



Access2EIC

National Contact Points for Innovation



EIC ACCELERATOR ANNOTATED TEMPLATE (Short proposal)

2025

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DISCLAIMER

This report was produced within the framework of Access2EIC, the official network of Horizon Europe National Contact Points (NCPs) for the European Innovation Council (EIC) and European Innovation Ecosystems (EIE). Access2EIC's main objective is to provide support and specialised services to the network of EIC and EIE NCPs. While every effort has been made to ensure that the information contained in this document is accurate and up to date, Access2EIC does not assume any liability or responsibility for the completeness, accuracy, or usefulness of the information included in this document. Information is provided strictly "as is".



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AIM AND CONTENT

The EIC Accelerator is a funding programme under Horizon Europe that offers support to start-ups and SMEs with innovative, game-changing products, services, or business models capable of creating new markets or disrupting existing ones in Europe and globally. It is designed for those with the ambition and commitment to scale up their businesses, but who face challenges in securing significant funding due to the high risks involved, which may be too daunting for private investors alone.

Moreover, the applicants should demonstrate their ability to create new markets or disrupt existing ones, demonstrate a strong ambition for a rapid growth at scale in Europe & beyond, and reflect high levels of technological, regulatory, market acceptance and other types of risks to fail that prevent or withhold private investment.

The three main criteria used to evaluate the innovative aspects of an EIC Accelerator short proposal for Horizon Europe are:

Excellence	Impact	Level of risk, implementation and need for Union support
<p>Novelty and breakthrough nature of the innovation: Is the proposed innovation highly novel, deep tech breakthrough compared to existing solutions?</p> <p>Technology readiness level: Is there sufficient demonstration that the innovation has completed all aspects of TRL 5 (validation in a relevant environment for the application of the technology) and therefore the innovation is currently at TRL 6?</p> <p>Timing: Is the innovation at the cutting edge of new market, societal or technological trends?</p>	<p>Competitiveness and demand: Is the innovation better than what the competition proposes, and is the solution bringing sufficient added value to trigger demand from potential customers?</p> <p>Market development: Does the innovation have the potential to develop new markets or significantly transform existing ones?</p> <p>Broader impact: Will the innovation, if successfully commercialised achieve positive societal, economic, environmental or climate impacts?</p>	<p>Team: Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing, including adequate gender balance?</p>



HOW TO READ THIS GUIDE

The text of the original EIC Accelerator Full proposal template appears in **Black**.

The recommendations of the Access2EIC NCPs appear in **Orange**.

These recommendations also include the feedback collected from evaluators and companies involved in relevant proposals.



Please note: the comments in this box are general and are intended to draw the reader's attention to some specific points

This guide is limited to annotations to the templates of the EIC Accelerator 2024-2025 calls. For a more general overview of how the Horizon Europe grants work, see the [Online Manual](#) provided by the European Commission. Regarding the EIC Accelerator submission, see the [Guide for Applicants](#) and the [Frequently Asked Questions](#).

A comprehensive list of all Horizon Europe reference documents (including legislation, work programme and templates) can be found on the Reference documents page of the [Funding and Tenders Portal](#) and the [European Innovation Council portal](#).

Horizon Europe terms are explained in the [Glossary](#) part of the Funding and Tenders Portal.

If you need help, you can also contact the [Horizon Europe National Contacts Points in your country](#).



PROJECT SHORT PROPOSAL - TECHNICAL DESCRIPTION (PART B)

The structure of the part B is shown below in the left-hand column below, with the associated evaluation criteria in the right-hand column.

Table of content	Main evaluation criteria addressed
APPLICANT'S INFORMATION	
SHORT PROPOSAL	
1 - COMPANY DESCRIPTION	EXCELLENCE
2 - THE PROBLEM/OPPORTUNITY	
3 - THE INNOVATION: SOLUTION/PRODUCT OR SERVICES (USP)	
4 - MARKET ANALYSIS AND COMPETITION ANALYSIS	IMPACT
5 - BROAD IMPACT	
6 - TEAM AND MANAGEMENT	
7 - THE FUNDING REQUEST	LEVEL OF RISK, IMPLEMENTATION AND NEED FOR UNION SUPPORT

Fill in the title of your proposal below.

TITLE OF THE PROPOSAL

List of participants

Participant	Participant organisation name	Country
1 (Coordinator)		
2 Affiliated entity(ies), if any.		

Please be aware: The EIC Accelerator is a mono beneficiary action. Affiliated entities, in the context of Horizon Europe, means having a link (e.g. capital or legal link) with a beneficiary and fulfilling the same eligibility conditions. [Read more](#)



1 - Company description

Describe your company, explain your vision and your ambition to scale up.

Ensure clarity and precision: Clearly state the company’s name, year of foundation, the company’s history (e.g. spin-off), location, and core expertise of the founding partners and relevant team members. Describe briefly past successes - does any of the team members have experience in building a company and fund raising?

Highlight uniqueness: Emphasize what differentiates your company from competitors (name the 2 biggest competitors), such as proprietary technology, unique market positioning, or an experienced team.

Show any significant milestones—such as revenue growth, partnerships, customer acquisition, or pilot projects—that showcase your progress and credibility. Include prizes, public grants and other achievements.

Vision: Articulate the company’s long-term vision: make it as concrete as possible.

Try to “align” it with broader societal, economic, or environmental benefits. Keep it short here, there is a separate chapter 5 that covers these aspects.

Scale up: Provide concrete metrics that reflect your growth ambitions Include numbers (quantitative) and give an outlook on future growth (budgetary, but also in terms of new employees).



Demonstrate market demand and, also try to mention factors that will allow your company to scale: E.g do you have a strong team/plan to build a scaling leadership team, funding plans/needs, partnerships, or technological advancements?

You could also make use of the “storyline” of your video here.

2 - The problem/market opportunity

Describe the problem you are trying to address from the customer/user point of view. Explain why it is a problem and for whom.

Clearly define the problem: ensure the problem is described in simple, specific terms from the customer’s perspective. Provide use cases (storytelling): Clearly describe/define who the payer is (customer).

Emphasize market opportunity: Link the problem to a significant market or market segments



(mentioning market trends or growth potential). Quantify the problem and the market potential. Show, if possible, that customers are willing to pay for your solution (refer to “Market” section below).

Make it concrete: Use real-world examples, case studies, or customer pain points to demonstrate the problem’s relevance and urgency. Also describe how the problem affects the community or stakeholders.



Where relevant, ensure the difference between the users benefits and the clients benefits (i.e health cases)

3 - The innovation: Solution/Product or Services (USP)

Present the solution; explain how it works in practice, what it changes for potential users, the way(s) in which it is unique, why it has deep tech breakthrough potential, why it is better than existing solutions. Specify which Technology Readiness Level your technology has attained and explain concretely how you have achieved it. Describe to what extent your solution has been validated/certified and by whom. Describe why now is the right time to bring it to the market.

How it works: Briefly explain your solution’s function in practical terms, focusing on user impact. If useful, include a graphic illustration or picture of your solution.

User impact: Highlight key benefits for users, such as time, cost savings, or efficiency gains. Quantify, where possible.

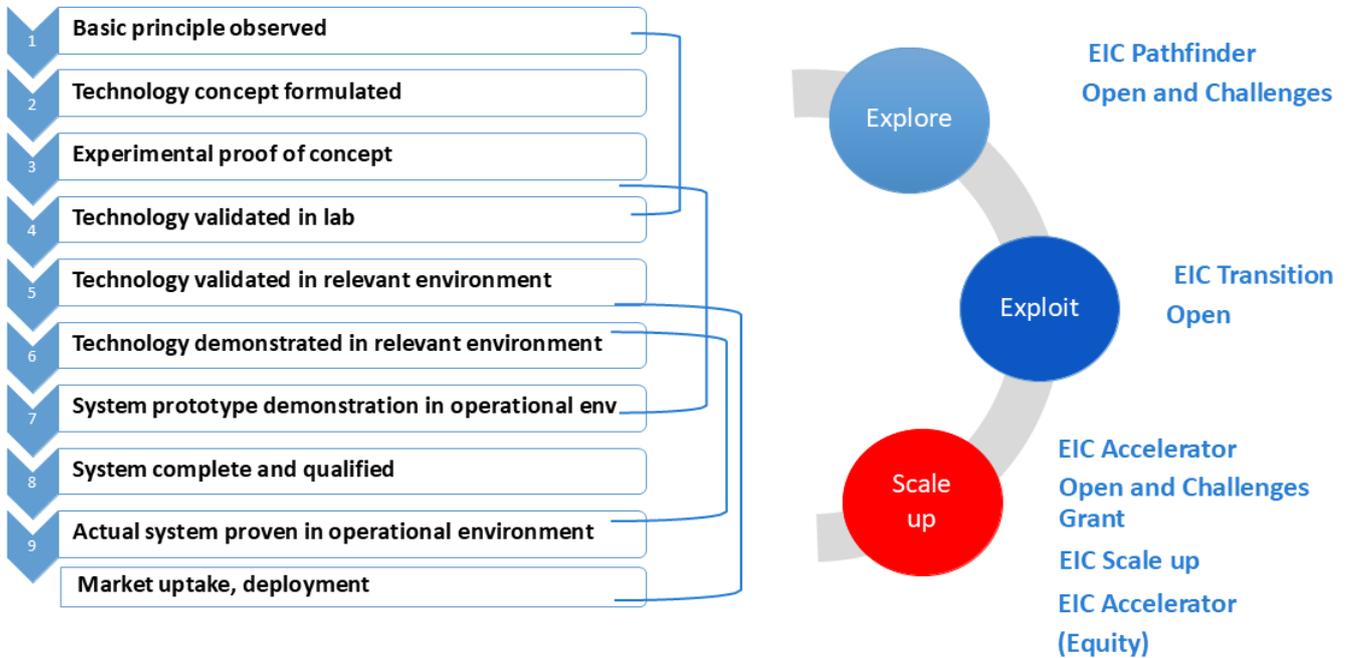
USP: Clearly state what makes your solution unique and superior to existing alternatives. Name the most prominent ones. Reference IP status and patents.

Deep tech breakthrough: Clearly describe and emphasize the disruptive potential and innovation of your technology - this is one of the most critical elements of the proposal.

Comparison to existing solutions: Show how your solution outperforms current options in key areas (e.g., cost, speed, effectiveness). Consider that breakthrough is characterised by surpassing competitors in any key dimension of the USP by a factor of 10.

Technology Readiness Level (TRL): state your current TRL6 and outline key progress steps taken to reach TRL6 and briefly state how it was validated. What are the next steps to take your solution to market, TRL 9?

Figure 1: Technology Readiness Level (TRL)



EIC Accelerator grant funding covers innovation activities, including demonstration of the technology in the relevant environment, prototyping and system level demonstration, R&D and testing required to meet regulatory and standardisation requirements, intellectual property management, and marketing approval (e.g. at least TRL 6 to 8). To be interpreted as all applicants have completed all aspects of TRL 5: validation in relevant environment.

Validation and certification: Mention any validation or certification by third parties or pilot testing as this is critical to demonstrate TRL6 and external validation. Standards are also important, so refer how it aligns to known (or emerging) standards. Regulatory requirements and status should be included as appropriate.

Mention any filed and granted patents.

Timing: Explain why now is the right time for your solution to enter the market - explain this from a market readiness perspective. This is important to position well - so any trends or potential customer traction is useful info here. Comment: I do not understand the sentence before or rather what it refers to. Give an overview of the main milestones you aim to fund with the EICA support in the roadmap of your company development.



4 - Market and Competition analysis

Describe how you will create new markets or transform exiting ones. Describe your business model and your target market, explain why customers would be willing to pay, who are the competitors and what are the advantages and disadvantages of your solution. Explain why your innovation will be successful in these markets.

Market creation/transformation: Explain how your solution opens up new markets or disrupts existing ones by addressing unmet needs. The market needs to be substantial and global.

Business model: Clearly outline your revenue model (e.g., subscription, licensing royalties, direct sales, distribution revenues and why it is sustainable. Be as concrete as possible: how many units do you estimate to sell and at what price? Add high-level forecasting associated with business model implementation.

Target market: Define your target market segment, including size, demographics, and key customer pain points. Use the TAM, SAM, SOM definitions to demonstrate the market potential and how you segment the market. Think about adding illustrations.

Customer willingness to pay: Explain why customers will pay for your solution, focusing on value drivers like cost savings, performance, or efficiency. Refer to letters of intent (Lols) from potential customers (to be uploaded at full proposal stage). This will strengthen your case. Mention pilot customers. Any validation/traction from potential key customers aligned to biz model is important.

Competitors: Identify key competitors and briefly describe their strengths and weaknesses. Do not only mention direct competitors with similar technologies, but also indirect competitors that currently serve your target market.

Competitive advantage: Highlight the unique advantages your solution offers, such as better performance, lower cost, or innovation potential. It is recommended to use a table listing your competitors and clearly demonstrate what distinguishes you from them (different features etc.).

Success in the market: Justify why your innovation will succeed, based on market trends, customer demand, or a clear gap in the competition. Explain what does success mean with



Reference existing investors (a form of validation) - especially if they have key sectoral experience.



5 - Broad Impacts

Describe and quantify, if possible, the broad expected impact of your innovation on society, the environment and climate, the UN Sustainable Development Goals and on job creation. Refer to any relevant EU policy.

Societal impact: Explain how your innovation improves quality of life, addresses social challenges, or enhances public wellbeing.

Environmental and climate impact: Quantify environmental benefits, such as reduced emissions, resource efficiency, or waste reduction.

Contribution to SDGs: Link your innovation to specific [UN Sustainable Development Goals \(SDGs\)](#) and explain how it supports them.

Job creation: Estimate the number of jobs your solution will create, both directly and indirectly, and describe the types of roles. Focus on the EU job market and company growth in Europe.

EU policy alignment: Mention how your innovation aligns with relevant EU policies, such as the Green Deal, digital transformation, or industrial strategies - hint: check the relevant EIC Work programmes as a starting point.

6 - Team and management

Present your team, including the track record and key competences of the founders and key managers. Explain how you plan to ensure gender balance among your team members, including those in executive positions (at least CEO, CSO and CTO), identify missing skills, recruitment targets and employee retention plans designed to address the identified missing skills.

Describe your team, the different roles, commitment and achievements/experience (strategic, technical and commercial) in relation to your innovation. Explain the role of the company's owner(s) if not part of the team. For each team member (including management and company founders where relevant) please provide relevant information, including shareholding and stock options in the company.



What are the main strengths and weaknesses of the team, and what is the plan to acquire currently missing competencies? How are the team members incentivised? When talking about gender balance, describe how you will achieve it.



Team Member (Name and Surname)	Gender (man/woman/ non binary)	Founder (Y/N)	Position department	Key competences	Commitment (from 1% to 100%)

7 - Funding request

Describe your financial needs for grants and investment, explain why you have not been able to raise sufficient investment to carry out the project, and why you need the support of the EIC. Please note that the figures are indicative at this stage, and you will have the possibility to modify this within your full proposal.

Do not go into too much detail here. Explain the budget categories (e.g. personnel costs, subcontracting costs) and how much grant and investment you need. How do you plan to secure ongoing funding for your innovation? How do you plan to co-fund 30% of the grant project?

The rationale is generally that projects are too risky from a development stage for the private investment market to invest at this stage (typical for deeptech projects). Demonstate that you have a clear capital strategy. Show previous or current investor relations. If you already have investors willing to co-invest with the EIC, this is a great advantage. Mention Loi's, if any. Show that EIC funding is crucial for your time to market. I suggest to move this to the box above.

IMPORTANT!!! Read with attention

Consent for data sharing with NCP. Please use the template provided. By giving consent you allow your National Contact Point to be informed about your application process and can offer you guidance and assistance throughout the process. **This is the only way your National Contact Point can contact you and offer you its free services, such as proposal checks or interview training.**



ANNEXES TO SHORT PROPOSAL

Please upload the following mandatory documents.

Each element of the EIC Accelerator short proposal – **the written proposal, pitch deck, and company video** – serves a distinct purpose that contributes to the evaluator’s ability to assess your application comprehensively. By excelling in all three elements, you give evaluators the tools they need to see the full potential of your innovation and make a confident recommendation for funding.



Video

- Describe your company and your project in a 3 minutes video with up to 3 team members. Show your motivation for this project and that you have the correct and dedicated team to take your solution to market. Highlight your expertise and show that you are passionate. The video should be easy to understand for everyone, not only experts. This is also a chance to show your innovation in action. If the video is in another language than English, please include subtitles.
- The video can also show your TRL levels in practice. Consider how to incorporate this into the video setting.
- Brings a human element to your application, allowing evaluators to see the passion, vision, and personalities of the team behind the innovation.
- Communicates your ability to articulate your mission and engage stakeholders—key qualities of successful innovators and leaders.
- Can clarify complex ideas through visuals or demonstrations, making your innovation more tangible and relatable.
- Helps evaluators gauge your team’s credibility and motivation, essential for assessing whether the company can deliver on its vision.

Key Value: It creates a personal connection and reinforces trust in your team and project.

Pitch deck

Please note that you will be able to submit a new pitch deck at full proposal stage. The pitch deck submitted at full proposal stage is the one that you will have to present in the interview.

- Make sure your pitch summarises your proposal, but more importantly, engage the evaluators with your story! Convey your message in a compelling manner and persuade them to support your innovative idea. (It must be provided in PDF and not exceed 10 pages). Be assured you will have the opportunity to upload the latest version of your pitch as part of the full proposal.



- Use graphics, visuals and images to tell your story efficiently. Have a clear message on every slide and avoid unnecessary details. Ensure that the pitch deck aligns with your proposal. You should include basic information about your financial projections. Remember that the step 1 pitch deck will only be read by evaluators, while the step 2 pitch deck is used during the interview stage.
- Offers a concise overview of the most critical aspects of your proposal, such as the problem you're solving, your unique solution, market opportunity, and your competitive advantage.
- Helps evaluators quickly grasp your value proposition, making it easier to compare your application against others.
- The visual format aids understanding, particularly for non-technical evaluators, and emphasises the strengths of your project.

Key Value: The Pitch deck facilitates quick comprehension and highlights the aspects of your project that make it stand out and it ensures that the evaluators have all the necessary information to assess the feasibility, scalability, and impact of your project.

> Read this document for further guidance "[EIC Accelerator: Annotated Short Pitch Deck Guide 2023](#)"

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Notes

A series of horizontal dotted lines for taking notes.





Access2EIC

National Contact Points for Innovation

Access2EIC

ACCESS2EIC is a 84-months coordination and support action aimed to empower and facilitate transnational cooperation within the network of National Contact Points - NCPs focused on the Horizon Europe European Innovation Council - EIC and the European Innovation Ecosystems - EIE. It involves a consortium made of formally appointed NCPs.

ACCESS2EIC comprise a network of 16 partners:

1. AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA (APRE), Italy
2. CENTRO PARA EL DESARROLLO TECNOLOGICO INDUSTRIAL (CDTI), Spain
3. OSTERREICHISCHE FORSCHUNGSFORDERUNGSGESELLSCHAFT MBH (FFG), Austria
4. INSTYTUT PODSTAWOWYCH PROBLEMOW TECHNIKI POLSKIEJ AKADEMII NAUK (IPPT PAN), Poland
5. NATIONAL TECHNOLOGICAL INNOVATION AUTHORITY (IIA), Israel
6. DEUTSCHES ZENTRUM FUER LUFT - UND RAUMFAHRT EV (DLR), Germany
7. INNOVASJON NORGE (IN), Norway
8. BPIFRANCE FINANCEMENT SA (BPIFRANCE), France
9. IDRYMA TECHNOLOGIAS KAI EREVNAS (FORTH), Greece
10. ENTERPRISE IRELAND (EI), Ireland
11. ANI - AGENCIA NACIONAL DE INOVACAO, SA (ANI), Portugal
12. GIS-TRANSFERCENTER FOUNDATION (GIS-TC), Bulgaria
13. CENTRUM VEDECKO TECHNICKYCH INFORMACII SLOVENSKEJ REPUBLIKY (CVTISR), Slovakia
14. NEMZETI KUTATASI FEJLESZTESI ES INNOVACIOS HIVATAL (NKFIH), Hungary
15. TECHNOLOGICKE CENTRUM AKADEMIE VED CESKE REPUBLIKY (TC CAS), Czechia
16. MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR, DE LA RECHERCHE ET DE L'INNOVATION (MESRI), France

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