

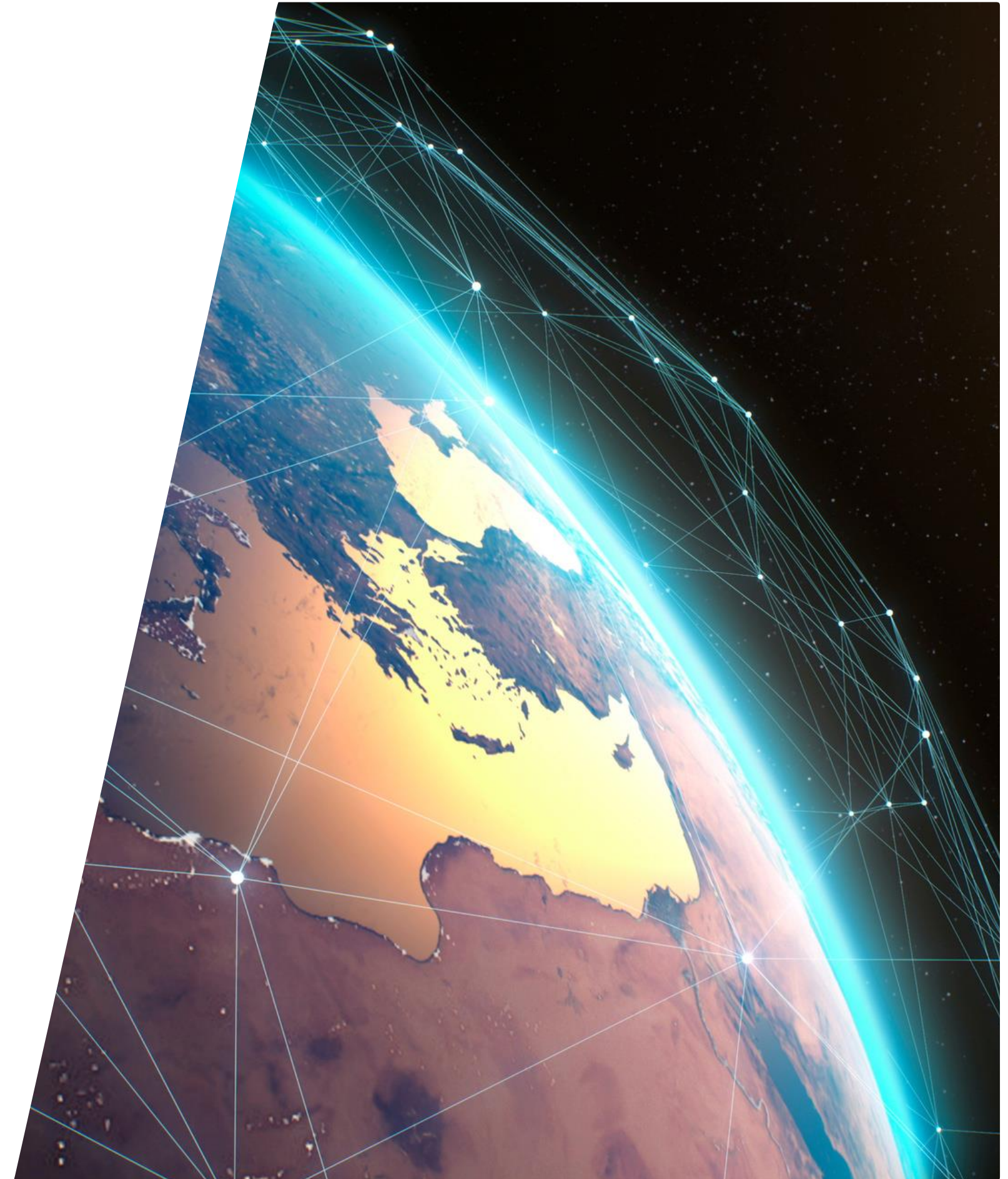
EIC Funding

Tips and Tricks for a successful EIC Accelerator Proposal

Dr Maria Christina Cheimonidi

***NATIONAL CONTACT POINT FOR EIC
HORIZON EUROPE***

Date 12/02/2025



What's holding back EUROPEAN INNOVATION?



PERFORMANCE

- Strong research performance *not translated into innovation*
- *Lack of breakthrough / disruptive innovations* that create new markets



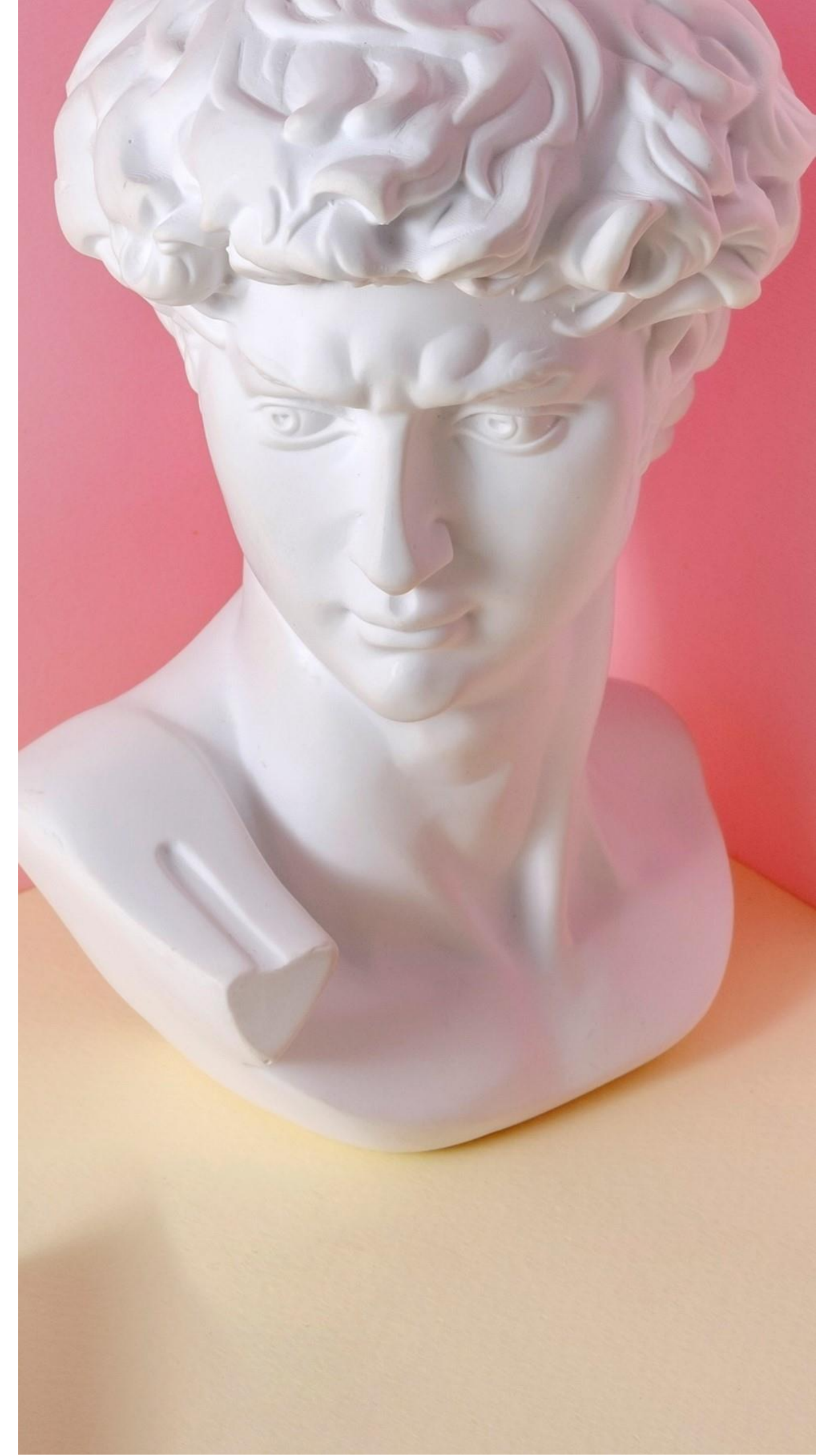
FUNDING & INVESTMENT

- Financing gaps
- “valleys of death”
 - In Transition from lab to enterprise
 - Scaling up for high-risk innovative start-ups

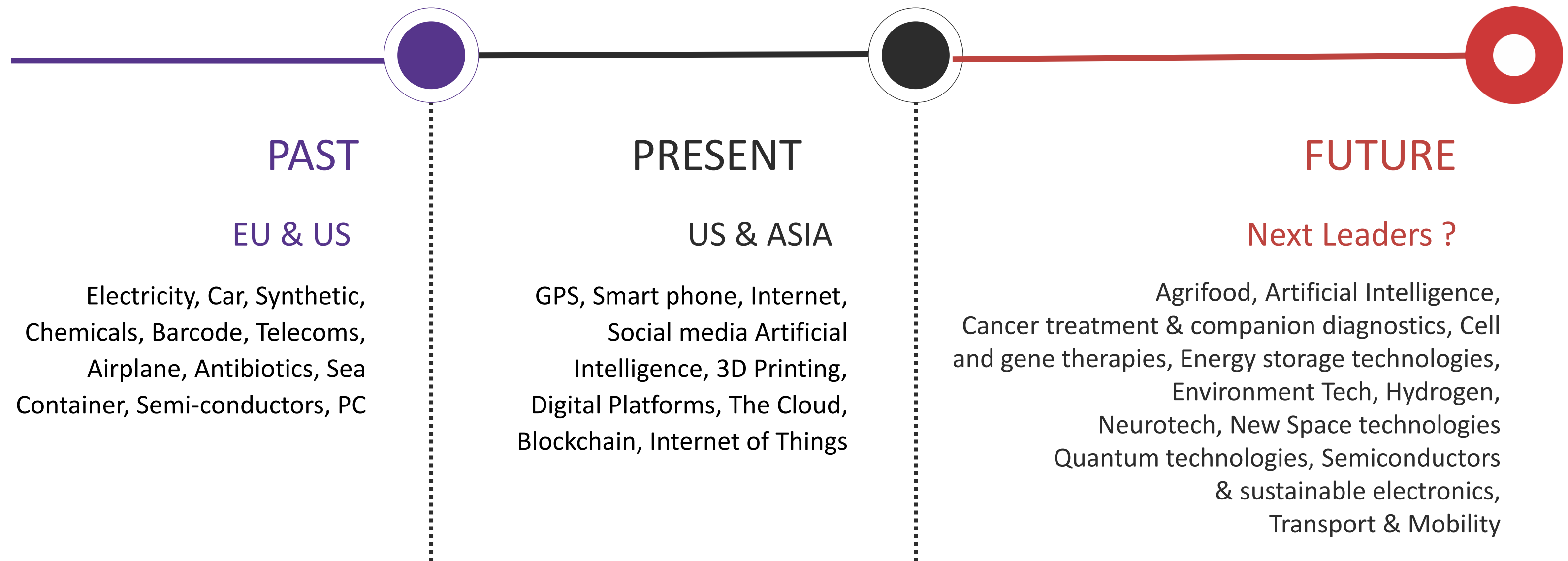


ECOSYSTEM

- Many national & local ecosystems, but fragmented at European level
- Need to include all regions and all talent (especially female)



Europe needs to become a leader again



Why is the EIC important?

- **€10 bil budget** from Horizon Europe for the development of emerging and disruptive technologies ;
- **One-stop-shop for all TRLs**: technology transfer from the laboratory to the market for start ups and SMEs with scale up potential
- **EIC Board** consisting of businessmen, investors, researchers etc
- **Cooperations** for the reinforcement of the European Innovation Ecosystem (Business Acceleration Services, Plug in, EIT, ERC, Seal of Excellence)
- **EIC Fund** that invests in selected companies and mobilizes public and private VCs

EIC funding instruments



EIC Pathfinder

	Pathfinder Open	Pathfinder Challenges
Total budget	€142 million	€120 million
Proposals (indicative)	Up to €3 million or more if justified	Up to €4 million or more if justified
Funding rate	100% of eligible costs	100% of eligible costs, lump sums
Opening	20 February 2025	28 July 2025
Deadline	21 May 2025 at 17.00 CEST	29 October 2025 at 17.00 CET
Length of proposal	20-page proposal (part B)	30-page proposal (part B)
Applicants	Consortia: min. 3 partners from 3 different Member States /Associated Countries of which at least 1 partner in a Member State	Consortia: <ul style="list-style-type: none"> • If 2 partners: from different MS/AC, • If 3+ partners: from min 3 different MS/AC of which at least 1 partner in a MS Single legal entities in a MS/AC

PATHFINDER CHALLENGES



Biotech for Climate Resilient Crops and Plant-Based Biomanufacturing

€ 30 million



Generative-AI based Agents to Revolutionize Medical Diagnosis and Treatment of Cancer

€ 30 million



Towards autonomous robot collectives delivering collaborative tasks in dynamic unstructured construction environments

€ 30 million



Waste-to-value devices: Circular production of renewable fuels, chemicals and materials

€ 30 million

EIC Transition

	Transition
Total budget	€98 million
Proposals (indicative)	Up to €2.5 million
Funding rate	100% of eligible costs
Opening	April 2025
Deadline	17 September 2025 at 17.00 CEST
Length of proposal	22-page proposal (part B)
Interview*	11-13 weeks after the deadline
Applicants	Consortia: <ul style="list-style-type: none">• If 2 partners: from 2 different MS/AC,• If 3+ partners: from min 3 different MS/AC of which at least 1 partner in a MS Single legal entities in a MS/AC






PreAccelerator (WIDERA WP25)

- Call for proposals to increase the innovation potential of **deeptech startups** in the **widening countries** (TRL 4-5/6)
- **20M** budget - Grants between 300-500k
- Call opening May 2025 and cut off mid-November 2025 (indicative)
- Single stage remote evaluation
- EIC Transition evaluation criteria
- Access to Business Accelerator Services
- Fast Track to EIC Accelerator

EIC Accelerator

	Accelerator Open	Accelerator Challenges
Total budget	€384 million	€250 million
Proposals (indicative)	Up to €2.5 million grant + up to € <u>10</u> million equity	NEW
Funding rate	70% of eligible costs	70% of eligible costs
Opening	26 November 2024	26 November 2024
Deadlines	12 March 2025 at 17.00 CET 1 October 2025 at 17.00 CEST	12 March 2025 at 17.00 CET 1 October 2025 at 17.00 CEST
Application process	Short proposal + full proposal + interview	
Applicants	Single company (SME or mid-cup) in MS/AS One or more natural persons from MS/AS	

EIC Accelerator challenges

ACCELERATOR CHALLENGES		Acceleration of advanced materials development and upscaling along the value chain	€ 50 million
		Biotechnology driven low emission food and feed production systems	€ 50 million
		GenAI4EU: Creating European Champions in Generative AI	€ 50 million
		Innovative in-space servicing, operations, robotics and technologies for resilient EU space infrastructure	€ 50 million
		Breakthrough innovations for future mobility	€ 50 million
Indicative call budget			€ 250 million

EIC Accelerator-short proposal

- **Application (12 pages)**

Company description 

The problem/market opportunity ?

The Deep Tech innovation: Solution/Product or Services (USP) 

Market Disruption and Competition analysis 

Broad impacts 

Team and management 

Funding request €

- **Video (3 min)**

- **Pitch deck (10 slides)**

The short proposal is more focused on the innovation and the team

EIC Accelerator-full proposal

1. **Company description** – 3 pages

- key partners
- key assets
- clients
- advisors (business, scientific, other)

2. **The problem/opportunity** – 3 pages

- Problem and the unsatisfied need of potential customers.

3. **The innovation: Solution/Product or Services (USP)** – 9 pages

- Explain how your solution work
- Value proposition
- Development stage
- IP strategy

4. **Market and competition analysis** – 5 pages

- Describe the targeted market
- Willingness to pay:
- Competitors and threats

5. **Marketing and sales plan** –4 pages

- Business model
- Describe your Go-to-Market Plan with milestones.
- Commercialisation strategy
- Potential for scaling up

6. **Team and management** –2 pages

- Present your team

7. **Risks** – 2 pages

- Describe financial risks and those risks linked to the technology, the market, the competition, the team
- Legal and regulatory requirements

8. **Financial Plan** –2 pages

9. **Implementation Plan** –12 pages **Work plan and resources**

10. **How EU support takes the company to the next value point** – 3 pages

11. **The EIC funding request** –1 page

12. **Broad impacts** – 2 pages

**The full
proposal is
more focused
on the
business**

EIC Accelerator-interview/pitch deck presentation

Cover Slide

Problem to be solved

Describe the problem to be solved and the needs of the key target group(s)/the customer
Try to quantify the problem, e.g. by stating costs
Describe how the innovation helps to solve the problem
Insert numbers of market needs related to the problem to be solved

The innovative idea/service/process (2/3 slides)

Describe your solution including, if possible, images of the prototype (if any) or show the most promising data about the innovative project
Demonstrate that the solution is real and is working in a relevant environment (TRL 6)
Describe what you have done till now to reach this level of development
Describe the key technological dimensions of your innovation, including, when relevant, key IP assets and your IP strategy

The Company

Describe your company and the team (Gender dimension)
Describe the team using photos, and include her/his role (Founders, CEO, CFO, CTO...) and the expertise they bring to the project
If it will be necessary to expand the team by enriching it with missing skills, list the key persons/needed expertise to be hired
If you have a company website, include the link and keep it updated, include links to public presentations of the company and/or product
Describe your company Cap Table showing if you have some investors on board

Market size

Market opportunity: describe the addressable target market, the size and the segmentation. Start with the outlook of the market showing graphically what is written in the application form

EIC Accelerator-interview/pitch deck presentation

Competitive solutions

Describe your unique selling point: what you do well and what customers want (needs)
Describe the competitive advantage in terms of commercial and technical point of view
Compare yourself with your key competitors according to such unique selling points: (Ideally no more than 5 competitors)
Insert link to data sources if needed.

Development Roadmap

Insert the financial projections for the scale-up phase
Explain the need of the EIC Accelerator,
Specify which part of the innovation development and commercial deployment will be covered by the EIC grant and what by the investment component

Business model

Include the key elements of your business model
Indicate the market approach and revenue streams (B2B, B2C, SaaS etc.)
Provide an outlook for financial years and indicate key numbers (e.g. breakeven)

Conclusion

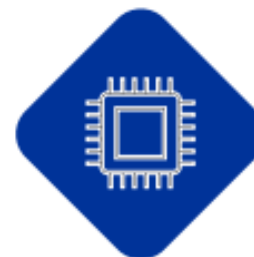
Summarize the most important information and reiterate why you are the right team for this project (multidisciplinary expertise of the team, IP assets, onboard investors etc)
No more than 3 takeaway messages



**Do not forget:
Pitching is
communicating
with a purpose,
not just
presenting**

EIC STEP Scale Up

- **Budget €300m** (2025), expected to be €900m (2025-27)
- **Equity only** support
- **Larger tickets** (EUR 10m-30m)
- Catalyze **rounds of €50-150m**



Pre-commitment from investors required (min 30%)
Facilitated access to Invest EU Venture Debt

STEP Sovereignty Seal
(if fulfill necessary conditions)



EIC STEP Scale up Call



Evaluation/ award criteria include specific STEP conditions

Excellence

Impact

Implementation/Risk

It identifies three main strategic technology areas:

- **Digital and deep tech**
- **Clean tech**
- **Biotech**

EIT Funding schemes and opportunities

- EIT and its KICs provide valuable alternatives to EIC funding, supporting startups at different stages of growth.
- While the EIC Accelerator is a well-known funding scheme for high-risk, breakthrough innovations, companies ***can also benefit from EIT funding programs through its KICS.***
- These programs target early-stage startups, scale-ups, and SMEs, helping them **validate, develop, and scale their innovations.**

- ❑ EIT Manufacturing Accelerate Programme: EIT Manufacturing offers support to industry startups aiming to become impactful players in the European manufacturing ecosystem. <https://www.eitmanufacturing.eu/calls/accelerate-2024/> Deadline: 2025-04-21
- ❑ Scaling Startups Programme: EIT Urban Mobility helps startups & SMEs scale their urban mobility solutions internationally. <https://www.eiturbanmobility.eu/call-for-proposals/scaling-startups-programme-call> Deadline: 2025-02-28
- ❑ ERMA Booster: EIT RawMaterials is offering funding to startups, scale-ups, SMEs, and mining or recycling projects within the raw materials sector. <https://eitrawmaterials.eu/erma-booster-call> Deadline: 2025-09-08
- ❑ Women TechEU: Call 3/4: EIT Climate-KIC supports women leading deep-tech startups. <https://www.climate-kic.org/open-call/woman-techeu-call-3-4> Deadline: 2025-03-17

PRAXI Network: EIC National Contact Point



Dr Maria – Christina Cheimonidi
Technology Transfer Consultant



Dr Konstantinos Vavekis
Director at PRAXI Network



Dr Ioannis Kortidis
Technology Transfer Consultant



Horizon Europe National Contact Points- Participation in NCP networks in Horizon Europe

Pillar I

- Research Infrastructures (RI-INFRA)
- Marie Skłodowska-Curie Actions (MSCA)
- European Research Council: proposal (ERC)



Pillar II

- Cluster 2: Culture & Creativity
- Cluster 3: Secure Societies
- Cluster 4: Space
- Cluster 5: Climate energy and transport
- Cluster 6: Food Security and Bioeconomy



Pillar III

- European Innovation Council (EIC)
- European Institute of Innovation and Technology (EIT): proposal



Access2EIC
National Contact Points for Innovation

**Cross-cutting
Projects**

**New European
Bauhaus:
proposal**

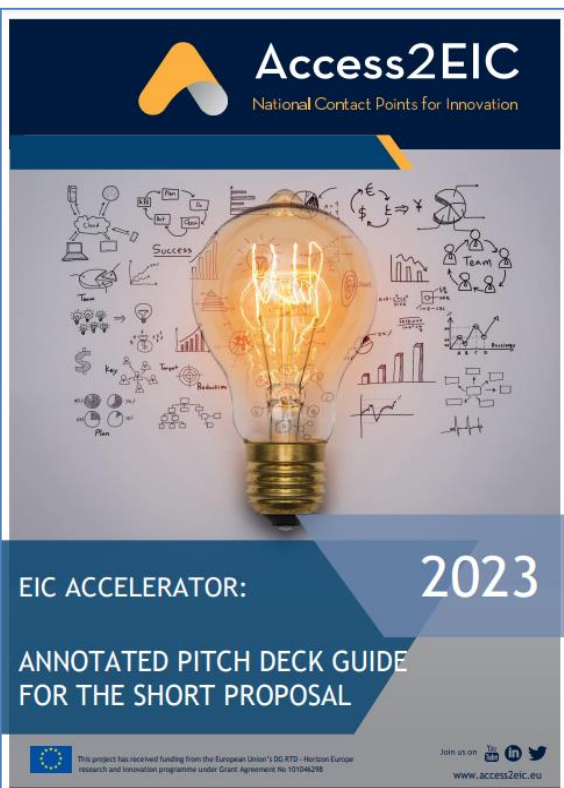




A2EIC-network of EIC NCPs



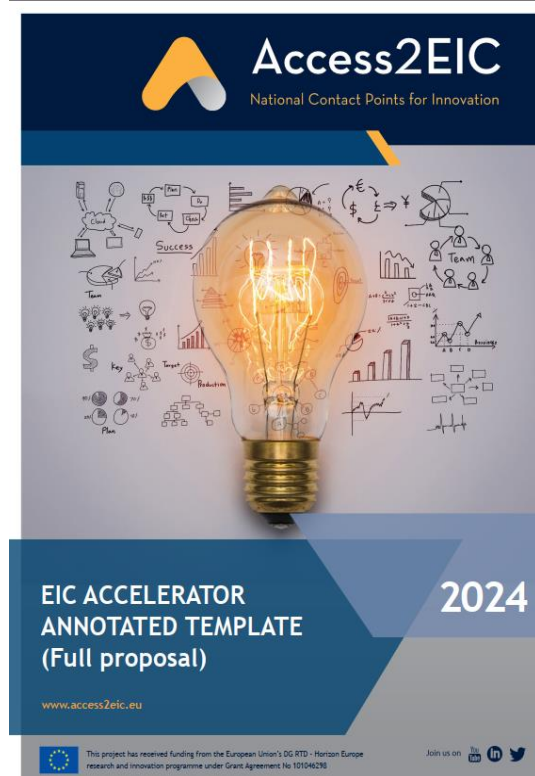
ACCESS2EIC is the network of 16 partners who share the common purpose to work as a network of EIC NCPs to support NCPs, applicants and raise the quality of applications



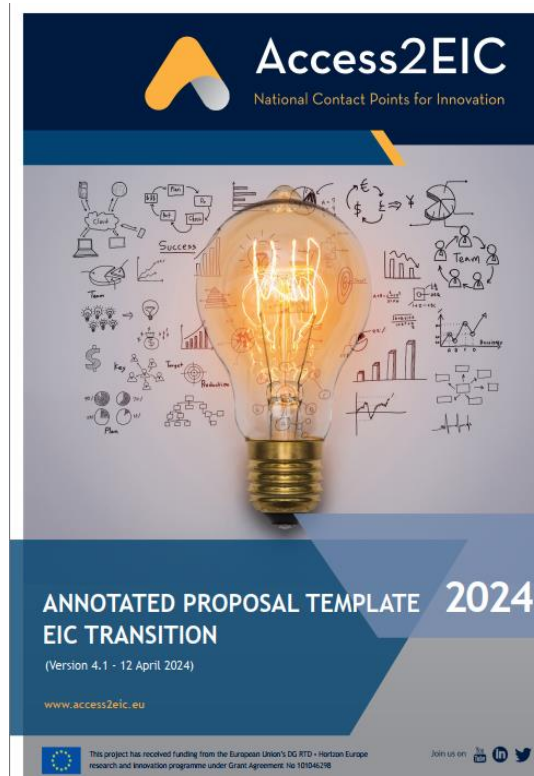
EIC Accelerator Annotated Pitch Deck for the Short Proposal



EIC Pathfinder Annotated Proposal Template



EIC Accelerator Annotated Template for the Full Proposal



EIC Transition Annotated Proposal Template



<https://access2eic.eu>



linkedin.com/company/access4smes/

www.Access2EIC.eu

Support to EIC Accelerator by the Enterprise Europe Network – EE2EIC

The **focus** of EEN2EIC is to empower EEN network offices to support potential EIC applicants, increase the number of quality proposals to EIC calls with a specific focus in:

- **Widening countries**
- **Women-led innovative companies**
- **Seal of Excellence holders**



EEN2EIC Consortium



<https://een2eic.eu/>





THANK YOU

Name

Maria Christina Cheimonidi



www.praxinetwork.gr



[cheimonidi@praxinetwork.g
r](mailto:cheimonidi@praxinetwork.gr)


SCAN ME 

