

Eurostars

1 Experiencias IEP EUROSTARS

2 Lecciones Aprendidas

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Empezando por el Final....

Miembros del IEP CUT-OFF 11

Belgium, Croatia, Cyprus, Czech Republic,
Lithuania, Portugal, South-Korea, Spain,
Switzerland, France, Israel, South-Africa

IEP Chairman: Turkey
ESE



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5. Panel evaluation and ranking

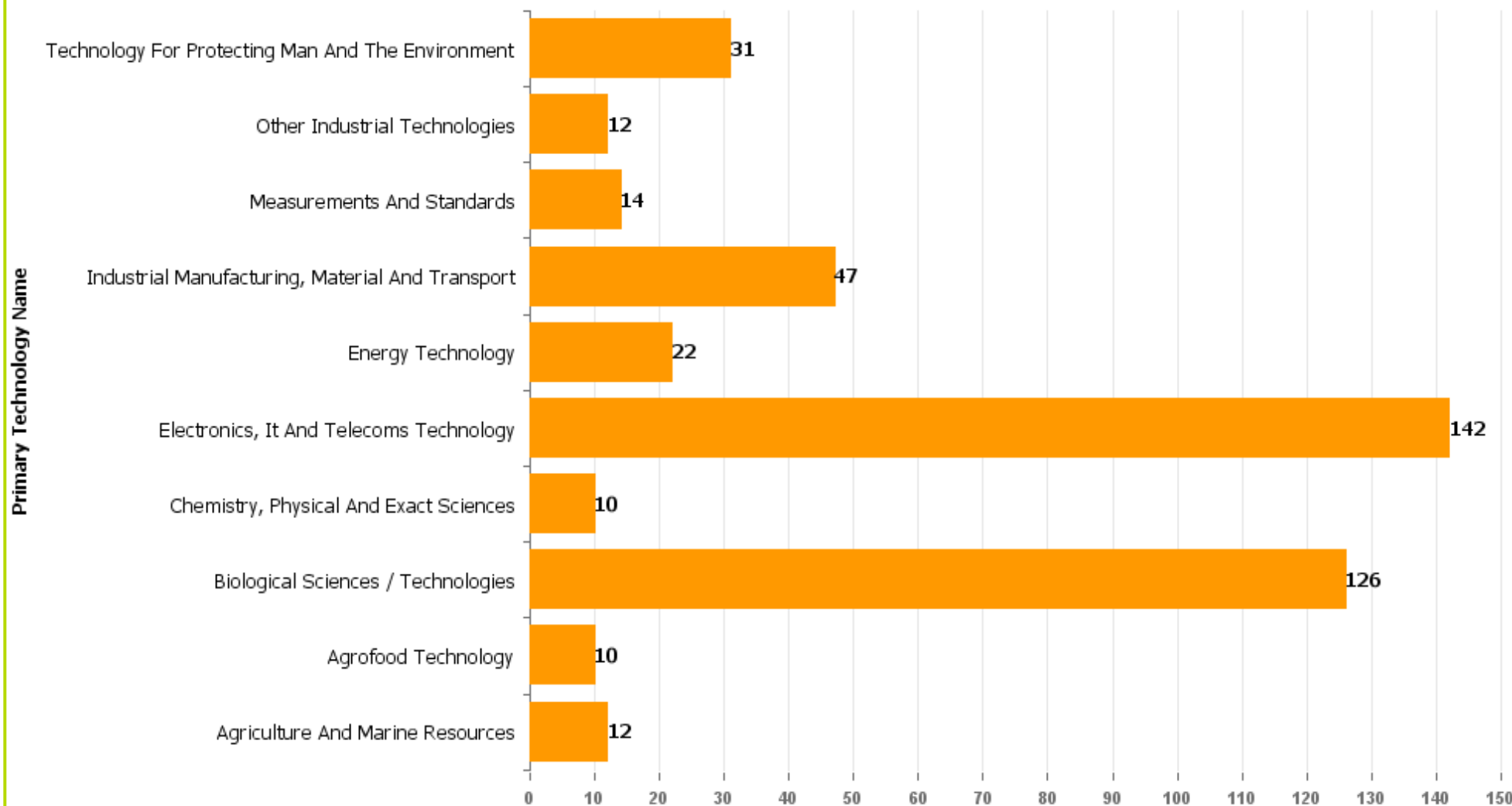
The next phase consists of an evaluation and ranking conducted by an Independent Evaluation Panel (IEP). The IEP meet at the Eureka Secretariat in Brussels to discuss the strengths and weaknesses of your application against set criteria and the other applications.

The IEP is formed of a chairperson and internationally-recognised experts in their field.

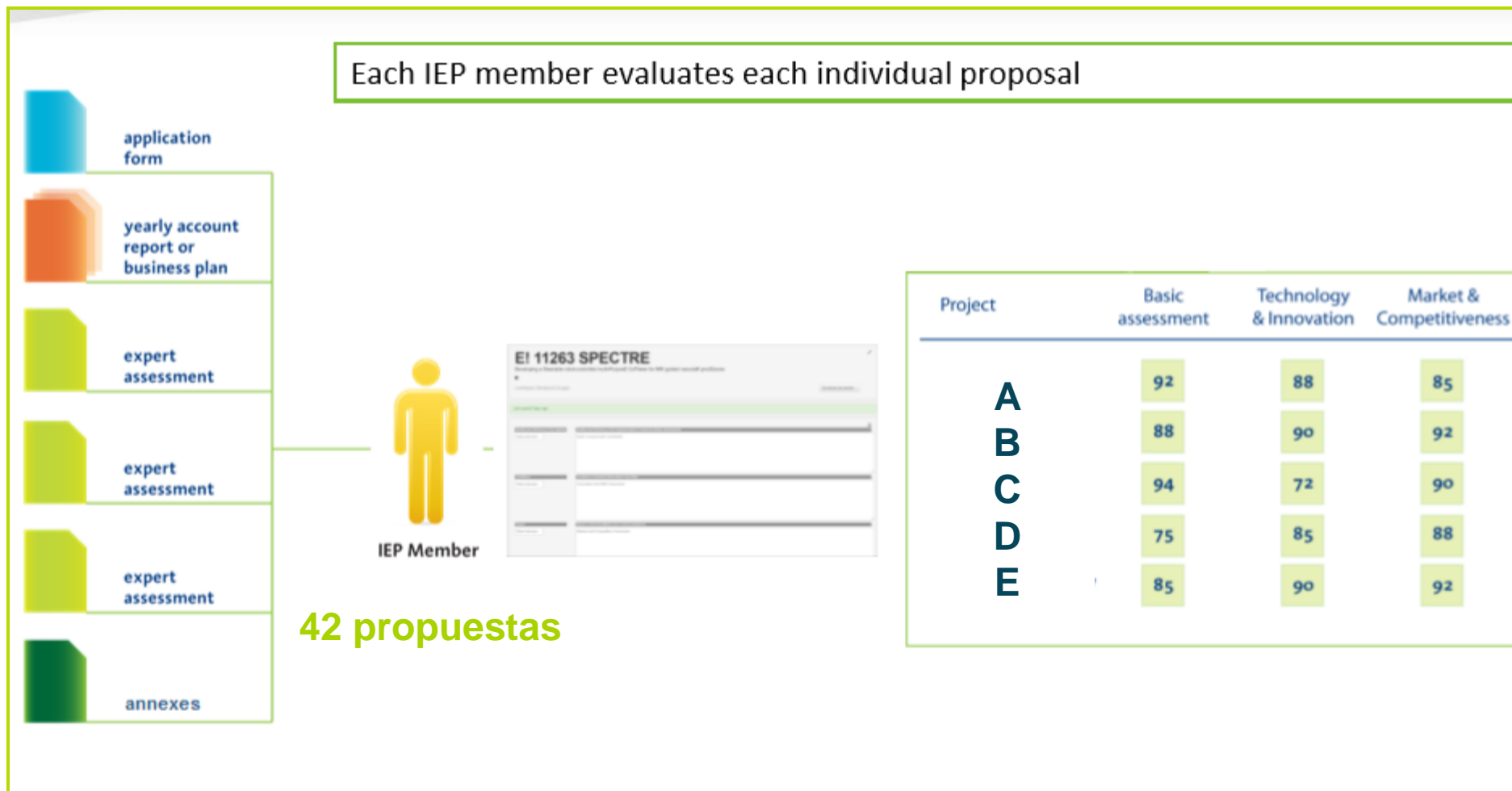
Each project application is given a score out of 200 for the three main criteria, giving a maximum total score of 600. If an application scores less than 120 points in one criterion or less than 402 points overall, it will be rejected. If your application is successful in this stage, it will be placed on the ranking list.

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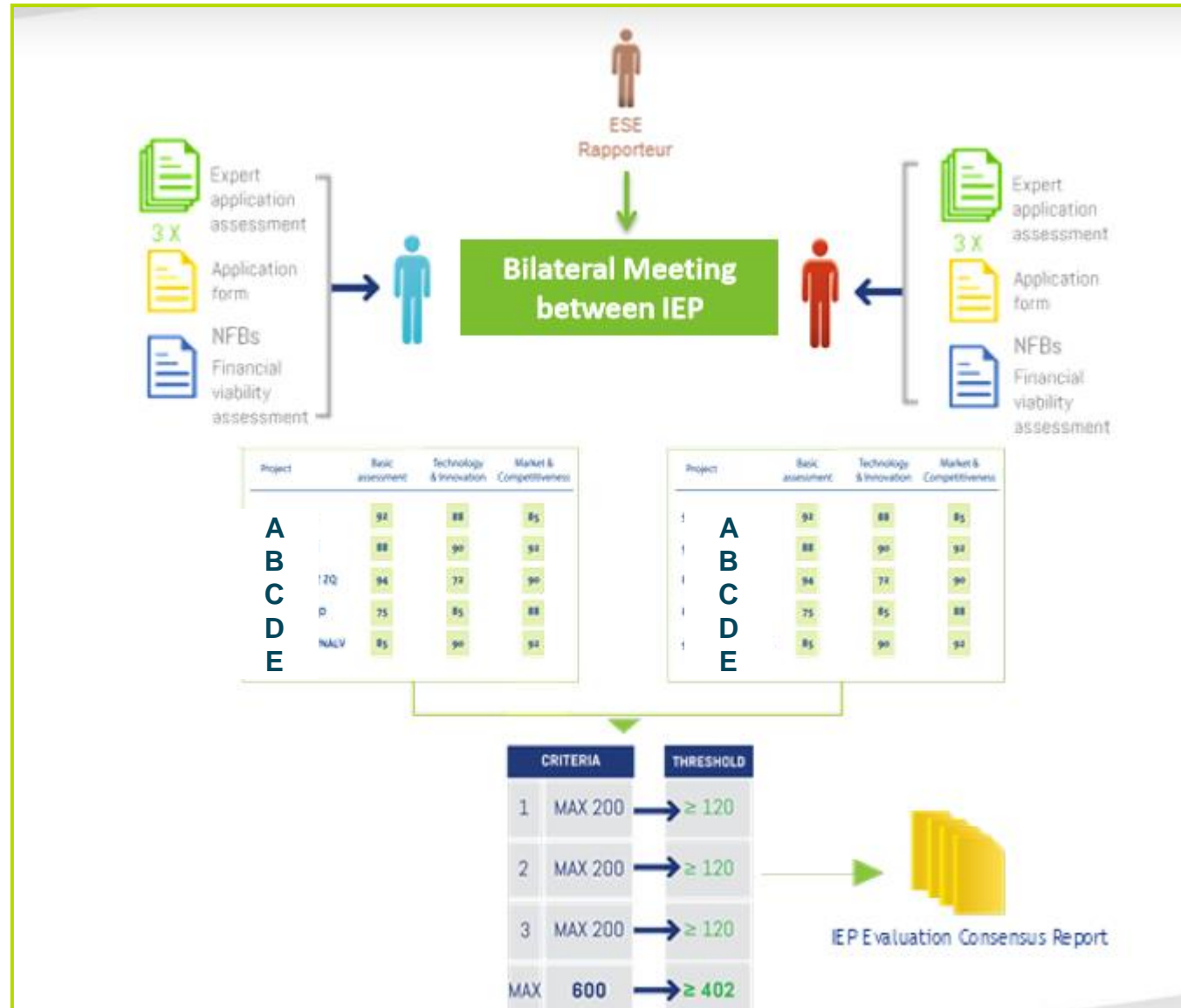
Cut-off 11: Number of projects submitted per technological area



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IEP Evaluation Consensus Report: EXCELLENCE

Excellence (Innovation and R&D)				
SUB-CRITERION	SCORE			
	Above 150	130-150	120-130	BELOW 120
	Above 75	65-75	60-65	BELOW 60
Degree of innovation	HIGH DEGREE; BREAKTHROUGH; BEYOND THE STATE-OF-THE-ART; TECHNOLOGY LEAP	MODERATE DEGREE; ABOVE AVERAGE; INCREMENTAL	LOW TO MODERATE; INCREMENTAL	LOW; NO INNOVATION; NOT FEASIBLE
New Knowledge Creation	HIGH LEVEL; SIGNIFICANT; IMPOSSIBLE TO REPLICATE; AT THE FOREFRONT OF THE TECHNOLOGY	MODERATE; DIFFICULT TO REPLICATE	LIMITED; EASY TO REPLICATE	NO CREATION
Technical Challenges	HIGH LEVEL	MODERATE LEVEL	LOW LEVEL	NO CHALLENGES
Technical Approach	STRONG; CONVINCING; CLEARLY DEMONSTRATED; SOUND AND ACHIEVABLE	ACHIEVABLE; FEASIBLE; REASONABLE; SUITABLE	APPROPRIATE; NOT FULLY CONVINCING; LACKING SOME DETAILS; ONLY SUPERFICIALLY OUTLINED	INSUFFICIENTLY DESCRIBED; NOT PRESENTED; UNCLEAR; UNREALISTIC
Risks	CLEARLY DEFINED; FULLY ADDRESSED	WELL DESCRIBED; DETAILED; ADDRESSED	SUFFICIENTLY DESCRIBED; LACKING SOME DETAILS; NOT FULLY ADDRESSED	INSUFFICIENTLY PRESENTED; NOT IDENTIFIED; VAGUE; POOR; LACKING IMPORTANT DETAILS
Mitigation Plan	CONVINCINGLY PRESENTED; CLEARLY DEFINED	WELL DESCRIBED/PRESENTED; REASONABLE	APPROPRIATE; SUFFICIENTLY DESCRIBED/ PRESENTED; LACKING SOME DETAILS	INSUFFICIENTLY PRESENTED; VAGUE; MISSING
IP Situation	CONVINCING; STRONG; ALREADY OWNED; CLEAR STRATEGY	GOOD; PROPER; REASONABLE STRATEGY	SUFFICIENTLY DEFINED; APPROPRIATE; NEEDS FURTHER EXPLANATION/JUSTIFICATION; NOT FULLY CONVINCING	NOT PRESENT; UNREALISTIC STRATEGY; WEAK; NOT APPLICABLE/PATENTABLE
Others/Suggestions	Integration of existing technologies; Applicability to other fields/domains;			

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IEP Evaluation Consensus Report:

IMPACT

Impact (Market and commercialization)				
SUB-CRITERION	SCORE			
	Above 150 Above 75	130-150 65-75	120-130 60-65	BELOW 120 BELOW 60
Market size	GLOBAL; LARGE	MEDIUM	SMALL; NATIONAL; SATURATED	NICHE
Market and competitor analysis	FULLY ADDRESSED; HIGHLY CONVINCING	ADDRESSED; SUFFICIENT DETAILS	ONLY PARTIALLY ADDRESSED; ONLY SUPERFICIALLY OUTLINED; NOT COMPLETE; LACKING DETAILS	INSUFFICIENTLY ADDRESSED; LACKING IMPORTANT DETAILS; POORLY DESCRIBED; UNREALISTIC
Expected market share	FULLY CONVINCING; REALISTIC; STRONG MARKET PRESENCE; SIGNIFICANT; CONVINCINGLY DEFINED	PROMISING; REASONABLE; WELL DEFINED; ALREADY PRESENT IN THE MARKET	AMBITIOUS; NOT FULLY DEMONSTRATED; LACKS SOME DETAILS; FEW BIG PLAYERS	OVERESTIMATED; LACKS IMPORTANT DETAILS; UNREALISTIC; DIFFICULT; REDUCING
Market entry strategy	BARRIERS TO MARKET CONVINCINGLY ADDRESSED; CLEARLY DEMONSTRATED; STRONG	REASONABLE; SUFFICIENTLY ELABORATED; WELL DEFINED; BARRIERS TO MARKET DESCRIBED AND NOT FULLY ADDRESSED;	NOT FULLY CONVINCING; LACKING SOME DETAILS; BARRIERS TO MARKET IDENTIFIED; ONLY SUPERFICIALLY OUTLINED	INSUFFICIENTLY DESCRIBED; NOT PRESENTED; BARRIERS TO MARKET NOT ADDRESSED; UNCLEAR; UNREALISTIC
Competitive advantage	CLEARLY PRESENTED; FULLY CONVINCING; STRONG; SUSTAINABLE	WELL DESCRIBED; CLEAR; DETAILED; ACHIEVABLE	NOT FULLY CONVINCING; SUFFICIENTLY DESCRIBED; LACKING SOME DETAILS	NOT EXISTING; INSUFFICIENTLY PRESENTED; NOT CLEAR
Commercialisation plan	CONVINCINGLY PRESENTED; CLEARLY DEFINED; REALISTIC TIME TO MARKET	WELL DESCRIBED/PRESENTED; REASONABLE; APPROPRIATE TIME TO MARKET	SUFFICIENTLY DESCRIBED/ PRESENTED; LACKING SOME DETAILS	INSUFFICIENTLY PRESENTED; VAGUE; MISSING; TIME TO MARKET NOT REALISTIC
Business model (including, for example, ROI)	CONVINCING; STRONG; CLEAR STRATEGY; REALISTIC; BREAKTHROUGH	GOOD; PROPER; REASONABLE STRATEGY	SUFFICIENTLY DEFINED; APPROPRIATE; NEEDS FURTHER EXPLANATION/JUSTIFICATION; NOT FULLY CONVINCING	NOT PRESENT; UNREALISTIC STRATEGY; WEAK; NOT CONVINCING
Others	Growing market; Regulatory barriers;			

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IEP Evaluation Consensus Report: Basic Assessment

Quality and efficiency of the implementation (BASIC ASSESSMENT)

SUB-CRITERION	SCORE			
	Above 150	130-150	120-130	BELOW 120
	Above 75	65-75	60-65	BELOW 60
Balance	WELL BALANCED	BALANCED	NOT BALANCED	VERY UNBALANCED; LACKING SOME KEY COMPETENCIES
Added Value	HIGH ADDED VALUE AND CLEAR SYNERGY	GOOD ADDED VALUE AND SYNERGY; POTENTIAL COMPLEMENTARY	ONLY PARTIAL; PARTIALLY OVERLAPPING	NO ADDED VALUE; OVERLAPPING
Technological Capacity	HIGH LEVEL; HIGHLY QUALIFIED	GOOD LEVEL	SOME EXPERTISE MISSING/MIGHT BE BENEFICIAL; INVOLVMENT OF KEY PLAYERS MISSING	KEY EXPERTISE MISSING; UNCLEAR
Managerial Capacity	STRONG; CONVINCING; CLEARLY DEMONSTRATED; HIGH LEVEL; HIGHLY EXPERIENCED	GOOD; COMPETENT	SUFFICIENT	INSUFFICIENT; NOT PRESENTED
Methodology and Planning	CONVINCING; EXCELLENT; CLEARLY DEFINED	WELL DESCRIBED/PRESENTE D; DETAILED; CONTAINS ALL NECESSARY INFORMATION	SUFFICIENTLY DESCRIBED/PRESENTED; LACKING SOME DETAILS	INSUFFICIENT; NOT PRESENTED; VAGUE; POOR; LACKING IMPORTANT DETAILS
Milestones and deliverables	CONVINCINGLY PRESENTED; CLEARLY DEFINED	WELL DESCRIBED/PRESENTE D; REASONABLE	SUFFICIENTLY DESCRIBED/ PRESENTED; DEFINED; APPROPRIATE	INSUFFICIENTLY PRESENTED; VAGUE; MISSING;
Cost and Financing Structure (INCLUDING SUBCONTRACTING)	CONVINCING; WELL STRUCTURED; FULLY JUSTIFIED;	BALANCED; REASONABLE	SUFFICIENTLY DEFINED; SLIGHTLY UNBALANCED; NEED FURTHER EXPLANATION/JUSTIFICATION; SLIGHTLY OVERESTIMATED/UNDERESTIMATE D	TOTALLY UNBALANCED; UNREALISTIC; NOT IN LINE WITH THE PROJECT GOALS AND ACTIVITIES; WEAK; OVERESTIMATED/UNDERESTIMA TED
Financial Commitment	SOLID; HIGH; CLEAR; CONVINCING; FULLY DEMONSTRATED	PRESENTED; APPROPRIATE	SUFFICIENT; NOT FULLY DEMONSTRATED	WEAK; DOUBTFUL; CONCERNING; NOT PRESENTED
Others/Suggestions				

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Revisión de las solicitudes en las que había una declaración de **viabilidad financiera**.

Los miembros del IEP **revisaron todas las puntuaciones** y comentarios para cada una de las aplicaciones restantes.

La sesión concluyó con un análisis de las solicitudes que habían sido **clasificadas por debajo del umbral de calidad por el IEP**, pero habían recibido revisiones positivas de los tres expertos para los tres criterios.

El grupo estuvo de acuerdo en que las puntuaciones estaban justificadas y confirmó la decisión de calificar esas solicitudes por debajo del umbral de calidad.

El Presidente y el IEP revisaron la **lista consolidada de calificaciones**.

En general, los miembros del IEP estuvieron **satisfechos con la calidad de los expertos**, lo que implica que la selección se realiza de manera adecuada; algunos expertos no hicieron un buen trabajo.

Sesión Plenaria del IEP

Expert ID number	IEP comment about Expert
1444280	Overly optimistic evaluation.
1264392	Overly optimistic evaluation.
4337	Medium to high scores but the expert did not recommend for funding.
4525	Too high scores.
7957	Too optimistic. Especially since the expert does not recommend funding.
1216350	Brief statements and high marks.
4448	Overly optimistic ratings.
1661	Gives excessively top marks and not helpful comments.
7474	Expert favours funding <u>in spite of</u> insufficient presentation and consideration of very high risks.
1527059	Expert favours funding <u>in spite of</u> insufficient presentation and consideration of very high risks.
1264364	Excessively optimistic marks.

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6. Conclusions of the IEP Session

In this manner, the assessment of 254 applications that passed the first evaluation step was concluded, and the individual ratings and ranking positions were endorsed by the Chairman and all IEP members.

Status	Number	% of ranking list	% of eligible applications
Above quality threshold	158	62%	49%
Below quality threshold	96	38%	29%
Overseeing body	71		22%
	325	100.0 %	100.0 %

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IEP Final Ranking List

EUROSTARS-2
Independent Evaluation Panel
Ranking List - Cut-Off 11



Aim Higher

Rank	EI	Acronym	Quality and efficiency of the implementation	Impact	Excellence	Total	Threshold	Comment
1	113497		188	183	180	551	Above	Very well composed, balanced and complementary consortium, with high-level expert knowledge. A breakthrough solution for well defined large markets. Highly innovative project.
2	113321		183	175	175	533	Above	Very well balanced consortium. Significant market. Commercialisation plans are well defined. High degree of innovation with progress beyond state-of-the-art.
3	113388		179	167	179	525	Above	Capabilities of partners are well described and well balanced. Market access strategy and related risks are well addressed. Convincing potential to the market is foreseen. Innovation level is very high.
4	113248		169	174	179	522	Above	Well balanced consortium. Time to market is reasonable. Commercialisation strategy is convincingly demonstrated. Degree of innovation is high. Technical approach is sound.
158	113549		126	124	152	402	Above	Competent complementary consortium with proven experience. Open questions related to cost planning. Product with competitive advantages for unconvincingly described market. Envisioned product is highly innovative and could present clear improvement compared to current state-of-the-art.
159	113546		119	174	177	470	Below	Highly complementary synergistic consortium with strong track record. Professional project planning. Market seems very profitable and large for envisioned revolutionary product. Revolutionary product. Financial rules of the national agency prevents one of the partners from securing their role in the project.
160	113559		119	150	155	424	Below	Experienced, complementary and synergistic consortium. Large market size. Clear value proposition. High level of innovation. New knowledge will be generated. There are concerns regarding the financial capacity of DE partner to undertake its role in the project.
252	113561		110	105	105	320	Below	Consortium with limited added value through cooperation. Sufficient managerial capacity. The market size is small. Competitive advantage is unclear. Moderate innovation. Technical feasibility is unconvincing.
253	113268		114.8	100	105	319.8	Below	Unbalanced consortium missing some key expertise. Worldwide niche market. Barriers seem to be underestimated. Low level of innovation. Technical feasibility is unconvincing. There are some concerns regarding the financial capacity of one of the partners to undertake its role in the project.

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Quality and efficiency of the implementation


The consortium is complementary and qualified

Impact

Market entry strategy has been well described

Excellence

The product demonstrates an disruptive improvement over their own existing solution.

EUROSTARS-2 Independent Evaluation Panel Evaluation Consensus Report Cut-Off 2		 Aim Higher
Ranking position: 11 where position 1 is the highest		
YOUR PROPOSAL		
acronym		
Quality and efficiency of the implementation	171 /200 - threshold set at 120 points (80 %)	
Comments	The consortium is complementary and qualified. Project plan is clear and well defined. The project budget and cost breakdown is well structured/justified. Further arrangements in the division of management duties and ownership may be obtained during negotiation. Expected subcontractor costs are specified and justified.	
Result	Above threshold	
Impact	172 /200 - threshold set at 120 points (80 %)	
Comments	Realistically quantified market size. The product has high potential on a global scale. The potential competitors are identified. Market entry strategy has been well described. Projected revenues seem to be realistic considering already signed contracts with end users.	
Result	Above threshold	
Excellence	150 /200 - threshold set at 120 points (80 %)	
Comments	The product demonstrates an incremental improvement over their own existing solution. It potentially delivers a cost effective, value-added product to the market. The risks have been clearly identified and properly discussed with sufficient detail.	
Result	Above threshold	
Total Score	493 /600 - threshold set at 402 points (67 %)	
Result	Above threshold	
Overall result	Above threshold	

2 Lecciones Aprendidas

EUROSTARS IEP Briefing Report

Aim Higher

E!112

1* IEP	Anacabe	Table	Ms. Felicity Lee
2* IEP	Park	Session	5

Technology area Industrial Manufacturing, Material And Transport

Market area

INDUSTRIAL PRODUCTS / MANUFACTURING

Participant Organisation Name	FV	Country	Org. Type	Role	EUR contribution	%
	●●	LT	P	Main	€178,000	53.61%
	●●	LV	P	Partner	€84,000	25.30%
	●●	LT	U	Partner	€70,000	21.08%
				Sum:	€332,000	
				Duration:	24	months

Types: P = R&D SME, S = SME, I = large company, U = Univ, R = Res. Institute

Consortio
Complementario

Presupuesto

Equilibrados

2 Lecciones Aprendidas

EUROSTARS
IEP Briefing Report

 Aim Higher

El113 

1* IEP	Anacabe	Table	Mr. Enrico Tricanico
2* IEP	Desimpelaere	Session	11

Technology area: Industrial Manufacturing, Material And Transport

Market area: MEDICAL / HEALTH RELATED

Participant Organisation Name	FV	Country	Org. Type	Role	EUR contribution	%
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Conocimiento Previo

(Patente)

Mercado

Cliente Final

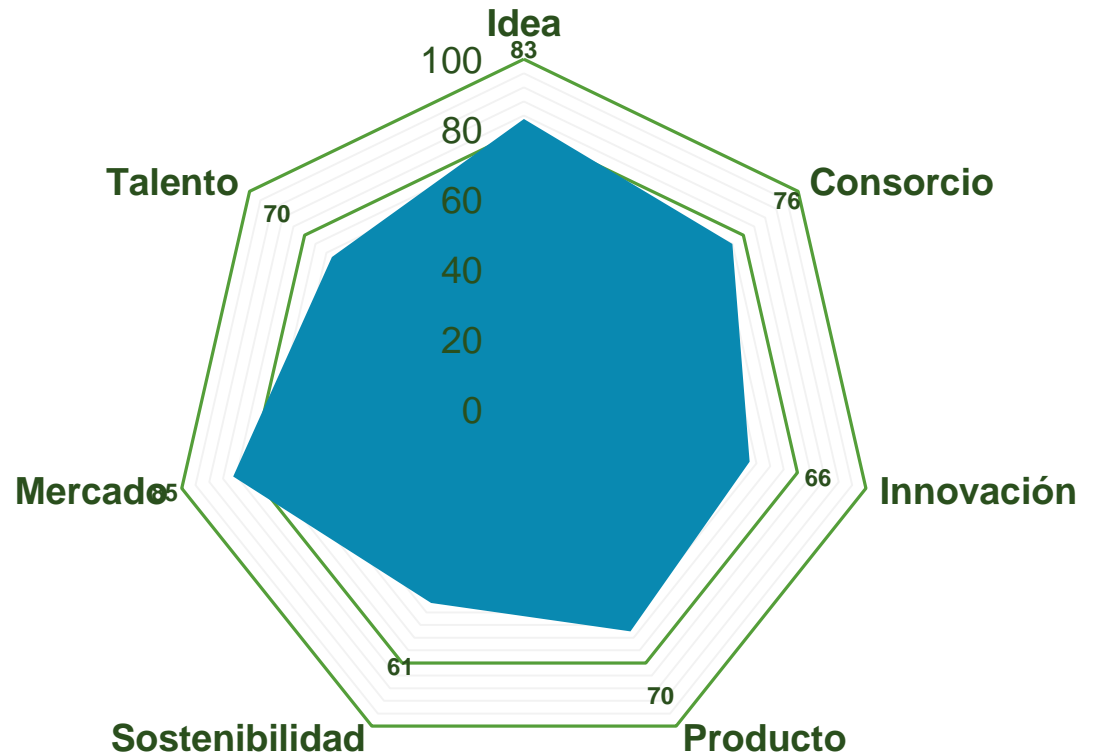
Conocimiento previo

Aplicación

2 Lecciones Aprendidas

Ingredientes

- Idea
- Well balanced consortium
- Degree of Innovation
- New Product
- Sustainability
- Market Entry Strategy
- Talent



Y siempre....PERSEVERANCIA!

Para terminar...

- Pensar en todo el proceso desde una buena IDEA y bien armada hasta el MERCADO más global.
- Nunca Solos. “Juntos llegamos más lejos”.
- Siendo pequeños, pensad a lo grande!



Muchas Gracias

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