

Bavarian
Research Alliance

BayFOR Support Services for EIC Accelerator Applicants

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Agenda

- Bavarian Research Alliance – BayFOR
- BayFOR SME Advisory Services
- Client Journey EIC Accelerator
- Success Story: Angiolutions GmbH



Bavarian Research Alliance BayFOR



Bavarian
Research Alliance

Bavarian Research Alliance – BayFOR

Mandate

- **Tapping funding** from the EU (and federal ones)
- **Promoting Bavaria** as a location for science and innovation in the European Research and Innovation Area
- **Partnering services** – bringing together private and public organisations from science and industry

Locations



MUNICH



NUREMBERG



BRUSSELS

Partner in



www.forschung-innovation-bayern.de

Key figures 2022

156 Supported and submitted proposals

Funding achieved **319 Mio. €**

147 Mio. € for Bavaria

51 employees

Financed by



Bayerisches Staatsministerium für Wissenschaft und Kunst, Bayerische Staatskanzlei und Gesellschafter



BayFOR as full services provider

Project management

- Administrative project management for EU projects
- Workshops/trainings for project participants and third-party staff
- Advice on questions related to EU project management
- Public relations for EU projects

Project implementation

- Support for grant agreement preparation
- Assistance with financial and organizational issues



Information

- EU calls for proposals and on how to write a successful application
- Lobbying activities – strategic positioning of ideas

Advisory services

- General and call-specific expert advice on EU funding schemes
- Assistance in assigning project ideas to the appropriate funding scheme

EU application support

- Active support for the application process
- Preparation of call-specific information material
- International partner search

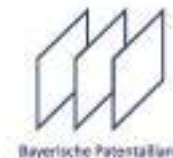
Bavarian Research and Innovation Agency - BayFIA

Initiative of the Bavarian state government in order to improve:

- Efficiency in technology transfer within Bavaria
- Advisory services on funding possibilities at regional, national and European level (website: www.research-innovation-bavaria.de)
- EU fund acquisition through Bavarian actors, esp. universities and SMEs
- The innovation potential of Bavarian SMEs through qualified advisory services
- The transfer of research findings into innovative products or services



Synergy effects through close cooperation of four experienced partners:





**BayFOR
SME Advisory Services**

BayFOR – SME Advisory Services

Institutional level

- Promote the **regional innovation ecosystem** at EU level;
- **Raising awareness** for regional actors about European policies and funding opportunities for SMEs;
- Full partner in **European projects** & active member of **expert committees**.
 - EEN Thematic Groups: Research & Innovation, Sustainability, Access2Finance

Operational level

- **One-Stop-Shop for SMEs in relation to European funding** for research and innovation (R&D&I).
 - Proof reading, pitch training, preparing templates etc.
- **Knowledge transfer** on EU funding opportunities & provision of targeted information;
 - EIC Accelerator Proposals Workshop & SME Newsletter
- International **Partnering Services**;

SME Advisory Services - 2022

Figures year 2022

- **107** requests from SMEs and Start-ups.
- **22 EIC Accelerator** applications supported and supervised.
- **11** applications to other European funding instruments supported.

→ **5** successful projects (that means proposals supported) –

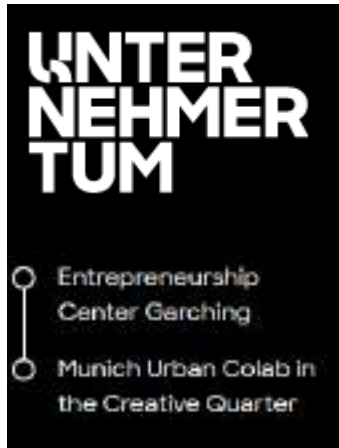
→ Funding volume - ca. **11 Mio.** Euro.

- **“EIC Accelerator Training”** – Intensive 2-days online workshop – only for Bavarian applicants.
- **14** presentations to Stakeholders about EU funding opportunities for Start-ups & KMUs.
- **39** issues [KMU-Newsletter](#) (SME - Newsletter)

Client Journey



Strong Innovation support ecosystem

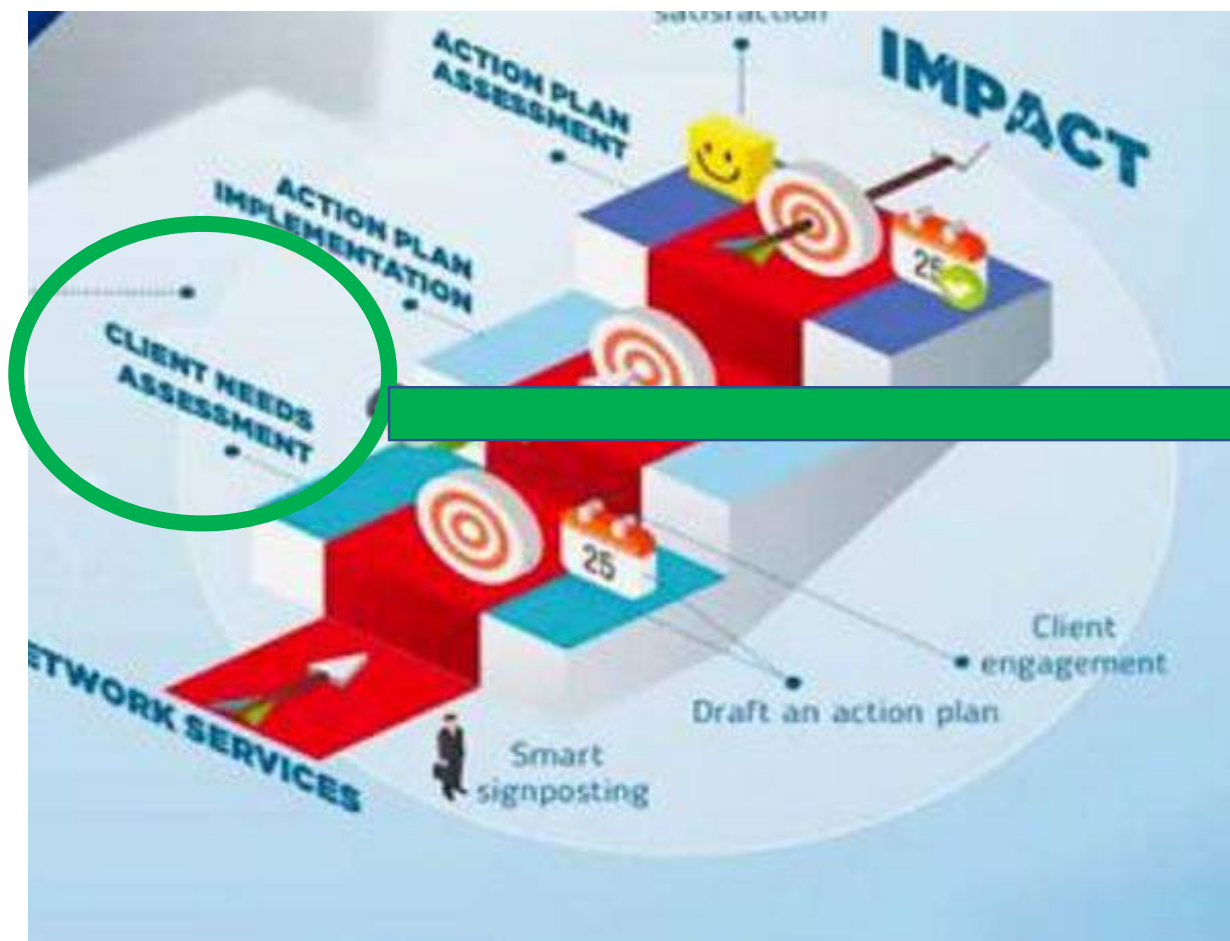


Auslandsrepräsentanzen

Gründerland Bayern



1. Needs assessment



First level request:

Personal / online meeting

Building trust from the beginning

- **Definition of:**
 - Idea
 - Mid-term plan
 - Team
 - Financing
 - External support
- **Funding screening**
 - Regional
 - National
 - European
- **Partnerships**

2. Action Plan



First follow up:

- Definition of:
 - Problem, solution, business model;
 - Project strategy;
 - Main objective of the project;
 - EU dimension;
 - Resources needed;
 - First version of excellence and impact
 - Issues regarding implementation and budget
- Tools:
 - Templates: BayFOR and EU COMM
 - Only one contact person
 - Realistic deadlines

3. Implementation

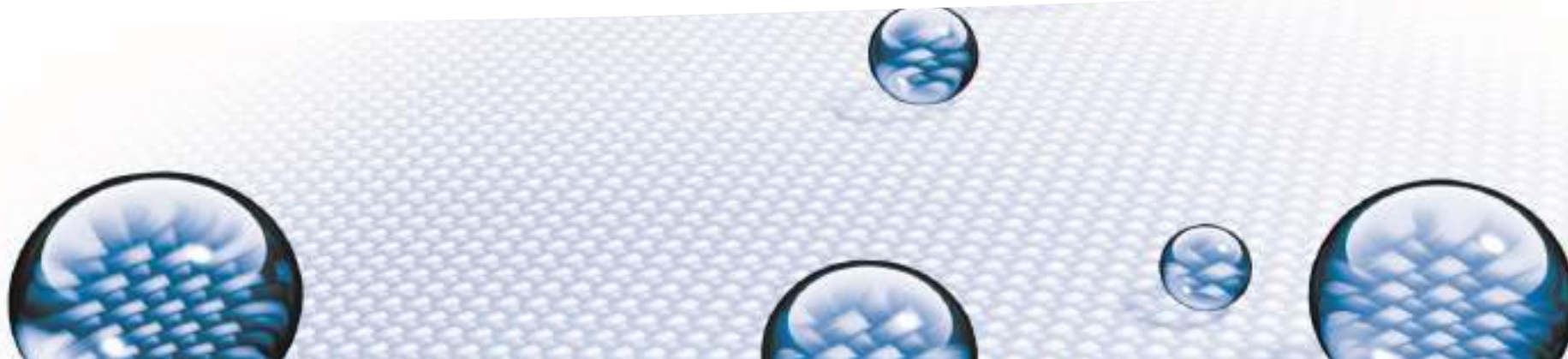


Second follow up:

- Revision:
 - Understandable?;
 - Use of English;
 - Graphics, photos, images, tables;
 - Application identity: colors, layout;
 - Project as a whole - coherence.
- Main BayFOR-Inputs:
 - EU application is not only marketing.
 - Balanced Work Packages

SME Advisory Services: Client's profile to success

- **Highly innovative** and technology-based start-ups and scale-ups companies
(Keywords: Deep Tech, disruptive innovation);
- Potential products and applications with an **European and international impact**
(societal, economic and environmental);
- Complementary, gender-balanced and high-skilled **team**.
- Growth **ambition**;
- High **market potential**;



SME Advisory Services Tips – Road to success

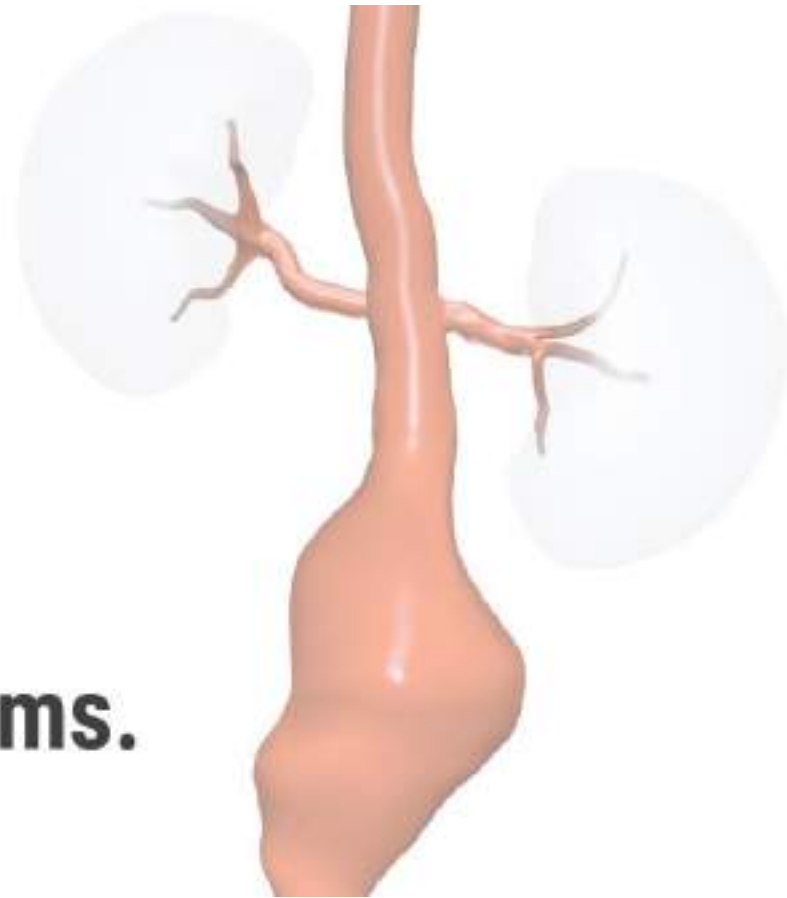
- ✓ **Time & timing** factor
- ✓ Do not underestimate **effort**
- ✓ **Work in team**
- ✓ Work out **business strategies**
- ✓ Get **feedback**
- ✓ Work with **figures** and sources
- ✓ Use our **templates** for application support!





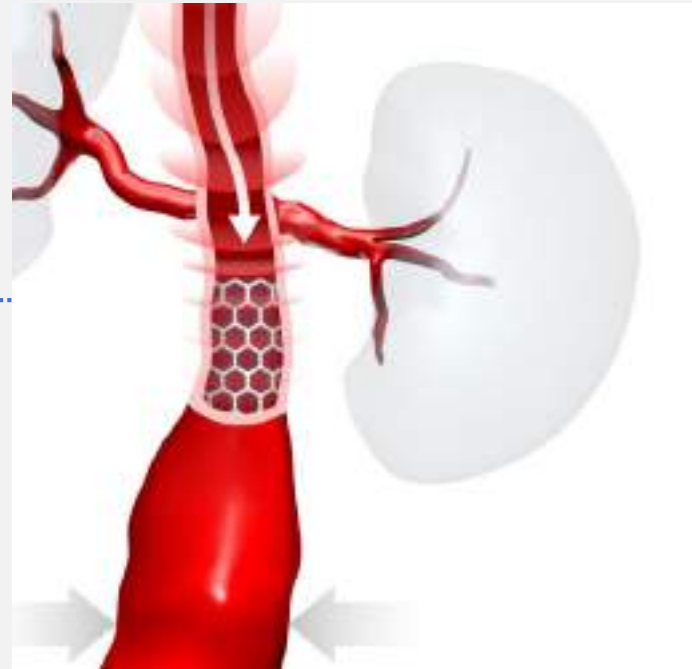
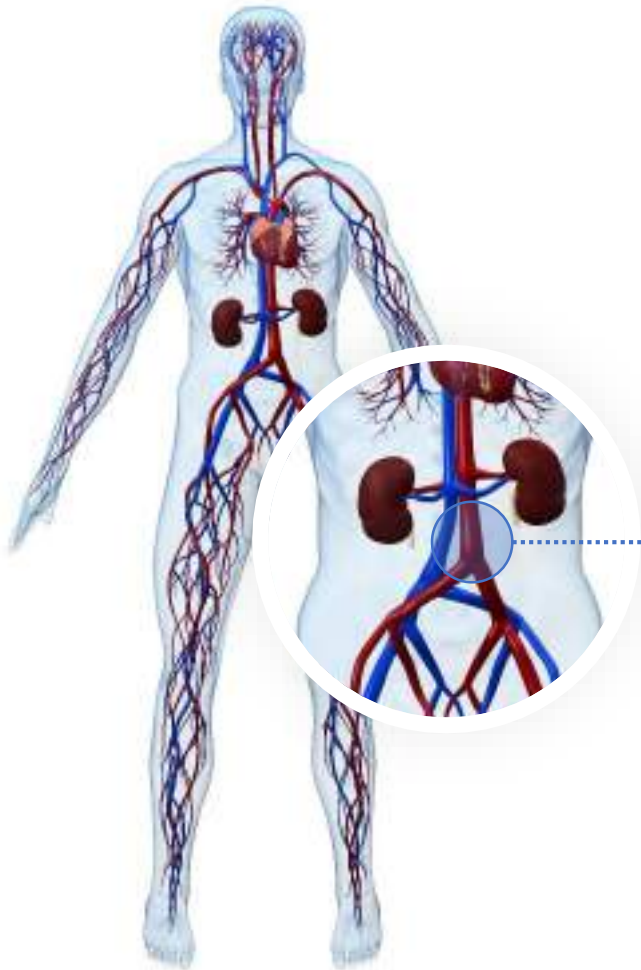
Angiolutions: Stopping life-threatening aneurysms.

EIC Accelerator Application



A first-of-its-kind device stopping the life-threatening growth of small abdominal aortic aneurysm (AAA).

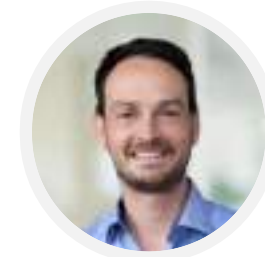
Angiolutions: the company in short



The Product:
The first implant to treat small
abdominal aortic aneurysms in
early stages



Dr. med. Isabel N. Schellinger
Co-Founder & Co-CEO



PD Dr. med. Uwe Raaz
Co-Founder & Co-CEO



Marius Rummel
Chief Business Officer

BayFOR support: timeline

1st
contact:
July 2022

Start Full
Application:
End August
2022

1st Interview:
November
27th 2022

Rebuttal:
March
2023

**Funding
July 2023**

Submission
Short
Application:
Middle August
2022

Submission
Full
Application:
October 5th
2022

Rejection
December
2022

2nd
Interview:
June 2023



Tips for the Interview Stage from Angiolutions



Content



- Train for the interview as a team
- Clear roles for the team members
- Keep your answers short and well structured
- Practice the „Proof Points“: Numbers & Facts

Impact



- Dialogue not Interview
- Do not thank your audience for the question
- Smile, keep eye contact
- Let colleagues speak – do not cut them off
- Stay friendly, even in the case of difficult questions.

Figures for Angiolutions Support

- 4 EEN Advisors: one coordinator, 3 reviewers (1 with scientific & medical background)
- 12 Months of intensive work & communication
- All the 3 co-founders worked on the application and pitch & rebuttal
- Grant first: 2,5 Mio € grant + Equity (tbc)



#EENCanHelp

Thank you

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