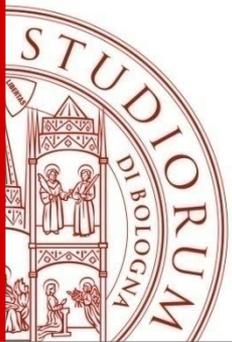


LEIT Information and Communication Technologies : Giornata Nazionale di Lancio dei Bandi 2016-17 in Horizon 2020

Il processo di valutazione: punti di forza e criticità emersi sui singoli criteri di valutazione

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1 Excellence

2 Impact

3 Implementation



IMPACT

RIA:

- *show industrial commitment,*
- *be driven by user needs*
- *concrete business cases supported by strong exploitation strategies,*
- *cover the value/supply chain as appropriate*
- *Not expected to commit for commercialization*

IA:

- *Strong industrial commitment*
- *Ideally target medium volume markets (no niche markets)*
- *Provide evidence of strong commitment to bring the technology to the market(s)*
- *industrialise/manufacture targeted products in Europe*
- *Business plan*



Target specifications

Complete and detail the list of your target specifications

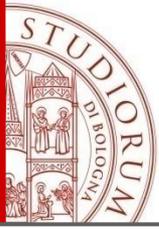
(for a chip, module or subsystem) to be achieved by the end of the project

Specifications may not be complete from the very beginning of a project, however:

- *Do not focus only on those parameters which are to be improved only at chip /component level but also on other parameters, e.g., on a module or subsystem level*
- *Include a reasonable comparison with regards to: packaging effort/cost, driving electronics, total module size, total power consumption, etc.*

Non-provided or incomplete sets of specs

- ➔ ***low exploitation potential!***
- ➔ ***Hard to monitor the project progress for referees/PO!***



Exploitation potential

Show where / why there is real exploitation potential

- *Do not provide market potential in generic terms on possible sales:*
- *Specify which fraction of these markets expected project outcomes will address*
- *Include **a reasonable comparison with competitors** in the same technology and with solutions of competing technologies*
- *Show where / why there is **real competitive advantage** and exploitation potential; identify the applications and business cases - foresee to regularly monitor the market*
- *How to bring your technology targets to higher TRLs and ultimately to the market*

Provide exploitation strategies /plans that are:

- *well thought-through, complete, and concrete enough (including possibly measurable targets)*
- *coherent and consistent with the proposed **implementation***



Industrial Commitment

Substantial industrial engagement means:

- Show engagement in the expected project outcomes by having a substantial participation in "important" project work packages and/or by leading essential project tasks (**IMPLEMENTATION**)*
- include partner(s) with clearer commercialisation ability or to incorporate activities in the project for ensuring commercialisation*
- **Identify in the project possible product owner(s)!***

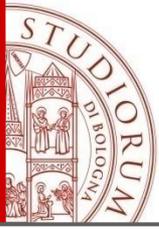
In general however: "Giving advice" could simply mean that the partner under consideration is unwilling to contribute substantially to the project work



IPR issues

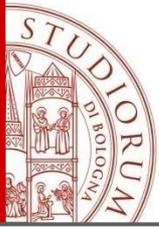
*Do not postpone IPR issues to the consortium agreement but **outline in the proposal your strategy for management of IPRs and their protection** For example:*

- **Check existing patents** – state whether they can be a barrier to exploitation and how you intend to overcome it*
- Clearly **outline the expected IPRs** from your project (capable of commercial/industrial exploitation)*
- Outline **how you will handle / share** background information and expected project results and how do you envisage to protect your results*



IMPLEMENTATION

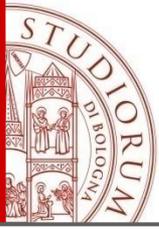
- *Exploitation plan regularly updated*
- *Exploitation plan not only mentioned in WP on «Exploitation/Dissemination» but quantitative reference to it also in final prototype validation/assessment WP, (including industrial partner commitment)*
- *Quantitative targets specifications (also in **excellence** and coherent with them!)*
- *Innovation Manager/ Board*



Innovation

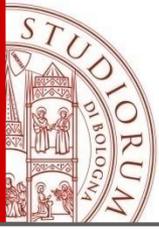
New key-word in H2020

- *Full implications still to be clearly defined*
- *Declined according to the specific calls*
- *Foresee an Innovation Manager, a Societal Advisory Board or include as a partner a Consultant/SME specifically addressing this issues*
- *«Innovation radar» questionnaire to be filled by the Consortium and regularly updated at each review meeting*



Innovation questionnaire

- *Describe the innovation(s) in your project and the development stage*
- *Describe the macro type and the nature of the innovation(s): Product, service, marketing method etc.*
- *Will the innovation be introduced to the market? Has an owner been identified?*
- *Indicate the step(s) already done (or are foreseen) in the project in order to bring the innovation to (or closer to) the market : Tech transfer, Business Angels, prototyping, market analysis etc..*
- *How does the consortium engage end-users?: already in the consortium, later stage....*



Thank you for your attention