EIC Accelerator: Short Application

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Agenda

- BayFOR / Enterprise Europe Network (EEN)
- Before applying and during the writing process…
- EIC Accelerator Short Application

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 (ERA)
- **Partnering services** – bringing together private and public organisations from science and industry

Key figures 2025

291 Supported/submitted proposals

Funding achieved **142,3 Mio. €**

60 employees

Locations

MUNICH

BRUSSELS

NUREMBERG

Partner in

Financed by

Bayerisches Staatsministerium für Wissenschaft und Kunst, Bayerische Staatskanzlei und Gesellschafter

Universität Bayern e.V.

HOCHSCHULE BAYERN

BayFOR SME Advisory Services

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BayFOR Advisory Services for innovative SMEs

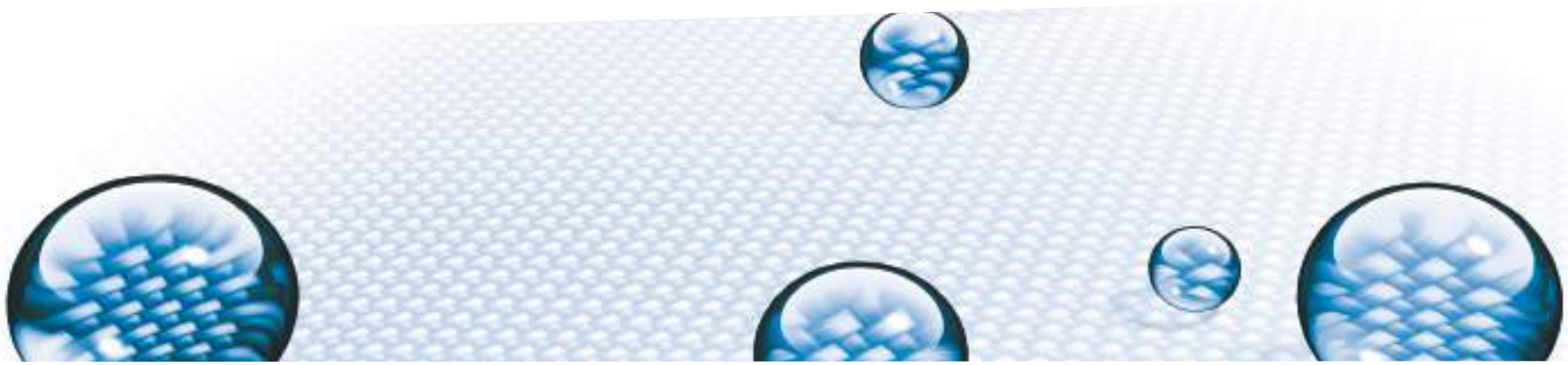
- **One-Stop-Shop** for SMEs for European R&I funding and financing**:**
- **First consultancy:** eligibility check;
- **Coaching on funding strategy:** at regional, national and mainly European level.
- **Long-term support:** personalised, flexible and tailor-made, in terms of time and content.
- EU-Application **proof-reading.**
- **Pitch training.**
- **International partnership services:** dissemination of Bavarian profiles / individualisation of Bavarian partners for European R&I projects
- **Provision of targeted information:** Workshops, newsletters.

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;**

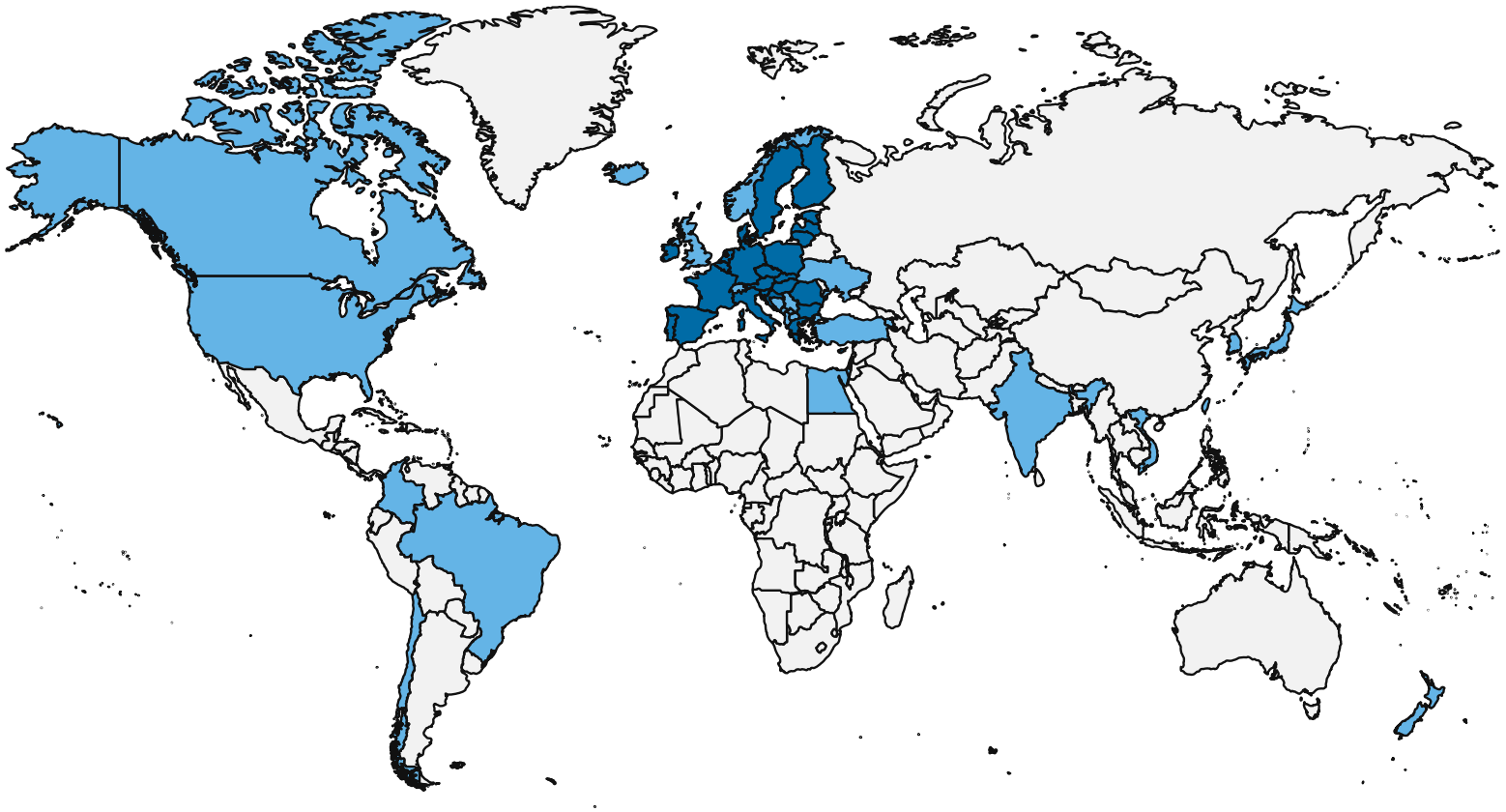


enterprise europe network

Bavarian Research Alliance

Enterprise Europe Network

The world's largest support network for SMEs with international ambitions



EU-27

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czechia
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden

International

- Albania
- Armenia
- Bosnia and Herzegovina
- Brazil
- Canada
- Chile
- Colombia
- Egypt
- Iceland
- India
- Israel
- Japan
- Korea
- Kosovo
- Moldova
- Montenegro
- New Zealand
- Northern Macedonia
- Norway
- Serbia
- Singapore
- Switzerland
- Taiwan
- Türkiye
- Ukraine
- United Kingdom
- United States
- Vietnam

Disclaimer: Some countries' agreements might still be in process of being signed

Thanks to our expertise, every single day...

835
small companies get help to innovate and grow internationally

112
enterprises benefit from our experts' in-depth tailored advice

525
companies receive specialised guidance and training sessions

5
companies sign partnership agreements

92% Client satisfaction!

Before you submit …

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

Writing the application …

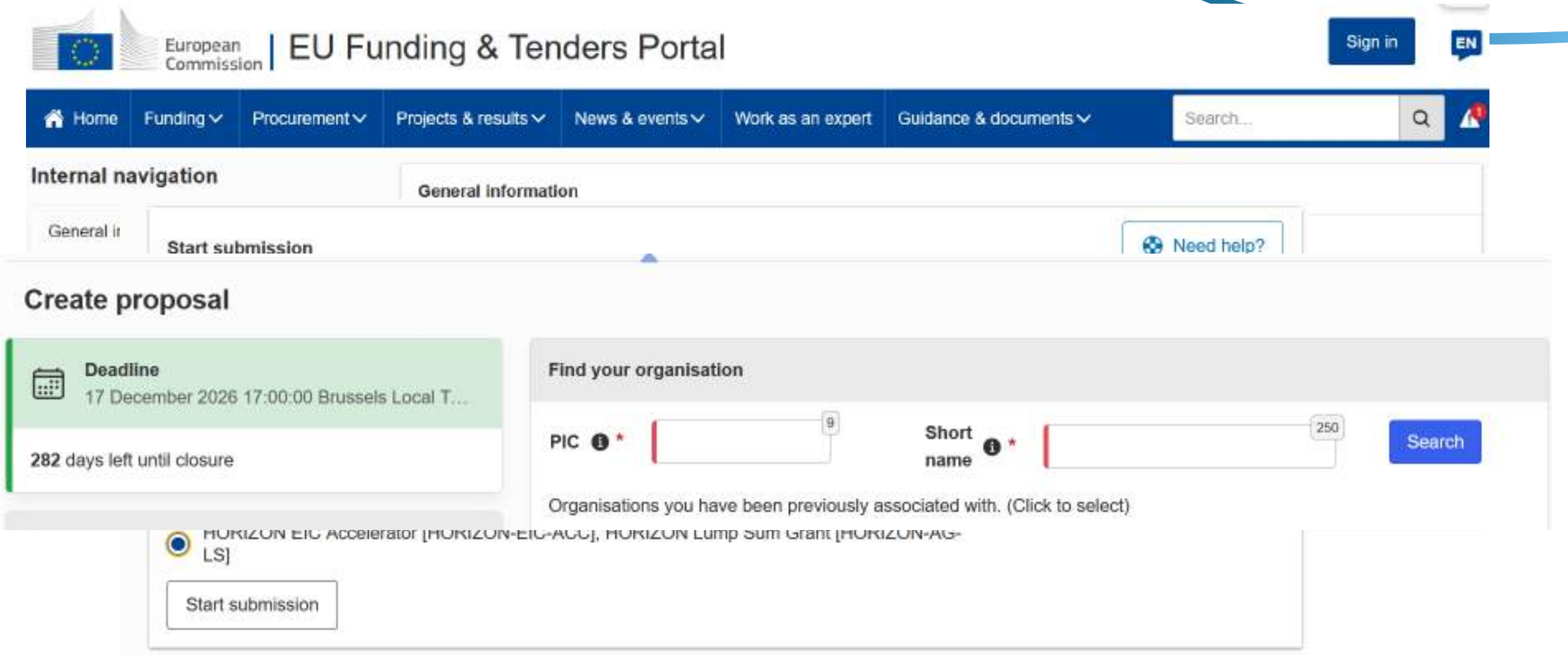
1. Follow the outline, structure and formatting **requirements** of the application template
2. Pitch deck / business plan: **no scientific** information!
3. Create your own “Corporate Design” - **Personalize it**!
4. **Visuals:** Illustrations, tables, charts, graphics, diagrams...
5. Use a simple, clear and **direct language**

(The evaluators are not always insiders/experts, but generalists)

6. Story telling (**coherent**)
7. Indicate the **sources of information** used
8. Include buzzwords and key words of the **Work Program**
9. Include cross-references to **avoid repetition**/duplication
10. **Quantify** every single statement!

Work in team

Funding & Tenders Portal



The Funding & Tenders Portal: (Link)

Structure of the Application Form

Project proposal (Part A): Administrative Part

- Directly in Funding and Tender Portal: the system will generate the .pdf automatically.
- 5 parts:
  - General information
  - Participants and contact details
  - Budget
  - Ethics
  - Call-specific questions

Fotolia

Project proposal (Part B): Technical description

- Document 1: Template (max. 12 pages)
- Document 2 :
  - Data consent
- Annexes
  - Pitch Deck
  - Video

Part B: Short Application

Part B: Technical description:

- Questionnaire (12 pages),
- Data Consent and Annexes,
- Pitch Deck
- Pitch Video

Business perspective

Traditional application / Evaluation

Table of content		Main evaluation criteria addressed
APPLICANT'S INFORMATION		
SHORT PROPOSAL		
1	Technology	EXCELLENCE
2	Market	IMPACT
3	Team, Financial Needs, Implementation	LEVEL OF RISK, IMPLEMENTATION AND NEED FOR UNION SUPPORT

SA– Questionnaire 1: Technology

Novelty

- Describe your deep tech, the innovation, novelty and breakthrough nature.
- Provision of empirical data.

TRL

- Evidence of Technology Readiness Level TRL 5 (or higher) validation

IPR

- Description of the intellectual property strategy and IP protection in general

SA– Questionnaire 2: Market

Market Opportunity

- What and how big is the total market to be addressed?
- Expectation of the share of the total market.
- Short description of your commercialisation strategy
- Value proposition, customers, willingness to pay

SA: 3: Team, Financiaheeds, implementation

Team capability

- **Skill and competences to:**
  - Develop the innovation
  - Scale the company
- **Gaps**, including gender balance and how to resolve it

Risk level

- Investment **traction until now**
- **Finance requirement** significally higher that the organics revenews could cover?
- Detailed the **timing** and size of the future finance round
- **Why** you really need the EIC Accelerator?
- **Why** current financing actors are not committing to fund your idea?

Pitch Deck– 10 slides

Tell the **story**:

- Define the **Problem**
- What is your unique **Solution**?
- What is your Market **Opportunity**? (competitors)
- Value Proposition (risks, mitigation strategy)
- Timeline with EIC grant/ investment
- Your **Team**
- Your vision and mission
- Why do you need the EIC?

Video

- Up to **3 persons**, max. **3 minutes**
- **Motivation** of your application
- Introduce your Start-up (Story!/Vision/Mission)
- Demonstration of the Product / Service
- EIC Reference
- Positive, friendly & competent
- Complementary information to the application

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Short Application: What you need

- **Disruptive** idea;
- **Market oriented** with European dimension;
- Focused on the **solution**;
- **Scalability** of the “Business Model”;
- Strong **justification** for an European funding;
- Very well structured and **coherent** application;
- Potential & wide reaching **impact**;
- An excellent and **committed team**.

ACCELERATOR

Evaluation criteria : Short Application

Excellence	
Innovation - Deep tech and breakthrough nature	Is the proposed innovation deep tech in nature stemming from cutting-edge scientific or technological advances; does it represent a significant improvement in cost or performance compared to existing or alternative solutions?
Technology Readiness - TRL	Is there sufficient demonstration that the innovation has completed all aspects of TRL 5 (validation in a relevant environment for the application of the technology)?
Intellectual Property	Does the innovation have adequate IP protection and a sound IP strategy to enter the market to be addressed?
Impact	
Market opportunity	What and how big is the total market addressed? What is the realistic expectation of the share of the total market?
Level of risk, implementation and need for union support	
Team capability	Does the company have the necessary team in terms of skills and competences to develop the innovation and scale the company? Have any skills/ competence gaps been identified, including adequate gender balance, with a credible plan to fill the gaps?
Risk level of the investment and leverage effect	Has the company demonstrated early traction with investors? Is the financing requirement to be internationally competitive significantly higher than the amount that market actors can finance alone?

Guiding documents

- The EIC Work Programme 2026
- The Guide for Applicants (November 2025)

Ref.: Guide for applicants, 2024

- The Annotated Template EIC Accelerator Short Application (Project Access2EIC)
- See examples of successfull companies in the EIC Data Hub
- Check the FAQ section of the website

Ref. EIC Datahub

#EENCanHelp

Thank you

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Bavarian Research Alliance

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