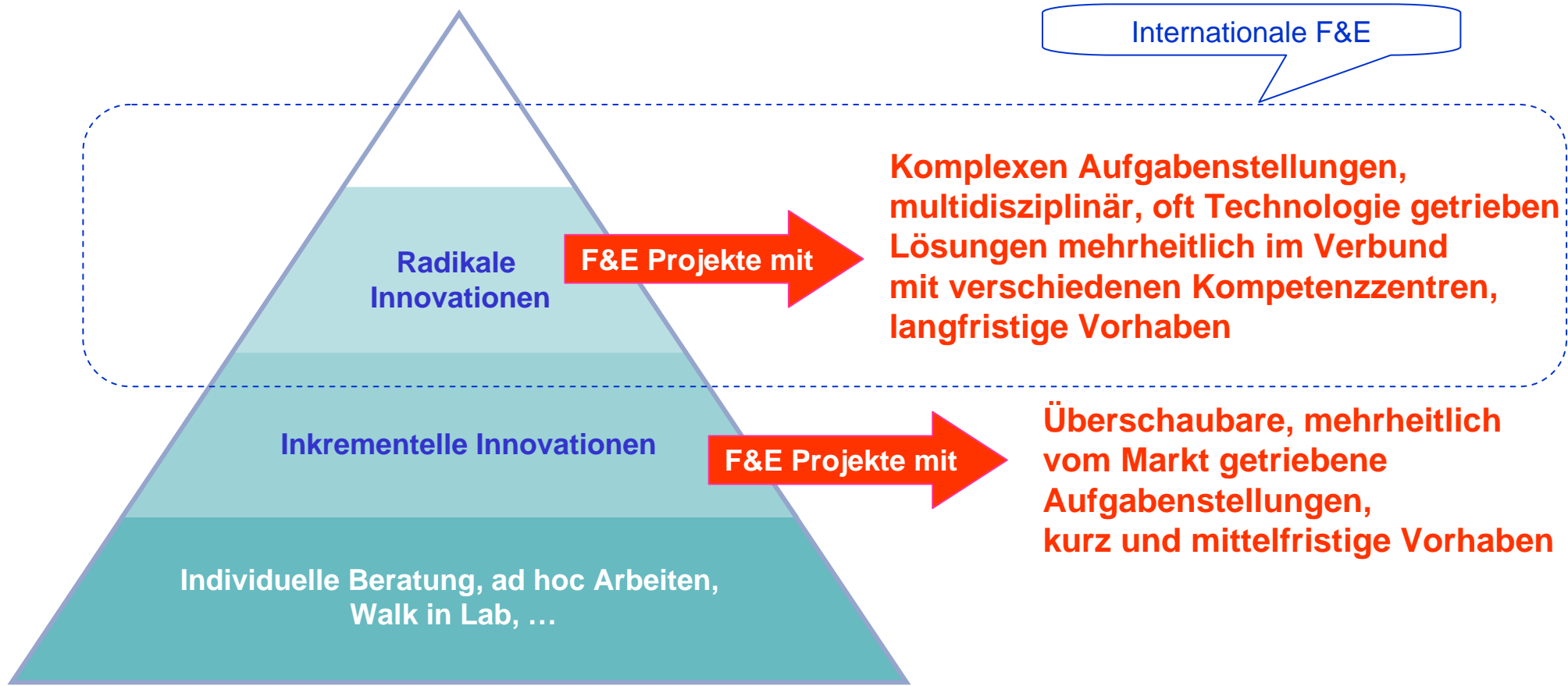


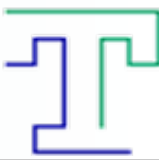


1. Chancen und Risiken der Beteiligung an internationaler F&E der MEM Industrie.
2. Die Erfolgsfaktoren aus der Sicht eines FP 7 Proposal Evaluators.

Karl Höhener  
TEMAS AG  
Arbon

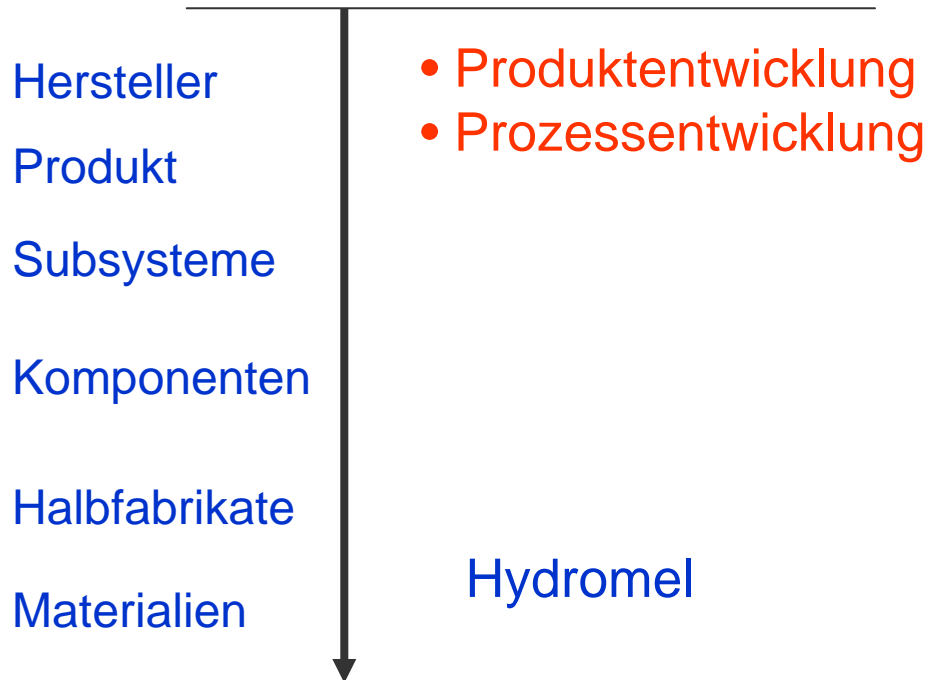
## Positionierung der F&E in der MEM Industrie



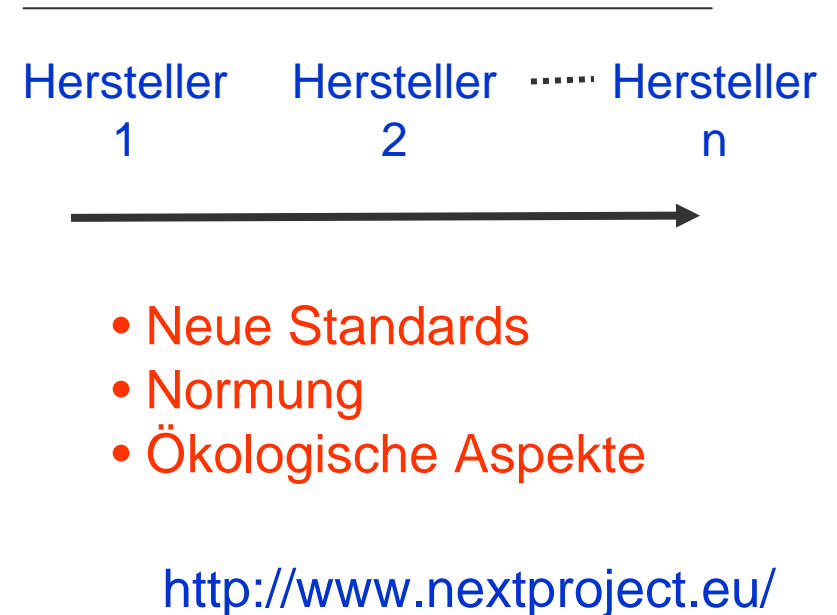


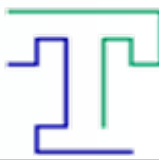
## Partnerschaften F&E in der MEM Industrie (Cluster)

### Vertikale Zusammenarbeit



### Horizontale Zusammenarbeit





## Internationale und nationale F&E in der MEM Industrie

**National** ↔ komplementär ↔ **International**

- kurz- und mittelfristig
- vom Markt getrieben
- kleine und mittlere Vorhaben
- hohe Effizienz
- Kleine und mittlere Teams
- IPR moderat

### Förderung

- einfacher Prozess (3M)
- Transparent mit Interaktion
- hohe Förderrate (>60%)
- Wissen und Technologies, kein CASH an Unternehmen
- moderate Vorbereitung

- langfristig
- strategisch
- komplexe Vorhaben
- reduzierte Effizienz (Reisen, Meetings)
- grosse Teams
- IPR kann komplex werden

### Förderung

- umfangreicher Prozess (6 – 12M)
- anonym, keine Interaktion
- niedrige Förderrate (10-20%)
- hohe finanzielle Unterstützung für Unternehmen (50 – 75%)
- hohe Vorbereitung



## Internationale und nationale F&E in der MEM Industrie

### Chancen

- Breite Wissens- und Technologiebasis
- Weiter Horizont für die strategische Ausrichtung
- Neue Partnerschaften
- Erschliessung neuer zukunftsweisender Technologien und Verfahren
- Überwinden einer Einstiegshürde zu neuen Dimensionen
- ...

### Risiken

- Sprung ins Unbekannte (Partner, Kulturen, etc.)
- Mehrjährige Verpflichtung
- Bei EU Projekten Solidarhaftung gegenüber EC
- Antragstellung bindet grosse Ressourcen bei kleiner Erfolgswahrscheinlichkeit
- IPR Regelungen
- ...



1. Chancen und Risiken der Beteiligung an internationaler F&E der MEM Industrie.
2. Die Erfolgsfaktoren aus der Sicht eines FP 7 Proposal Evaluators.

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# Success factors of project proposal

1. Fundamentals
2. Outstanding topic
3. S&T excellence
4. High impact
5. Concise description
6. Consistent structure
7. Clear deliverables
8. Addressing risks
9. Nicely written
10. Other factors



# 1. Fundamentals

## Addressing the objectives of the call

- General objectives of the programme
- Objective of the area
- Specific CALL topics

## For the evaluator

- Evaluation time of a proposal 2-3h!  
(reading, understanding, valuing)

## For the applicants

- The proposal will be in a competition,  
it should not be a scientific paper!





## 2. Outstanding topic / targets / objectives

- At a first glance,  
can everybody identify the **outstanding** value of your proposal?
- Ambitious targets are the key to be successful,  
they must zero in on new dimensions,  
incremental improvements are not sufficient,  
real objectives have to be defined, no dreams!
- Show the real breakthrough, underline clearly there is more  
than only a nice improvement of performance.  
(cost reductions (< 50%) alone are not a breakthrough)
- Explain why this topic is addressed, show the real need!  
(a continuation of ongoing work has little chance)
- Why should this project be funded?
- Why is this a flagship type of project in your portfolio?



## 3. S&T excellence

- A sound solution path and a clear structure of the proposed work underlines your competence and expertise!
- Benchmarking of the proposed results with the state-of-the-art, has to deliver the information necessary to evaluate the crucial significant invention or innovation above the state-of-the-art.
- Conflict free: not all experts have the same understanding or will agree with your way to address the topic or how the objective can be reached.  
Prevent such situations if you know already of such different opinions.
- Describe with convincing arguments why your solution path is the right one and why the chosen approach will lead to the expected results.



## 4. High impact

- The impact of the project must be far in excess of “business as usual” of the enterprises and must lead to extraordinary values.
- Describe the relevant benefit for the partners from industry and science.
- Why should this topic be addressed, is there a real need or only a continuation of ongoing work?
- Demonstrate the impact to strengthen innovation, show the innovation potential for the future!



## 4. High impact (ff)

- The different impacts (scientific, economic, social) must be described qualitatively and quantitatively!
- Convincing exploitation and dissemination description. (knowledge gain, training, publications, conferences, ...)
- Why the European dimension is **the** solution?
- If appropriate address the ethical issues!



## 5. Concise description

- Understandable solution path, describe the key elements of the proposal, do not go into details, no “text book style description”. (Remember, the evaluator has only 2-3 h to evaluate a project)
- Be firm and binding with your wording! (Prevent: may be, it would be desirable to ..., etc.)
- Describe the decision structure and benchmarks for decisions quantitatively and qualitatively.
- Also a generalist has to understand your message, evaluators have different backgrounds such as from industry, from science, from technology, ...



## 6. Consistent structure

- The structure has to underline, that the objectives are achievable within the proposed time frame, the proposed resources, the knowledge of the project team, etc.
- The proposal has to be a consistent story, not a patch-work and a puzzle for the evaluator!
- Are the objectives of the project addressed in:
  - the solution path,
  - the work programme of the project and by
  - the deliverables of the Work Packages.
- The Work Packages have to address all objectives, not more and not less.



## 7. Clear deliverables (qualitative and quantitative)

- The deliverables are the output of the project, not more and not less. (Measurable values)
- They need to be specified carefully and consistent with the objectives.
- The specification cannot stop at the qualitative level, quantitative information is a must to take decisions at Milestones and to impartially evaluate the results at the Milestones.
- Don't forget the target costs of the final deliverable and its market price, if appropriate. (Target costing)



## 8. Risks

- Describe the bottlenecks and how to overcome them. (solution path, alternatives)
- Make sure that feasibility studies or proof of principle are **existing** and you have access to them, citation of literature is critical.
- All important risks need to be addressed and a contingency plan has to explain it.
- Define for each “bottleneck area” a Milestone with clear decision parameters.

**Without high risk no funding at the European scale!**





**Innovation besteht darin,  
zu sehen, was alle sehen  
und dabei zu denken,  
was sonst niemand gedacht hat.**

**[www.temas.ch](http://www.temas.ch)**

**Vielen Dank für Ihre Aufmerksamkeit**