

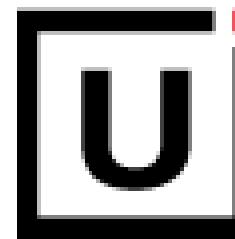


**European Research Council**  
Established by the European Commission

# Reflections on Assessing ERC Proof of Concept Applications

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EIC PoC reviewer 2020 - Present

# Background in HE/ Innovation...



UNIVERSITY  
**INNOVATIONS**  
GLOBAL



Global  
Alliance  
Africa

Funded by  
 **UK International Development**  
Partnership | Progress | Prosperity



# Considerations in Reviewing Applications

We are “Expert BUT not in everything....”

- 10-12 pages to “Tell a story”
  - Problem/ solution approach
  - Current position to
  - Hoped for position at end of PoC
- What is that “Journey”...?

# Reviewer Perspective

3 Key Assessments of Part B Document:

- “Project Breakthrough Innovation Potential”
- “Project Approach & Methodology”
- “PI Capacity & Commitment”

# Reviewer Perspective

- Concise & Well-structured Project Plan
  - Deliverables/ milestones/ responsibility
  - W,W,W,W,W,H – What/ Where/When/Who/Why & How
  - SMART
  - RISK & Contingency Matrix
- IPR – Background & foreground
  - Strategy for protection
  - “Freedom to Operate” ?
  - Regulatory matters considered & pathway explained
  - Standards / Safety etc.

# Reviewer Perspective

- The (potential) Market
  - Size, drivers, key players...addressable vs total
  - Local/ EU/ International view
  - SWOT / STEEP analysis of competitors, barriers etc
  - Illustrate with tables / graphic
- “Commission a survey”...
- “Write a commercialisation plan”

# Reviewer Perspective

- PI
  - PI track record in commercialisation,
  - Ambition/ leadership, experience & motivation
- Team
  - Balance – academic/ personal skills
  - KE team support – BDE/ IP Officer, “outreach” & process
  - Advisors (external)
- Industry Partner(s)
  - What will they (actually) do?
  - Benefits to PoC outcome?

# Reviewer Perspective - Summary

- Structure – tell a good story!
- Leadership & delivery – balanced, experienced team
- “Entrepreneurial Ecosystem Support”
  - TT/ R&KE office or Incubator/ Accelerator
  - Industry/ end users to support route to market
  - Mentors / board/ etc
- Next steps – Ambition, Funding or Commercialisation

\*use an easily readable Font, not “Times New Roman”.....

# Questions...



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