



INN-PRESSME Selection criteria

Jaime Ochoa, CIDETEC

jochoa@cidetec.es

16.11.2022

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

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Steps to be followed for application

GUIDE FOR APPLICANTS

INN-PRESSME 1st Open Call

Submission of applications starts on 9th of January 2023

Submission deadline: 30th of January 2023, at 17:00 Brussels Time

Version	Date	Description of changes
1.0	14/11/2022	First public version

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

and/or

Do you have a novel/innovative product based on biomaterials in mind?

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

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

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



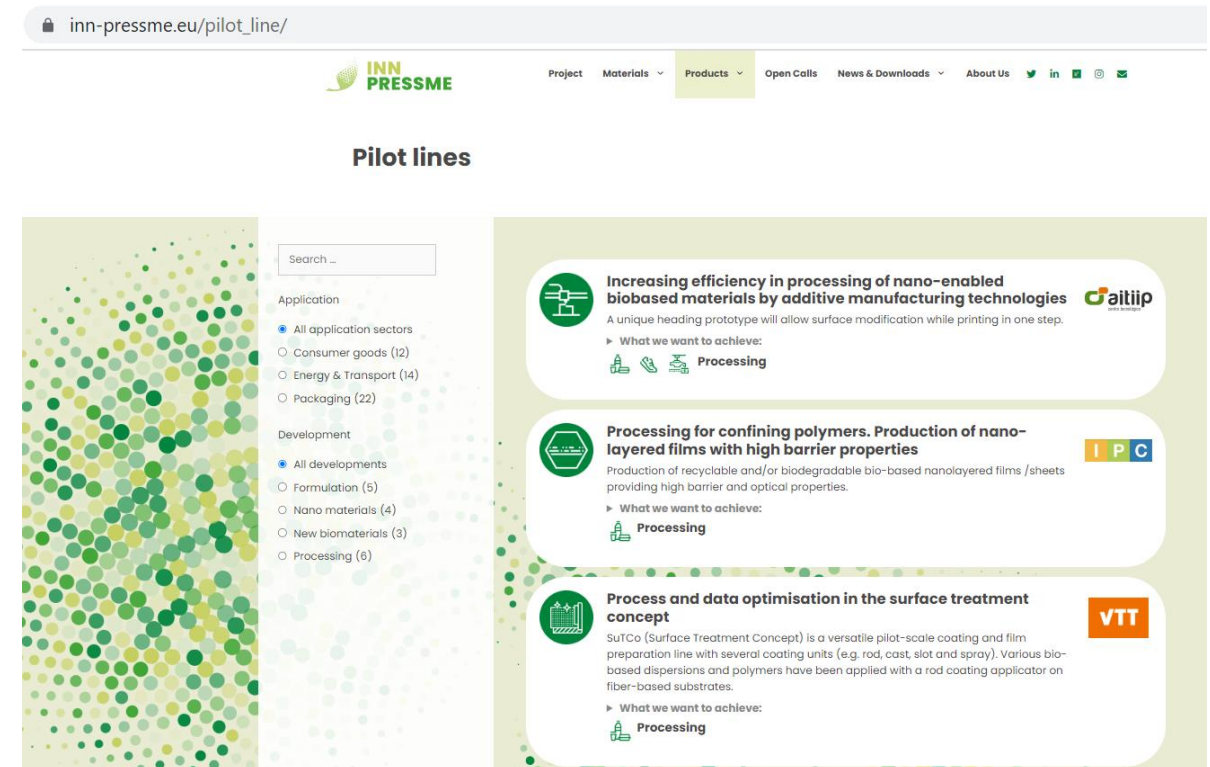
If the questions above have caught your attention, please continue reading, what follows could be of interest for you...

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 1st Open Call (deadline 20th of January) and download the Application Form;
- **Fill and submit the application form through the website** within the application period (deadline 30th of January 2023).



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

Eligible applicants

The Call is open for:

- SMEs, start-ups, and Mid-caps, but also large industrial companies;
- For profit and non-profit organisations;
- Tech (innovative companies) or non-tech (traditional industries);
- For any product from all activities / fields / sectors that could benefit from greener solutions based on bio-materials;
- **One partner or a consortium of max 2 partners**

European Union Member States and Countries Associated to Horizon 2020



Source: EC - Horizon H2020 – Open to the world (2018)

Eligible countries: EU Member States & associated countries & United Kingdom

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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. Mention also if you have background knowledge including Intellectual Property Rights related to this final demo part.
- **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.**
- **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 – to demonstration in relevant industrial environment – TRL7).
- **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.

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Evaluation: Application Scores

Application scores:

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

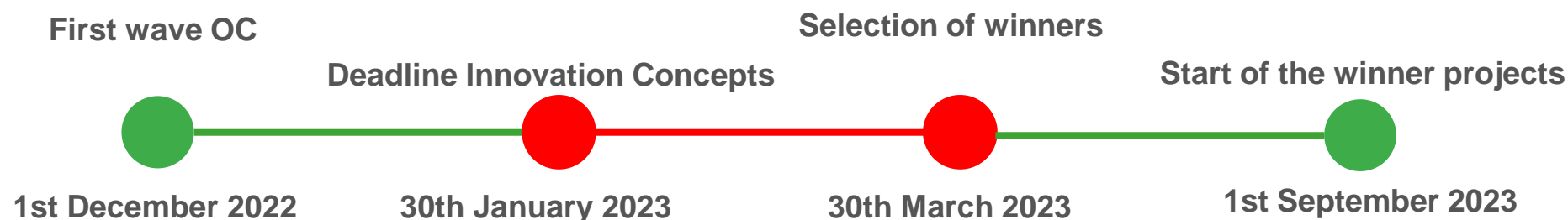
Threshold:

- **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.
- As late on the 30th of March 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.
- **End of experiments: 30th of June, 2024 as latest.**

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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



Thank you!

Contact

Jaime Ochoa

CIDETEC Surface Engineering

jochoa@cidetec.es



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