



TECHNOLOGY
CENTRE PRAGUE

EIC TRANSITION OPEN 2025

Webinar for applicants, June 5th, 2025

AGENDA



- ✓ EIC in a nutshell
- ✓ Overview of the EIC Transition programme and the call
- ✓ Key documents for applicants
- ✓ Evaluation process and criteria
- ✓ Possible scenarios for technology development and commercialization strategy advancement
- ✓ The concepts of technology and business readiness level
- ✓ Key elements of the proposal from a business plan perspective
- ✓ Intellectual property
- ✓ Common shortcomings
- ✓ Pitch deck for the jury interview
- ✓ Experiences from a project implementation and outcomes of a successful project

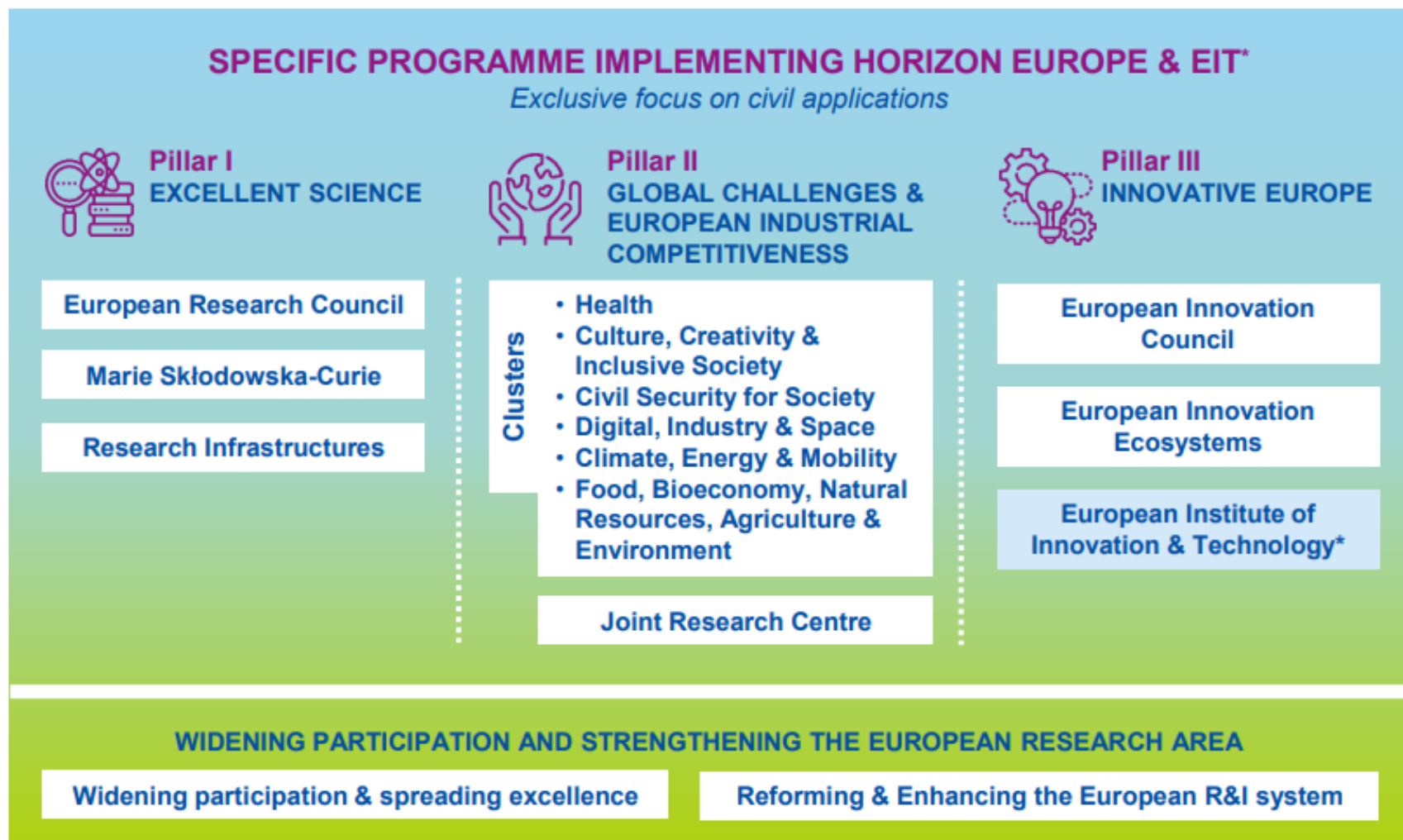
SPEAKERS

- **Adéla Dvořáková**, Project Adviser EIC Transition, EISMEA
- **Veronika Šedajová**, CTO, ATOMIVER
- **Michaela Vlková**, NCP EIC, Technology Centre Prague

EIC IN A NUTSHELL



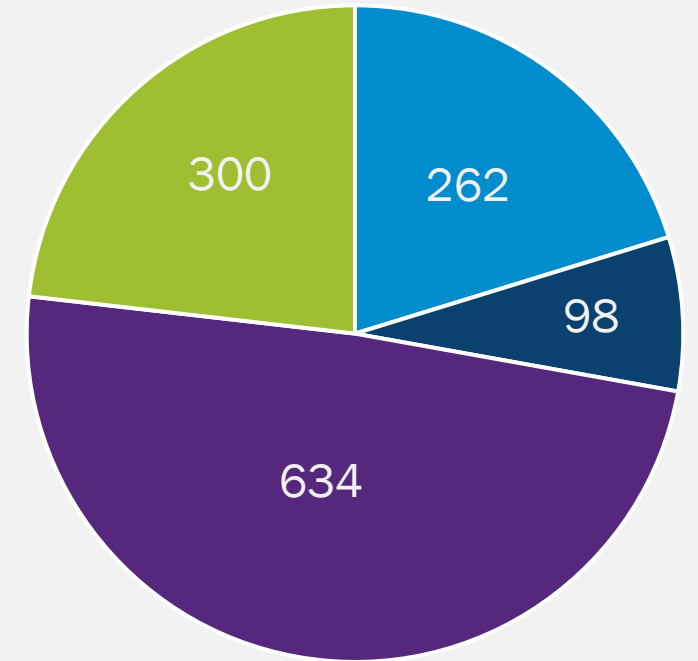
EIC UNDER HORIZON EUROPE



EIC OBJECTIVES

- EIC is designed to help identify, develop and scale up **breakthrough technologies** and **companies** key to the EU competitiveness and **strategic autonomy**
- Supports a **high-risk approach to R&D** and investments into **deep tech**
- It provides not only funding but also a range of **support services**
- An ultimate objective is an **increase** in number of **European innovation scale-ups** and **unicorn companies**
- **EIC MAIN CALLS 2025**
 - EIC Pathfinder Open/Challenges (TRL 1-3/4)
 - EIC Transition Open (TRL 3/4 – 5/6)
 - EIC Accelerator Open/Challenges (TRL 6 – 9)
 - EIC Accelerator STEP Scale-up (TRL 9 and above)

EIC Budget 2025
(€ M)



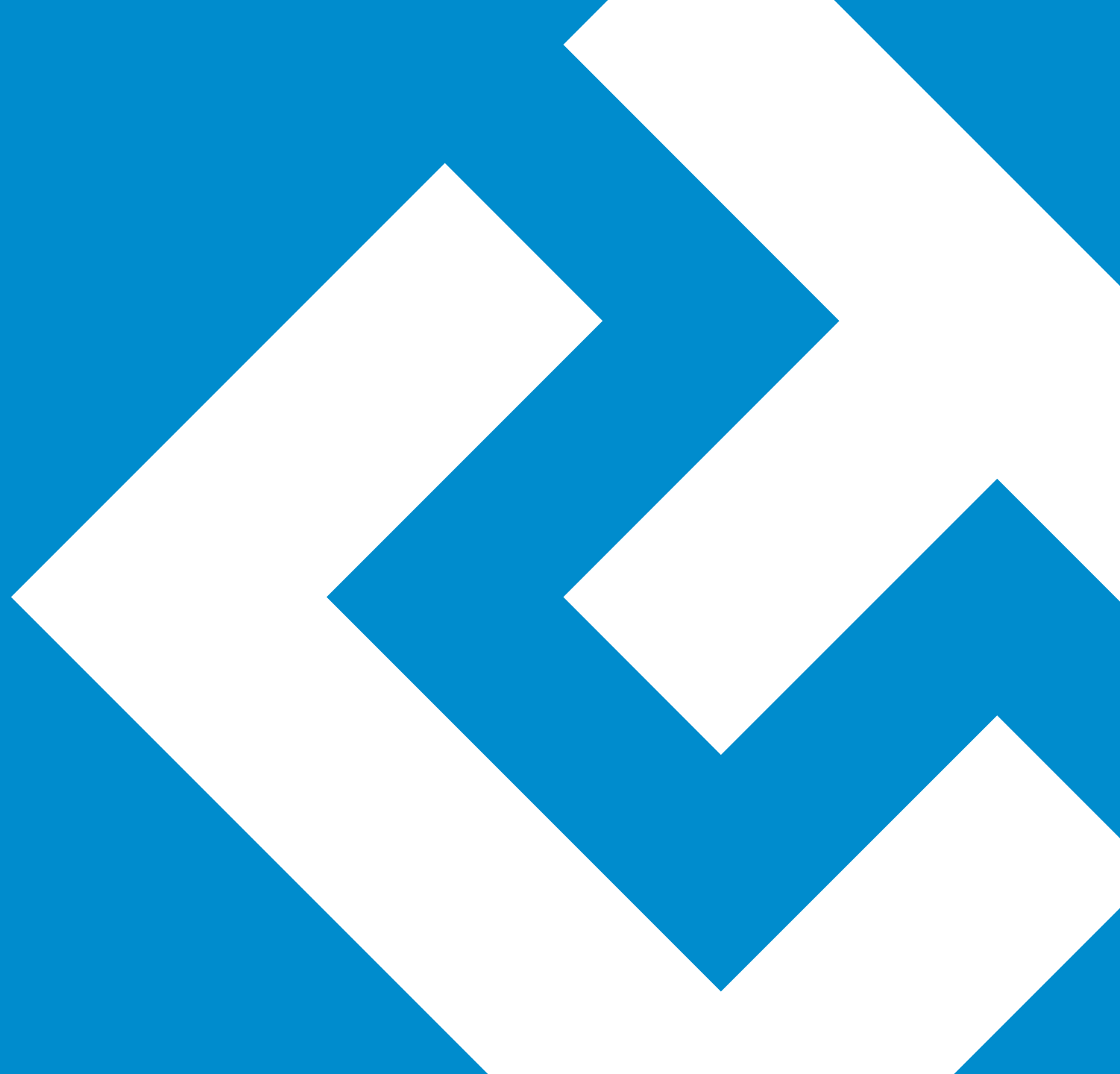
■ Pathfinder ■ Transition
■ Accelerator ■ STEP Scale-up

WORK PROGRAMME 2025

- Detailed information on topics and calls
- General EIC objectives and KPIs
- Proposal evaluation processes
- Overview of BAS and other activities
- https://eic.ec.europa.eu/eic-2025-work-programme_en
- **EIC 2025 Information day**
 - https://eic.ec.europa.eu/events/european-innovation-council-online-info-day-work-programme-2025-2024-11-05_en



OVERVIEW OF THE TRANSITION PROGRAMME



WHAT DOES EIC TRANSITION SUPPORT?

- Further technology development of results achieved in **previous projects**
- Innovation activities that go **beyond the experimental proof of principle** in laboratory
- Explorations and development of a **business plan and business model** towards commercialisation



WHAT IS EXPECTED FROM PROJECTS?

OUTCOMES:

- Technology that is demonstrated to be effective for its intended application
- Validated business model and a business plan for its development to market

IMPORTANT ASPECTS:

- Balanced approach to technology and market/business development (increase in TRL as well as BRL)
- User-centric methodologies
- Iterative learning processes based on early customer/user feedback
- Regulation, certification and standardization aspects
- Formal protection of the IP generated by the project

EIC TRANSITION KEY PRINCIPLES

- Proposal must build on **result(s)** already achieved **within an eligible project**
 - A list of eligible projects for each call is published on the [EIC website](#)
 - The proposal has to specify the **grant number and acronym** of the project which generated the result
- The result has to be at **TRL 3** (completed **all elements of TRL 3**) or **TRL 4**
- Applications can be **submitted by:**
 - **Single entities** based in EU/AC (except large industry)
 - Small consortia of **2 partners** (EU/AC)
 - Larger consortia of **3 – 5 partners** (standard Horizon Europe rules)
- **All types of legal entities** are eligible to participate

ELIGIBLE PROJECTS

- **EIC Pathfinder** (incl. pilot under H2020, FET-Open, FET-Proactive, FET Innovation Launchpad, FET Flagships)
- **ERC Proof of Concept** (H2020 and HE)
- **RIA projects** funded directly from H2020 (II. and III. pillar) or Horizon Europe (II. pillar)
 - Project indirectly funded via FSTP are ineligible
- **European Defence Fund**
- **Project may be:**
 - **ONGOING** (running for at least **12 months**)
 - **COMPLETED** (eligible for up to **30 months** after the end)



OWNERSHIP AND ACCESS TO THE RESULT

- You can but do not need to be a participant, Principal Investigator or result owner of the **previous project**
- If applicant(s) **were** part of the eligible project
 - They need to confirm in the proposal that they are the IPR owner or holder and have the necessary rights to commercialise the results
- If applicant(s) **were not** part of the eligible project
 - They need to include in the proposal a commitment letter from the owner(s) of the relevant result(s), which confirms the commitment to negotiate a fair, reasonable and non-discriminatory access to such results for the purpose of future commercial exploitation



EIC TRANSITION OPEN CALL 2025

- The call has been opened on April 22nd
- **Call budget: € 98 M**
- EU contribution: **€ 0,5 – 2,5 M** (different amounts must be very well justified)
 - Lump sum
- Project duration: **12 – 36 months**
- RIA = 100 % of direct cost
- **Deadline: September 17, 2025 (17:00)**



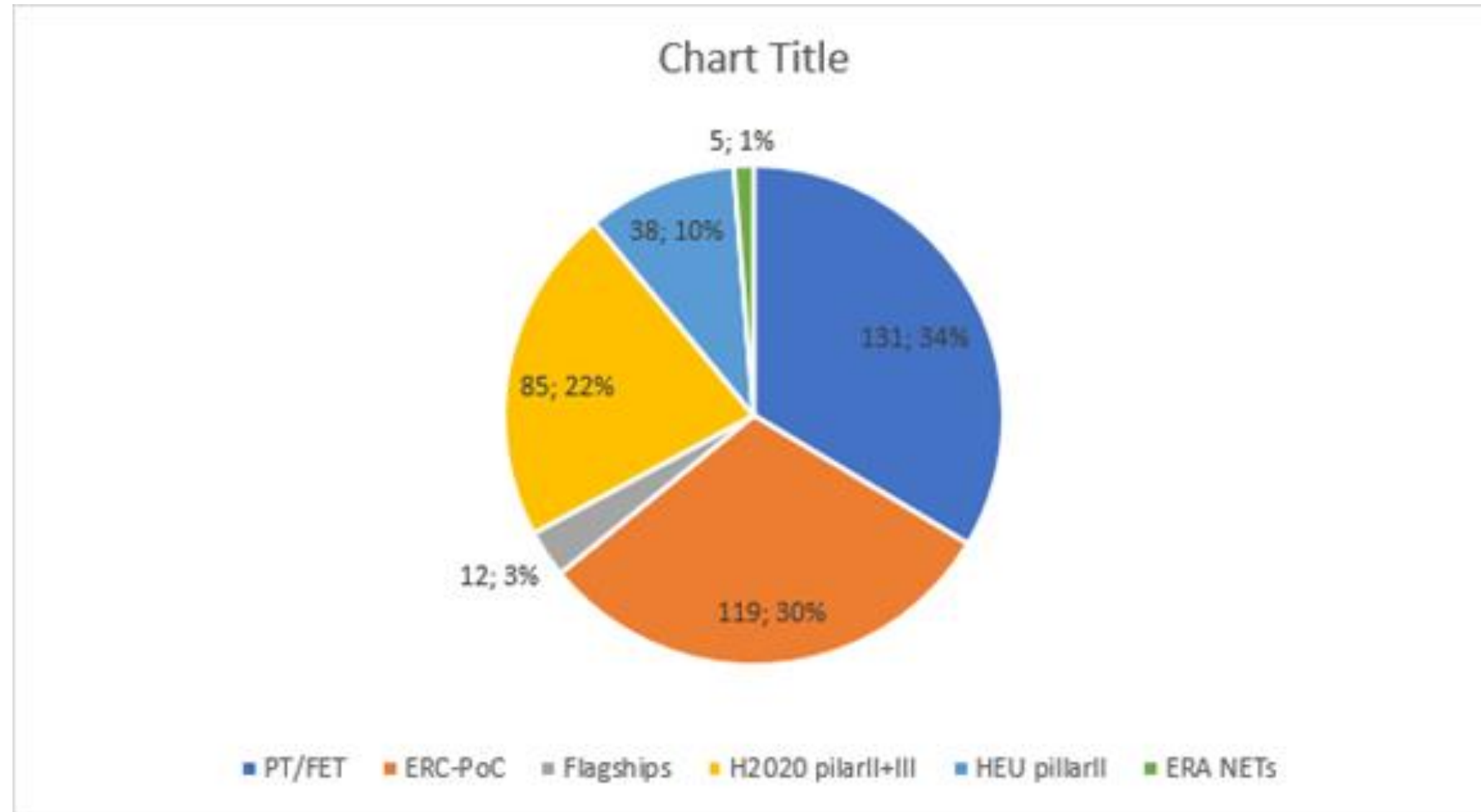
SUPPORT TO THE BENEFICIARIES

- **EIC Booster grant**: an additional fixed amount of € 50 K
 - To support complementary activities to explore potential pathways to commercialization
 - The EIC Booster cannot finance research of other activities planned in the original proposal
- **Fast-Track** to the Step 2 of EIC Accelerator
- Access to **Business Acceleration Services**
 - Mostly free services that can be used by **EIC beneficiaries** and Seal of Excellence holders
 - Aimed at gaining **new contacts and skills** to bring innovations to the market and grow businesses
 - **Tech2Market** - supporting transition from lab to market

HORIZON EUROPE CALLS: A STATISTICAL OVERVIEW

Cut-off (success rate %)	Proposals evaluated	CZ in evaluated proposals	Interview stage/CZ	Selected for funding	CZ participation in selected projects
2021 (19 %)	230	3	87/1	43	1
2022-01 (13 %)	144	3	45/0	19	0
2022-02 (19 %)	183	3	79/0	34	0
2023-01 (11 %)	166	3	53/1	19	0
2023-02 (11 %)	239	7	65/3	27	1
2024 (10 %)	390	23	81/2	40	2

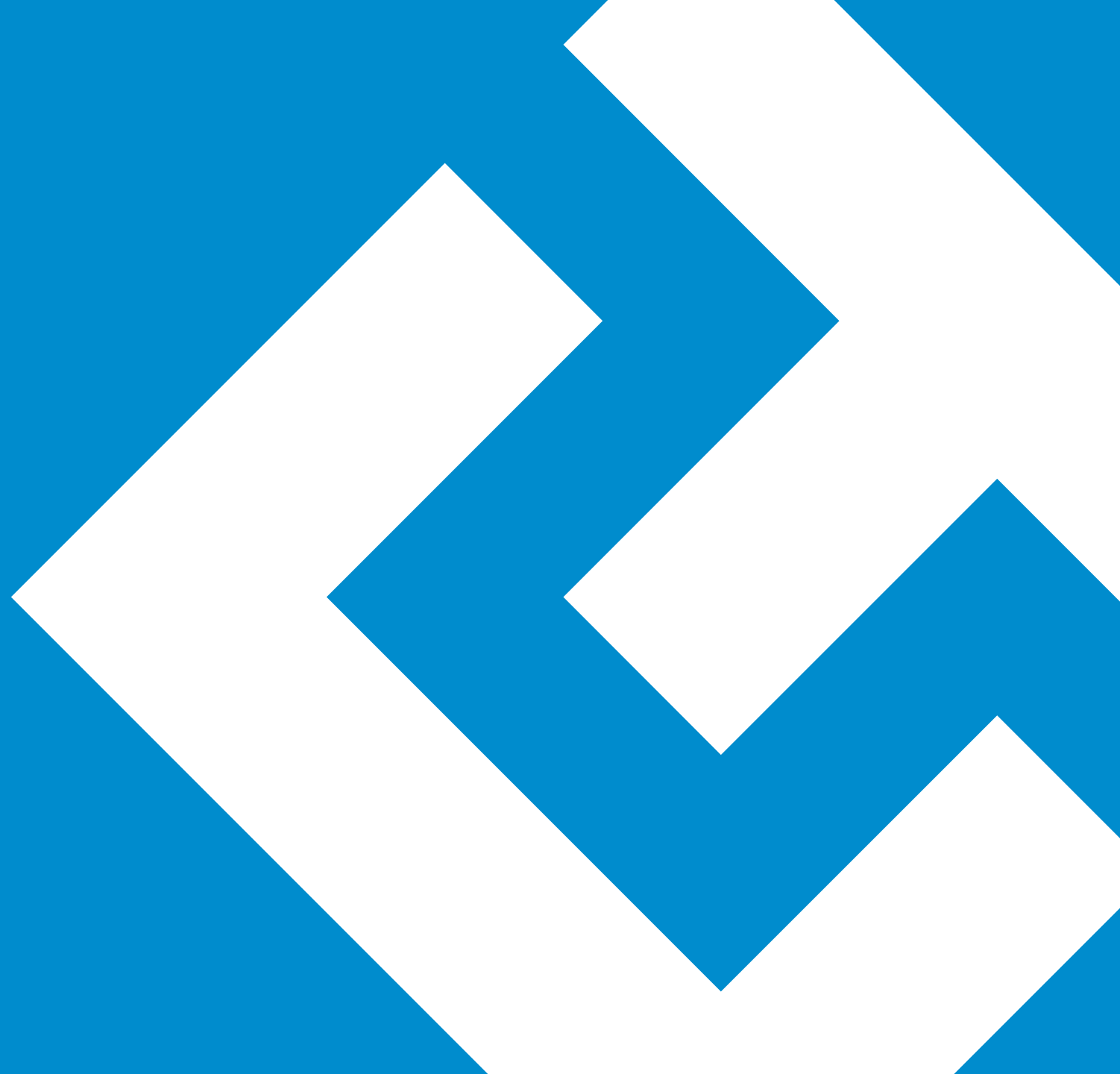
SOURCE OF TR PROPOSALS IN 2024 (EISMEA)



CZECH PARTICIPANTS IN SELECTED PROJECTS

- **Trans2DChem (CATRIN UPOL)**
 - <https://trans2dchem.com/>
- **Trem2Meds (Institute of Molecular Genetics CAS)**
 - <https://trem2meds.eu/>
- **CResPulse (FNUSA ICRC)**
 - <https://cordis.europa.eu/project/id/101214165>
- **NEUROGATE (Institute of Scientific Instruments CAS)**
 - <https://cordis.europa.eu/project/id/101213906>

KEY DOCUMENTS FOR APPLICANTS



RELEVANT PARTS OF THE WORK PROGRAMME

- Pay attention not only to **the call text** but also the **general parts** (Introduction) and the **Annexes**
- EIC strategic goals & KPIs (**strategic purpose of EIC programmes**)
- Summary of main changes 2025 (**what's new**)
- Annex 2 (**what can affect eligibility/credibility of the project or partners, e.g.**)
 - Restrictions for the protection of **European communication networks** (cybersecurity of 5G networks, affects eligibility of certain entities)
 - **Do Not Significant Harm (DNSH) principle** (innovations that significantly harm the environment, social welfare or that are primarily designed for military applications will not be funded)
 - **Trustworthy Artificial Intelligence** (all AI-based systems or techniques need to be developed in a safe, secure and responsible manner, with a clear identification of and preventative approach to risks and in accordance with the AI Act)



WP: THE CALL TEXT

- Read it **thoroughly**
- **Pay attention to expressions such as:** *you must, the project should, it is expected, it is (highly) recommended, you are (strongly) encouraged...*

=> **Important**

- Read through the description of **evaluation criteria**

III. EIC Transition

Have you identified EU-funded project result(s) with promising commercial potential that could be the basis for ground-breaking innovations and promising new businesses?

- + Is this novel promising technology ready for the next steps towards its maturation and validation, to be further developed and validated for some specific, high potential, commercial applications?
- + Have you conducted a preliminary market research to identify potential markets for your innovation and explored potential competitors?
- + Do you envisage building a motivated and entrepreneurial team with a mix of skills, including researchers, business people, marketers etc. to develop and drive the idea towards commercial success?

If the answer to each and every of these questions is a clear 'yes', then EIC Transition may be the right call for you.

Why should you apply?

EIC Transition funds innovation activities that go beyond the experimental proof of principle in laboratory (applications must have completed all elements of Technology Readiness Level 3). It supports both the maturation and validation of your novel technology from the lab to the relevant application environments (by making use of prototyping, formulation, models, user testing or other validation tests) as well as explorations and development of a sustainable business plan and business model towards commercialisation into high potential markets.

Your proposed activities must include further technology development on the results achieved in a previous project and follow user-centric methodologies to increase chances of the innovation's future commercial success in the market. EIC Transition projects should address, in a balanced way, both technology and market/business development, possibly including iterative learning processes based on early customer or user feedback. These activities should include, subject to the level of maturity of the technology, a suitable mix of technology development and validation activities to increase the maturity of the technology beyond proof of concept to viable demonstrators of the technology in the intended field of application (i.e., applications must have completed all elements of Technology Readiness Level 3 up to TRL 5 to 6 at the end of the project). The activities must in all cases address improving market readiness towards commercialisation and deployment (market research, value

THE APPLICATION FORM

- Use **always** the **most recent version** (the editable one can be downloaded from the submission system at [FTOP](#))
- Read the instructions you'll find at the **beginning** and **throughout the document**
- Follow the structure of the template, **cover ALL the sub-sections and bullet points**
- Fill in (duly) the **cover page**
- If your project involves **clinical studies**, you have to add a specific Annex (Information on clinical studies)
- If you **were not** part of the eligible project whose results are going to be further developed, you need to include an Annex (**Letter for ownership of IP**)



Horizon Europe Programme

Standard Application Form (HE EIC
TRANSITION)

Project proposal – Technical description (Part B)

Version 5.0
11 April 2025

ADDITIONAL INFORMATION AND GUIDANCE

- **Annotated proposal template**

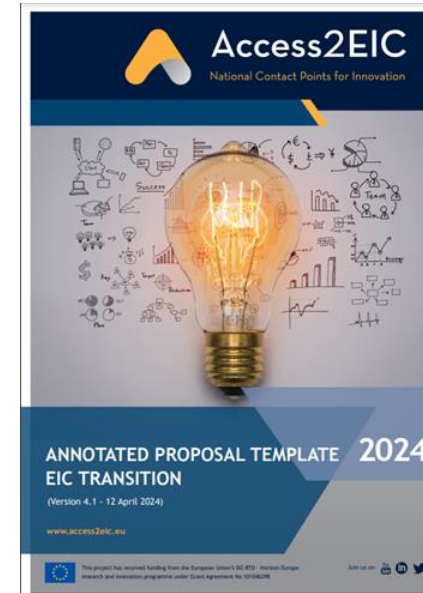
- <https://horizoneuropencppportal.eu/store/eic-transition-annotated-template-2024>

- **EIC Transition Guide**

- <https://webgate.ec.europa.eu/circabc-ewpp/d/d/workspace/SpacesStore/8097f34b-e196-4dd0-aabf-b921ace35c4d/file.bin>

- **FAQ**

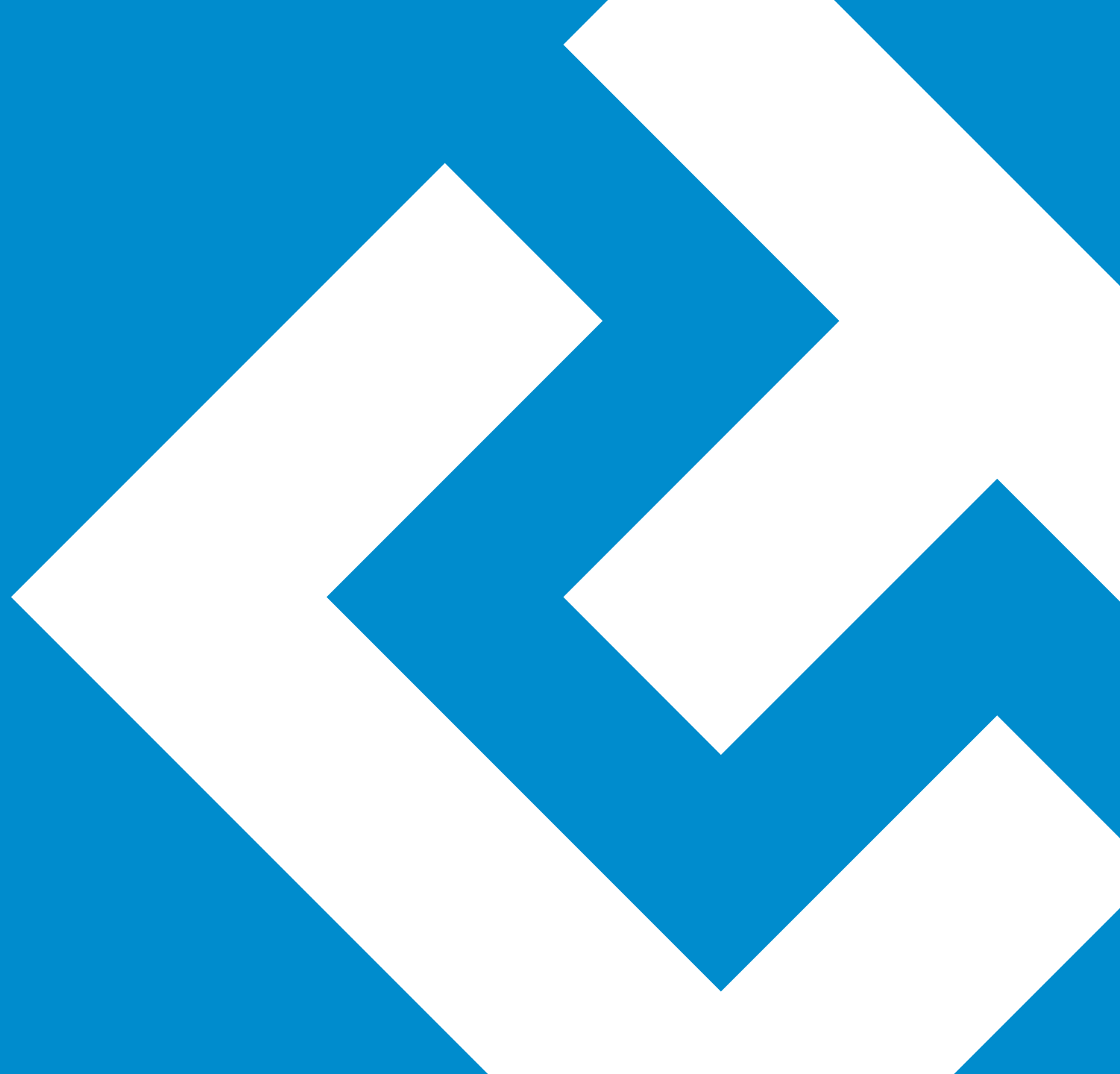
- https://eic.ec.europa.eu/eic-frequently-asked-questions_en



EIC Transition Guide **Results from lab to market**

Version 3, 31/03/2023
Contact: EISMEA-E2-SECRETARIAT@ec.europa.eu

EVALUATION PROCESS AND CRITERIA



EVALUATION PROCESS

1. **Remote** evaluation by at least 3 experts
2. Results of the evaluation: within 9 weeks after the deadline
3. A share of proposals above all thresholds is invited to an **interview** (remaining proposals receive a Seal of Excellence)
4. Information on evaluation results within 4 weeks after the interview week

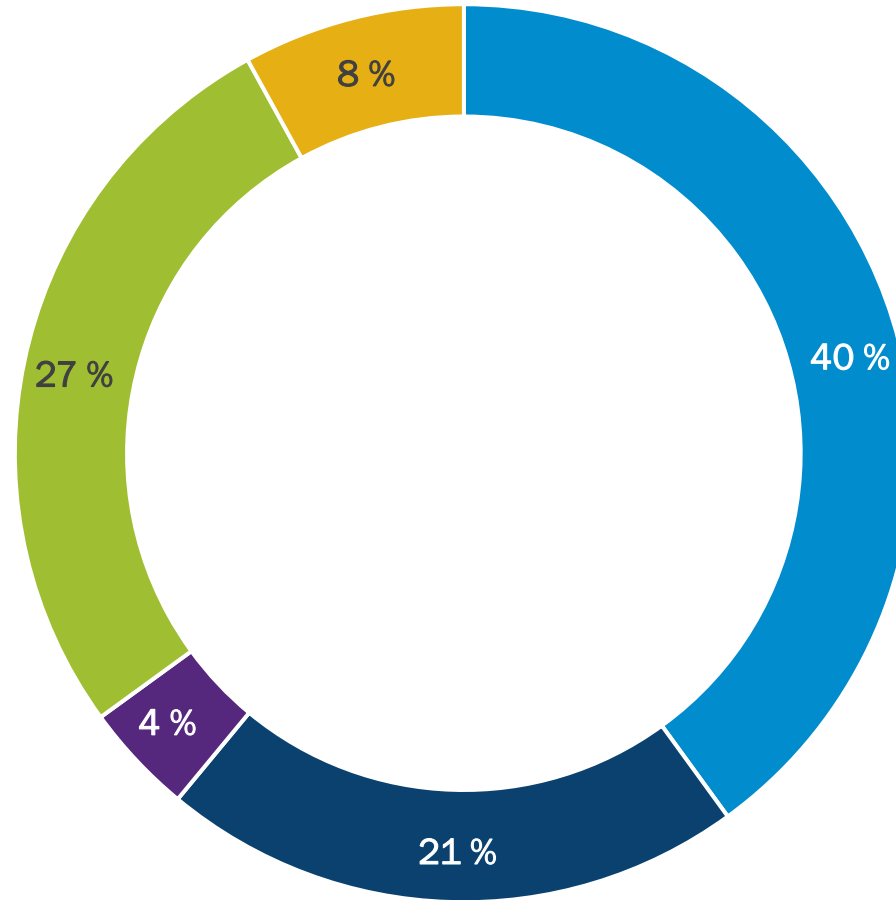


EVALUATION CRITERIA (REMOTE)

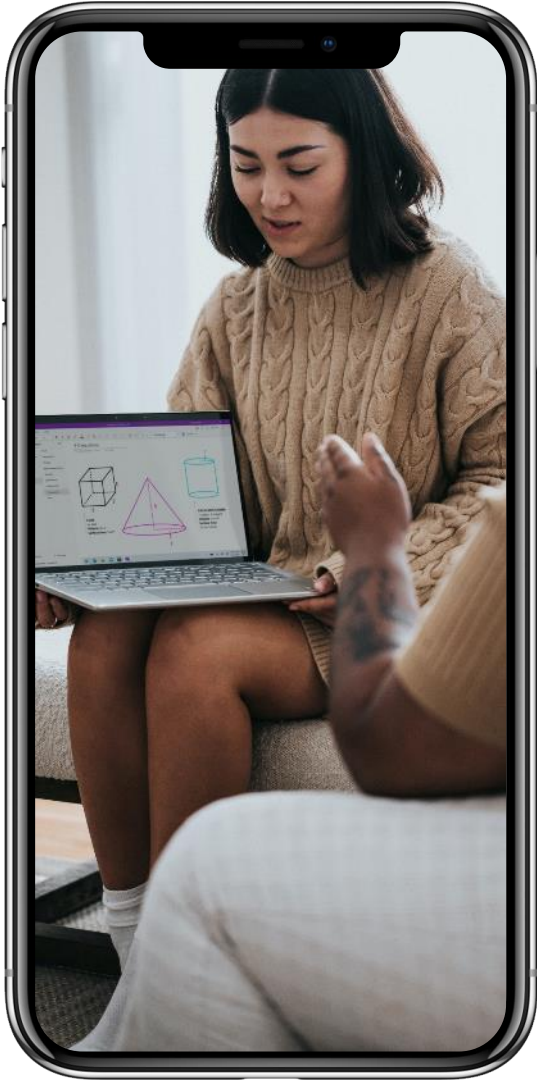
Excellence (treshold 4/5)	Impact (treshold 4/5)	Implementation (treshold 3/5)
Technological breakthrough	Credibility of the impacts	Quality and motivation of the team
Objectives	Economic and/or societal benefits	KPIs and Milestones
Methodology	Investment readiness and go to market strategy	Workplan and allocation of resources



EXPERTS AFFILIATION (CALL 2024)



■ Higher education ■ Research organizations ■ Non-research public bodies ■ Non-research private bodies ■ Other



INTERVIEW WITH THE EIC JURY

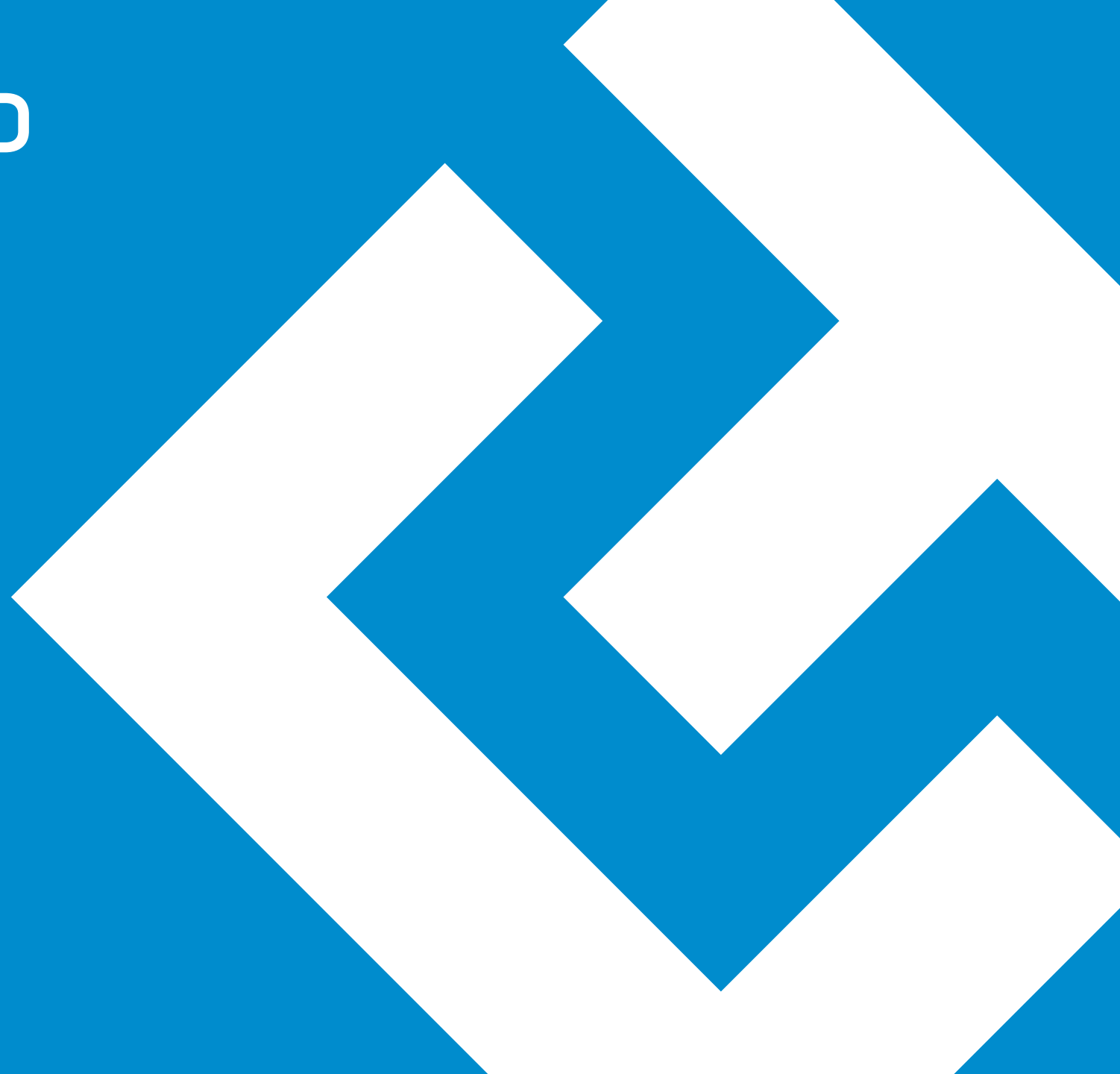
- A pool of the best ranked proposals requesting an aggregated financial support equal to approximately **2.2 times the budget**
- **Project's representatives** (up to 5 people) present their proposal to a **jury of 4 – 6 experts** and reply to their queries
- EIC jury can make use of an **assessment of technological novelty** (by EPO)
- Evaluation **GO/NO-GO**
- **NEW:**
 - The jury may place you on a reserve list (**GO-RESERVE**)
 - NO-GO projects are awarded a Seal of Excellence (**incl. consortia**)
- https://eic.ec.europa.eu/eic-jury-members_en

EVALUATION CRITERIA (INTERVIEW)

Excellence	Impact	Implementation
Technological breakthrough	Credibility of the impacts	Quality and motivation of the team
Objectives	Market and economic impacts	Risk assessment
Methodology	Investment readiness and go to market strategy	Workplan and allocation of resources



TECHNOLOGY AND BUSINESS READINESS

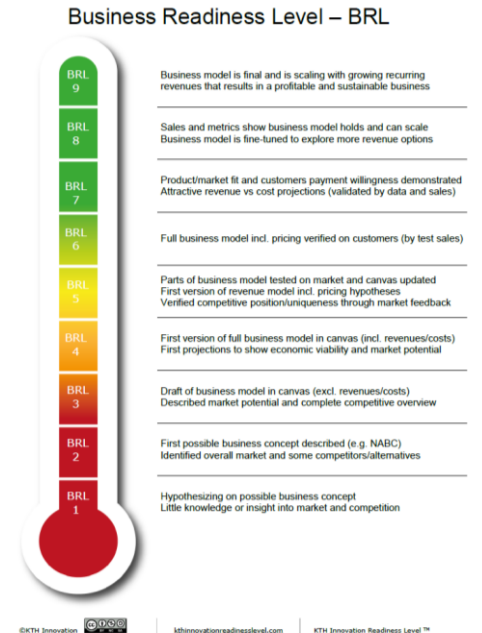


TRL & BRL

- **TRL focuses on technical maturity**
 - Standardized framework used across Horizon Europe (and beyond)
- **BRL complements the TRL**
 - It helps to assess how ready a technology, product or service is for successful commercialization
 - No standardized framework
- **Developing both TRL and BRL is essential in EIC Transition projects**
 - It is important for a project success and sustainability
- It may be unclear where the project should be at the proposal stage in terms of BRL

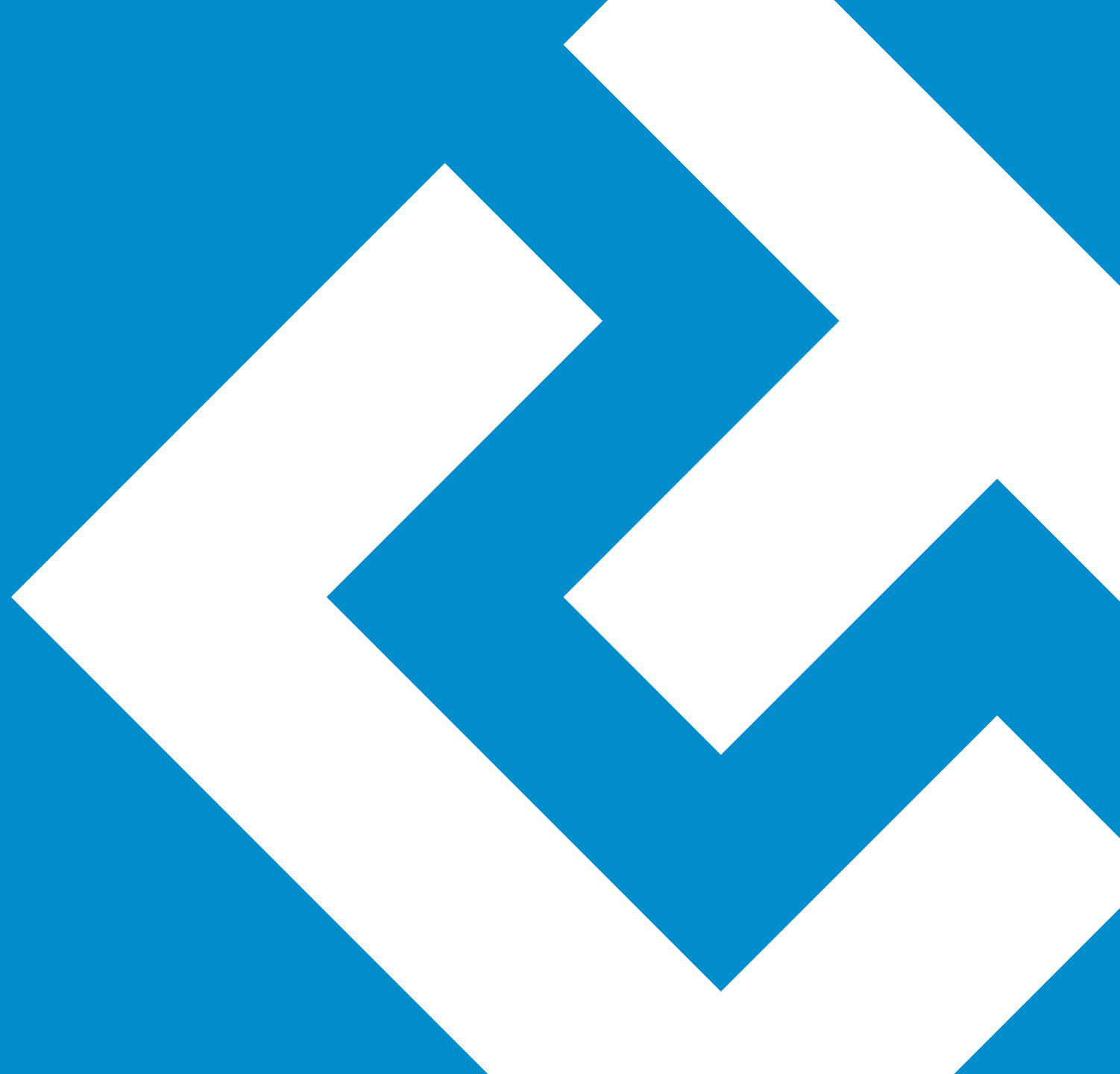
EXAMPLES OF BRL (OR MRL) TOOLS

- There exist **concepts/tools that may help you** to position yourself at the stage of application as well as during the project implementation
- KTH Stockholm [Innovation readiness framework](#) (six readiness levels incl. BRL)
- CloudWatchHub project (complemented in a „business glosary“ by [Access2EIC](#), using elements of the business model CANVAS)



COMMON SHORTCOMINGS

(BASED ON ESRS)



EXCELLENCE

- **Limited/unclear novelty**, incremental advancements (competitive advantage?)
- Insufficient **technological details**
- **Objectives** are not **SMART**
- Proposal is **not specific enough** in terms of:
 - **KPIs** (vague or unrealistic)
 - **TRL** (starting TRL is not well justified or claimed TRL is not consistent with the work plan)
 - **USP** (what's unique about the proposed solution/innovation)
- **Methodology** is not credible or is too generic (questionable feasibility)

IMPACT

- Weak **competitor analysis** and **underestimation** of competition
- Ambitious but unsubstantiated claims about **scale-up potential and impacts**
- Weak **market analysis** and unrealistic **growth expectations**
- Limited consideration of **regulatory requirements and compliance**
- Missing or weak plans for **certification and/or IP protection**
- Inadequate **stakeholder engagement** and **partnership strategies**
- Unconvincing **environmental** and **societal benefits** evidence

IMPLEMENTATION

- **Insufficient expertise** in critical areas/missing expertise (business, commercialisation)
- **Roles in the team** are unclear
- **Resources allocation** is not well justified/well balanced
- Imbalanced **workload distribution**
- Incomplete **risk assessment** (omits important factors)
- Poorly defined and unquantifiable **milestones**
- Timing of deliverables and milestones **does not** allow for a **proper monitoring of the project**



MAJOR WEAKNESSES OF NO GO PROPOSALS

(SOURCE: EISMEA)

- **EXCELLENCE:** wrong timing in terms of **TRL, USP, feasibility**
- **IMPACT:** the lack of understanding of the **market/competition**
- **IMPLEMENTATION:** **the team** in the consortium or the **exploitation partner**
 - lack of motivation or commitment of the team





THANK YOU!

Michaela Vlková

National contact for the EIC

+420 601 343 640

vlkovam@tc.cz

www.tc.cz