

PO PROPOSERS' DAY 2025

“Technical Review Guidance”

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Overall

- Every section of the proposal template has guiding questions with bolded phrases to highlight the key pieces of information that should be in that section – read it carefully and ensure you are answering **ALL** of the questions being asked
- Plan the whole proposal – if you are restating the same information in multiple places, you are misinterpreting the information being requested, sections should be cohesive

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.
- **Don't leave it til last minute! This is the framing of your entire project, the first impression that you give so make it a good one!**

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.**
- Call out 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
- Explain the relationship between identified SMART roadmap sections and your project.
- Sustainability: current state and 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 SotA

Expected Outputs & quantified KPIs

- What are the limitations of current practice.
- State the specific innovations planned, and how do they build on the SotA. This should be an academic and industrial assessment.
- State entry & exit maturity readiness levels - **note TRL levels from Technical Roadmap; prototype exists - validation to ramping up/scaling**
- **Ensure the innovations are realistic, achievable and align with the Work Package activity.**
- **Discuss competing technologies targeting the same objectives, or other ways the same objectives could be met**
- Relate the innovations to product/services to be exploited. **KPIs should be quantified and measurable**, encompass each project work stream, support success measure. Avoid % improvement values without a baseline measure where possible.

Consortium Overview & Table

Project Co-Ordinator

Project Partners

- Explain project co-ordination plan, governance model, review frequency, escalation resolution etc.
- Consortium to contain a healthy mix of funded academic, research, SME & LE partners ideally across a number of European countries and business sectors/roles
 - What is the benefit of the international collaboration
- 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, and any pre-existing collaborations, 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 an 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 and by whom.** State partner potential revenue stream values projections.
- What are 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.**
- Explain the **exploitation applications** of the technologies developed - in-sector and cross-sector benefits.
- Exploitation is not limited to industrials, include academic and research exploitation.
- High level ROI/Value for Money & benefits for Europe discussion, further investment required to execute exploitation plan?

Implementation – Description of Planned Work

Project Structure & Implementation

Main Milestones

- Concisely **describe WPs & Milestones** and ensure they are connected to innovations/project objectives/KPIs
 - Milestones should be spread across the timeframe of the project
- What is the **demonstrator**, how will the innovations be verified.
- Gender balance is often ignored
- Outline schedule **with chart** and interdependencies (critical path), often missing
- Include an Organisation Breakdown Structure & Work Breakdown Structure
- Highlight WP lead and contributors. **Be specific about what each partner is contributing to justify costs.**
- Spend time to really understand **project risks** – generate a risk register, categorise (e.g. performance, cost, schedule, sustainability), score, mitigate, re-score.
 - **Needs to align with the innovation specified to be credible**

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
- **Justification**
 - **Needs to be credible and align with WP table, and align with objectives**
 - Why subcontract versus project partner

Overall Writing Quality of Proposal

- Document writing is not easy, observations:
 - Plan each section content in the context of the overall document before you start writing
 - Proposal owner should ensure document is cohesive – innovation, objectives, WPs, risks, costs
 - Ensure all partners 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 Technical Committee member
- The feedback & scores are then collated, condensed & presented by the TC member
- The PO phase is technically scored as below
- All of these need to score well, if anyone one is weak it can impact proposal success

?/5

**State of the Art &
Innovation**

?/5

Consortium
(key players & cooperation
added value)

?/5

**Expected Impact &
Exploitation**

Thanks for listening!

- Hope that was helpful – SMART committee members are around all day if you have any questions!