Note to EIC Accelerator applicants (full proposal stage)

The AI-based functionalities for you to draft your EIC Accelerator full proposal (2nd step) will be made available starting the **17 May 2021**. Submission of your full proposal for the cut-off date of 16 June 2021 will be possible as of the **9th of June 2021** until that cut-off date. We remind applicants whose short proposals have been positively evaluated that they can opt to submit their full proposal at any cut-off date.

We apologize for this delayed deployment of these EIC AI-based functionalities, linked to the very late adoption of Horizon Europe legal bases and budget by European Parliament and Council, which in turns affects and delay EIC operational planning.

The following document intends to assist you in preparing your full proposal, pending deployment of the corresponding AI-based functionalities.

EXECUTIVE SUMMARY

For the drafting and submission of your full EIC Accelerator proposal, the EIC AI-based platform will provide you with a methodology to develop a **detailed business plan**.

This methodology builds on 3 chapters: **Ideation**, **Development** and **Go to market**. Based on your step1 proposal, additional data input and AI data crunch, you full proposal will address the following topics:

- **Ideation**
  - The pain point / problem to be solved
  - The current solutions and their limitations
  - Your value proposition
  - Your targeted customers
  - Your innovation
  - Your Unique Selling Point

- **Development**
  - The Objectives of your proposal
  - The current status of your innovation
  - The activities to develop your innovation, and their respective budget
  - Your Team

- **Go to Market**
  - Your Targeted market
  - Your Market size
  - Your Business model
  - Your Go2Market strategy
  - Your Financial projections
  - Your Financial needs
  - Your IP assets and strategy
  - The impact on the market and beyond

This document further detail these chapters through a set of questions.

DO NOT START DRAFTING ANSWERS TO THESE QUESTIONS.

This document is **NOT** a "form", but rather kind of restitution of your project by the EIC AI-based platform based on data input.
These questions are hence provided for you to start gathering all relevant data you will need to input once Step 2 will be open, starting the 17 May 2021 for **Ideation** and **Development**, and the 21 May 2021 for **Go to market**.
Submission of your full proposal will be possible starting the 9 June 2021.

1. IDEATION - A journey from the expected needs to your innovative solution

1.1. What are your Market opportunity?

1.1.1. What is the market opportunity?

- What is the identified pain point / problem to solve?
- What is it about? What is your solution (product/service/process/method/service/…)?
- What are the use cases / functions of your solution?
- What are the features of your solution?
- What is/are the final deliverable(s)?
- What is your value proposition?

1.1.2. What is the market's state-of-the-art?

- What are the other existing solutions and what are their limits?
- Why now?

1.2. What are the risks of failure?

1.3. What is your innovation?

1.3.1. What is unique in your approach, compared to those of other companies?

- What is your Unique Selling Point (USP)?
- What is your unique positioning/place on the market?

1.3.2. What is your innovation?

- What are the Scientific, Technological, Market, Societal and other challenges to solve?
- Is it an Idea or Technology based Innovation?
- Is it an incremental / breakthrough innovation?
- How can you characterise the type of innovation?

2. DEVELOPMENT - A journey to make it happen

2.1. What are the past and future development stages?

2.1.1. What is the current development stage of your innovation?

- What are your achievements and current Technological and Marketing stages?
- What is your current TRL (Technology Readiness Level)?
- What is the current technological state-of-the-art?

2.1.2. What are the further stages and activities needed to commercialize your innovation?

- What are the Future technological and Marketing/commercial development needed to develop further your solution? **Per Workpackage**:
    - Tasks per TRL. Where you intend to run a clinical trial, you will be asked to upload an explanatory document using this template.
    - Budgeted costs for TRL 5 to 8 included (covered by an EIC grant component)
    - Budgeted costs for TRL 9 (covered by and EIC investment component or other resources)
    - Main deliverables per tasks
    - Milestone per TRL
- **For Grant First**: what is the TRL you intend to achieve at the end of this first stage of your project?

2.2. What is your winning Team and Partnership?

2.2.1. What about your winning team?

- What is the company and/or founder's track-record?
- What are the relevant achievements and experience of your team?
- To which extent does your team fit with your project?
- Do you have the team you need to implement the action? Do you need to recruit additional staff members to implement your project?
- What is the technical/business experience of your team, including management capacity to lead a growing team?
- What is your ability to scale up?
- How do you intend to ensure gender balance among the members of your team, including executive positions?

2.2.2. What about the other stakeholders of your value chain?

- Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors) to implement the action?
- How will you engage end-users?
- What are their interest? To what extent are they already committed and incentivized?

3. GO2MARKET - A journey from your solution to the Market

3.1. Know your market

3.1.1. What is the market in terms of type, size and growth?

- What is your targeted market?
- What is your market size?
- What is the CAGR (Compounded Annual Growth Rate) of your targeted market?
- What is your market annual growth rate?

3.1.2. Who cares about your innovation: Who are the targeted users and/or customers and their expected satisfaction?

- Who are your customers? Who pays for the solution?
- Who are your potential users, if different from customers? Who has the problem/need and will use your solution?
- What is your market segmentation?
- Is there any other potential Market application? Which one?
- Is there any other Future Market segment? Which one?
- Explain why you think that there is a willingness to pay from your targeted customers
- Why do you think it will be successful? (customer satisfaction, Performance improvement and time)

3.1.3. What is your value chain?

- Is it a new or an existing value chain?
- Are there new or existing customers/users?

3.1.4. What about the competition?

- Who are your direct competitors?
- Who are your indirect competitors?
- What about your competitive landscape intensity?

3.1.5. What is your strategic analysis?

- What are the opportunities?
- What are the threats?
- What are your weaknesses?
- What are your strengths?
- Please make a SWOT analysis and an action plan

3.2. Prepare your Market Success

- What is your current BRL (Business Readiness Level)

3.2.1. How does this innovation fit with your company's overall business strategy?

- What is the Mission of your company?
- What is the unique positioning of your company on the market?
- What is your Vision?
- What are your Values and Culture?
- What are the payoffs for your company in case of success?

3.2.2. What will be your business model, including the revenue model?

- Fill in the Business Model Canvas

3.3. How will you finance this success?

3.3.1. What is the current company's ownership and capital structure?

- What is the current company's ownership and capital structure?
- Have you already applied for public or private funds?
- What is your funding strategy for the future?

3.3.2. What is the expected growth potential of your solution in terms of turnover, profit and jobs?

- What is the expected growth potential of your solution in terms of turnover, profit and jobs?
- What are the basic economics for your solution?
- What is your growth strategy?

3.3.3. What are your financial needs?

- How much will it cost to develop your solution?
    - For Innovation activities (TRL 5 to 8)
    - For Market Preparation (TRL 9)
- How much will it cost for market deployment and scale up? (post TRL9)
- How much grant do you need from the EIC (up to 70% of TRL 5 to 8)?
- **For full blended finance**: how much investment do you need from the EIC (for 30% of TRL 5 to 8, for TRL 9 and onwards)?
- **For Grant Only**: describe precisely (amount and origin) your other resources
- **For Grant First**: describe precisely the origin of the 30% co-financing for TRL 5 to 8. If you don't have these resources, do you need in addition to the grant component an initial EIC investment component limited to these 30%?
- Why can't you do it without the EIC? What about other funding sources; including National/Regional public programmes or private investors?

3.4. How will you secure this success in terms of Intellectual Property Right (IPR) and legal framework?

3.4.1. What are your IP assets?

- What are your unique IP assets?
- Are they patentable?
- How many patents have you applied for?
- What are your measures to ensure commercial exploitation ('freedom to operate')?
- Is there a clear owner of the innovation or are there multiple owners?
- Are there any external issues that could compromise your ability to exploit the innovation?

3.4.2. What is your strategy for knowledge management and protection?

- What is your knowledge-protection strategy, including current IPR filing status, IPR ownership and licensing issues?
- What is your data management plan?

3.5. Entering the market

3.5.1. What is your exploitation plan to enter the market?

- What is your exploitation plan?
- What are the main steps to enter the Market?

3.5.2. What are the barriers to entry?

- What are the existing major barriers preventing you to enter the market? How can you overcome them?
- What are the new major barriers you are building to prevent your competitors to easily enter the market? How can your competitor overcome them?

3.6. Scale

3.6.1. What is your Marketing Strategy?

- What is your Marketing approach (B2B, B2C, B2B2C, etc.)?
- What is your Go2Market strategy?

3.6.2. What is your commercialization Strategy?

- What is your commercialization strategy?
- What is your Time-to-Market in years?
- Can you provide proof of early market traction?

3.7. Beyond the Market

3.7.1. What are the direct short-term effect of your solution?

3.7.2. What is the mid-term impact on the Market?

- What is the impact of your innovation on the dynamic of the market? Will your innovation disrupt an existing market? Will it create a new market?

3.7.3. What is the mid-term Societal Impact of your solution (if any)?

- Will your innovation have broader societal, economic, environmental or climate impacts?

3.7.4. What are the ethical issues concerned?

See annex 1 for questions to answer and ethical self-assessment

3.7.5. What are the potential AI related issues?

See annex 1 for questions to answer and ethical self-assessment

3.7.6. What are the potential security related issues?

See annex 2 for questions to answer

3.7.7. What are the main EU priorities concerned?

- Specify to witch extent you contribute to one of the EIC targeted Challenges
- Specify to witch extent you contribute to other EU priorities

3.7.8. What are the main UN Sustainable Goals concerned?

3.7.9. What are the legal and regulatory requirements to be fulfilled?

- Does your solution need regulatory approvals/ compliance for commercialization?
- What is the applicable and future EU legislation?
- What is/are the applicable and future Standard certification(s)?

Annex 1 - Ethics

For more information on each of the ethics issues and how to address them, including detailed legal references, see the guidelines 'How to Complete your Ethics Self-Assessment'.

A - Questionnaire

This table should be completed as an essential part of your proposal. Please go through the table and indicate which elements concern your proposal by answering 'Yes' or 'No'.

If you answer 'Yes' to any of the questions, provide additional information on that ethics issue in the Ethics Self-Assessment section (section B).

1. HUMAN EMBRYONIC STEM CELLS AND HUMAN EMBRYOS		
Does this activity involve Human Embryonic Stem Cells (hESCs)?		○ Yes ○ No
If **YES**:	Will they be directly derived from embryos within this project?	○ Yes ○ No
	Are they previously established cells lines?	○ Yes ○ No
	Are the cell lines registered in the European registry for human embryonic stem cell lines?	○ Yes ○ No
Does this activity involve the use of human embryos?		○ Yes ○ No
If **YES**:	Will the activity lead to their destruction?	○ Yes ○ No
2. HUMANS		
Does this activity involve human participants?		○ Yes ○ No
If **YES**:	Are they volunteers for nonmedical studies (e.g. social or human sciences research)?	○ Yes ○ No
	Are they healthy volunteers for medical studies?	○ Yes ○ No
	Are they patients for medical studies?	○ Yes ○ No
	Are they potentially vulnerable individuals or groups?	○ Yes ○ No
	Are they children/minors?	○ Yes ○ No
	Are they other persons unable to give informed consent?	○ Yes ○ No
Does this activity involve interventions (physical also including imaging technology, behavioural treatments, etc.) on the study participants?		○ Yes ○ No

If **YES**:	Does it involve invasive techniques?	○ Yes ○ No
	Does it involve collection of biological samples?	○ Yes ○ No
Does this activity involve conducting a clinical study as defined by the Clinical Trial Regulation (EU 536/2014)? (using pharmaceuticals, biologicals, radiopharmaceuticals, or advanced therapy medicinal products)		○ Yes ○ No
If **YES**:	Is it a clinical trial?	○ Yes ○ No
	Is it a low-intervention clinical trial?	○ Yes ○ No
3. HUMAN CELLS / TISSUES (not covered by section 1)		
Does this activity involve the use of human cells or tissues?		○ Yes ○ No
If **YES**:	Are they human embryonic or foetal cells or tissues?	○ Yes ○ No
	Are they available commercially?	○ Yes ○ No
	Are they obtained within this project?	○ Yes ○ No
	Are they obtained from another project, laboratory or institution?	○ Yes ○ No
	Are they obtained from biobank?	○ Yes ○ No
4. PERSONAL DATA		
Does this activity involve processing of personal data?		○ Yes ○ No
If **YES**:	Does it involve the processing of special categories of personal data (e.g.: sexual lifestyle, ethnicity, genetic, biometric and health data, political opinion, religious or philosophical beliefs)?	○ Yes ○ No
	If **YES**: Does it involve processing of genetic, biometric or health data?	○ Yes ○ No
	Does it involve profiling, systematic monitoring of individuals, or processing of large scale of special categories of data or intrusive methods of data processing (such as, surveillance, geolocation tracking etc.)?	○ Yes ○ No
Does this activity involve further processing of previously collected personal data (including use of preexisting data sets or sources, merging existing data sets)?		○ Yes ○ No
Is it planned to export personal data from the EU to non-EU countries?		○ Yes ○ No
If **YES**:	Specify the type of personal data and countries involved:	
Is it planned to import personal data from non-EU countries into the EU or from a non-EU country to another non-EU country?		○ Yes ○ No

If **YES**:	Specify the type of personal data and countries involved	
Does this activity involve the processing of personal data related to criminal convictions or offences?		○ Yes ○ No
5. ANIMALS		
Does this activity involve animals?		○ Yes ○ No
If **YES**:	Are they vertebrates?	○ Yes ○ No
	Are they non-human primates (NHP)?	○ Yes ○ No
	Are they genetically modified?	○ Yes ○ No
	Are they cloned farm animals?	○ Yes ○ No
	Are they endangered species?	○ Yes ○ No
6. NON-EU COUNTRIES		
Will some of the activities be carried out in non-EU countries?		○ Yes ○ No
If **YES**:	Specify the countries:	
In case non-EU countries are involved, do the activities undertaken in these countries raise potential ethics issues?		○ Yes ○ No
If **YES**:	Specify the countries:	
Is it planned to use local resources (e.g. animal and/or human tissue samples, genetic material, live animals, human remains, materials of historical value, endangered fauna or flora samples, etc.)?		○ Yes ○ No
Is it planned to import any material (other than data) from non-EU countries into the EU or from a non-EU country to another non-EU country? For data imports, see section 4.		○ Yes ○ No
If **YES**:	Specify material and countries involved:	
Is it planned to export any material (other than data) from the EU to non-EU countries? For data exports, see section 4.		○ Yes ○ No
If **YES**:	Specify material and countries involved:	
Does this activity involves low and/or lower-middle income countries? (if yes, detail the benefit-sharing actions planned in the self-assessment)		○ Yes ○ No
Could the situation in the country put the individuals taking part in the activity at risk?		○ Yes ○ No
7. ENVIRONMENT, HEALTH and SAFETY		

Does this activity involve the use of substances or processes that may cause harm to the environment, to animals or plants (during the implementation of the activity or further to the use of the results, as a possible impact)?	○ Yes ○ No
Does this activity deal with endangered fauna and/or flora / protected areas?	○ Yes ○ No
Does this activity involve the use of substances or processes that may cause harm to humans, including those performing the activity (during the implementation of the activity or further to the use of the results, as a possible impact)?	○ Yes ○ No
8. ARTIFICIAL INTELLIGENCE	
Does this activity involve the development, deployment and/or use of Artificial Intelligence? (if yes, detail in the self-assessment whether that could raise ethical concerns related to human rights and values and detail how this will be addressed).	○ Yes ○ No
9. OTHER ETHICS ISSUES	
Are there any other ethics issues that should be taken into consideration?	○ Yes ○ No
Please specify: (Maximum number of characters allowed: 1000)	

B – Self-assesment

If you have entered any issues in the ethics issue table, you must perform an ethics self-assessment in accordance with the guidelines 'How to Complete your Ethics Self-Assessment' and complete the table below.

Ethical dimension of the objectives, methodology and likely impact
Explain in detail the identified issues in relation to: – *objectives of the activities (e.g. study of vulnerable populations, etc.)* – *methodology (e.g. clinical trials, involvement of children, protection of personal data, etc.)* – *the potential impact of the activities (e.g. environmental damage, stigmatisation of particular social groups, political or financial adverse consequences, misuse, etc.)*
Compliance with ethical principles and relevant legislations
*Describe how the issue(s) identified in the ethics issues table above will be addressed in order to adhere to the ethical principles and what will be done to ensure that the activities are compliant with the E U / national legal and ethical requirements of the country or countries where the tasks are to be carried out. It is reminded that for **activities performed in a non-EU countries**, they should also be allowed in at least one EU Member State.*

Annex 2 - Security

A - Questionnaire

Please indicate, by answering Yes or No to all of the questions in the below table, if the proposed activity will use and/or generate information which might raise security concerns.

If you answer 'Yes' to any of the questions, provide additional information on that security issue in section B.

1. EU classified information (EUCI)[1]		
Does this activity involve information and/or materials requiring protection against unauthorised disclosure (EUCI)?		○ Yes ○ No
If **YES**:	Is the activity going to use classified information as background[2] information?	○ Yes ○ No
	Is the activity going to generate EU classified foreground[3] information as results?	○ Yes ○ No
Does this activity involve non-EU countries?		○ Yes ○ No
If **YES**:	Do participants from non-EU countries need to have access to EUCI?	○ Yes ○ No
	Do the non-EU countries concerned have a security of information agreement with the EU	○ Yes ○ No
2. MISUSE		
Does this activity have the potential for misuse of results?		○ Yes ○ No
If **YES**:	Does the activity provide knowledge, materials and technologies that could be channelled into crime and/or terrorism?	○ Yes ○ No
	Could the activity result in the development of chemical, biological, radiological or nuclear (CBRN) weapons and the means for their delivery?	○ Yes ○ No
3. OTHER SECURITY ISSUES		
Does this activity involve information and/or materials subject to national security restrictions?		○ Yes ○ No

[1] According to the Commission Decision (EU, Euratom) 2015/444 of 13 March 2015 on the security rules for protecting EU classified information, "European Union classified information (EUCI) means any information or material designated by an EU security classification, the unauthorised disclosure of which could cause varying degrees of prejudice to the interests of the European Union or of one or more of the Member States".

[2] Classified background information is information that is already classified by a country and/or international organisation and/or the EU and is going to be used by the project. In this case, the project must have in advance the authorisation from the originator of the classified information, which is the entity (EU institution, EU Member State, third state or international organisation) under whose authority the classified information has been generated.

[3] EU classified foreground information is information (documents/deliverables/materials) planned to be generated by the project and that needs to be protected from unauthorised disclosure. The originator of the EUCI generated by the project is the European Commission.

B – Details

If you have entered any issues in the security issue table, please provide all necessary detailed information.

Security issues
For each issue, explain it in detail in relation to: – *its nature* – *risk management*