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PO -Proposer's Guide



SMART

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0. Preamble

The Project Outline (PO) gives a short overview of the project and is used for:

- Proposals' pre-selection
- Preliminary information and budget discussion between SMART and the concerned Public Authorities
- Early Technical Committee's advice to proposers
- General information exchange within SMART

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1. Introduction

This document provides guidance on how to prepare and submit a Project Outline. For complementary information on the SMART program and rules please read:

- [Industrial Vision Statement](#)
- [SMART Rules and Regulations.](#)

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2. PO format

The Project Outline must be written in English, based on the model provided on the [PO Form document](#).

The proposer is recommended to fill in and adhere to the content's plan, as it is designed to ensure that all necessary information is collected and to allow a fair and equal comparison between proposals.

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3. Proposal content plan

1. Project one-page description (Max 1 page)

This part consists of a form to be duly completed, considering the following recommendations:

- Full proposal name cell: short self-explanatory title to highlight the main topics addressed in the proposal.
- Proposal acronym cell: short title or acronym (no more than 20 characters), to identify the project.
- Leader + country
- List of partners + country
- Start date and duration
- Proposal abstract: an executive summary of maximum 12 lines, which should provide a global understanding of the project:
 - o the context and main achievements of the proposal;
 - o Relevance to SMART scope, research and innovation domains and market application please refer to the [SMART Technology Roadmap](#).
 - o the innovative aspects and the major expected technical outcomes;
 - o the business relevance and the targeted market impact;
 - o the consortium relevance

2. PROJECT OVERVIEW

2.1 RATIONALE FOR THE PROJECT

2.1.1 Project overall objectives (max. 600 words)

Introduce here the **problem that the project aims to solve**. Explain the current issues, limitations or bottlenecks of what currently exists, explain the needs you plan to satisfy or new demand that you intend to create. Describe the societal, economic and/or technological challenges addressed by the proposed project.

Describe the **specific objectives for the project**, which should be clear, measurable, realistic and achievable within the duration of the project. Objectives should be consistent with the expected exploitation and impact of the Project (see section c)

2.2 Project innovation and technology value chain (max 1200 words)

Introduce here the market value chain(s). The market value chain is a representation of the various processes involved in producing products or services and delivering them to the market. It indicates where and how value is considered and created, and how the market actors in their respective markets can be profitable.

It must also describe the partners' strategies and relative positioning, identifying all the actors involved in designing, producing, distributing the products and/or services and the relationships among them. All the peripheral actors who can influence the market(s), through regulations,

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recommendations, indirect suggestions, etc., must also be included. Describe clearly the interfaces between these actors and define the customer – provider relationship(s) wherever relevant.

Introduce also the technological value chain(s): indicate the main functions and building blocks (Work Packages) required to create the solution, as well as their interactions (PERT Diagram or similar).

This subsection should convince evaluators of the novelty of the project proposal. It's expected to state how the described new project aligns with other EUREKA clusters or EU projects (ongoing or finished), if applicable.

It's also relevant to describe the risks assessments derived from the proposal developments.

2.2 TECHNOLOGY AND OUTPUTS

2.2.1 State of the Arte (SoA) analysis (maximum 1500 words)

Describe the current technological situation in the project domain with a technical state-of-the-art, with regard to current products, prototypes and research results and trends, both on the industrial and academic sides.

This subsection should convince evaluators that the project partners have detailed knowledge of the technological background (and evolution) in the targeted field. SMART considers the State-of-the-Art analysis as a key tool to clearly understand and steer innovation all along the project lifespan

It's also important to relate to other similar projects within EUREKA or EU (H2020)..

2.2.2. Technological Innovation regarding the SoA (maximum 600 words)

Explain the progress and technological innovation proposed by your project, with reference to the current technology state-of-the-art. Explain what differentiates the project from other R&D efforts, how it builds on the SoA and which novelty it brings from a technological standpoint.

2.2.3. Expected Outputs and quantified KPIs (maximum 1200 words)

Detail the concrete final results of the project: give a clear description of what will be its actual set of outputs (novel algorithms, standards, open source libraries, implemented collaborative framework, demonstrator, product prototype, new service based on some software, wearable device, etc.). The description should be detailed enough to give a clear picture of what will be generated, including the core functionalities and levels of maturity.

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At the end of the project, the results will be confronted with the content of this subsection (potentially updated through Change Requests). A poor description will be considered as a lack of expected results, or as significant uncertainty about what will be delivered: clarity is therefore highly recommended here.

The requested description must focus on tangible, realistic and credible outputs that will be developed within the project (if the project extends existing solutions, then clearly clarify the specific contributions of the project) and available at project closure, i.e. demonstrated at the final project review.

The consortium will have to identify KPIs (Key Performance Indicators) that will be used to measure the achievements objectively. These KPIs must be SMART (Specific, Measurable, Achievable, Relevant and Timely), must have an initial (State of the Art) value and a target value.

2.3 CONSORTIUM OVERVIEW

For many Public Authorities, it is crucial to already have at the PO stage a clear national consortium as well as clear costs & effort figures: indeed, many countries need to decide on national budgets before the FPP deadline, which means significant changes between POs and FPPs at the consortium and cost levels should be limited to clearly needed updates (in particular, based on the PO evaluation feedback from reviewers and Public Authorities).

In this section, the proposers should describe those partners already identified at the PO stage, stating the role and main activities that each partner is expected to play in the future project.

It is also advisable to point those missing partners -or not confirmed yet- at PO stage, and any other country that the consortium could think to get onboard at FPP stage.

It is important that the eligibility criterion –at least 2 industries from 2 EUREKA countries- be fulfilled in this first PO Stage. Consortia with only 1 partner/country will not be evaluated at this PO stage.

2.4 CONSORTIUM TABLE

This table should provide information about the size (in terms of employees and turnover of the identified participating entities

2.5 MARKET AND EXPECTED IMPACT

2.5.1 Cooperation added value: Business level (max. 1000 words)

Explain the business rationale behind the consortium composition, providing convincing elements regarding the consortium legitimacy in terms of the business:

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- describe the core idea motivating the partners to collaborate and explain how this consortium helps them achieve their business goals;
- describe how the cooperation is adding value; explain why the international collaboration is the best way to reach the targets;
- in the event that the consortium does not cover the whole value chains for the respective markets, explain why this is not an issue for the project, and how the consortium intends to overcome this missing link.
- If it is possible, try to identify quantifiable and actual KPIs, which could help to measure project impact at business level.

2.5.2 Cooperation added value: Technology level (max. 1000 words)

Explain the interactions between the key technology-oriented players. Refer to the targeted technological status and that foreseen once the project will end, and position the partners in that value chain, explaining how the project results will impact in the partners at technology level.

3 IMPLEMENTATION - DESCRIPTION OF PLANNED WORK

Overview of project set up, main tasks, relevant milestones and deliverables, including any “go/no-go” decisions. Explain the interfaces and interactions between phases or work packages, and between consortium members. Each work package description in this PO phase should be about half a page long.

3.1 PROJECT STRUCTURE & IMPLEMENTATION

Provide a global overview of the technical work to be performed and of the Work Breakdown Structure (work packages) envisaged towards it. Use diagrams where possible and do not hesitate to separate the hierarchical view (organisation of WPs and tasks in a tree) from the process view (e.g. interdependency between WPs, yearly processes, etc.).

Explain the interfaces and interactions between work packages, and between consortium members. Justify how the project structure supports the project objectives.

Do not provide detailed Work Package and Task descriptions in the Project Outline. The detailed Work Package descriptions are only requested in the Full Project Proposal and will be fully discarded for the PO evaluation. Where possible, try to avoid describing task contents in a PO and focus on how the WPs relate to each other.

This section should convince the reviewers that the project structure helps the consortium achieve its goals.

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Risks identification and assessment will be a key point at the FPP stage, so it is advisable to try to identify them or describe shortly at the PO Stage.

Be sure that a WP on Project Management is also included.

3.2 MAIN MILESTONES

A milestone should represent a significant intermediate achievement, a date by which major results form the basis for a subsequent phase of work (e.g. integration of some key components, process simulation, monitoring system implementation, or end-user validation, etc.), or by which decisions are needed (for example, concerning which of several technologies will be adopted as the basis for a subsequent phase of the project).

Major demonstrations should also be considered as project milestones

4 Cost Information Table

Estimated cost and relevant personnel effort per year and per partner must be presented with the requested breakdown (personnel, equipment, subcontracting). Costs must be preferably expressed in K€ (Thousand of EUROS) and personnel effort in person-months. You could use the provided excel template to complete the financial data and paste it in the word template.

5 Rationale for SMART procedure and public funding (not more than ½ page)

Finally, it must be detailed the national rationale for funding. The national rationale for funding has four components:

- national gain: explain the benefits for the participating countries (e.g. support to national strategies, standardisation, open source, knowledge dissemination, wellbeing improvement, impact on national productivity, etc.), how the country benefits from collaboration with other countries and the risk level of the investment (i.e. why is a public incentive preferred for such investments),
- return on investment (RoI): explain how the money invested by both Public Authorities and companies is expected to generate value, revenue, jobs and/or economic growth, etc.,
- value creation of the national sub-consortium: how cross-fertilisation between the various participants is achieved;
- adequate balance between the national partners (e.g. ratio of effort as a percentage for academics, SMEs, etc.)

Finally, it must be detailed the contacts kept by projects partners with their respective National Public Authorities representatives in order to check the eligibility of the project.

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4. When to submit a Project Outline?

PO's can be submitted at any time and will be considered for evaluation after the project submission deadline.

The project coordinator is recommended to **inform** the SMART office (projects@smarteureka.com) prior to the official project submission. The project idea note must include the coordinating organization's contact details and the technology domain(s) that will be addressed in the PO.

SMART Calls Calendar can be found on SMART website (www.smarteureka.com).

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5. How to submit a Project Outline?

Proposers are requested to submit their project outline (PO) preferably as a Word document to projects@smarteureka.com.

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6. Acknowledgement of receipt

Once a proposal has been received by the SMART Office, an acknowledgement of receipt will be sent to the coordinating contact person within the proposal who is requested to distribute a copy to his partners.

This acknowledgement of receipt contains the following information:

- Mode and date of reception by the SMART Office
- Project number attributed by the SMART Office to the PO
- Date at which the proposal will be evaluated
- Date at which evaluation results will be available
- Invitation and further information regarding the hearing (technical presentation to the Technical Committee) (see section 8).

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7. Key recommendations

Projects' participants must be organizations from the EUREKA Member Countries. SMART Project submission criteria are as follows:

- The consortium must comprise at least two industrial companies-Large, Small or Medium sized enterprises- from two different EUREKA member countries. The active participation of research institutes or universities is strongly encouraged but by no-means mandatory. –
- SMART projects must clearly show technical innovation in the future product/process or service (either through using new devices or in the utilization of existing devices in a new application).
- The project must have a strong market and exploitation orientation.
- As far as possible, try to identify key risks (market, business, technical, IPR,...) that could affect future project development.

The contribution from any given country must not exceed 66% of the total budget. In parallel, the contribution from any one partner (affiliated organizations count as partners) must not exceed 66% of the total budget either.

Most EUREKA Member Countries expect that the project will contribute to a significant investment in R&D (people, equipment, etc.), industry competitiveness through industrial innovation and that it will directly involve SMEs, research institutes and Universities. Further information about the funding conditions of the EUREKA Member Countries can be found on the SMART Website. (www.smarteureka.com).

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