



PO PROPOSERS' DAY 2024

“Technical Review Guidance”

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One-Page Description

- Spend the time ensuring the one-page Proposal Summary is very concise, covers the breadth of project and clearly explains the objectives including the entry and envisaged exit state.
- It is the first impression of your project, make it a good one. Showcase the opportunity.
- **Don't leave it til last minute!**

Rationale of the Project

Project Overall Objectives

Project Innovation & Technology Value Chain

Sustainability Issues

- Explain the rationale for the project including the challenges faced today and how the project will address them.
- Callout and number the specific objectives of the project, rather than being embedded in the general text and spoken about generally
- Explain how the existing partner capabilities, technology roadmap and business strategy are supported by this project.
- What is the innovation novelty within the project that will distinguish it from others and how does it align with other EU projects.
- State the specific applicable sections from the Smart Technology Roadmap
- Explain the relationship between the identified roadmap sections and your project.
- Perform a top-level assessment of the Scope 1, 2 & 3 emissions associated with the project, highlighting the challenges of the consortium partners appropriately.
- Derive current state and provide insight to post project future state. Ideally with specific improvement figures e.g. CO₂e, kWh/kg per innovation / technology

Technology & Outputs

State-of-the-Art analysis

Technological Innovation regarding the S-o-t-A

Expected Outputs & quantified KPIs

- State the specific innovations planned, ensure they build on the S-o-t-A. This should be an academic and industrial assessment.
- State entry & exit maturity readiness levels.
- Ensure the innovations are realistic, achievable and align with the Work Package activity.
- Ensure the S-o-t-A analysis covers the breadth of technologies in the project, not just focusing on the main or topical ones.
- Discuss competing technologies targeting the same objectives.
- What are the limitations of current practice.
- Relate the innovations to product / services to be exploited, as minimum by the consortium. Include wider & cross sector applicability for the technology innovations along with the exploitation approach.
- KPIs must be quantified, encompass each project work stream, support success measure. Avoid % improvement values without a baseline measure.

Consortium Overview & Table

Project Co-Ordinator

Project Partners

- Explain project co-ordination plan, governance model, review frequency, escalation resolution....
- Identify if a steering board is planned and what representation it will contain.
- Consortium to contain a healthy mix of funded academic, research, SME & LE partners ideally across a number of European countries and business sectors.
- Clearly explain the credentials, contribution and expertise/value each partner brings. Relate these to the technology innovation theme scope and outcomes identified – ensure consortium coverage
- Explain how any technology/capability gaps in the consortium will be addressed.
- State partner involvement with similar or competing technology projects, if any.
- Explain origin of sustainability expertise, often gets missed.

Market & Expected Impact

Co-operation added value – business level

Co-operation added value – technology level

- Provide a thorough assessment of market trend & market accessible by the partners including realistic target business values.
- Describe near, mid and long-term plan for exploitation including routes/partnerships of how this will be achieved. State partner potential revenue stream values projections, along with supply chain projections if applicable.
- Be very clear about the business differentiators and business models this project will enable.
- Explain the barriers to target market penetration, e.g. competing technologies, existing monopolies...
- Describe how the project foreground and background IP will be controlled and exploited.
- Describe the consequences of not conducting this project.
- Explain the exploitation applications of the technologies developed and in-sector and cross-sector benefits.
- Exploitation is not limited to industrials, include academic and research exploitation.
- High level Value for Money discussion, ROI assessment, job types secured & created, upskilling, post project further investment required to execute exploitation plan?

Implementation – Description of Planned Work

Project Structure & Implementation

Main Milestones

- Concisely describe the Work Packages & Milestones and connect them to innovations, KPIs and project objectives.
- Be clear and precise in the Work Package descriptions and what are the expected outcomes.
- Think about a demonstrator, how will the innovations be verified?
- Highlight WP lead and contributors. Be specific about what each partner is contributing.
- Spend time to really understand project risks – generate a risk considered register, categorise (e.g. performance, cost, schedule, sustainability), score, mitigate, re-score. State the Top 10 risks. This is often a very weak area in proposals.
- Minimum Level 1 schedule and interdependencies (critical path), often missing
- Include an Organisation Breakdown Structure & Work Breakdown Structure

Cost Information Table

- Table format is prescriptive, but proposals often omit some information.
- Explain any Benefit in Kind Goods or Services.
- Additional useful information
 - Cost split per Work Package & Partner
 - Supplier material and subcon list including country and associated value

Overall Writing Quality of Proposal

- Document writing is not easy, observations:
 - Plan each section content before you start writing
 - Ensure all partners (& supply chain if required) review & comment on the content before submission
 - Be concise and to the point, don't leave it to the reader to pick out the salient points.
 - Use figures and diagrams to explain, they can be so powerful compared to paragraphs of text.
 - Please review & implement the recommendations for FPP. Seek clarification if required.

EVALUATION

- Each PO is independently reviewed by 2 technical assessors, 1 of which is a Technical Committee member
- The feedback & scores are then collated, condensed & presented by the TC member
- The PO phase is technically scored as follows:

?/5

**State of the Art &
Innovation**

?/5

Consortium
(key players & cooperation
added value)

?/5

**Expected Impact &
Exploitation**

