

# Proposal preparation

## for H2020 Research and Innovation Actions

Success factors, pitfalls, strategy and tips

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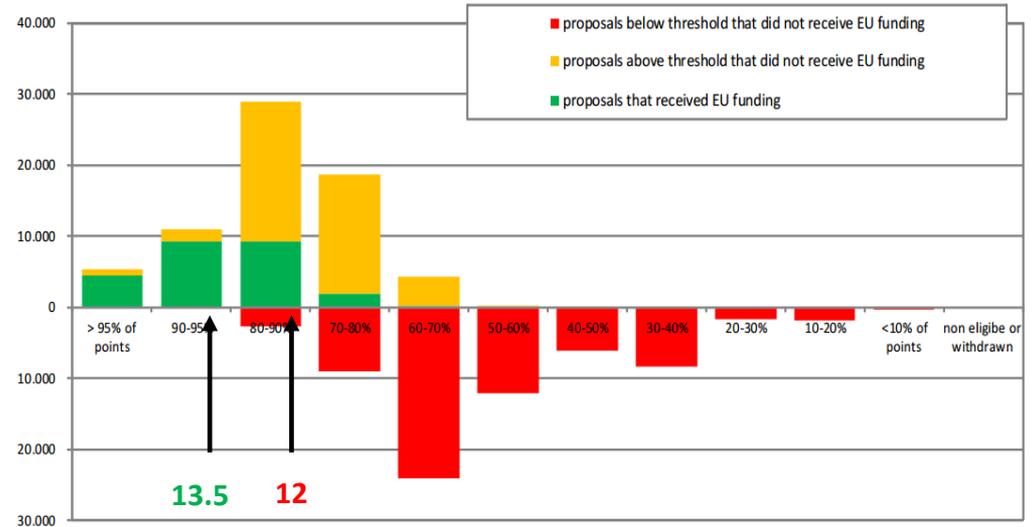
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# Starting point



**You have talent, skills, tools and ambition**

# The playing field



Your challenge is to beat the competition

## But... how to do it



**You need help**

## Building the team



- Motivated top-level players
- Training/time for teambuilding



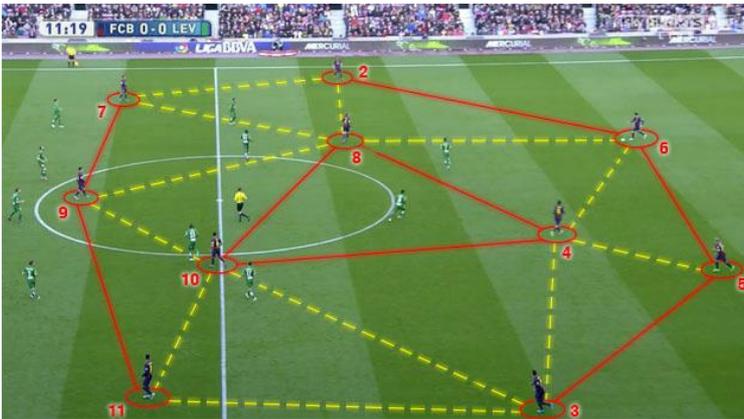
- Committed key partners
- Efforts/time to be well prepared

## Getting ready for the game



- Sound concept matching the call topic
- Start with a core group and enlarge
- Dedicate sufficient time/resources to each section and divide responsibilities
- Define S.M.A.R.T. objectives
- Stick to the H2020 proposal template
- Present the Targeted Advances beyond the state of the art
- Define a sound Work Package Structure
- Provide adequately detailed WP descriptions
- Identify (technical) risks together with a sound contingency plan
- Present a convincing management structure and decision-making procedures

# Getting ready for the game



- Explain the capabilities, complementarity and excellence of the consortium as a whole
- Present sound results and a convincing route to implementation and exploitation of the results
- Quantify the impact in meaningful terms. *Lives saved, employment increase, improved air quality, reduced emissions, energy savings, increased turnover, competitiveness*
- Present a detailed and well-balanced budget distribution
- Add proof of the excellence of your proposal and consortium. e.g. meaningful letters of support of relevant European authorities
- Involve external reviewers/evaluators

## Preliminary conclusion

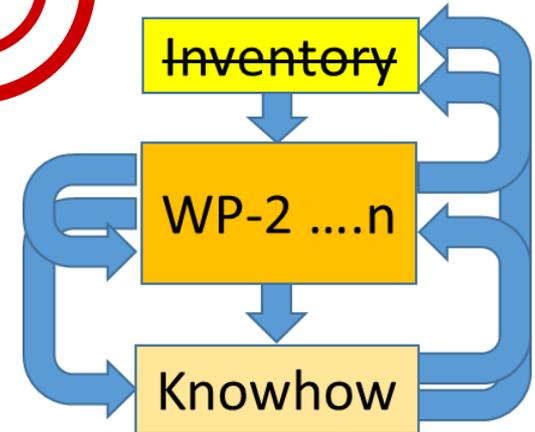


**It is complicated**

# Many problems/pitfalls on the way



STRELUS OJBCEVITSE  
CENPOCT



# But you can win!



Reference, date

Dear Madam/Sir,

Your proposal has **passed this phase** and the Commission would now like to start **grant preparation**.

Yours faithfully,

*Signature*

Enclosure: **ESR**

# Get expert help

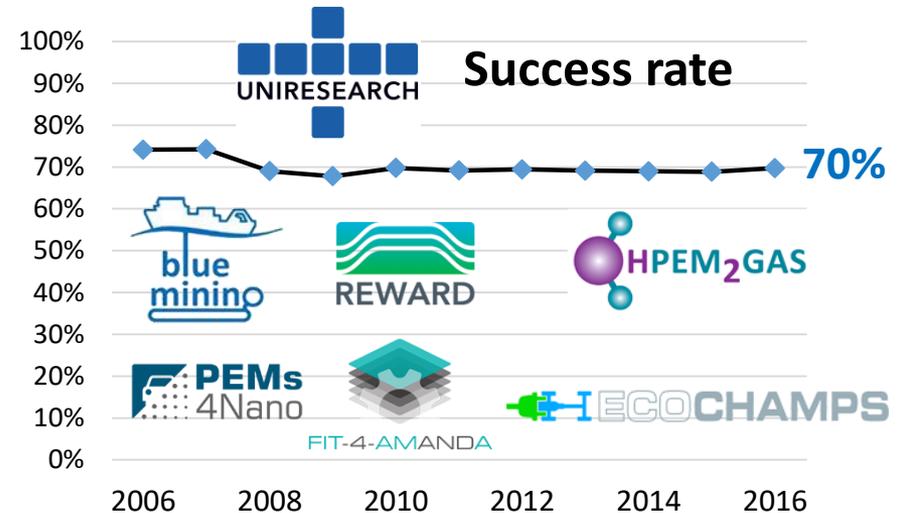
**Manager**   **Technical director**   **Top level coach**   **Fitness trainer**   **Psychologist**



**Mgt back-up and assistance**   **Top level Consultants**   **Business developer**   **Reviewers**



# Track record



Key data (1994 - 2016):

- European Grants: FP4, FP5, FP6, FP7, H2020, TEN-T, CEF, EUREKA & Eurostars
- Total: 136 out of 195 (won: ≈ 69%)
- Funding: 378 M€

# Conclusion



**It is tough but there are ways to do it**



# Thank you!

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