

Evaluator's Perspective and Top Tips

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Overview

- My background as an evaluator.
- The evaluation process.
- Tips on presenting your application (how to make the evaluator's life easier!)
- General comments as an independent expert evaluator.

My background as an evaluator

- Been involved in EU programmes for 20+ years as an applicant.
- Been an evaluator for Framework Programmes, Marie-Curie and SME Instrument.
- Just signed new contracts for EIA Accelerator programme Step 1 & 3

EIA accelerator programme is looking for:

- Start-ups seeking to scale up high impact innovations with the potential to create new markets or disrupt existing ones.
- Innovations building on scientific discovery or technological breakthroughs.
- Innovations where significant funding is needed over a long timeframe and are too risky for private investors alone.

Evaluation Overview

- Reception and allocation of proposals to experts.
- Remote screening of short application (if it receives GO moves forward)
- Developing a full application.
- Remote evaluation of full application (if it receives GO – moves forward).
- Face-to-face-interview. If it receives GO – receives funding offer.
- Accelerator contract/Investment agreement with EIC Fund (for investment component).

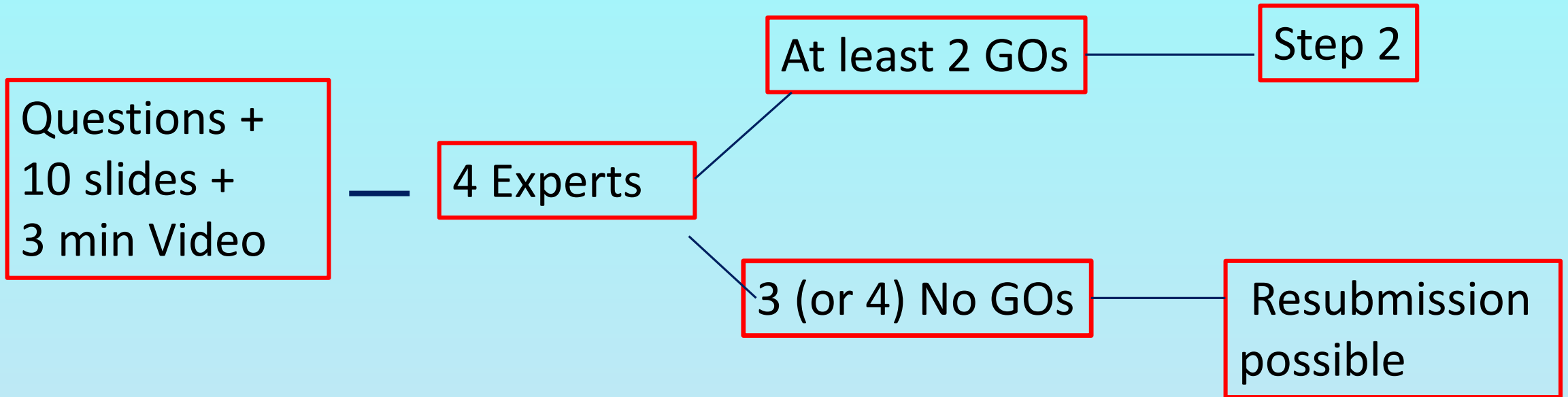
7 Guiding Principles

- **Timeliness:** continuously open call for ideas.
- **Support for innovators:** AI-based IT platform & business coaching available.
- **Enhance quality of evaluations:** limit resubmissions.
- **Reward effort:** second chance for very good proposals that failed at interview.
- **Encourage radical ideas & risk-taking attitude:** allows dissent between evaluators GO/NO-GO decisions.
- **Enhance transparency:** detailed feedback to applicants.
- **Promote innovativeness & disruptiveness:** new IT platform for submission & evaluation.

Evaluation time line

- Continuous submissions to Step1 and continuous evaluation of short applications
- Evaluators can choose 4 tasks at a time
- Evaluator has a maximum of 4 days to complete a task.

Short application - Evaluation Process



What is evaluated in step 1

Excellence

High degree of novelty?
Potential to create/
disrupt markets?
Timing right?

Impact

Scale-up potential?
Financial needs realistic?
Broader societal, economic,
environmental impacts?

Risk, implementation need for Union support

Team capability &
motivation?
Acquiring missing
competencies?

Step 1 NO GO decision cannot be based on any of the following being missing

- Detailed business plan
- Detailed financial projections
- Detailed presentation of financial needs
- Complete team in place
- Gender balance in team
- Presentation of technical feasibility
- Demonstration of market reaction.

Evaluating content of the video

- 3 minute pitch were core team (up to 3 people) give motivation for their application
- If more than 3 people feature, focus is just on 3 core members. Evaluators to justify score taking into account their presentations.
- Assessment focuses on content of video and not its quality or language

Scoring short applications

Go or NO-GO decisions

Only truly excellent proposals should get a GO

GO/NO-GO decision reflects overall assessment. Criterion are not scored individually.

GO

Believe idea & team are outstanding:
idea has great potential with high
market impact

NO-GO

Believe idea and/or team have
shortcomings;
Little potential or needs
significant improvement

Possible outcomes of Evaluation

At least 2 out of 4 GOs

Move to step 2 for development of full proposal with help from EIC Business Acceleration services

3 or 4 NO GOs

Proposal rejected. Resubmission possible but significant improvements expected.

1st resubmission anytime

2nd resubmission only after a year.

Guiding principles for evaluators

- Independent and impartial.
- Objective.
- Accurate.
- Consistent.
- Maintain confidentiality.
- Flag any conflicts of interest.

Evaluator's perspective and tips

- EU assumes each Step 1 proposal takes 0.3 of day to evaluate. e.g. approx.. 3 hrs.
- 5 key questions to be addressed but I am not clear if there is an overall page limit on proposal.

Tips

Make sure you have answered all the questions/completed all the sections.

Make sure you upload all the necessary components of the application.



Missing parts usually means rejection/failure.

Tips

Evaluators don't have to be an expert on a specific technology. EU choose the 4 evaluators/proposal on the variety of their knowledge.



Don't make the proposal language too technical

Chances are evaluators will not have English as their first language



Keep use of English simple and straightforward. Can usually guess which proposals have had expert help with writing.

Tips

Proposal needs to be convincing and realistic

- ➡ Would I invest in this if I had the money?
- ➡ Ensure proposal is evidence based.
- ➡ Demonstrate that the proposal is well thought through.

Finally

- In the past I found some of the sub criteria confusing – not always sure exactly what they were looking for.
- Evaluators don't get feedback on their performance e.g. quality of their IERs; marking.
- No interaction with other evaluators (a mixed blessing!)