



INN-PRESSME Selection criteria

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- **Steps to be followed for application**
- **Proposal submission**
- **The evaluation process**
- **Tips for writing a winning proposal & extra hints**

Steps to be followed for application

GUIDE FOR APPLICANTS

INN-PRESSME 2nd Open Call

Submission of applications starts on 2nd of May 2023

Submission deadline: 15th of June 2023, at 17:00 Brussels Time

Do you already develop/provide (or aim to) products based on sustainable bio-materials?

and/or

Do you have a novel/innovative product based on bio-materials in mind?

If your answer to any of the questions above is “yes”...

...why not making your product more eco-friendly, thus contributing to reduce the negative impact of using fossil-based raw materials?

...and why not achieving this by using natural fibers, ligno-cellulosic materials or bioplastics as the core material?



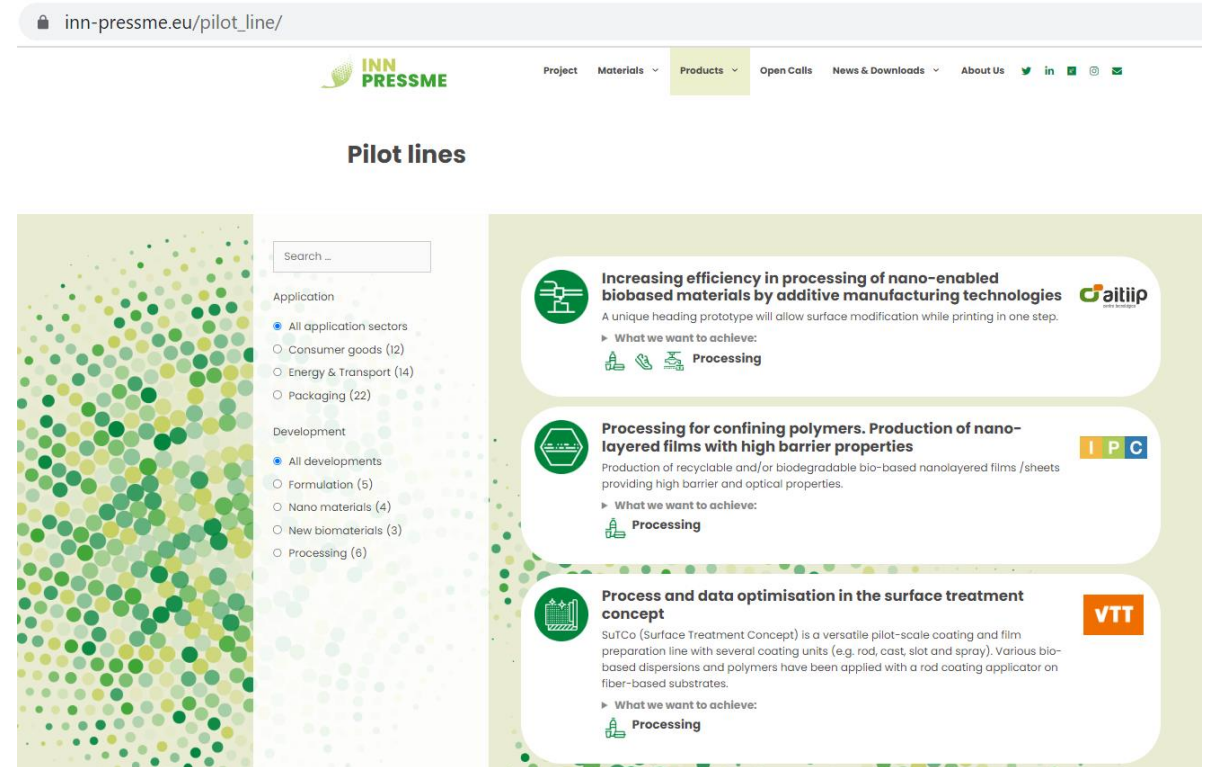
If the questions above have caught your attention, please continue reading, what follows could be of interest for you...

INN-PRESSME can help for the scaling-up you are looking for!

INN-PRESSME OPEN-CALL

Steps to be followed for application

- **Have a look to the INN-PRESSME pilot-lines and technologies portfolio on the project website;**
- **Register to participate in the 2nd Open Call and download the Application Form;**
- **Fill and submit the application form through the website within the application period (deadline 15th of June 2023).**



The screenshot shows the website [inn-pressme.eu/pilot_line/](https://www.inn-pressme.eu/pilot_line/). The page features a navigation bar with 'Project', 'Materials', 'Products', 'Open Calls', 'News & Downloads', and 'About Us'. The main heading is 'Pilot lines'. On the left, there is a search bar and a filter menu with 'Application' and 'Development' sections. The 'Application' section includes 'All application sectors' (selected), 'Consumer goods (12)', 'Energy & Transport (14)', and 'Packaging (22)'. The 'Development' section includes 'All developments' (selected), 'Formulation (5)', 'Nano materials (4)', 'New biomaterials (3)', and 'Processing (6)'. On the right, there are three featured pilot line cards: 1. 'Increasing efficiency in processing of nano-enabled biobased materials by additive manufacturing technologies' by ailiip, with a description of a unique heading prototype and a 'Processing' icon. 2. 'Processing for confining polymers. Production of nano-layered films with high barrier properties' by IPC, with a description of recyclable and/or biodegradable bio-based nanolayered films and a 'Processing' icon. 3. 'Process and data optimisation in the surface treatment concept' by VTT, with a description of the SuTCo (Surface Treatment Concept) pilot-scale coating and film preparation line and a 'Processing' icon.

https://www.inn-pressme.eu/pilot_line/

Proposal Submission: General Rules

- **Proposal is structured in three sections:**
 - Excellence: Level of innovation, viability
 - Impact: economic, social, environmental, technological
 - Implementation: Quality and Efficiency
- **Maximum length allowed is 5 pages.**
- **English is the only acceptable language.** Proposals submitted in any other language will not be evaluated!
- **Font of the body text of the proposal is Times New Roman.** The minimum size allowed is **11 points.**
- **Figures, schemes and photos are encouraged to be provided to make clearer the aim of the proposal.**



Proposal Submission: Excellence

- **Ambition:** Provide a description of the problem to overcome and how the proposed project goes beyond the state of the art.
- **Innovation:** Provide a detailed description of the final part to be developed in collaboration with the INNPRESSME project (including a description of the functionality, size, etc.). Explain how it will solve the challenges described above and how the INNPRESSME services will help.
- **Regulation, standardization, and certification issues:** Will the final prototype part/ demonstrator be subjected to any policies and/or regulatory requirements?
- **Soundness of the approach:** demonstrate the soundness and **credibility of the proposed methodology.**

Proposal Submission: Impact

Recommended extension of this section: 2 pages

- **Market opportunity and competition:** Show clearly what you want to do and if the new/improved product has a market potential. Describe the competitive advantage of your solution versus those from competitors.
- **Commercial strategy and scaling up potential:** Analyse in detail how to penetrate the target market(s); what channels, resources and tools will be used for it and the time required. Also identify the expected results to be exploited.
- Please describe your **Return of Investment (RoI) and the global economic value creation.**
- Mention also if you have background knowledge including **Intellectual Property Rights** related to this final demo part.
- **Other expected impacts:** Please provide a detailed description of any societal, environmental, and economic impacts outside your company itself that can be expected.

Proposal Submission: Implementation (1)

Recommended extension of this section: minimum 1 page

- **Work plan description:** Please provide a description of the proposed work plan (key inputs, deliverables, and time schedule), explaining
- **Team:** Demonstrate your management and leadership skills plus your ability to bring new concepts and ideas into the market.

Proposal Submission: Implementation (2)

- **TRL level:** Please describe the TRL positioning of your proposed solution and the change from current state (e.g. from a laboratory verified component – TRL4/5 – to TRL6/7).
- **Risk management:** Discuss limitations and possible problems and how you will deal with them

Do not forget!

The proposals aiming to reach Technology Readiness Level (TRL) 6-7, starting from TRL 4-5, are preferred.

Evaluation: Application Scores

Application scores:

- **Excellence: 0-5**
- **Implementation: 0-5**
- **Impact: 0-5**

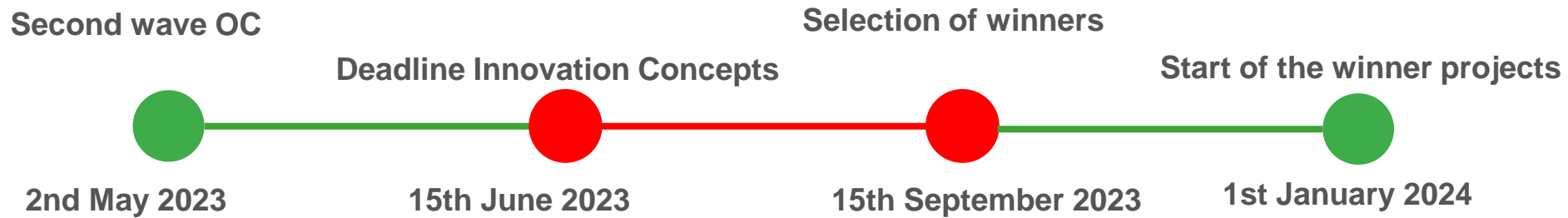
Threshold:

- **Individual criteria: 3 (out of 5)**
- **Overall threshold: 10 (out of 15)**

Proposals failing to achieve the threshold score per individual criteria and the overall threshold will be rejected.

Proposals will be ranked according to the overall scores in descending order.

Evaluation: Selection



- The submitted proposals will be evaluated by an Evaluation Board composed of (at least) 4 expert evaluators, followed by a feasibility check by the involved PL owners
- As late on the 15th of September all eligible participants will receive a letter informing about the evaluation result.
- In case you are pre-selected to be the beneficiary, you will be asked to sign the Contract Agreement with the INN-PRESSME Consortium.

Tips for writing a winning proposal

- **Is your project in line with what INN-PRESSME is looking for? Not 100% sure? You can consult the information provided in the Guide for Applicants as well as website.**
- **Mention the background knowledge you have**
- **Make sure your research methods are clearly described, understandable and Realistic**
- **Show clearly the market potential of your new/improved product**
- **Outline a sound commercial strategy**
- **Define clearly the work plan (tasks description) and the role that the INN-PRESSME pilot lines will play in it**

Extra hints

- Do not leave the writing of the proposal for the last days before the deadline
- Be concise when answering the questions required in each section of the proposal template
- Try to think as evaluator
- Have someone who is not familiar with your work to read over your proposal to evaluate the clarity and style of your proposal

Involve specialized people in the writing of each part of the proposal (i.e Commercial strategy).

Contact our services and PL owners for a more concise writing and helpful advice.

Summary Open Call 1



- 6 proposals scored above the threshold (currently in negotiation)
- Received proposals from 4 EU countries, Turkey and Norway
- All proposals were individual (single company as applicant)
- Big variety of topics proposed:
 - Food packaging materials
 - Materials for biomedical application
 - Biomaterials processed from waste
 - Bio-based coatings for wood protection

Pilot lines with no activity from innovation concepts of Open Call 1

- Pilot lines with no activity in Open Call 1:

PL1 - [Cellulose NanoFibril Production](#)

PL3 - [Production of biopolyester from marine bacteria](#)

PL5 – [Formulation of novel cellulose-based bio-inks and slurries](#)

PL6 – [Scaling of graphene and carbon-based bio-nanomaterials](#)

PL12 – [Production of electrodes for energy storage devices](#)

PL13 - [Structural and Printed Electronics facilities](#)

Within Open Call 2, for **proposals with the same score, priority will be given for those asking for services of such pilot lines.**



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Open Innovation Test Bed

Thank you!

Contact

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