



EIC Accelerator

Guide for Applicants

Version 1.7
25th February 2022

Disclaimer

This guide aims to assist potential applicants. It is provided for information purposes only and is not intended to replace consultation of any applicable legal sources. Neither the European Commission nor EISMEA (or any person acting on their behalf) can be held responsible for the application made of this guidance document.



HISTORY OF CHANGES			
Version	Publication Date	Change	Page
1.0	18.03.2021	<ul style="list-style-type: none"> Initial version 	
1.1	08.04.2021	<ul style="list-style-type: none"> Clarifications and footnotes regarding several issues: TRL, type of funding, etc. Updates of links 	
1.2	26.04.2021	<p>Updates on main recurrent questions received since the opening of the Call; More details have been added to the following issues:</p> <ul style="list-style-type: none"> updated cut off dates diagnostic results registration of applicants short application: pitch deck and video withdraw vs resubmission coaching support language of face to face interviews 	
1.3	07.05.2021	Step 2 – Full application questions	
1.4	26.05.2021	<ul style="list-style-type: none"> Step 2 – Full application – extra documents to be provided Financial Template 	
1.5	06.09.2021	<ul style="list-style-type: none"> Types of funding offered Composition of interview panel & interview timing Step 2 pitch deck Information regarding Step 2 questions 	
1.6	09.02.2022	<ul style="list-style-type: none"> Rebuttal and complaints Grant vs Investment components explained Criteria of the new EIC work programme 2022 updated Cut-off dates 2022 Challenge driven calls 2022 	
1.7	25.02.2022	<ul style="list-style-type: none"> Type of funding components applicable - Blended finance clarification 	



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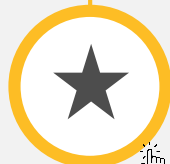
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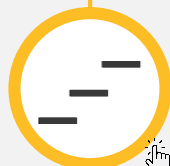
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



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[Extra information](#) & [Annexes](#)

Welcome ! Quick tip before we start, the icon  means that the titles or buttons in the area (not images) are clickable to facilitate your navigation in the document.

The home button (top left) will always bring you back at this page. 





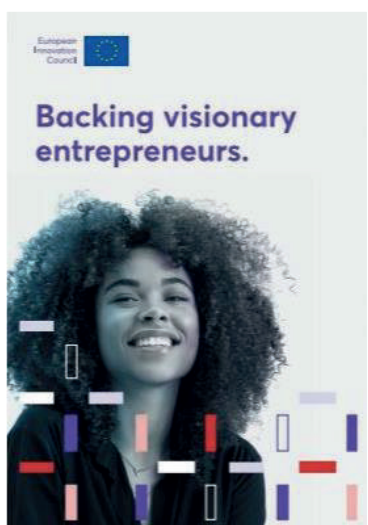
01. The EIC Accelerator

The EIC Accelerator supports companies (principally start-ups and SMEs) to scale up high impact innovations with the potential to create new markets or disrupt existing ones.

European
Innovation
Council



The EIC Accelerator can support your company to scale up if you ...



- Develop **high risk/high impact innovations**;
- Have the potential to **create new markets, transform** existing ones and **contribute to societal innovation**;
- Build on scientific discovery, radical thinking or technological breakthroughs (**'deep tech'**);
- Your innovation activities have already achieved the Technology Readiness Level (TRL) 4 and are currently in **TRL 5** or above;
- Require significant **funding** over a long timeframe before returns can be generated ('patient capital').

If you are invited to submit the full application, **you will have to choose between:**

OPEN CALL

This call is for innovations in any field of technology and innovations that cut across different scientific, technological, sectoral and application fields or represent novel combinations.



CHALLENGE DRIVEN CALLS

These calls take into account EU priorities for transitioning to a green, digital and healthy society, as well as the overall strategic planning for Horizon Europe, and the inputs of stakeholders, experts and the EIC pilot Advisory Board.

The identified areas of strategic relevance for the cut-offs of 2022 are:

- **Technologies for Open Strategic Autonomy**
- **Technologies for 'Fit for 55'**





02. Can you apply?

You can apply if you meet one of the following **eligibility conditions**:

You are a **single start-up or SME** (including spin-outs) established in an EU Member State or [Horizon Europe \(HE\) Associated Country](#).

You are a **'Small mid-cap'** (up to 499 employees) established in an EU Member State or HE Associated Country. You need funding for rapid scale up and your activities are at TRL 9 (e.g.: commercialisation and market deployment). You can only apply for the investment component.

You are **one or more natural persons or legal** entities willing to set up a SME:

- From **EU Member State or HE Associated Country** intending to establish an SME or small mid-cap in a Member State or Associated Country. Your company will have to be established prior to signing the Accelerator contract.
- Intending to invest in an SME or small mid-cap in a Member State or a HE Associated Country. As agreed with the company, **you will be submitting the proposal on behalf of the SME/small mid-cap** while the contract will be signed with the beneficiary company only.
- From a **non-associated third country** and you are ready to establish a SME (including start-ups) or to relocate an existing SME to an EU Member State or HE Associated Country, then you must have done so by the time of submitting a full application. Your company must prove its effective establishment in an EU Member State or HE Associated Country. The Commission may set specific conditions and milestones in the contract to ensure that the interest of the Union is met.

Applicants from the **United Kingdom** can apply for to the Accelerator, but can only request and receive funding in the form of "grant only". The signature of any grant agreement will be subject to the positive conclusion of the association negotiation with the United Kingdom.

Your application is **admissible** if it is not a concurrent submission or concurrent implementation.

Concurrent submission: You can submit only one proposal for evaluation to the Accelerator. You cannot submit another proposal until you have received the evaluation result for the first submission. In case a concurrent submission is identified, only the proposal submitted first will be deemed eligible.

Concurrent implementation: You cannot submit a new proposal if you are a beneficiary of an ongoing EIC Accelerator/EIC Accelerator Pilot/SME instrument project.

Exceptionally, ongoing grant-only projects can apply for an investment only component.

Please note that a project is considered finalised when the beneficiary has uploaded and submitted the final reports in the Funding & Tender Portal.





03. Which types of funding can you get?

The EIC Accelerator provides blended finance to support development (TRL 5/6 to 8)*, deployment and scale-up (TRL 9). The blended finance consists of an investment and grant component:

Grant component	Investment component
<ul style="list-style-type: none"> • maximum EUR 2.5 million (equal to a maximum of 70 % of total eligible costs) • innovation activities supported should be completed within 24 months • small mid-caps are not eligible for grant (but can apply for investment) 	<ul style="list-style-type: none"> • minimum EUR 0.5 million and maximum EUR 15 million • usually in the form of direct equity or quasi-equity • maximum 25% of the voting shares of the company • "patient capital" principle (indicatively 7-10 years perspective)

You may choose to apply to one of the following types of funding: Blended Finance, Grant Only or Grant First. The application profile and corresponding activities should be well justified for the type of funding chosen.

Type of funding:	Blended Finance	Grant First	Grant Only
Type of activities it can cover:	Innovation Activities (TRL 5-8) and Market Deployment Action (TRL 9 and onwards)	Innovation Activities only (TRL 5-8)	Innovation Activities only (TRL 5-8)
Type of funding components applicable:	EIC Grant component to cover a maximum of 70% of your total eligible costs of TRL 5-8 activities and EIC Investment component to cover remaining expenditures, including TRL 9 activities onwards.	EIC Grant component to cover a maximum of 70% of your total eligible costs of TRL 5-8 activities	EIC Grant component to cover a maximum of 70% of your total eligible costs of TRL 5-8 activities
Your Innovation can be funded if:		It is based on a scientific discovery or novel technology and still requires significant work to validate and demonstrate it in relevant environments in order to properly assess its commercial potential	You provide evidence that you have sufficient financial means (e.g. revenue flow, existing investors or shareholders) to finance the deployment and scaling up of your innovation
Remarks:	Applicants for EIC blended finance can choose to request the investment component only (Grant Component = 0)	In order to be eligible for an EIC equity investment later on, your innovation will have to achieve a set of agreed milestones for TRL 5 to 8.	





04. What will be assessed?

Your proposal will be assessed against the evaluation criteria set out below using a binary system of GO NO GO per proposal.

A detailed description of the evaluation criteria applied for short and full proposals is available in the [Work Programme](#).

In summary, the experts will assess:

1. **Excellence:** breakthrough and market creating nature; timing for the innovation.
2. **Impact:** scale-up potential; positive broader impact.
3. **Level of risk, implementation, and need for Union support:** team's capability and motivation.



For SHORT Proposal

Excellence

Does your innovation have a high **degree of novelty** – compared to existing products, services and business models - with the potential to create or significantly transform markets?

Is the **timing** right for this innovation in terms of market, user, societal or scientific or technological trends and developments?

Impact

Is there a **potential to scale up**, develop new markets or impact on the growth of the company?

Will the innovation achieve positive broader **societal, economic, environmental or climate** impacts?

Level of risk, implementation, and need for Union support

Is the **team** capable and motivated to implement the innovation and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing, including adequate representation of women and men?





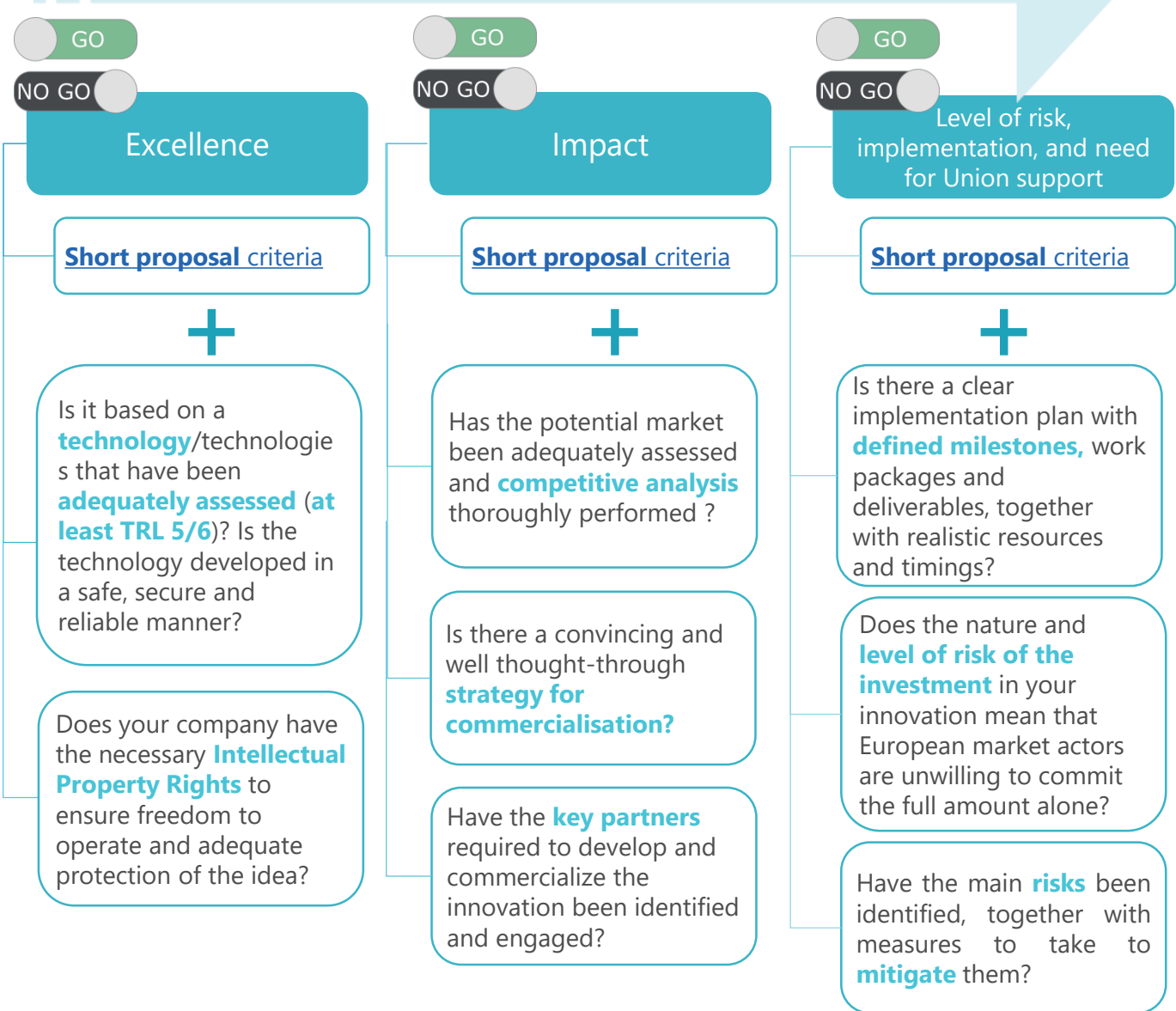
04. What will be assessed?

For FULL Proposal

Your proposal will be assessed against the evaluation criteria set out below using a binary system of GO/NO GO per criterion.

A detailed description of the evaluation criteria applied for short and full proposals is available in the [Work Programme](#).

- 1. Excellence:** technological feasibility; Intellectual Property Rights; breakthrough and market creating nature; timing.
- 2. Impact:** market fit and competitor analysis; commercialization strategy; key partners; scale-up potential; positive broader impact.
- 3. Level of risk, implementation, and need for Union support:** clear implementation plan; high investment risk; risk mitigation assessed; team's capability and motivation





05. Who will be assessing your proposals?

Types of experts/evaluators

Under the EIC Accelerator Programme, two types of experts are going to review your proposal:

Remote experts

Proposals are evaluated remotely at [short proposal](#) and [full proposal](#) stages by independent expert-evaluators (remote experts) selected from a proprietary database of the European Commission.

Different profiles are selected in order to ensure a variety of high-level skills, knowledge and experience in different domains and sectors.

For each specific call a "pool" of expert-evaluators is appointed. They are selected based upon their experience and knowledge in project management, technology and innovation, investment and finance and entrepreneurship and business. A balance in terms of geographical diversity, gender, private and public sectors is ensured. A yearly rotation rule guarantees that at least 25% of remote experts included in a 'pool' are renewed every year

Jury Members

The Jury members are going to assess your full proposal at [face-to-face interview](#).

They have a solid experience in different areas as entrepreneurs who have started and scaled-up innovative enterprises at European or global level, investors (banks, venture capitalists, business angels, crowd-funders, etc.) and experts involved in the innovation ecosystem (business schools, universities, innovation hubs, accelerators, etc.)

They will be allocated to thematic panels of a minimum of 4 and a maximum 6 jury members.

The list of Jury members is available at this [link](#). Their recruitment is a continuously ongoing process, therefore this list is updated regularly.



Conflict of interest: The remote experts and Jury Members must perform their work impartially and take all measures to prevent any situation that could cast a doubt on their impartiality. The evaluation must not be influenced by economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). Remote experts and Jury members with a conflict of interest are excluded from the evaluation.

Observers: The evaluation process may be monitored by one or more independent observers appointed to observe the practical workings of the evaluation process and to give independent advice on the conduct and fairness of the evaluation sessions, the application of the award criteria and the ways in which the procedures could be improved.





05. Who will be assessing your proposals?

How will proposals be assigned to the expert-evaluators?

The pool of remote expert-evaluators is a mixture of technology/industry sector, business and finance expertise.

The allocation of short proposals and full proposals to expert-evaluators for the remote evaluation steps will be done based on the affinity between the content of the proposal and the specific profiles of expert-evaluators.

In order to facilitate and ensure the best possible match between the proposals and the expert-evaluators, during the submission process you will be requested to select up to three keywords.



Those **keywords** are grouped under 15 parent level categories and you will be able to select them by picking first their parent keyword.

The list of keywords covers a wide range of innovation fields and driving markets. The full keyword nomenclature can be found using the [following link](#).

Similarly, expert-evaluators will also be requested to select three main keywords and three sub-keywords from the same list in order to facilitate the matching of proposals.

We strongly advise you to identify keywords that best correspond to the innovation, service or product proposed as well as to the specific market or niche market targeted and to select the maximum number of main keywords and sub-keywords, within the limit presented above.

The EIC AI-based IT platform will also propose a number of keywords derived directly from the content of your proposal. If you believe that the [selected keywords](#) do not sufficiently cover your proposal, then you will also have the option to provide additional free keywords.

Regarding the allocation of proposals for the interviews, the Jury members will be requested to select three main keywords from the same list available for applicants that best describe their expertise. These keywords will be used to allocate them to the thematic panels for the interviews.

The keywords you will choose at the full proposal submission stage (as described above) will then be used to allocate your proposal to the most relevant thematic panel for the interviews.





06. How do you apply?



Pitch your
innovation!

STEP

04

Prepare your
full proposal

STEP

02

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03

Remote
evaluation

Explore the funding
opportunities

STEP

0

STEP

01

Write your
short proposal

The application process consists of **5 steps**:

- Step 00: Discovery/Diagnostic modules
- Step 01: Short proposal
- Step 02: Preparation of full proposal
- Step 03: Submission and remote evaluation
- Step 04: Face-to-face interviews

Click on the circles to navigate.





06. Discovery and Diagnostic Modules



Preparing your proposal – The EIC AI Platform

The application process for the EIC Accelerator Programme begins in the EIC artificial intelligence-based IT platform. You can access it through the Funding & Tender Opportunities Portal ([F&T portal](#)) or directly at the following [link](#)

The **EIC AI Platform** will guide you through the whole submission process, as well as provide you with assessment of the different funding opportunities.

WELCOME

START
YOUR
JOURNEY

Discovery and Diagnostic

The Discovery module will allow you to search for the best available funding opportunities at regional, national and EU level, not only for grants but also for investment.

The Diagnostic module (mandatory before starting the submission) will provide you with a non-binding but guiding assessment of your concept/idea against a large number of scientific publications, patents and successful European projects.

At this step, you will have to answer a series of questions regarding the problem you want to solve, the solution you have, its features and the targeted market.

Once the information required in the Diagnostic module is complete, the EIC AI Platform will provide you with a comprehensive diagnosis on technical and market readiness of your concept/idea and an assessment of the team members in relation to their tasks. **The ratings provided are neither an evaluation nor a scoring of your proposal.** Your proposal will be evaluated by external independent experts, not by a machine, even an intelligent one. Therefore the ratings should not be taken as an indicator of how your proposal will be assessed by the external independent experts.

It will also provide you the best matching funding opportunities for your concept/idea in the form of a list of potential grants, equity and loans. You can select the Programme best suited to your needs. If you decide to apply for the EIC Accelerator, you will have to continue to the application process in the next step. You can start the preparation of your short proposal at the end of the Diagnostic form.





06. EIC Accelerator – Short Proposal

STEP

01

Open call. The short proposal is open on an ongoing basis throughout the year and there is no deadline for you to submit your proposal.

Registration. Before starting your application, you must first register on the Funding and Tenders Portal (F&T Portal - [Link](#)) and obtain a 9-digit Participant Identification Code (PIC).

Should you have already a validated PIC you are be able to use it. Natural persons also need to obtain a PIC in order to start the submission. This PIC could be transferred to the company during the evaluation process.

The Application: The EIC AI platform will guide you through the different sections of your short proposal.

1. Proposal information

You must fill in a set of general information essential for the preparation of the proposal: Acronym, title, abstract & [keywords](#).

2. Company and CEO information

You need to insert and confirm your PIC number also information about the CEO of the company (or the highest managing position of the company) will be asked. In the case of a natural person, please simply provide your name. See section **registration**.

3. A pitch-deck of maximum 10 slides

There is no pre-defined template for the content. The document should be uploaded in pdf format. You may use it to show images, data, tables not included in the questionnaire.

Please keep in mind that in case your short proposal is a GO, you will be asked to submit a new pitch deck at the time of the submission of the full proposal, which would be used should you be invited to the face-to-face interviews.

What to consider? You should dedicate two to four slides to provide basic but key elements and figures regarding your business model, the targeted market and growth forecast. Applicants opting for Blended Finance or Grant Only are expected to have a clear vision of their market and commercial deployment. While those opting for Grant First might not be able to provide such figures due to an early stage of development, but, nonetheless are expected to reflect on these limitations and consider related risks.

4. A video of maximum 3 minutes

In this video, the [core members](#) of your team (up to three people) should illustrate your innovation and the main motivation behind your application. Please note the following:

- You should keep the video simple. The objective is to show the team behind the idea/proposal and your motivation.
- If you are a natural person, you can include future team members in the video or present your plan to acquire the necessary resources to establish your company and team.
- The video does not have to be in English (and may include subtitles). However, bear in mind that experts will assess the video in the context of a Programme which has the objective of supporting companies with the potential to impact markets in an international/European context.

5. A series of questions that correspond to a 5-page form, describing the details of your innovation, your potential market and your team

The questions are presented in [Annex 1](#) and [Annex 2](#)





06. EIC Accelerator – Short Proposal

STEP

01

At this stage of the process, you will be requested to provide an indicative amount of the EIC Accelerator support you might request. **This data is used for statistical purposes only.** Should you be invited to submit a full proposal, you will be allowed to revise your request.

The short proposal finishes with a list of self-declaratory questions and your consent to grant access to your National Contact Point (NCP) to view your proposal, evaluation reports and results. By providing your consent, you allow your NCP to follow up your application throughout the selection process, and in case you are not selected for Step 2 and the interview phase, to be able to support you by other means, including access to national funding schemes and other sources of financing.

Submission

Once your application is complete, you can submit. If you realize you made a mistake after submitting your proposal, it is best to withdraw your proposal immediately. You may then clone your proposal, make the necessary changes and submit it again.

How will your proposal be evaluated ?

Short proposals will be evaluated by four experts on a first come, first served basis.

Evaluation process

Your **short proposal will be evaluated remotely by four experts with expertise in the area of technology and market application of your innovation.** The evaluators will essentially look at the innovativeness/disruptiveness of your idea, its impact and your team using the [award criteria](#).

Each evaluator will give a GO or NO GO.



- If at least two evaluators give a GO to the proposal, then your short proposal will be successful and you will be invited to prepare a full proposal.
- If more than two evaluators give a NO GO to the proposal, then your proposal is considered unsuccessful.





06. EIC Accelerator – Short Proposal

STEP

01

Outcome

Within approximately 4 weeks or less, you will receive the **outcome of the evaluation** including detailed comments from the individual remote experts. Please note that the notification of the results is always sent to the email address of the CEO. Additionally the results will be visible on your platform.

GO

If your short proposal is successful, you will be invited to prepare a full proposal within 12 months from the date you receive evaluation results of your short proposal

NO GO

If your short proposal is not successful, you can choose to resubmit an improved version of the proposal or an entirely new application in accordance with the resubmission rules below

Resubmission rules

First time rejected → You may resubmit to the short application stage at any time.

Second time rejected → You will not be allowed to submit another short proposal for 12 months, starting from the date of submission of your revised short proposal.

REBUTTAL

After the first NO-GO, you will be offered the opportunity to rebut comments provided by the experts on your initial proposal. For your resubmission, the **four experts assigned to assess your short proposal** will be requested to take these elements into account.

Two free-text boxes will be embedded in your new proposal in which you are expected to:

- Provide a summary of changes made (*5.000 characters provided*)
- Rebut comments from evaluators in the first evaluation (*10.000 characters provided*)

COMPLAINTS

After the second NO-GO, you may file a complaint within 5 working days after receiving the evaluation notification if you believe that the evaluator(s) made an incorrect assessment on the following grounds:

- I. a factual mistake;
- II. absence of information which is not required at short proposal stage;
- III. a manifest error of appreciation on the scope and purpose of the Accelerator.

If the Agency finds that there is an error on one of the above grounds, it will be assessed again by the concerned expert(s) within 5 working days.

If your proposal is reevaluated as a GO, you will be eligible to introduce your full application to the same cut-off date that you would have been able to submit to with a GO from the initial evaluation. Otherwise, your proposal will be definitively rejected and you will only be able to resubmit in accordance with the resubmission rules.





06. Preparation and Submission of your full proposal

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01

GO

STEP
02

If your short proposal received a GO, you have 12 months to prepare your full proposal in the EIC artificial intelligence-based IT platform and submit it to one of the cut-offs.

You will **NOW** need to **CHOOSE** if you apply for:

- [Accelerator Open call](#)
- [or one of the Accelerator Challenges](#)

Cut-off dates 2022

March 23

June 15

October 5

*deadline 17:00:00 CET

Coaching

To help you draft your full proposal, you will be entitled to receive three days of remote [coaching from the EIC Business Acceleration Services](#).

The coaches are independent business experts with entrepreneurial and fund raising backgrounds who will provide you crucial insights and guidance. This service is free of cost.

[From our large pool](#), you can find the best coach for your proposal with ample experience in your specific industry and market context.

Automatic checks/feedback and coaching are there to support you, nonetheless, you remain fully responsible for the content of your proposal and you are the only one to decide to which cut-off you would like to apply based on feedback from experts and coaching. This support can be offered only once.

The Application

The full proposal is the result of a methodology embedded in the [EIC AI Platform](#) by which you develop your detailed business-plan. The full proposal requires the following steps:

- Fill in Design Module → [see the indicative template of questions here](#).
- Define the [type of funding](#) (blended finance, grant only, grant first) you are applying for; see our [FAQs](#) for more information.
- **A new pitch deck.** There is no pre-defined template nor limit of slides, however, please keep in mind that you will be presenting this pitch deck if you are invited to the face-to-face interviews. Therefore, it is your sole responsibility to be able to present it during the 10 min allocated time. The pitch deck should be in pdf format.
- Additional documents:

Mandatory. [The Financial Annex](#), Freedom to Operate Analysis, Data Management plan.

Not mandatory. Letters of Intent, Clinical Trials, 10-page max of any other relevant documentation





06. Preparation and Submission of your full proposal

STEP

02

Concepts/issues to stress/tackle when preparing your proposal

TRL

Activities above TRL 8 cannot be covered by the grant component.

TRL 5 means that you have fully achieved TRL 4 and you are currently in TRL 5. The same applies to all the higher TRL levels.

Need for EU support

You will be asked to demonstrate the need for EU support. This means that you will have to provide evidence that your company is not investment ready according to current market risk appetite. The risk relates to the current stage of development of the innovation and the company. It is a combination of the risk related to the early stage of your company as such (team/financing structure/governance/partners), your product development and market entry and the type of product (deep tech, breakthrough). To already have or not have investors is not a decisive element for the EU support.

Security

You will need to answer security questions related to your proposal. Projects involving classified and/or security sensitive information will have to go through the Security Appraisal process to authorise funding and may be made subject to specific security rules.



Submission

Once your application is complete, you can submit. If you realize you made a mistake after submitting your proposal, it is best to withdraw your proposal immediately. You can then clone your proposal, make the necessary changes and submit it again.

NB: Withdrawing the proposal before receiving the evaluation result will not count toward the resubmission limit.





06. Remote evaluation of full proposal

STEP

03

Full proposals will be assessed after the set cut-off dates.

- Your proposal will be assessed remotely by **three remote experts**, matched against the area of technology and application of your innovation.
- Each evaluator will assess whether your full proposal meets each of the criteria and will give a GO or NO GO per criterion.

Outcome

The results of the evaluation of your proposal will be communicated to you within approximately 5 weeks from the cut-off date. You will receive detailed feedback from the individual experts.

- GO** If 3 remote experts give a GO for all the criteria -> your proposal is successful, and you will receive an invitation to a face-to-face interview with the EIC jury.
- NO GO** If 1 or more remote expert give a NO GO under any of the criteria -> you will not receive an invitation to the interview, but you may be eligible to resubmit an improved full proposal in accordance with the resubmission rules below.



Resubmission rules

First rejection → You may resubmit directly to the remote evaluation of the full proposal at one of the following cut-offs.

Second rejection → You will not be allowed to submit another proposal for 12 months, starting from the date of submission of your revised full proposal.

REBUTTAL

After the first NO-GO, you will be offered the opportunity to rebut comments provided by the experts on your initial proposal. For your resubmission, the **three new experts assigned to assess your short proposal** will be requested to take these elements into account.

Two free-text boxes will be embedded in your new proposal in which you are expected to:

- Provide a summary of changes made (*5.000 characters provided*)
- Rebut comments from evaluators in the first evaluation (*10.000 characters provided*)

COMPLAINTS

Should the resubmitted proposal be considered as NO-GO, the proposal will be definitively rejected, and you will only be able to resubmit in accordance with the resubmission rules





06. Face-to-face interviews with the EIC Jury

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GO

If your full application receives a GO,
you will be invited to a face-to-face interview.

What to consider before the interview

When

The face-to-face interviews will be organized approximately 8-9 weeks after the cut-off date (or longer if there is a need for a further set of interviews).

For 2022, exact interviews dates will be communicated in due time on the [EIC website](#).

Prioritization

In case the number of applicants to invite exceeds the capacities of the initially planned interview sessions, you will be invited according to the prioritization as set in the [Work Programme](#).

Who

Applicant's representatives: You are allowed to send a maximum of 3 representatives for the interview.

More details on the rules for the participation of the applicant's representatives will be communicated in your invitation to interview.

If the appointed representatives fail to appear, or if no one is appointed, the interview will remain scheduled and proceed only on the basis of the documents already provided.

How

Composition of the panel: At the interview, you will be assessed by a panel of at least 4 and maximum 6 jury members.

In addition, EIC Programme Managers and representatives from EIC Investment Partners may also participate in the interview and ask questions, however they will not be members of the jury and will not take part in the jury's decisions (no right to vote). The names of the jury members of the panel you have been allocated to will be provided to you the day before the interview.

Where

The face-to-face interviews will take place either in Brussels or remotely (video conference tool).

An invitation letter will be sent one or two weeks before the interview date and will include:

- date and time of the interview - interview times will not be changeable!
- address and directions where the interview will take place or details about the virtual meeting;
- instructions on how to appoint up to three company representatives for the interview and what information must be provided in order to demonstrate their role in the project.





06. Face to face interviews with the EIC Jury

STEP

04

What happens during the interview

Timing

Duration of the interview: The interview* will last no longer than 45 minutes, and includes:

- 10 minutes (maximum) of presentation supported by the pitch pdf document submitted with your full proposal;
- Maximum 35 minutes of questions and answers to clarify aspects of the proposal. There will be no pre-set questions.

Decision making process

After the interview and the departure of the applicant's representatives, the jury votes. The final decision is a consensus.

Jury members collectively prepare the Evaluation Summary Report (ESR) for the proposal which includes (1) the evaluation outcome and (2) jury's comments/recommendations.

EIC jury members will have prior access to your short and full proposal and the evaluation results. Jury members will also have access to analyses (for example on financial metrics) generated by the EIC artificial intelligence-based IT platform.

The jury may focus the interview on any element of your proposal based on the remote evaluation result and its own assessment.

Jury members will decide based on your interview and their overall assessment whether your proposal should be funded ([GO](#)) or not ([NO GO](#)).

Adjustments to requested funding

If the proposal receives a GO and some activities above TRL 8 have been detected, the jury may lower the grant amount accordingly.

The jury can also recommend another combination of grant and investment components in case the level of risk seems to be lower than initially identified by the applicant.

The jury is not expected to propose a different amount of investment than initially requested by the applicant, except in duly justified cases. The jury may also make recommendations to be taken into account when negotiating the grant or investment component, including for example on the milestones and the valuation, and on proposed coaching activities.

**The interviews will take place in English*





06. Face to face interviews with the EIC Jury

STEP

04

Contribution to travel costs

In case the interviews will take place in Brussels, you will be entitled to receive a contribution to your travel, accommodation and subsistence expenses.

The Commission Decision detailing the coverage and amount is available from the following [link](#). Please note that only applicants actually participating in the interview (i.e. pitching and Q&A) may benefit from the EU financial contribution.

Full details on the necessary steps to request the contribution will be provided shortly after the invitation to the interviews.

Result / Outcome



You will be informed of the result of the interviews approximately 2-3 weeks after your interview.

GO If your proposal is recommended for funding, you will be invited to negotiate and then sign an initial contract that will initially provide for the grant component, which will include a first pre-financing payment on the grant component. In parallel, if you requested an investment component, the EIC Fund will start the negotiation process to structure the investment agreement.

NO GO If your proposal is not recommended for funding, the jury will recommend whether:

a. Your proposal has the potential to be a GO if specific targeted improvements are made. You will be invited to resubmit a revised proposal directly to one of the next face-to-face interviews within a maximum 12 month period. Such a specific resubmission will only be permitted once.

b. Your proposal will be awarded a Seal of Excellence to facilitate funding from alternative funding sources and access to EIC Business Acceleration Services.

Resubmission rules

First time rejected (including after a direct invitation to interview) → You may resubmit directly to the remote evaluation of the full proposal at one of the following cut-offs, but will be expected to have made improvements.

Second time rejected → You will not be allowed to submit another proposal for 12 months, starting from the date of submission of your revised full proposal, at which point you may only submit a new or significantly improved proposal to the short application stage.

Seal of Excellence

All proposals that receive a **NO-GO** at the interview and have **given consent**, will be awarded the Seal of Excellence.

Exceptionally, EIC juries may recommend that your proposal does not receive a Seal of Excellence if they find weaknesses in your proposal which were not identified by the remote evaluators. In such cases, you will receive feedback to justify this recommendation.

NB Seal of Excellence is only awarded if you have given consent to share data about your application with other eligible funding bodies. Make sure to select the consent box when submitting your application.





07. Extra information

Other types of applications

Fast track scheme

The 'Fast Track' scheme is a novelty introduced under Horizon Europe to provide a specific evaluation path for existing Horizon Europe or Horizon 2020 projects to the EIC Accelerator.

Which projects are eligible for the fast track?

In 2022, the fast track is only available for projects from:

- The EIC Pathfinder and Transition projects (including under EIC pilot);
- The ERC Executive Agency for Proof of Concept;
- The Knowledge and Innovation Communities (KICs) supported by the European Institute of Innovation and Technology (EIT);
- The Eureka secretariat for SMEs supported under the Eurostars-2 Joint Programme and the Partnership on Innovative SMEs.

How can you apply?

Under the Fast Track scheme, applicants do not apply directly to the EIC Accelerator call. Instead, a project review is carried out by the responsible funding body to assess the innovation or market deployment potential of an existing project, to decide whether the project is suitable for support under the EIC Accelerator. If so, the applicant will be invited to submit a proposal directly to the full proposal stage.

For more information please see: [WP Annex 4](#)

Plug in scheme

The pilot Plug-in scheme is a novelty under Horizon Europe and a specific process applicable to the EIC Accelerator only. Similarly to the Fast-track scheme, it provides a specific evaluation path for applications coming from existing national or regional programmes to the EIC Accelerator. A pilot initiative will be launched in 2022 by the European Commission in close cooperation with Member States and Associated Countries.

Under the 'plug-in' scheme, applicants do not apply directly to the EIC Accelerator call. Instead, a project review is carried out to assess the innovation or market deployment potential of an existing project at national or regional level, to decide whether the project is suitable for support under the EIC Accelerator. If so, the applicant will be invited to submit a proposal directly to the full proposal.

For more information please see: [WP Annex 5](#)





07. Annex 1

SHORT PROPOSAL

The questions of the Diagnostic module appear in the table below:

What?	What type of solution do you have in mind ?**
	What is the purpose of your project ?**
	Acronym of your proposal
	Describe your solution*
Why?	Describe the problem to be solved or the need(s) to be satisfied *
	Idea or technology based? **
How?	Use cases
	Add features
	Please describe between 1 to 3 main deliverables. A deliverable is a distinct output of the project, meaningful in terms of the project's overall objectives.*
	Indicate your current TRL (Technology Readiness Level)**
	Indicate the TRL you intend to achieve at the end of your project**
Who?	Who? **
	What is your sector of activity ? **
	Your winning team (optional)
For whom?	Describe your targeted market*
For what impact?	Indicate your current BRL (Business Readiness Level)**
	Indicate your Time-to-Market in years ?**
	Can you describe the potential societal or industrial application. Will your innovation have broader societal, economic, environmental or climate impacts?

*blocks of 1,000 characters limit

**multiple choice questions





07. Annex 2

SHORT PROPOSAL

Guiding questions. The questions presented in the table below are among the questions you should expect to answer in your short proposal.

There is a limit of 1,000 characters per section, so try to be clear and concise when you draft your answers. Some sections will appear already prefilled with the information encoded at the time of the diagnostic. You can edit them at any time.

IDEATION	What type of solution do you have in mind ? **
	Describe your solution (pre-filled from previous step)*
	What are the existing solutions and what are their limits?*
	What is the problem you're trying to solve? (pre-filled from previous step)*
	Is it an idea or a technology based innovation? **
	Why it is new compared to the existing solutions? *
	Why do you think it will be successful?*
	Why now?*
DEVELOPMENT	Your team (pre-filled from previous step)
	Do you have the team you need to implement the action?
	Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors, ...) to implement the action?*
	What are the risks of failure?
	Why can't you do it without the EIC? Why not other funding sources including National/Regional public programmes?*
	How much will it cost to develop your idea? How much grant do you need from the EIC? How much investment do you need from the EIC ? These are tentative amounts and will be used only for statistical purposes
GO2MARKET	What is your targeted market? (pre-filled from previous step)*
	Who cares about your innovation?*
	Will your innovation have broader societal, economic, environmental or climate impacts? Can you describe potential societal or industrial applications? (pre-filled from previous step)*
	What are the payoffs for your company in case of success? How do you see your company in 5 years*

*blocks of 1,000 characters limit
**multiple choice questions





07. Annex 3

FULL PROPOSAL Business plan questions

For the drafting and submission of your full EIC Accelerator proposal, the [EIC AI Platform](#) will provide you with a methodology to develop a **detailed business plan**.

This methodology builds on three MODULES: **Ideation, Development and Go to market**.

Based on your short proposal, additional data input and AI data crunch, your 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

See below further detail on these chapters through an indicative set of questions



07. Annex 4

1. Ideation



1.1 Market Opportunities

1.1.1 What is the market opportunity?

- **The main problem of the situation**
- **Stakeholder's pains & gains**
- **Your solution (if it is a product/service/process/method etc.)**
- **Use cases and technical features**
- **Final deliverables**
- **Value proposition**

1.1.2 What is the market state of the art?

- **Existing solutions and their limits**

1.2 Risks

1.2.1 What are the risks?

- **Types of risks (e.g. technological, commercial, financial, societal acceptance etc.)**
- **Risk analysis in terms of TRL and BRL**

1.3 Innovation

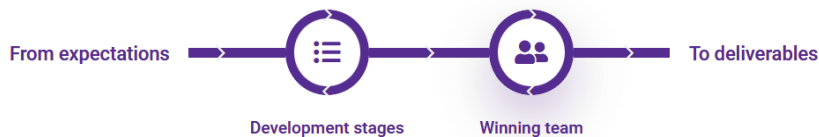
1.3.1 What is the Innovation?

- **Unique selling point**
- **Positioning/place on the market**
- **Idea vs Technology based**
- **Incremental vs Breakthrough**
- **Level & Type of innovation**
- **Bottlenecks**



07. Annex 4

1. Development



1.1 Development stages

2.1.1 What are your current development stages?

- **Technological & Marketing developments already achieved**
- **Current state-of-the-art and the progress beyond it**

2.1.2 What are your future developments?

- **Steps needed to bring your innovation to the market (or close to it)**
- **Timeline and milestones per TRL**
- **Work packages with corresponding tasks and deliverables**
- **Budgeted costs covered either by EIC Grant component and own resources (TRL 5-8 activities) or EIC Investment component or own resources (TRL 9 onwards activities)**

1.2 Winning team

2.1.1 What is your winning team?

- **Achievements and experience of your team members**
- **Technical/business experience**
- **Missing skills & competencies and ways to acquire them**
- **Gender balance**
- **Company's and/or founder's track record**
- **Ability to scale up**

2.1.1 What is your value chain?

- **Key partners & stakeholders, their interests and level of commitment**
- **Engagement of end-users**



07. Annex 4

1. Go 2 Market

1.1 Know your market



Market scoping Willingness to pay Competitors and Threats SWOT Analysis

1.1.1 Did you scope the market?

- **Your targeted market, its size, growth rate and ways to exploit it**
- **Targeted end users and customers**
- **Market segmentation**

1.1.2 Is there willingness to pay?

- **Reasons your targeted customers will be willing to pay**
- **Key factors of success**

1.1.3 What are your competitors and threats?

- **New vs Existing value chain**
- **New vs Existing customers/users**
- **Direct & Indirect competitors**

1.1.4 What is your strategic analysis?

- **Opportunities, Threats, Strengths, Weaknesses**
- **Action Plan**

1.2 Prepare to enter the market



Readiness Corporate Strategy Business Model Finance Intellectual property

3.2.1 What is your Technology and Business Readiness Level?

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

- **Mission & vision of the company**
- **Values & culture**
- **Payoffs in case of success**

3.2.3 What will be your business model (including the revenue model)?

- **Fill in the [Business Model Canvas](#)**

3.2.4 How will you finance this success?

- **Current company's ownership and capital structure**
- **Current applications for funds/discussion with public & private investors**
- **Funding & Growth strategies**
- **Financial needs to scale up (precise amounts per work package)**
- **Precise Grant/Investment component amounts needed from the EIC and justification**
- **Profit & Loss account over the next 3 years**

3.2.5 How will you secure this success in terms of Intellectual Property Right and legal framework?

- **IP assets**
- **Patent history**
- **Freedom to Operate analysis**
- **Ownership of the innovation**
- **Knowledge management and protection strategy (IPR filing status, IPR ownership and licensing issues)**
- **Data Management Plan**



07. Annex 4

1.1 Enter the market



Strategy to Enter Barriers To Entry Legal and regulatory compliance

3.3.1 What is your exploitation strategy to enter the market?

- **Exploitation plan & main steps to enter the market**

3.3.2 Which are the barriers to entry?

- **Existing major barriers and ways to overcome them**
- **New major barriers you can build to prevent your competitors to enter**

3.3.3 What are the legal and regulatory compliance to be fulfilled?

- **Strategy for regulatory approvals/compliance**
- **Regulations/Standards issues that could compromise the exploitation of your innovation**

1.2 Scale your Innovation



Scaling strategy Future development:

3.4.1 Do you have strategies for Marketing and Commercialization?

- **Marketing approach (B2B, B2C, B2B2C)**
- **Time-to-market**
- **Proof of early market traction**
- **Letters of Intent**

3.4.2 What are your prospects for future developments?

- **New potential market application**
- **Future market segments**
- **Future R&D activities**

1.3 Impact of your innovation



Effect of the solution Impact on the Market Societal impacts Future legal and regulatory compliance

3.5.1 What are the effects of your solution

- **Direct effects of your deliverables**

3.5.2 What is the impact on the market?

3.5.3 What is the Societal Impact of your solution?

- **Ethical issues**
- **AI related issues**
- **EU priorities concerned**
- **UN Sustainable Goals concerned**

3.5.4 What are the future Legal and regulatory compliance to be fulfilled?





07. Annex 5 (Financial Template*)

Table 1 - Simplified financials, k€ - Please fill in with figures for your company. The figures below are illustrative. You may use the formulas provided to accelerate data input
Note. Please pay attention while filling the tables when relevant to use negative values for the formulas to work properly (for example: expenses, taxes, debt etc.).

P&L	Actual (if applicable)		
	20XX	20XX	20XX
Revenues			
Gross Margin			
Selling, General and Administrative expenses			
R&D expenses			
Other operational expenses			
EBITDA			
Interest			
Other revenues/expenses (including grants)			
EBT			
Taxes			
Net Income			
CASHFLOWS	20XX	20XX	20XX
Cashflows from operating activities (net)			
Cashflows from investing activities (net)			
Cashflows from financing activities (net)			
<i>of which</i>			
Proceeds from grants			
Proceeds from issuance of debt			
Repayment of debt			
Proceeds from issuance of equity			
Dividends			
Net increase/decrease in cash and cash equivalents			
BALANCE SHEET	20XX	20XX	20XX
Total assets			
<i>of which</i>			
Cash and cash equivalents			
Inventory			
Accounts receivable			
Property and Equipment			
Intangible assets			
Other assets			
Outstanding liabilities			
<i>of which</i>			
Accounts payable			
Short-term debt			
Long-term debt			
Other liabilities			
Equity			
<i>of which</i>			
Share capital			
Retained Earnings			
Other equity			
Business metrics and ratios (please do not change formulas)	20XX	20XX	20XX
Cash and cash equivalents			
Total debt			
Total Equity			
Gross Margin, %			
EBITDA Margin, %			
Debt-to-Equity ratio			
Return on Equity, %			
Return on Capital Employed, %			
Break-even (operating cashflows)			
Cross-check: is the Balance Sheet balanced?	0	- €	- €

Table 2 - Company up-to-date financial data

Information item	Value, k€	Optional com
External Debt as of application date		
Total cash balance as of application date		
Cash burn per month (as per last month)		





For any question regarding **submission and evaluation**
of your proposal, you can contact us at
support@eic.eisma.eu

For enquiries related to the **validation process** of participants having
a **Participant Identification Code (PIC)**, please write via the
[Participant Register](#).