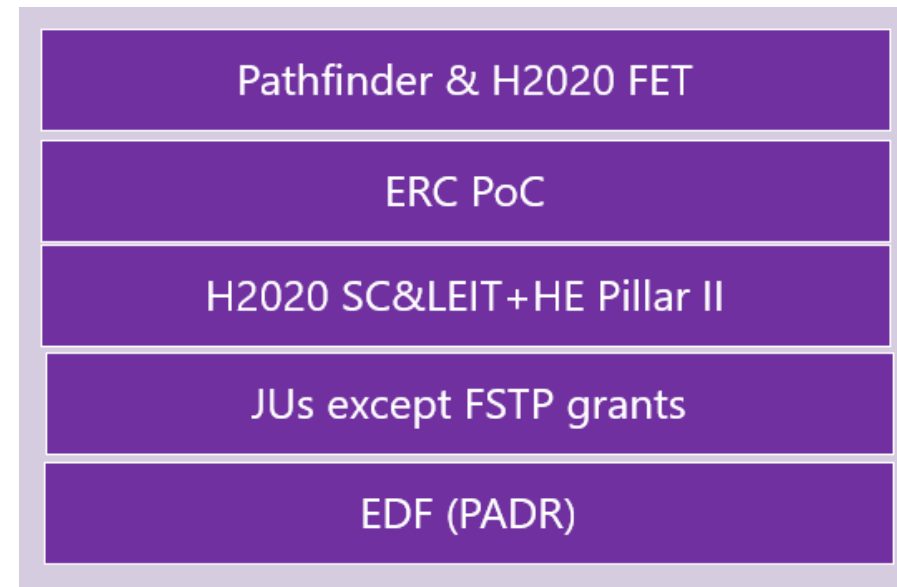
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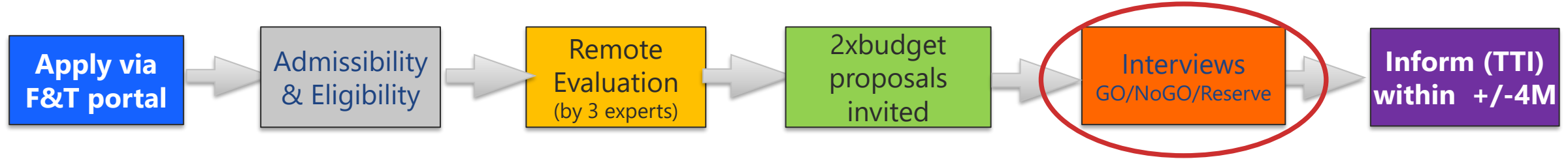
Please pay attention to (new)eligibility conditions!



- Also in 2025, H2020 Pillar 2+3 & HEU pillar II **low TRL project results (RIA)** are eligible! Also, proposals coming from JUs are eligible unless they come from FSTP grants
- Applicants must prove the grant from which the **result was generated** was funded **by Horizon 2020 or Horizon Europe** by specifying the relevant grant number and acronym as mentioned in the EU Funding & Tenders Portal
- **Innovation Actions (IA), CSAs** (except ERC PoC, ILPs) and **Grants funded via cascade mechanisms** (e.g., ERA Nets and FSTP, co-funded partnerships, EIT KICs) will **NOT be eligible**.



New possibility at jury phase: Go, Go Reserve, NoGo!

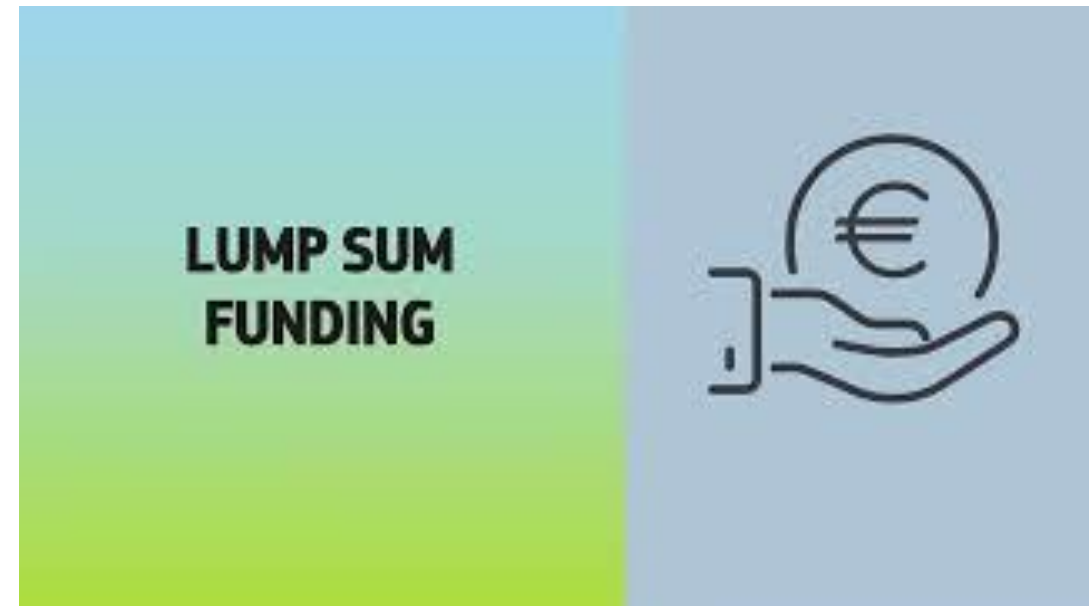


- New possibility at the Jury phase:
- From the WP2025: The EIC Jury will recommend your proposal for funding, place it on a reserve list or not ('GO', 'GO Reserve' 'NO GO').
- If the jury recommends a proposal to be placed in a reserve list ('GO Reserve') the proposal may then be funded if additional budget becomes available.
- The remote evaluation score will be used to rank the proposals in the reserve list. If two proposals with the same remote evaluation score are on the reserve list, the one with smaller budget will be ranked first.

Transition will use lump sum also in 2025!



- Please note the introduction of lump sum cost model in 2024. This will remove financial reporting requirements for beneficiaries.
- Eligible costs will take the form of a lump sum and the amount will be determined during the evaluation process.
- Applicants must therefore propose the amount of the lump sum based on their estimated project costs as defined in the [Decision](#) of 7 July 2021 authorising the use of lump sum contributions under the Horizon Europe



New: Seal of Excellence for All 😊!



- Applicants meeting all evaluation criteria thresholds and not selected for funding will be awarded Seal of Excellence.
- Not only monobeneficiary but also consortia!
- Applicants awarded the 'Seal of Excellence' will have access to **EIC Business Accelerator Services** and support to access other sources of funding.
- **Only** awarded to those applicants who give consent to **sharing** the data about their application with other eligible funding bodies



Do pay attention to the (new) Proposal Template! (1)



- Please pay attention to all the instructions in the proposal form! Do not use a previous (saved) version. Always download latest version.
- Cover page is very important! Please do not delete it, even partially!
- Do provide the info related to eligible (linked) project Acronym and IDs! TR is a restricted call!
- Do Provide the link to the webpage where this result is reported (the periodic reporting, the Horizon results EU platform, the Innovation Radar or CORDIS). This is an WP eligibility requirement!
- SoE: Do give authorisation to share your data and proposal with NCP, ESIF authorities!

Do pay attention to the (new) Proposal Template! (2)



- Follow the instructions in the respective sections and delete them after
- Clearly describe the starting TRL level of your results in relation to the intended final user application. This is an eligibility requirement!
- Please respect the proposal page limit of 22 pages (excluding cover page).

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ELC Transition: very competitive!



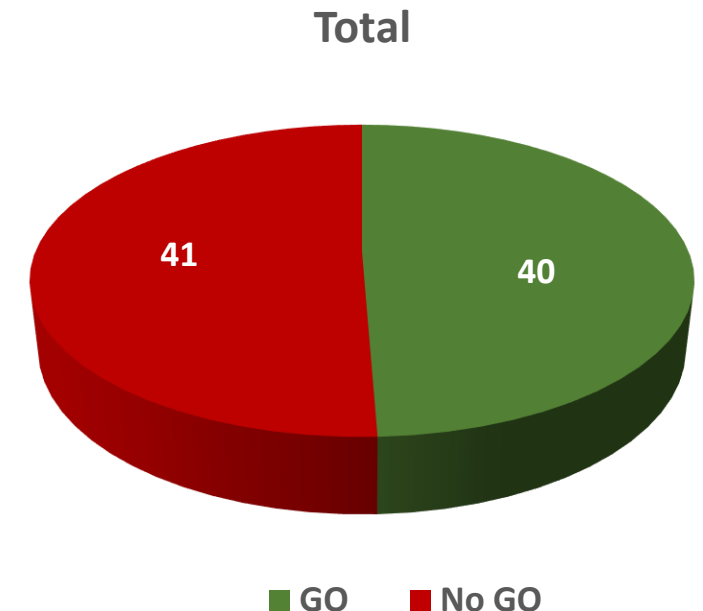
Cut-off	Submitted	Inelig	Evaluated	Funded	Success rate
Cut off 2021	292 (221+71)	62	230 (173+57)	43 (31+12)	18.% (17.9 21.1)
1 st cut off 2022	165 (143+22)	21	144 (129+15)	19 (14+5)	13.2% (10.9 33.3)
2 nd cut off 2022	287 (236+51)	106	181 (157+24)	32 (25+7)	17.7% (15.9 29.2)
1 st cut off 2023	180 (131+49)	14	166 (122+44)	19 (14+5)	11.4% (11.5 11.4)
2 nd cut off 2023	257 (162+95)	18	239 (153+86)	27 (12+15)	11.3% (7.8 17.4)
Cut off 2024	413	23	390	40	10.2%



Some overall figures on proposals and budget

- 413 proposals submitted
- 390 proposals eligible
- 81 proposals invited to interviews
- 40 proposals selected.
- Budget available: €94 million
- Budget spent: €100,005,757

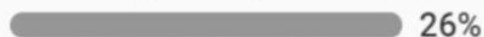
Success rate of proposals invited to step 2: 49%



Weaknesses and Strengths of TR proposals



The novelty / disruptness of proposed innovation



The business model



The team in the consortium or the exploitation partner



The lack of involvement of early users / customers



The lack of understanding of the market / competition



The wrong timing in terms of TRL, USP, feasibility



The novelty / disruptiveness of the innovation



The incipient business model



The team



The involvement of users and early customers



The understanding and knowledge of the market competition



The right timing in terms of TRL (4 to 5/6), USP, feasibility



Lesson learned NoGo proposals:

- **Know the market** you plan to enter
- **Know the competition** you will face
- **Know the problem** you are solving

Successful proposals have:

- **Disruptive innovation** with high commercial potential
- **Competent team** to develop the technology and bring it to the market

Please pay attention to impact, business aspects and TRL!



- **Need for higher impact & commercial potential**
 - Some proposals do not identify a promising market
 - They go for very specific, i.e., small, market(s) which, even without discounting for risk, is not very promising.
- **Business Model and Market Analysis**
 - Preliminary Business and Market analysis is part of the proposal
 - Business Model validation and refinement of Market analysis and NOT only technology maturation
- **Technology Readiness Level**
 - TRL3 is the starting point in the proposal, cannot be less
 - TRL4 is preferred especially when high technological risks
 - TRL5 or 6 is too high. You can apply directly to Accelerator



INCIPIENT BUSINESS MODEL



The Incipient Business Model at **proposal stage** will/should be refined, completed and validated during the implementation of the Transition project

The **Business Model and the Business Plan** will have to be further **developed and validated during the project implementation** and reach Accelerator / VC level quality at the end of the project.

Business Plan vs. Business Model vs. Strategy

Business Plan Circle



Incipient Business Model: what is expected in a Transition proposal



- ❑ **Impact** (or Size of the opportunity): how big is the problem that the proposal is aiming at?
- ❑ Who has the problem (**preliminary market analysis**).- understand potential customers and their needs. Customers / Segments: Description of the already achieved engagement with potential customers
- ❑ **Value proposition** (the central element of the Business Model):
 - how the proposal aims to solve the problem.
 - competitive advantage vs direct competitors and alternative solutions.
 - sustainability of the competitive advantage (e.g., IPR protection). IP situation and strategy should be described in the proposal according to proposal template.
 - How the value proposition is delivered (Direct exploitation / licence / etc.). License is legitimate business model but needs to be credible and make sense for the respective innovation and market(s).
- ❑ **Key People**: need to have a leading team for the project and beyond or the steps to identify the team that will go beyond the project. Business knowledge should be part of the team (according to evaluation criteria Quality and motivation of the team).
- ❑ **Exploitation partner and exploitation model** should be identified/ described in proposal (from the beginning, according to TR proposal template).
- ❑ **Performance readiness**.- Proposal should include min performance KPIs that should be achieved during project life.

Incipient Business Model: what is NOT expected in a Transition proposal



- ☐ Cost structure & customer relationships are not requested.
- ☐ Financial projections & marketing strategy are not requested.
- ☐ At the proposal stage we are not looking for a business model or plan that is ready to be presented to a VC or meet Accelerator quality standards.
- ☐ There is no need to demonstrate market traction to apply for Transition. This is a requirement for Accelerator.
- ☐ There is no need to show or demonstrate the availability of (pilot) production facilities. This is also for the Accelerator.
- ☐ Full customer development is relevant for Accelerator, not for Transition.
- ☐ Business risks. The problem / solution fit achievement should be not be considered at proposal stage, it should be the goal at the END of the project, as part of the refined business plan.
- ☐ A “C”-Team is not required in the proposal however it should be a clear leader with a strong sense of direction.
- ☐ If No C-team identified/ exist at proposal stage, proposal should credibly explain how this will be achieved before the project end (but not at the very end).
- ☐ FTO is not needed at the proposal stage but can be part of project activities of Tech2Market BAS or done at a later stage.

Possible elements for your pitch deck (10-12 slides)



- ☐ Cover slide: project name and acronym, partners logo, contact info, etc.
- ☐ Problem or Need or Opportunity or Challenge
- ☐ (your proposed) Solution and Traction (if applicable).
- ☐ Market Opportunity/target market(s) and Business Model
- ☐ Competition
- ☐ Commercialisation/ route to market and/or Financial Roadmap/revenue projections.
- ☐ EIC Transition project (objectives)
- ☐ IPR: patents but not only.
- ☐ (project) Team and expertise
- ☐ Conclusions/summary slide: optional

Elements of consideration for Jury Interviews



- ❑ The evaluation criteria are different between remote and jury phase
- ❑ You can have several people intervening but do not overdo it!
- ❑ There are 10' for the pitch and 35' for Q&A. There are no pre-defined questions.
- ❑ Be prepared for 15-20 questions (expected and unexpected). Just like in a job interview 😊:
 - Questions about your innovation/product/solution and/or scientific findings/state of the art.
 - Questions about IPR and/or TRL level
 - Your motivation to apply for Transition
 - Role of (a) consortium member(s)
 - Regulatory or certification aspects
 - Questions about business model, business plan, competitors, payment models, revenues.
 - Questions about your market(s), users and/or potential customers.
 - Questions about your (project) team
 - Risks associated with your project

Dos and Don'ts in preparing a Transition proposal



- ☐ Do pay attention to TRL, eligibility conditions and link project + results.
- ☐ Do your preliminary market research and explored potential competitors!
- ☐ Do put both milestones (including TRL achievements) and KPIs!
- ☐ Do take into account the maturation of technology and business in the project!
- ☐ Do have a mixed team able to advance both technology and business aspects.
- ☐ Do not apply if your TRL is <3 or >5. TR is not PT or ERC 2.0 nor Accelerator with higher success rate
- ☐ Don't forget to focus on impact and high commercial potential
- ☐ Don't forget about your exploitation partner and/or channel
- ☐ Don't forget about you IPR (strategy).
- ☐ Do not forget to talk to your NCP and/or EEN nor to read well the WP and the new FAQ !



Thank you !

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