

sttopstart

Science and business consultants



Horizon 2020 experts

Horizon 2020 proposal writing

Horizon 2020 experts

Horizon 2020 proposal writing

What is Horizon 2020?

Horizon 2020 offers the perfect opportunity for academia and industry to finance research and development activities. Excellent Science, Competitive Industries and Tackling Societal Challenges are at the top of the strategic agenda.

Horizon 2020: the EU Framework Programme for Research and Innovation

Horizon 2020 is the European grant and subsidy framework for innovation and R&D. The programme, running from 2014 to 2020, has a budget of €70 billion and aims to secure Europe's global competitiveness. Horizon 2020 is built up of three pillars, Excellent Science, Industrial leadership and Societal Challenge.

The Excellent Science pillar will raise the level of excellence of Europe's science base in order to make it more competitive on a global scale.

The Excellent Science pillar of Horizon 2020 is characterised by:

- Support of the most talented and creative researchers and their teams to carry out high-level frontier research.
- Funding of collaborative research in new and promising fields.

- Providing excellent training and career development opportunities for researchers.
- Providing researchers with access to world-class research infrastructure.

The Industrial Leadership pillar will invest in key technologies, better access to capital and support for Small and Medium Enterprises (SMEs) in order to make Europe a more attractive location to invest in research and innovation.

The Industrial Leadership pillar focuses on:

- Developing European industrial capabilities in so-called key enabling technologies, including nanotechnology and biotechnology.
- Facilitating access to risk finance by leveraging private finance and venture capital for research and innovation.
- Stimulating innovation in SMEs by fostering all forms of innovation in all types of SMEs.

The Societal Challenges pillar helps to bridge the gap between research and the market in order to tackle societal challenges. This is done by dealing with concerns shared

by European citizens and reflects policy priorities of the Europe 2020 strategy that cannot be achieved without innovation. Resources and knowledge across various fields will be brought together, activities from research to market will be covered and promising solutions will be tested and verified.

Horizon 2020: key features

Six specific types of actions

Horizon 2020 consists of six different types of actions (project types), each with their own set of provisions and funding rates.

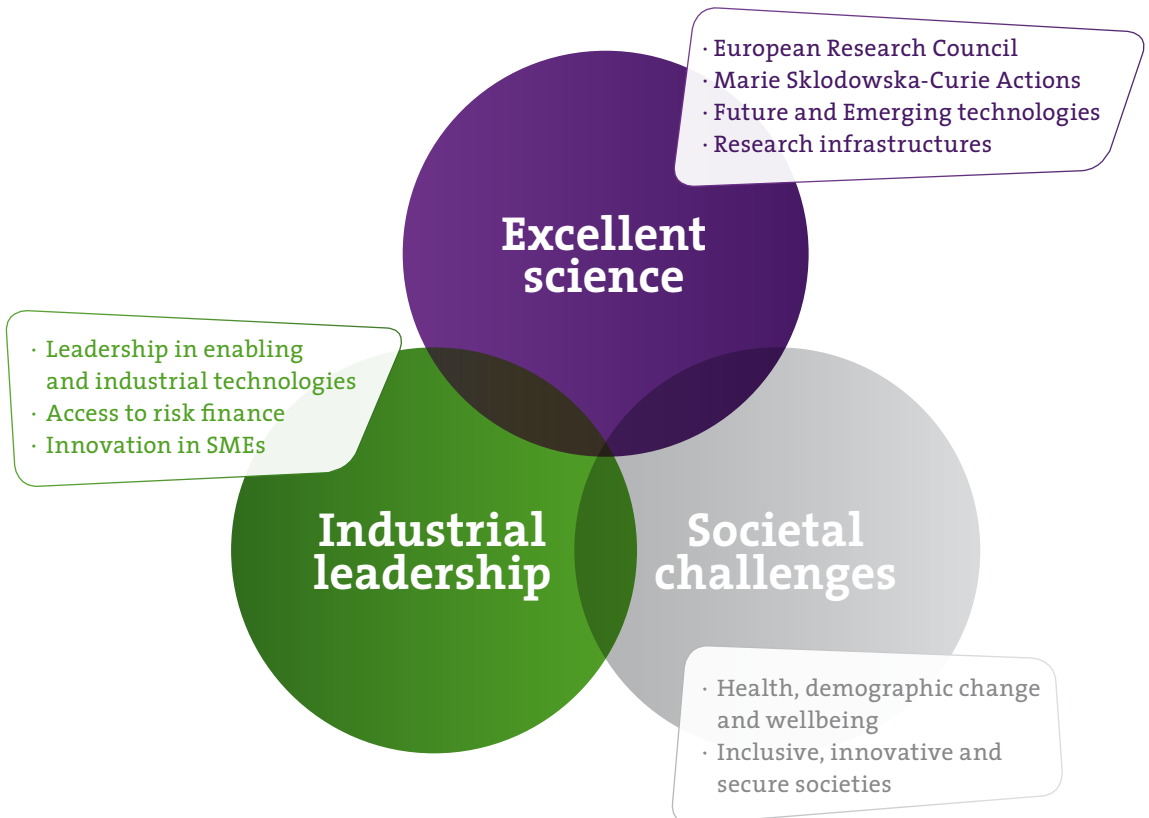
Collaborative research and innovation projects are part of Research and Innovation Actions (RIA); Innovation Actions (IA) and the SME-instrument.

Simplified set of financial rules

The EU contribution is up to 100% of the total eligible costs for RIA projects and up to 70% for IA projects. In all cases, indirect costs will be covered by a flat rate of 25% of the direct costs.

Increased participation of industry including SMEs

Research and development within Public Private Partnerships is promoted, e.g. through increased participation of industry, including SMEs.



Why ttopstart?

ttopstart is a European science and business consulting company that is able to write 80% of your Horizon 2020 application and provides professional management, dissemination and exploitation services. ttopstart focuses on projects in the field of life sciences, healthcare and medical technology.

At ttopstart, we combine science and business, specialising in the fields of life sciences, healthcare and medical technology

ttopstart has been built on the unique combination of science and business, with a focus on the life sciences, medical technology and healthcare sectors. Our consultants have a solid scientific background combined with an extensive business skill set. This is a key advantage for your Horizon 2020 application, considering the increased EC demands for translation of research, public private partnerships and societal impact. Proposals do not leave our office without scientific and business excellence.

ttopstart is able to write 80% of the total application

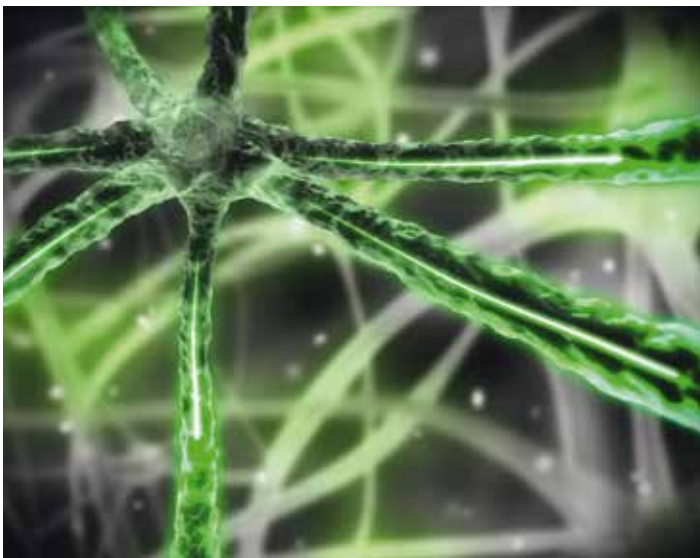
ttopstart can write the Horizon 2020 proposal (in close contact with the consortium), allowing you to focus on the scientific work plan. ttopstart manages the entire application process: from writing the body of the proposal, to collecting, streamlining and merging partner input, setting up detailed budget plans, distributing draft versions, handling partner feedback and final submission. This allows you to spend most of your time on the scientific quality and overall management.

ttopstart supports you with professional non-scientific management and delivers high-quality dissemination and exploitation services for new and existing Horizon 2020 projects

Professional scientific and non-scientific management is a prerequisite for your Horizon 2020 consortium - and highly appreciated by reviewers. In the application phase, we offer a large toolbox with proven management frameworks and can tailor a model for project management and consortium organisation. In the project phase, we are a strong consortium partner for non-scientific management, dissemination and exploitation. This includes monitoring and reporting of deliverables, organising meetings and drafting progress reports. ttopstart specialises in developing creative and detailed stakeholder-sensitive plans for dissemination and exploitation of project outcomes, ensuring that stakeholders are involved, output is IP protected and commercialised and impact is maximised. For more details, see our Project Management, Dissemination and Exploitation brochure.

ttopstart facilitates strategic preparations for a head start in Horizon 2020

Is your organisation or department fully prepared to take the lead (or take part) in Horizon 2020 projects? Are you confident that your projects will get funded? Building on years of experience in the field of European subsidies, ttopstart can rapidly analyse the competitiveness of your organisation in a subsidy context. Moreover, we can give practical recommendations for optimal preparation for success in Horizon 2020 - even prior to any application. Whilst not guaranteeing success, a head start will definitely increase your chances.



Key achievements

ttopstart has a sound track record in supporting academia and SMEs with the preparation of winning subsidy proposals. Over the past 3 years, more than 70% of our proposals were granted with multiple #1 rankings and high rankings in competitive European programs such as FP7, Eurostars and Innovative Medicines Initiative (IMI). Some examples:

IMI Project (University Utrecht/ Sanofi-Aventis)

Size: €30M

Topic: Drug delivery

An international consortium, coordinated by Utrecht University and Sanofi Aventis, has been awarded a European grant for studying targeted delivery of biopharmaceuticals. The total project size is €30 million. The consortium consists of 16 academic institutes and several pharmaceutical companies. The project title is COMPACT - Collaboration to Optimise Macromolecular Pharmaceutical Access to Cellular Targets.

ttopstart supported University Utrecht and Sanofi-Aventis with acquiring an IMI Grant for biopharmaceutical delivery that resulted in the COMPACT project.

PREPARE (University of Antwerp)

Size: €24M

Topic: Clinical management during epidemics

PREPARE (Platform for European Preparedness Against (Re-)emerging Epidemics) is an EU-funded network for harmonised large-scale clinical research studies on infectious diseases, prepared to rapidly respond to any severe ID outbreak, providing real-time evidence for clinical management of patients and for informing public health responses. ttopstart successfully supported the PREPARE consortium to acquire a €24M FP7 subsidy to set up clinical research studies on infectious diseases.



**FP7 ICT - VPH Project (Fraunhofer MEVIS)****Size:** €6M**Topic:** Personalised predictive breast cancer**FP7 HEALTH: BALANCE (AMC)****Size:** €6M**Topic:** Artificial Liver Device**Eurostars 2012 SeDi (Sohard)****Size:** €1.2M**Topic:** Medical software

UNIVERSITY OF TWENTE.

FP7 ICT: SYMBITRON (Twente University)**Size:** €3.5M**Topic:** Health robotics**Horizon 2020 ITN-ETN: InCeM (Universitätsklinikum Aachen)****Size:** €3.9M**Topic:** Medical imaging

VU medisch centrum

**ERC Advanced Grant (VU University Medical Center)****Size:** €2.5M**Topic:** hrHPV screening

ttopstart has many years of successful experience with acquiring numerous subsidies in life sciences and medical technology such as FP7 and IMI, but also with ERC grants and Eurostars. Since the implementation of Horizon 2020 in 2014, we have supported many Horizon 2020 proposals.

- ERC grants: ttopstart has a good track record in attracting ERC grants; we have contributed to various approved ERC Starting Grants and ERC Advanced Grants. We also have ample expertise with ECR Proof of Concept Grants: 12 out of 14 ERC PoC grants that we supported were funded. We not only support researchers with the application for funding, but we are also active in the granted project itself by providing our market intelligence and business development services.
- Eurostars: ttopstart has managed over 10 successful Eurostars applications for different SMEs throughout Europe. One of these applications was ranked as #1 out of 306 applications.

Our method

ttopstart has developed the FFWD model to fast-forward you from an innovative vision to a winning Horizon 2020 proposal. We are highly motivated to succeed due to our risk-bearing strategy. We specialise in impact, for the consortium and for society.

Fit

High-ranking projects show an ideal fit between proposal and call text. Both consortium and proposal must seamlessly match with the EC's intentions. To optimise this fit, ttopstart assists in:

- Finding strong consortium partners - academic and industrial
- Critically assessing and strengthening your initial project plan

“Through our experience and a devil's advocate attitude we are able to rapidly see whether a proposal idea has winning potential.”

Framework

Uniting the visions of 5 - 30 partners into a synchronised and solid proposal is one of the main challenges for constructing a winning bid. ttopstart offers the tools to design a conceptual framework in which the consortium's plans can be integrated and fine-tuned towards a logical work plan. We use the problem analysis and Pyramid Principle in Horizon 2020 style in which we:

- Analyse the major problem – focal problem – sub challenges
- Define the ultimate goal – project objective – sub objectives
- Connect work packages and impact to these items

“Our approach is acknowledged for its efficiency and harmony in the consortium.”



› Fit

Consortium formation

› Framework

Conceptualisation of research plan

› Write

Proposal preparation

› Submission

› Review EC

› Negotiation

› Development

Knowledge utilisation

Project management

Write

Developing a convincing proposal requires excellent writing skills, which are represented in the ttopstart team. ttopstart ensures a persuasive presentation of the proposal by applying the 8 C's: conform, complete, consistent, concise, concrete, convincing, coherent and creative. ttopstart guards timeliness and coordinates the entire application process - which can be as demanding as the writing part.

"The consortium is asked to deliver the work packages in a draft format. With your scientific input, ttopstart can set up the entire proposal from beginning to end."

Development

Commercialisation, impact, dissemination and exploitation are now a central part of all Horizon 2020 proposals. ttopstart excels at these sections because of our extensive business consulting expertise. ttopstart offers detailed market intelligence and business development strategies to leverage societal and economic impact. During the application phase and the course of the project, ttopstart is your management and impact partner. We offer a variety of (tailored) packages to facilitate productive management, exploitation and dissemination.

"Combining scientific and business expertise in your project results in high impact publications and valuable innovations."

Full application support

ttopstart can support the complete application process for a Horizon 2020 proposal. We offer writing capacity and experience, a clear and concise presentation of the project proposal and coordination of the entire application procedure.

ttopstart's full service support for Horizon 2020 applications follows our FFWD method and includes:

- Providing the required templates for proposal drafting and partner input (administrative, work packages);
- Coordinating administrative information gathering;
- Coordinating the set-up of a detailed project budget according to EC guidelines;
- Coordinating the development and the writing of the project proposal;
- Writing the basis of all texts (excluding work packages);
- Sending out consecutive proposal draft versions to the consortium for feedback and processing the feedback;
- Optimising texts;
- Reviewing the work plan and formulating SMART objectives;
- Reviewing the proposal against the official submission and review criteria;
- Supporting submission of the proposal;

Part A

General info proposal



Summary



Administrative details participants



Budget per partner



Overall budget



Part B

Section 1: Excellence

Objectives



Relation to work programme



Concept and approach



Ambition



Section 2: Impact

Objectives



Relation to work programme



Section 3: Implementation

Work plan



Management structures



Consortium as a whole



Resources to be committed



Section 4: Consortium partners



Section 5: Ethics and Security



ttopstart can write 80% of your Horizon 2020 proposal

Client

ttopstart

Review service

Building on our experience in writing winning subsidy proposals, ttopstart is the ideal partner to extensively review your proposal. We will provide you with a clear and easy-to-implement evaluation which will improve your chances of success.

ttopstart's review service follows our successful FFWD method (see page 10) to assess your proposal's strengths and weaknesses. During three iterations, an experienced consultant will provide clear feedback, with easy-to-implement tips and tricks to elevate your proposal to the next level.

Fit and Framework

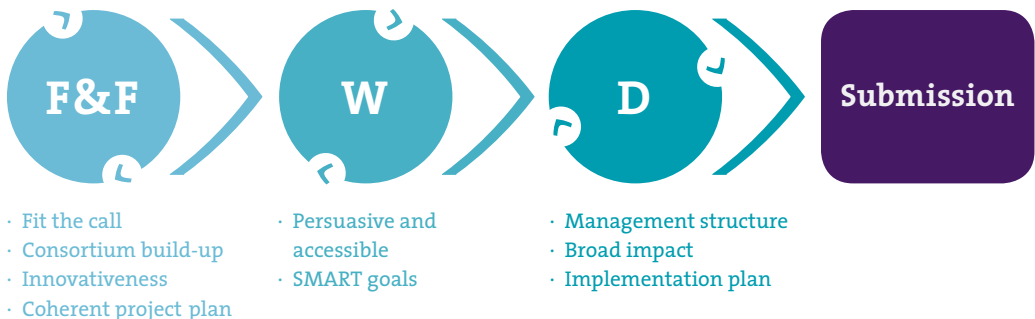
ttopstart will cross-check your proposal and consortium against all eligibility rules and the fit to the call text of the corresponding funding scheme. We will assess the innovativeness of the project plan and the coherence of the framework.

Write

With access to over 100 subsidy applications, ttopstart will provide you with 'best practices' to present and highlight the strengths of your project plan in an appealing manner. We provide input on how to write a proposal that can convince experts, while remaining interesting and accessible for everyone. Our consultants have excellent writing skills, and will also provide a review on syntax and spelling.

Development

In the third iteration, ttopstart will focus on the persuasive and broad presentation of impact and dissemination of the project results. We will help you to couple these to key market trends and policies. ttopstart can provide clear-cut examples of how to write a convincing implementation plan that spans beyond the project.



H2020 Work Programmes

ttopstart is able to provide support with the writing and coordination of all proposals relevant for academia and industry in life sciences, medical technology and healthcare. This concerns topics from the following Work Programmes: ERC; the Marie Skłodowska -Curie Actions; Leadership in Enabling and Industrial Technologies; Health, Demographic Change and Wellbeing and Eurostars.

Excellent Science

The Marie Skłodowska-Curie Actions

Marie Skłodowska-Curie Actions focus on training and career development of researchers. The actions provide grants at all stages of researchers' careers, and encourage mobility across nations, sectors and disciplines. The following actions are included:

- **Innovative Training Networks (ITN)** to train a new generation of creative, entrepreneurial and innovative early stage researchers. There are three types of ITNs:
 - **ITN-ETN:** European Training Networks (ETNs) produce highly-skilled researchers and stimulate entrepreneurship, creativity and innovation in Europe.
 - **ITN-EID:** European Industrial Doctorates (EIDs) meet the objectives of ITN by involving the non-academic sector in doctoral training.
 - **ITN-EJD:** European Joint Doctorates (EJDs) promote international, intersectoral and multi/interdisciplinary collaboration, leading to the delivery of joint, double or multiple doctoral degrees.
- **Individual Fellowships (IF)** for experienced researchers wishing to diversify their individual competence.
- **Co-funding of regional, national and international programmes (COFUND)** to stimulate regional, national or international programmes to foster excellence in researchers' training, mobility and career development.
- **Research and Innovation Staff Exchange (RISE)** for short term staff exchange of universities, research centres or companies.

European Research Council (ERC)

ERC Grants are individual grants aimed to encourage the highest quality research in Europe through competitive funding, on the basis of scientific excellence. They support investigator-initiated frontier research across all fields of research. Based on the stage of their scientific career, researchers can apply for an **ERC Starting, Consolidator or Advanced Grant**. The **ERC Proof of Concept Grant** is intended for ERC grant holders to bridge the gap between research and earliest stage of marketable innovation.

Industrial Leadership

Leadership in enabling and industrial technologies (LEIT)

LEIT focuses on new opportunities for industrial leadership in Europe. Within LEIT, two Work Programmes are relevant for Health and Life Sciences: 'Information and communication technologies' (ICT) and 'Nanotechnologies, Advanced Materials, Biotechnology and Advanced Manufacturing and Processing' (NMP & BIOTEC).

Information and Communication Technologies (LEIT-ICT) contains topics on information management, robotics and micro-and nanoelectronic technologies that are of interest for stakeholders in life sciences, medical technology and healthcare.

Nanotechnologies, Advanced Materials, Biotechnology and Advanced Manufacturing and Processing (LEIT-NMP & BIOTEC) will contribute to a technological basis for nanomedicines and bio-materials by bringing it towards pilot production as precondition for subsequent clinical trials. The biotechnology projects aim to develop generic technological building blocks, enabling true stepping stones towards solutions for – amongst others – better health.

Societal Challenge

Health, Demographic Change and Wellbeing

This Work Programme includes topics on personalising health and care that aim to fund real breakthrough research and radical innovation in response to challenges such as the ageing population and the increasing communicable and non-communicable disease burden.

The Work Programmes LEIT and Health, Demographic Change and Wellbeing consists of the following types of projects:

- Research and innovation actions: research projects aimed to establish new knowledge and/or explore the feasibility of a new technology, product, process etc. This includes basic and applied research and small-scale technology development in a laboratory or simulated environment.
- Innovation actions: projects that focus on plans, arrangements or designs for new, altered or improved products, processes or services. These include demos, pilots, large-scale product validations and market replications.
- SME instrument: this instrument aims to fill gaps in funding for early-stage, high-risk research and innovation by SMEs as well as stimulating breakthrough innovations. It targets highly innovative SMEs showing a strong ambition to develop, grow and internationalise, regardless of whether they are high-tech and research-driven or non-research conducting, social or service companies;
- Coordination and support action: project where supporting activities are central;
- ERA-NET: a collaborative project between member states.

Other

Eurostars

Research intensive SMEs can acquire funding through Eurostars 2, the follow-up of the successful Eurostars programme. Eurostars aims to support R&D performing SMEs by co-financing market oriented innovation with a bottom-up approach. With streamlined and improved procedures, Eurostars 2 will promote technological and business development, while boosting employment as well as exports for European small businesses.

If you are interested to learn more about certain Horizon 2020 topics, please contact one of our consultants. For an up-to-date overview of all upcoming calls and funding opportunities, visit our website www.ttopstart.com and subscribe to our monthly newsletter.

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