

How to write a great Proposal

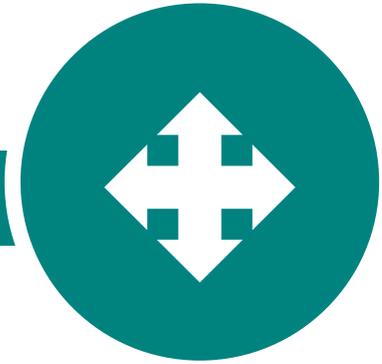
Webinar HTWAGP

Block 3 - Plaza walkthrough



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ZOOM FEATURES

Moveable windows



MUTE

please mute yourself to
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CHAT

Technical Issues or
questions

1. This webinar will be recorded and made available through the EIT Food website
2. Please ask your questions through the chat:
 - Some questions will be directly addressed through the chat
 - Some questions will be directly answered in the webinar
 - The rest of the questions will be moved to the Q&A session (webinar block 4)
3. Please keep your Camera and Microphone off, except for during the Q&A session
4. All slides and Q&A will be provided at the end of the webinar through the EIT Food website

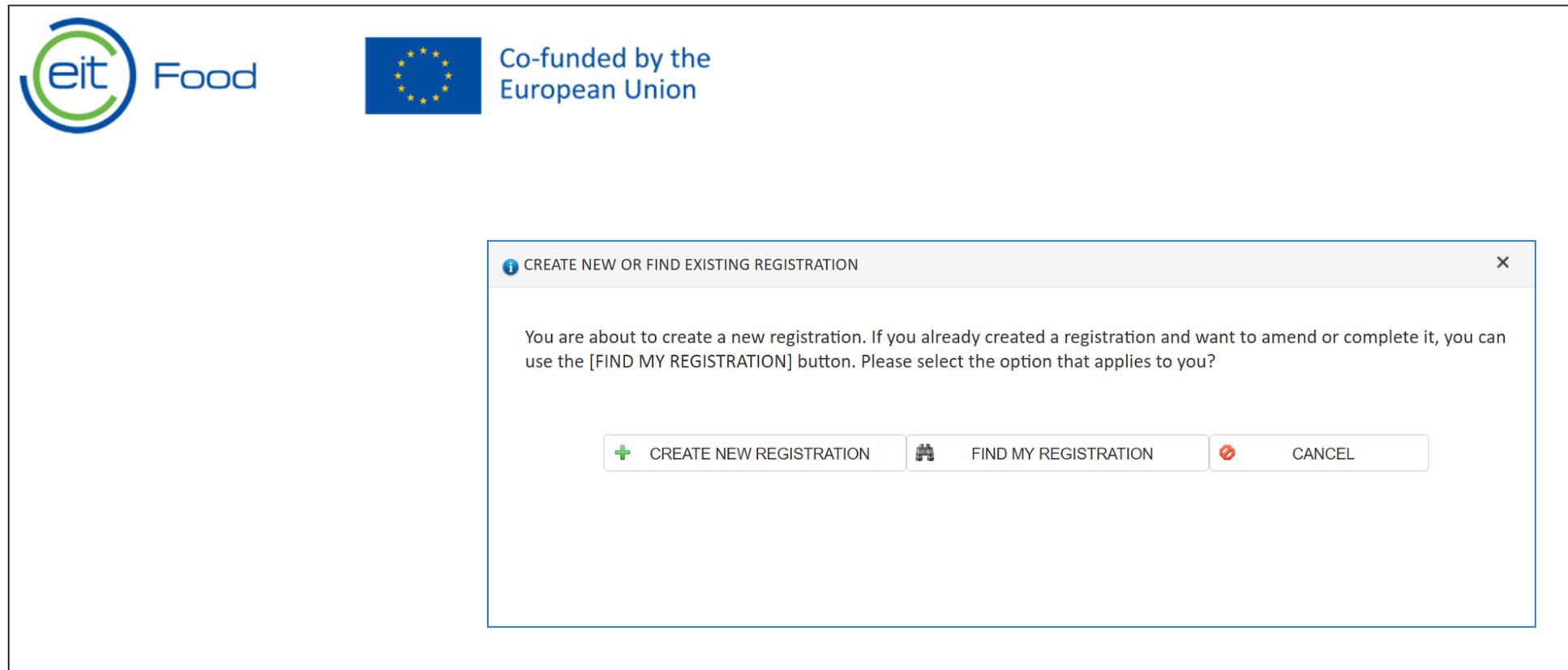


Topics covered in this third block - Plaza

- Cell by Cell explanation
- Best practices and worst practices
- Examples and small exercises

Follow the link and a simple registration procedure to access Plaza

Step1: Register into Plaza



The screenshot displays the EIT Food website header with the logo and the text "Co-funded by the European Union". A modal dialog box is open, titled "CREATE NEW OR FIND EXISTING REGISTRATION". The dialog contains the following text: "You are about to create a new registration. If you already created a registration and want to amend or complete it, you can use the [FIND MY REGISTRATION] button. Please select the option that applies to you?". Below the text are three buttons: "+ CREATE NEW REGISTRATION", "FIND MY REGISTRATION" (with a magnifying glass icon), and "CANCEL" (with a red circle and slash icon).

This block will focus on key aspects of each second chapter of EIT Food's Plaza

Chapter Overview (1)

TAB 0. START HERE



DESCRIPTION

- Specification of project activities
- Linking activities to EIT Food's strategic objectives
- Summarising of project activities as final step before submission

TAB 1. CONTACTS



DESCRIPTION

- Selection of an experienced Activity Leader
- Specification of background, competences and know-how of each EIT Food partner
- Assignment of each contributing Co Editors

TAB 2A. ACTIVITY OVERVIEW



DESCRIPTION

- Clear definition and quantification of expected activity impact and outcomes
- Setting a workplan with reasonable steps and milestones
- Defining deliverables and outputs for each activity step

Straight forward start into the template with some basic data

Tab0 overview

Area	Main Segment	Secondary Segment	Activity type
Past EIT Food Activiti(es)	Start / End Date	Keywords	RIS FUNDING
RELATED FUNCTIONAL DIRECTOR			

Only piece of writing in Tab0 relates to previously linked activities

Past EIT Food Activity(es)

Past EIT Food Activity(es) (Optional) (max 500 characters)

Please explain here the link of your proposal with any previous EIT Food funded activity(ies), if applicable

Short description of previous activities with a relation to this project e.g. pre-project, previous outputs, thematic activities such as business schools, RIS, etc.

TIP: Keep it very brief, but provide the context, use bullet points if necessary. Linking the project to past activities can be beneficial to the evaluation. That is why, given the space namedrop if necessary past activities without going too much into detail on what those activities were. Provide a good record of previous work ready to EIT food in the shortest possible form.

TAB 1 Deals with partners, leaders, commercial exploitation and what role individual partners will play in the project

Tab1 Overview

Activity Title	Generated Proposal ID	all the partners	Assign Co Editors
Lead Partner	Activity Leader	Exploiting partner	Go to Market Ability
Lead Partner Experience	Partner(s) Experience who will lead the commercialization	Supporting Documentation (optional)	

Go to Market Ability wants you to describe how the consortium will specifically manage to bring the new solution to the market

Go to Market Ability

Go to Market Ability (max 1.500 characters)

Please describe the ability of the consortium to bring a new solution to the market, specifically:

- a. Capability and Capacity, including the company profile and sales experiences
- b. Available infrastructure, organigramme, governance structure, staff roles and IT infrastructure.
- c. Operational capability

Focus on the sales and deployment side of operation for the company(ies). Explain how the collaboration within the consortium manages to bring all necessary pieces together for a successful market deployment.

HINT: Focus on European markets. If different regional strategies are available comment on how those will get deployed and explain the rationale for choosing a specific path. This will make your plan seem more thought through. Be specific and quantify if possible

Lead Partner Experience explains how the lead partner will be involved in commercialization of planned solutions

Lead Partner Experience

Lead Partner Experience (max 500 characters)

Provide the name, role and experiences of the partners who will:

- a. Act as Activity Leader towards EIT Food
- b. Lead the commercialization during the project
- c. Lead the commercialization after the project concludes, in the case that it is a different entity than what is listed above.

Short description of the lead partner and its commercial record and how that record positively impacts potential project outcomes

HINT: Keep it very brief, but provide the context, use bullet points if necessary

Partner(s) Experience who will lead the commercialization provides an overview into the capabilities of the exploiting partner

Partner(s) Experience who will lead the commercialization

Partner(s) Experience who will lead the commercialization (max 500 characters)

Please describe the experience of the exploiting partner, specifically in terms of product development and market launch.

HINT: This section ties into the previous section of Lead Partner Experience. Particularly if the lead partner is also the main commercial lead, write this as a combined piece and then separate it into two, to avoid redundancies. Should the lead commercial not be the lead partner, provide why this is the case and how this benefits the project

Activity overview introduces all the main project activities and the workplan for the project

Tab 2A. Activity Overview

Max. 2

Activity Web Site (if applicable)	Link to Strategic Objectives	Activity Description for public dissemination	Proposal Synopsis
EIT Core KPI targets	EIT Food Specific KPI targets	Please explain the plans for launching a spin-off	Expected Outcomes of the activity on economy and society
Expected societal and economic Impact of the activity	Knowledge Triangle Integration	Workplan 2022 (including key milestones go/no-go)	Workplan 2023 (including key milestones go/no-go)
Outlook beyond project funding	Communication and Dissemination plan	Key Milestones	Key Outputs
Key Deliverables	Risk Register		

An activity description written „catchy“ and easy to understand helps attracting a broad public audience

Activity Description for public dissemination

Activity Description for public dissemination (max 1.500 characters)

Please provide a short description of your activity avoiding acronyms, jargon and spelling mistakes. This text will be used for public dissemination on the EIT Food website and in its publications. Short and general description of the problem, a comprehensible description of the solution approach, as well as information on expected benefits and impact on business and society.

HINT: Try to avoid technical or specialist formulations / phrasings to make the content of your project clear to audiences (public, media) that goes beyond the project's own community or external experts in the specific field

A first example for activity description for public dissemination: Concise, using easy language and to the point

Example: Activity Description for public dissemination

Activity Description for public dissemination (max 1.500 characters)

“Over 65 years citizens represent the single fastest growing demographic group in Europe (30% of people will be over 65 in 2022), a challenge for the food industry as healthy ageing is affected by daily diet choice: we want to live longer and with a better quality of life. Seafoods are among the healthiest foods available and they can contribute to improve health and well-being.

This activity aims at defining consumer insights and nutritional requirements in many health aspects (bones, brain, muscle, cardiovascular, dysphagia), and then develop innovative fish product ranges, easy to prepare, with enhanced and adapted nutritional and sensory properties according to senior consumer needs (TEXTURE, PROTEIN P, MINERAL A, VITAMINS).

And finally, to assess products with consumer before launching to the market. A positive outcome of the project will have a big impact on public health, due to it's contribution to positive changes in consumer nutrition. We expect the creation of a start-up company to push the new products to the market to contribute to the positive outcomes of the project.”

The Proposal Synopsis summarises the project and planned activities; thorough elaboration is recommended

Proposal Synopsis

Proposal Synopsis (max 3.000 characters)

Please provide the key features of your proposal.

Please include:

- the aim of the project, what is its main purpose?
- a brief outline of the anticipated outcome
- an explanation of the added value/benefit over existing technologies/solutions/programs already available
- In the case of complex activities, an outline of its key components (the main tasks / work packages composing etc).

HINT: The proposal synopsis is the most valuable component of any proposal. You can make use of it to sell your project idea not only to summarise it. Write your synopsis when you have finished all the other chapters to avoid missing important aspects. Don't write it in the last minute and try to avoid any mistakes specifically on this section.

Good practice example of clear and focused Proposal Synopsis

Example Good Practice: Proposal Synopsis (1)

Proposal Synopsis (max 3.000 characters)

“Neurodegenerative diseases are a major problem in our aging societies. Dementia, for example, affects 46,8 million people worldwide causing costs of USD 818bn per year, which is about 1% of the global GDP. The majority of cases, between 50% and 70%, is attributed to BRAIN DISEASE (BD). Several treatments are on the horizon. With the advent of these treatments, the patients in need of a therapy have to be identified. IMAGING is the gold standard for functional neuroimaging and even should a simple screening method such as a blood test become available, IMAGING would likely still be necessary to validate the positively screened patients. Current machines are, however, room-filling and a multi-million Euro investment. We have developed the prototype of an IMAGING system dedicated for scanning the body. It has the size of a drying hood on a chair and costs one order of magnitude less than currently available multimodal whole-body systems. We achieve this cost reduction by focusing on a prime use case: the early diagnosis of BRAIN DISEASE (BD). Being a dedicated IMAGING TOOL, it can be built much smaller than whole-body machines.”

Good practice example of clear and focused Proposal Synopsis

Example Good Practice: Proposal Synopsis (2)

Proposal Synopsis (max 3.000 characters)

“Neurodegenerative diseases are a major problem in our aging societies. Dementia, for example, affects 46,8 million people worldwide causing costs of USD 818bn per year, which is about 1% of the global GDP. The majority of cases, between 50% and 70%, is attributed to BRAIN DISEASE (BD). Several treatments are on the horizon. With the advent of these treatments, the patients in need of a therapy have to be identified. IMAGING is the gold standard for functional neuroimaging and even should a simple screening method such as a blood test become available, IMAGING would likely still be necessary to validate the positively screened patients. Current machines are, however, room-filling and a multi-million Euro investment. We have developed the prototype of an IMAGING system dedicated for scanning the body. It has the size of a drying hood on a chair and costs one order of magnitude less than currently available multimodal whole-body systems. We achieve this cost reduction by focusing on a prime use case: the early diagnosis of BRAIN DISEASE (BD). Being a dedicated IMAGING TOOL, it can be built much smaller than whole-body machines.”

A brief general introduction leading to the problem in one sentence

Description of the relevant owner of the problem

Quantification of the problem. A regional aspect is given

Explanation, why the innovation is relevant now

Explanation, why current systems / technologies are failing to solve the problem at present

Description of the solution / product

Uniqueness / Novelty of the solution in comparison to present solutions

All relevant aspects of the problem description are provided

Explanation, how the solution / product solves the problem(s)



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Good practice example of clear and focused Proposal Synopsis

Example Good Practice: Proposal Synopsis (3)

Proposal Synopsis (max 3.000 characters)

“Additionally, constraints on spatial resolution or sensitivity can be relaxed due to the global signature of typical biomarkers such as Marker A and Marker B in the case of BD. This prototype is finished and first data will be taken soon. For the first half of 2019, we plan to use it for the first time in the hospital, reaching TRL6.

Such an affordable IMAGING TOOL - we estimate a sales price of about 123.456 EUR with a gross margin of 75% -- will be able to accommodate the expected large increase in IMAGING examinations at a much better cost-to-benefit ratio than current systems.

Additionally, THE INNOVATION is a good fit for emerging markets such as COUNTRY A and COUNTRY B, where the availability of IMAGING could be increased. A first patent has been filed.”

Good practice example of clear and focused Proposal Synopsis

Example Good Practice: Proposal Synopsis (4)

Proposal Synopsis (max 3.000 characters)

“Additionally, constraints on spatial resolution or sensitivity can be relaxed due to the global signature of typical biomarkers such as Marker A and Marker B in the case of BD. This prototype is finished and first data will be taken soon. For the first half of 2019, we plan to use it for the first time in the hospital, reaching TRL6. Such an affordable IMAGING TOOL - we estimate a sales price of about 123.456 EUR with a gross margin of 75% -- will be able to accommodate the expected large increase in IMAGING examinations at a much better cost-to-benefit ratio than current systems. Additionally, THE INNOVATION is a good fit for emerging markets such as COUNTRY A and COUNTRY B, where the availability of IMAGING could be increased. A first patent has been filed.”

Workflow description of the solution concept

Readiness level of development

Quantified Commercialisation aspects

Novelty of the solution / innovation

Information about next activities and expected outcomes

Regional aspects of commercialisation

For the core EIT KPIs we find only one mandatory for the number of products or services launched...

EIT Core KPIs (1)

Area	Type	EIT Core KPI	Code
Education	Output	# Graduates from EIT labelled MSc and PhD programmes	EITHE07.1
	Result / Impact	# Start-ups created by students enrolled and graduates from EIT labelled MSc and PhD programmes	EITHE05.1
	Result / Impact	# students who joined start-ups during their EIT labelled MSc and PhD studies	EITHE09.1
Innovation and Research	Output	# Products (goods or services) or processes launched on the market with sales revenue >10 000€	EITHE02.1
	Result / Impact	# Start-ups created as a result of innovation or for an innovation project	EITHE04.1
Entrepreneurship	Output	# Start-ups supported by KICs for at least 2 months p.a	EITHE03.1
	Result / Impact	Investment attracted by start-up/scale-ups supported by KICs	EITHE06.1

...there is also a recommended KPI ready to start up creation; however not every project will realistically generate a start-up

EIT Core KPIs (2)

Area	Type	EIT Core KPI	Code
Communication, Dissemination and Outreach	Output	# Success stories submitted to and accepted by EIT	EITHE13.1
	Result / Impact	# Successful participants in EIT professional development courses, online training courses	EITHE08.1
General Information	Output	% of total graduates in same disciplines from partner HEIs	EITHE07.3
	Output	List of EIT labelled Masters and PhD programs	EITHE07.4
	Output	List of institutions participating in delivery of the education programs and/or issuing the diploma/graduation certificate, country	EITHE07.5

When choosing KPIs, be conservative. Always and the promise and hopefully you will overdeliver. KPIs get aggregated on EIT food level, so if the project underperforms, other projects have to overdeliver to in sum meet the overall objectives. Thus, a conservative approach will always be preferred

For EIT food specific KPIs, we find too mandatory and too recommended KPIs related to innovation and dissemination

EIT Food specific KPIs (2)

Area	EIT Food Specific KPI	Code
Designed/ Tested Innovations	# Innovative products/ services resulting from innovative projects from a) intellectual property b) innovative products	EITHE01.1
	# Test-beds used to test innovation products/services to be reported by country	EITHE01.5
	# Participants involved in designing/testing of innovative products/services per KTI area and country.	EITHE01.6
Marketed Innovations	# Markets per country	EITHE02.4
Participants in (non-degree) education and training	# EIT professional development courses, online training courses and other education/training products delivered	EITHE08.3
	# Institutions/ organisations delivering the (non-degree) education and training, incl. country	EITHE08.4
Disseminated Results/GP/LL	# Results, good practice (GP) and lessons learnt (LL) disseminated by the KIC through appropriate means	EITHE14.1

For EIT food specific KPIs, we find too mandatory and too recommended KPIs related to innovation and dissemination

EIT Food specific KPIs (2)

Area	EIT Food Specific KPI	Code
Reach of KIC's communication activities	# Events organised by the KAVA that are open to external participants.	EITHE15.1-3
	# participants in events organised by the KAVA that are open to external participants	EITHE15.1-4
	# external events (such as conferences, etc.) where KIC and KIC activities were presented.	EITHE15.1-5
	# media coverage (articles and broadcast in global / European / national / local press, TV, radio, etc.)	EITHE15.1-6

When choosing KPIs, be conservative. Always and the promise and hopefully you will overdeliver. KPIs get aggregated on EIT food level, so if the project underperforms, other projects have to overdeliver to in sum meet the overall objectives. Thus, a conservative approach will always be preferred

This section describes how a start-up can be integrated into the project for this application

Please explain the plans for launching a spin-off or a start-up to operationalize the business

Please explain the plans for launching a spin-off or a start-up to operationalize the business (max 2.500 characters)

This explanation is only applicable and MANDATORY if the following KPIs were selected in the previous tables
KPI EITHE04.1 or EITHE04.2-EIT RIS

Provide a concise account of how a start-up as a commercial vehicle makes sense in the context of the project

HINT: make sure to create a “trail of crumbs” across your proposal, to make sure from the very beginning explaining that a start-up is the most adequate vehicle for commercialisation. Make sure to explain why a start-up environment, with its speed and access, is the most preferable pathway for commercialisation.

The expected outcomes is one of the key sections of an EIT Food proposal setting the tone for the rest

Expected Outcomes of the activity on economy and society

Expected Outcomes of the activity on economy and society (max 1.500)

Please describe the expected outcomes of your Activity. Outcomes are the short-term and intermediary changes resulting from the implementation of your Activity. Please also address the added value of your Activity for the food system in the EU.

Extended description of the project results including deliverables that will be linked to key impact (following section). Make the outcomes if possible quantifiable (how many of x, how much better of y? what % of z will be improved and by when?)

HINT: Manage your timelines and introduce key deliverables already here without labelling them to cement your core storyline through the project proposal. This section and the impact section are closely linked to each other. It may make sense to write them together and separate them to avoid redundancies

Impact is at the heart of what EIT Food projects are looking for, so make a strong case for your project here

Expected societal and economic Impact of the activity

Expected societal and economic Impact of the activity (max 1.500)

Please describe the broader impact of your Activity to be achieved by producing the planned outputs and outcomes. Please describe both the estimated societal impact (where possible, referring to EIT Food's societal impact indicators), as well as the economic impact. Please specifically address what impact your Activity will have on the competitiveness and growth of the food system in the EU.

Impact shall be understood as any change, benefit or value resulting from your Activity occurring in the longer term – users of the products developed by your Activity, communities and society at large.

Make sure to quantify improvements and change at least with estimates to make the case more compelling and palpable

HINT: This section and the outcomes section are closely linked to each other. It may make sense to write them together and separate them to avoid redundancies

Knowledge Triangle Integration is where your project shows how it benefits from EIT Food, and what it gives back to the community

Knowledge Triangle Integration

Knowledge Triangle Integration (max 2.000)

Please describe how you plan to integrate at least two corners of the Knowledge Triangle in you activity and why this collaboration is indispensable for the success of your activity. Knowledge Triangle Integration will also be assess based on the role of each partner in the implementation of the Activity described in the previous field.

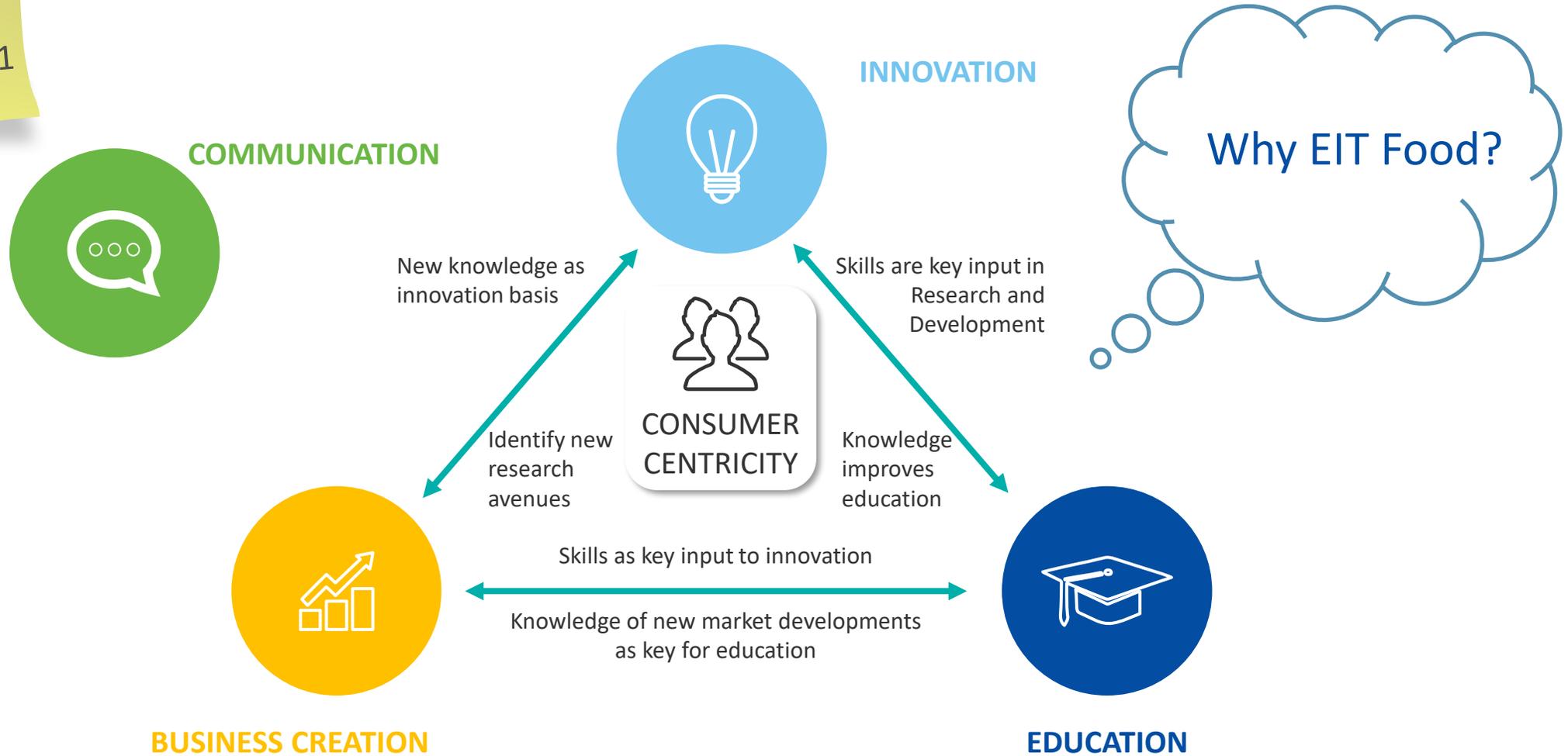
In this section is where you make your case for why this is a KIC project and not just something else. Clearly explain specifically to your project how both sides benefit from the collaboration and avoid using old texts from previous proposals

HINT: Remember the C in KIC stands for Community. Here is where you explain that you are familiar with the EIT community, what you expect to benefit from and how you will bring something back to the community. Use name dropping of key relevant activities if necessary to demonstrate your knowledge about EIT Food specifically. Look for opportunities left and right to add elements from the triangle to your project without compromising the main objectives (e.g. add a summer school, contemplate a start-up, bring in some co-creation, launch innovative communication schemes, etc.)

Of all the possible funding options at your disposal, make a case why EIT Food is the right one for the implementation of your project

Describe collaboration benefits, especially in the EIT Community context

Remember from Block 1



Workplans in EIT Food follow traditional PM conventions with work packages, tasks, milestones and deliverables

Workplan 2022 (including key milestones with measurable go/no-go criteria)

Workplan 2022 (including key milestones with measurable go/no-go criteria) (max 10.000)

Please explain how your activity will be organised in 2022 to achieve the planned outputs and outcomes. Additionally, describe the feasibility of your approach and include major milestones during the year, such as completion of pilots, formation of a start-up, first sale to a customer, etc.

Description of your workplan incl. key milestones and linking work with partners. Name your work packages and tasks and link activities to concrete deliverables. Choose milestones that present achievements both from a technical and especially market perspective (e.g. user test in the field)

HINT: Try to balance the number of WPs (e.g. 5-6), this will also simplify your life in Plaza. You do not get bonus points for extra complexity on project planning. Try to have every WP close with at least a deliverable as proof of work. Align your milestones with deliverables and outcomes to simplify management

Remember
to check
Block 1

Outlook beyond project funding provides insight on how activities can self sustain and scale beyond EIT Food's funding

Outlook beyond project funding

Outlook beyond project funding (max 5.000)

Please provide a description of the planned implementation, continuation or scaling, as appropriate, of the Activity beyond EIT funding.

Description of how this project continues or sustains its activities beyond the funding and the started initiatives can self sustain and ideally expand

HINT: Link if possible the outlook to KPI and project targets for consistency (e.g. creating a start-up). Use the knowledge triangle to express potential KIC dimensions after completion as well

In Communication and Dissemination plan provide a plausible and project specific plan for dissemination of results

Communication and Dissemination plan

Communication and Dissemination plan (max 1.000)

For all EU Funded projects there is an obligation to ensure proper dissemination of the results ensuring the presence of EIT Food logo and EU Flag. Please describe how you intend to disseminate the results of the Activity.

Be concise and provide an approach specific and thematically sound with project activities. Connect the dots well

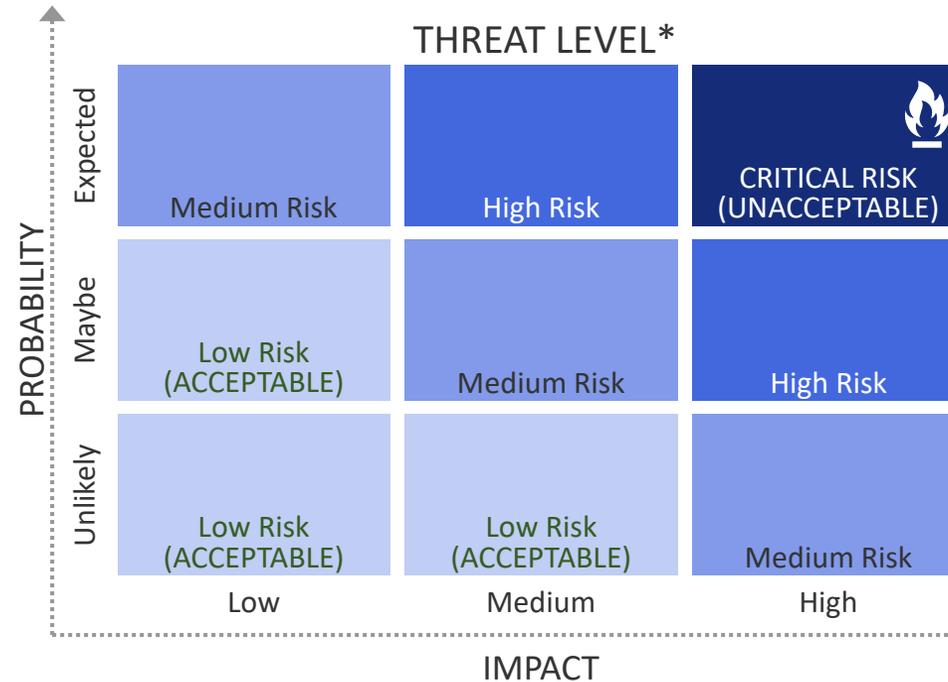
HINT: Please do not cut-n-paste an old H2020 generic dissemination plan. Evaluators can notice those easily and do not react kindly to such practices

The risk register is all about having a realistic and sound mitigation strategy for real risks for the project

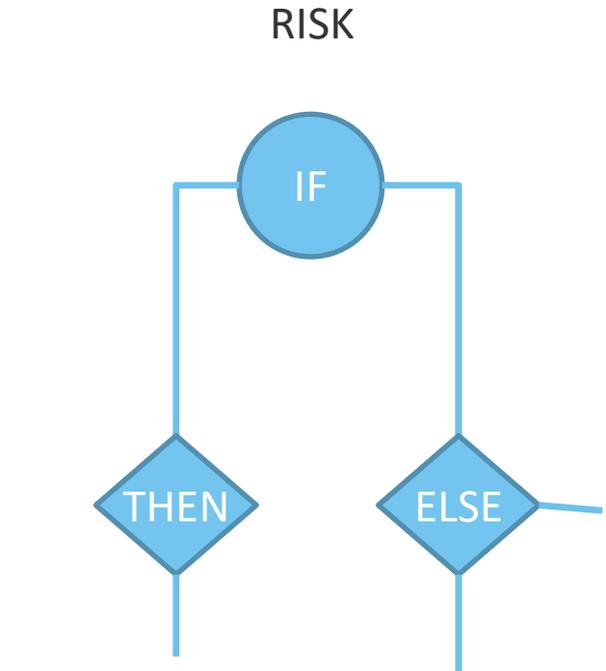
- External
- Strategic
- Operational
- Legal
- Financial
- Government & Mgmt.
- Other

1. Select your type of risk

Risk Register



2. Assess its impact



3. Plan mitigation strategy

The following chapters deepen the understanding of readers for technology, consumers and impact related to the approach

Chapter Overview (2)

TAB 2B. THE SOLUTION AND ITS TECHNOLOGY



DESCRIPTION

- Description of technology / approach specific information and how it builds a solution
- TRL, features of innovation
- Criticality Table

TAB 2C. VALUE PROPOSITION CONSUMER CENTRICITY



DESCRIPTION

- Consumer needs
- Competitive advantage and landscape
- Impact on consumers

2D. CONTRIBUTION TO IMPACT PATHWAYS



DESCRIPTION

- Addressed Impact Indicators
- Addressed Challenges
- Impact Indicators Contribution

Tab 2B provides insight into the underlying technology and maturity of the selected approach

TAB 2B. THE SOLUTION AND ITS TECHNOLOGY

Societal need or problem the innovative solution is to solve	Technology and/or the Innovation	Technical and functional features	Development stage of the product(s)/and or service(s)
Target consumers of the product(s) and/or service(s)	Criticality Table	TRL Potential	Technology description
Proof of TRL 7	Technical feasibility		

Societal needs, problems and solutions are tied together in this section creating the opportunity for the proposed innovation

Societal need or problem the innovative solution attempts to solve

Societal need or problem the innovative solution attempts to solve (max 1.000)

Please define the societal need or the problem that the innovative solution is going to solve. How will it solve it? How is the solution innovative or new?

This section requires, as seen in block one, to relate the problem and the proposed solution to a real societal need. Quantify in a concise way what type of improvement is to be expected from the introduction of the innovation.

HINT: use this section to tie together the problem solution stack to societal needs, which will create the basis to demonstrate impact based on project objectives

This section provides the opportunity to clearly describe the proposed technology or innovation

Technology and/or the Innovation

Technology and/or the Innovation (max 1.500)

Please describe how the technology and/or the innovation works.

OPTIONAL Upload: If applicable, please provide documentation to support your description. This may include a video demonstration, or product description document.

For the technical description focus on the key USP and do not assume a technical expert in the precise area you are addressing. Similarly to the documentation for external communication, address and description of the technology / innovation to a general food expert and not a specialist in the domain of application

HINT: use the optional upload to provide small clear graphics to make the approach clearer to evaluators. However do not assume that this additional information will be looked at. It is recommended to use the space for a clear and concise description of the innovation, as if you will be describing the graphics.

This section focus on technical features and how they fit to create a specific product or service that solves a problem

Technical and functional features

Technical and functional features (max 1.500)

Please describe the technical and functional features of the product(s) and/or service(s)

Try to break down the technology into individual components and features. Also describe how these components fit together to deliver the full scope solution of the proposed approach

HINT: it can be valuable to express in this section how advanced/mature individual components are, as well as assessing the importance for the overall solution delivery. In this manner, the section is tightly related to the next one, so it may be useful to write them as one single story and then separate them to avoid redundancies.

Current development stage provides an overview of how far the solution is beyond just technical aspects

Current development stage of the product(s)/and or service(s)

Current development stage of the product(s)/and or service(s) (max 1.500)

Please explain the current development stage of the product(s)/and or service(s). This includes, but is not limited to, the most recent test results, commercial agreements of the product or service, among others.

In the development stage of the product/service it is recommended to focus on the non-technical aspects, as many of these will be directly address in the following maturity analyses (TRL). Ancillary activities such as partnerships or agreements may be important to clearly state how far along the product is towards readiness for lunch

This section describes the targeted consumers and how they relate to the product or service delivered

Target consumers of the product(s) and/or service(s)

Target consumers of the product(s) and/or service(s) (max 1.500)

Please describe the target consumers of the product or service. How many consumers do you anticipate that your innovation will reach at market entry?

When describing the consumer, particularly for complex deployment situations, explain the different roles of purchasing decision, influencing decision, users, consumers, et cetera. This section also offers the opportunity to describe key purchasing criteria for consumers (why do consumers switch to the new solution?) as well as providing context regarding how to address these consumers.

HINT: when estimated the number of consumers use a top-down market approach, breaking down a large population of individuals (for example by age group or social economic status) until the target consumers are reached and clearly outlined. If you are unsure about the figures, use a combination of secondary (market report) and primary research (expert interviews) to better estimate your numbers. When doing this type of research, consider how potential experts can also help you address other elements of the proposal such as answering questions regarding your proposed business model.

The TRL potential explains how the project will contribute to increase maturity for the proposed innovation

TRL Potential

TRL Potential (max 1.500)

Please explain the potential of your technology to increase the TRL level until commercialization over the time dimension.

It is important to provide a good understanding of the current situation of the technology in terms of technology readiness level or manufacturing readiness level, as well as the individual steps towards increasing maturity and how they relate to activities proposed in the project. In this manner, evaluators can understand what contributions towards maturity are planned through the EIT food support

HINT: try to be realistic with timelines. Both technical people and sales people tend to overpromise; however in this instance, it is preferable to be conservative and then overdeliver presenting the opportunity of delivering as potential upside to a well-run project.

Consider both technology and manufacturing readiness levels to describe the maturity of your innovation

Technology Readiness Level (TRL) and Manufacturing Readiness Level (MRL)

Technology Readiness Levels (TRL)		
Where a topic description refers to a TRL, the following definitions apply, unless otherwise specified		
TRL	1	Concept proposed with scientific validation
	2	Technology concept formulated
	3	Experimental proof of concept
	4	Technology validated in lab
	5	Technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
	6	Technology demonstrated in relevant Environment (industrially relevant environment in the case of key enabling technologies)
	7	System prototype demonstration in operational environment
	8	System complete and qualified
	9	Actual system proven in operational environment (competitive manufacturing in the case of Key enabling technologies, or in space)

Manufacturing Readiness Levels (MRL)		
	MRL	State of Development
Phase 1: Technology assessment and proving	1	Concept proposed with scientific validation
	2	Application and validity of concept validated or demonstrated
	3	Experimental proof of concept completed
	4	Production validated in lab environment
Phase 2: The production	5	Basic capability demonstrated
	6	Process optimised for production rate on production
Phase 3: Production Implementation	7	Capability and rate confirmed
	8	Full production process qualified for full range of parts
	9	Full production process qualified for full range of parts and dull metrics achieved



Technology description points out the underlying technologies for which consumers are willing to pay

Technology description

Technology description (max 1.500)

Please define the underlying technology(ies) in terms of:

- a. disruptiveness and competitiveness of the technology;
- b. commercial viability and whether the consumer is willing to pay for it

Focus on these descriptions on why these technologies are unique when compared to the current gold standard, and how those unique elements will be responsible for driving demand or driving change as intended by the introduction of innovation in the market

HINT: a state-of-the-art analysis of intellectual property may provide good insights on how advanced the technology / technologies are compared to other alternatives

In Proof of TRL 7 projects need to demonstrate that they are mature enough to fit the call's main eligibility criteria

Proof of TRL 7

Proof of TRL 7 (max 1.500)

For the technologies that have TRL 7, please describe how you have demonstrated it.

MANDATORY Upload (PDF) - maximum 1 file: Proof of minimum TRL 7, whereby technology has been demonstrated in a relevant environment. Proof may include one of the following: demonstration in the form of prototypes/ data/ feedback from test/ trials / consumers' assessment, among others.

Remember that TRL 7 means „System prototype demonstration in operational environment“. For this purpose you need to describe what the current status of the prototype is, why it is valid as a prototype, and how it was specifically tested in a given environment relevant to the final application of the technology

HINT: consider using documents from previous R&D projects or reports relevant to the development of the technology to demonstrate how far along development has been and how mature the solution will be. A third party assessment or a testimony by a potential client/user may also be enough to demonstrate the readiness level.

Technical feasibility expresses how the project will contribute to the technical maturation of the proposed solution

Technical feasibility

Technical feasibility (max 1.500)

Please explain the technical feasibility of increasing the TRL of your technology, and its potential for scalability, according to the project plan based on an analysis of the:

- a. Basic assumptions for testing the technology;
- b. Test plan to validate the technical feasibility.

Make use of the concrete technical plan that you have to increase maturity, and enumerating necessary steps (if possible quantifying them) to reach their maturity targeted by the project. If the project will not yield a market ready finalised the solution, then it is recommended to express what steps beyond the project will be taken for this purpose

TAB 2C centres around customer needs and impact on final consumers in regards to the planned innovation

TAB 2C. VALUE PROPOSITION CONSUMER CENTRICITY



Customer needs describes how activities in the project support targeted impact indicators

Consumer Need

Consumer Need (max 1.000)

To which Impact Indicators would the innovation developed in your project deliver into ? And describe how.

Since only a thousand characters are available, provide a brief description of the different impact indicators and how they are fed by the innovation developed in the project. Try to assess and quantify to what extent specific activities and outcomes contribute towards those indicators.

HINT: if you have conducted the exercise from block 2 regarding impact pathways, filling up customer needs should be a simple exercise, as it is part of the main thought process for the impact pathways.

This section provides an overview of existing solutions introduced to the market and how they relate to the proposed innovation

Existing Solutions and Competitive Landscape of the Market

Existing Solutions and Competitive Landscape of the Market (max 1.500)

Proposals in the area of Innovation and RIS Innovation should indicate which predefined challenges linked to the six Focus Areas they address. You should explain how your activity will contribute to solving the selected challenge and how will it be possible to measure this contribution.

In this section you provide an overview of existing solutions and how these solutions compared to each other and to the plant innovation. It may be interesting to create a tier system or similar to explain the different levels of competition available basin innovation being proposed. Try quantifying market shares or adoption rates or similar for the different solutions, to provide an overview of their success in the market.

HINT: when looking at the competitive market takes also direct alternatives into account to the plant innovation. Some projects only think of competitors as direct clones, however in a complex interdisciplinary that landscape like food there are always many alternatives that compete with each other. Some of these alternatives may be gold standards by themselves in certain applications, some may not. Provide evaluators the sense that the consortium has a good grasp on existing alternatives and a good plan on how to prevail against him

Impact on consumers explains how the proposed innovation will result in the intended impact for consumers

Impact on Consumers

Impact on Consumers (max 1.500)

Please explain how your innovation will result in the intended impact for the consumer.

When explaining the impact on consumers consider quantifying how that impact gets measured. Here there is a chance to relate the impact of potential KPIs, but also to customer needs and other elements of the impact pathways. We recommend you strongly to do the impact pathways exercise prior to writing the section, to have clarity on the different steps of how input will be delivered and measured.

HINT: this section also provides the opportunity to be in rich through surveys of customer feedback/consumer feedback than prior to the proposal writing, as part of market development. If you have access to such data, consider incorporating into this description.

Implication of consumers describe to what level consumers are involved in the development of the planned solution

Implication of Consumers in the product development

Implication of Consumers in the product development (max 1.500)

Please explain how you involved consumers/ customers/ users in the product development so far.

OPTIONAL Upload: supporting documentation may include: project designs, outcome of consultations, or surveys.

Describe how consumers and potential users/customers are to be integrated into the development process to provide the necessary feedback to drive development over consumer needs. This can include the use of different formats and tools (e.g. open town hall, consumer panel, et cetera). If such formats are planned describe how they fit into the overall product development cycle and why those specific formats are relevant to this solution class.

HINT: if there are any co-creation activities planned (for example through the KPI EITHE04.1), use this section to explain how that ties into your proposed innovation development.

This section describes how consumers will be involved in product development once the project is concluded

Plan for future Implication of Consumers in the product development

Plan for future Implication of Consumers in the product development (max 1.500)

Please describe your plan to further involve consumers in the product development: please describe the phases, roles and uptake.

This section is a follow-up to the previous one and focuses –how consumer feedback and consumer input is to be integrated into further developments of the innovation/proposed solution after the project’s completion. The two options here, one is for projects that finish market development within the timeframe. For such projects this section will describe how consumer feedback will be involved in an after market entry. The second type of project increase the maturity of the proposed approach, but is not able to finish within the project timeframe. For those type of projects the focus will be on how consumer input is ensured in the sustainability phase of the project to enable a consumer centric market entry.

HINT: consider writing this section in the previous one as one single narrative, and separating that narrative into two pieces to avoid redundancies and repetition between future implication and implication of consumers

TAB 2D directly links to the impact pathways as described in block two of this webinar

TAB 2D. CONTRIBUTION TO IMPACT PATHWAYS



See Block 2 for insights into impact pathways

During the next three chapters, only in TAB 3 requires writing

Chapter Overview (2)

TAB 3. ACTIVITY ADDITIONAL INFORMATION



DESCRIPTION

- European Dimension
- Diversity Dimension

TAB 4. FINANCIAL RETURN MECHANISM



DESCRIPTION

- Business Model Canvas
- Commercialisation Strategy
- Description of the selected financial return mechanisms

Watch the
Commercialisation and
Financial Sustainability
webinar

TAB 5. BUDGET



DESCRIPTION

- Budget Overview
- Value for Money
- Detailed information on Budget Specifications, Funding and FTE

For the European dimension, described how this project can only accomplish its goals at the European level

European Dimension

European Dimension (max 1.000)

The proposals are expected to generate a substantial positive impact for European citizens and European countries. Please describe how potential customers/users and partners in various European countries will benefit from your solution which will lead a stronger European Dimension for the project.

Beyond impact on European citizens and countries, make your case why this European dimension is required to accomplish the project's goals. Thus, making a strong case why this needs to be financed by an EIT food mechanism and not by some alternative source of funding (e.g. national funding schemes). This circles back to the topic raised during block one why EIT food? why KIC? Projects need to provide a compelling answer to this question to be eligible for getting finance.

HINT: try to quantify the impact on European level, if necessary to a country by country analysis using bullet points for instance. Be mindful of the small space allowed for the section, so word economy will be key

Diversity dimension outlines how the project will carry out the activity taking into consideration the diversity in all its forms

Diversity Dimension

Diversity Dimension (max 1.500)

Please outline how you will carry out the activity taking into consideration the diversity dimensions (gender, ethnicity, socio-economic status, etc.) in the activity content (e.g. recruitment of activity participants) as well as in the team composition, incl. the managerial level.

Be specific to the project and describe how diversity could be an asset and in what way, or if this dimension plays a major role (for instance because of the application field of innovation) explain how. Remember the diversity dimension cover more topics than just gender issues.

HINT: please do not use an old text from a Horizon Europe project proposal on gender dimension and recycle it here. Try to provide something specific to the project activities and pretty goals and describe how diversity plays a role if any beyond the fact that no one plans to discriminate against anyone in the project.

For insights on the financial return mechanism please check the corresponding webinar and presentations on the link below

Financial Return Mechanism

PART A

BUSINESS MODEL

Business Model Canvas ★
 (.pdf; max 6Mb)

MANDATORY Upload (PDF) - maximum 1 file: Please provide a business model canvas (1 pager template from EIT Food).

COMMERCIALISATION STRATEGY

Commercialisation Strategy ★

Please summarise the Commercialisation Strategy chosen by the consortium to bring the innovation(s) to the marketplace.
Optional Upload (PDF) - maximum 1 file: Feel free to upload any document supporting your Commercialisation Strategy (free format but only PDF are accepted).

(.pdf, .xlsx, .mp4, .zip; max 120Mb)

HOW YOUR ACTIVITY INTENDS TO GENERATE REVENUES

What is the planned source of revenue from your Activity (ROI mechanism)? ★

<input type="checkbox"/> Sale of products	<input type="checkbox"/> Sale of processes
<input type="checkbox"/> Sale of services/consulting	<input type="checkbox"/> Equity Stake or Option (example: equity in start-up)
<input type="checkbox"/> Fee for Educational Programme (example: tuition fee)	<input type="checkbox"/> Access/License Fee (example: access to library resource, access to database)
<input type="checkbox"/> Other (please explain in the next field)	

please specify source of revenue if [Other] is selected

Overall description of the chosen ROI mechanism ★

Why has this revenue source been selected? 🔔 ★

Watch the Commercialisation and Financial Sustainability webinar

The budget is very specific to each project. Provide a good rational why this project is high in the “value for money” aspect

Budget

PART A

Tasks ★

Edit	Code	Title	Type	Task Leader	Deliverable	Total Costs	Checked
Please use append button to append tasks							
+							

BUDGET OVERVIEW

Budget Overview [Edit Task Budget in Overview](#) €

	2022	2023	2024	Total
EIT Funding (€)	0.00 €	0.00 €	0.00 €	0.00 €
Partners Co-Funding (€)	0.00 €	0.00 €	0.00 €	0.00 €
Total KAVA Funding (€)	0.00 €	0.00 €	0.00 €	0.00 €
Co-Funding Leverage (%)	-	-	-	-
Co-Funding Ratio (%)	-	-	-	-
Total FTE	0.00 FTE	0.00 FTE	0.00 FTE	0.00 FTE

BUDGET JUSTIFICATION

Value for Money ★ [Edit](#) 

(max 1000 characters)

Additional Resources





Call page on EIT Food Website

- All call related information (guidelines, proposal template, webinar slides and videos, etc.) will be published on <https://www.eitfood.eu/projects/eit-food-call-for-proposals-2022>



EIT Food Open Call 2022

EIT Food's vision is a world where everybody can access and enjoy sustainable, safe, and healthy food – with trust and fairness from farm to fork. The intention of this Call for Proposals is to maximise the societal, economic and environmental impact of innovative ideas and consortia within the scope of EIT Food's Impact Framework, as described in our [Strategic Agenda 2021-27](#).

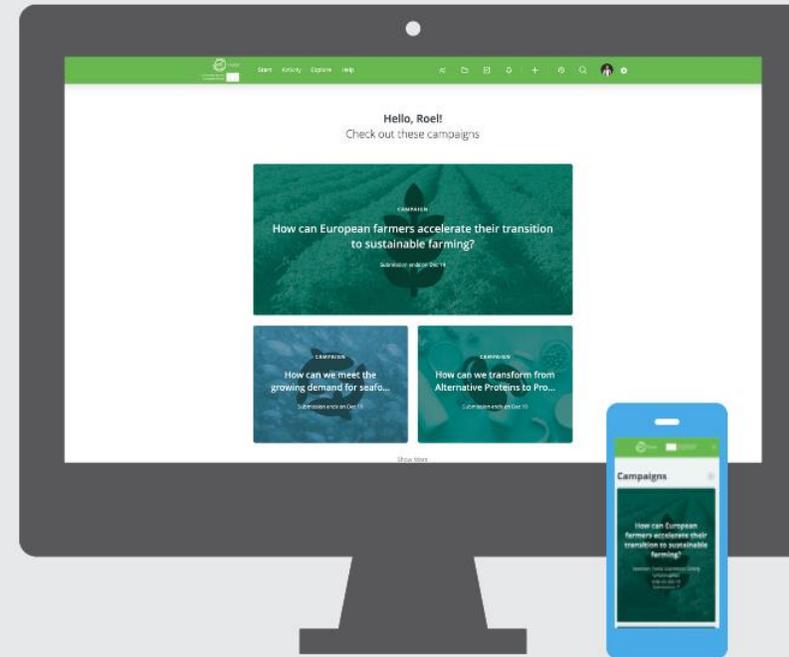
EIT Food's Impact Framework targets four primary Impact Goals for food system change:

1. Improvement in conditions for enhanced public trust in the food system
2. Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known dietary factors

Overview
Call Timeline
Register for Proposal Trainings
Mandatory Proposal Templates
Additional Proposal Resources
Collaborate with other Innovators

EIT FOOD OPEN INNOVATION PLATFORM (HYPE) TRAINING

- ≈ Online partner collaboration platform to create consortia around ideas
- ≈ Webinar with technical instructions for desktop and mobile usage
- ≈ 18 November 2021 from 10.30am to 12.00noon (CET)
- ≈ Register [HERE](#)





Save the date: Trainings & Webinars

Training: Hype Open Innovation Platform

- › 18 November 2021, 10:30-12:00 [Register Here](#)

Matchmaking: Meet future partners online

- › 25 November 2021, Pre-event 8:45-9:45 [Register Here](#)
- › 25 November 2021, Main Event 10:00-16:00 [Register Here](#)

Training: How to write a good proposal

- › 3 December 2021 9:00-17:00 [Register Here](#)
- › 14 December 2021 9:00-17:00 [Register Here](#)

Training: Financial Return Mechanism and Commercialization Strategy

- › 24 November 2021 9:00-13:00 [Register Here](#)
- › 15 December 2021 9:00-13:00 [Register Here](#)



30 minute Break – Block 4 follows at 15:30 pm



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