

Enabling Intelligent Action



EXUS[®]

Tips for Successful Proposals

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EXUS



27 years old

- 140+ staff with offices in London and Athens
- Operations in London and Athens
- We work with Software and Analytics serving:
 - Finance
 - Security
 - Healthcare
 - Codeless platforms



EXUS Innovation



The Innovation lab of the company

- Currently participating in 18 ongoing projects (10 coordinated)
- Projects focused around core expertise and commercial strategy
- 2 new products in development through subsidized activity
- Focus on data management and analytics
- Applications in Security, Healthcare and Creativity

Me



Health Research Group Leader

- Currently coordinating
FP7 WELCOME, H2020 AEGLE
- External Evaluator for EC
- Raised over 5 Million Euros funding



Evaluators' Perspective

The Evaluator



- Not full-time
- Several proposals in short-time
- Own perspective based on background and experience
- Short but adequate training

Writers' Perspective

The Writer



Writing takes place in parallel with other tasks

- Time is usually not sufficient
- Writing multi-tasker
- The competition is harsh
- 2-8% success rate
- Interpretations of the call vary

The Writing Coordinator



From Idea to Reality

- Usually the major pillar of the proposal
- Handles the greatest part of the writing
- Also coordinates all communications
- Night Owl!

Tips

Setting Up the Proposal



RTC (Read The Call)

- Consortium with complementary backgrounds
 - a. Core partners should be there from the start
 - b. All should actively participate!
- Assign a team not a person!
- Prefer **underdogs!**
- If you are new: Coordinate!

For the Writing



Timely Start

- Try to put the whole essence in the first two pages (maximum)
 - a. Present the problem quantitatively
 - b. Highlight in 4-5 lines the idea and ultimate goal

For the Writing



Technical Integrity

- Realistic system offerings
 - a. Design and available solutions
 - b. Final Delivery
 - c. TRLs
 - d. Data offerings from Day 1

Pilots at-large

- Careful design from experts

For the Writing



Use KPIs

- a. For the Objectives (Section 1.1)
- b. For the Expected Impact (Section 2.1)
- c. For the Pilots

Exploitation of results must be evident throughout

- a. Business model canvas and Financial forecasting (suitable for IA)
- b. Clear definition of actors, users and stakeholders

For the Writing



Section 3

- Consortium roles based on project scope
- Reflected on WPs description
- Avoid “Death by delivery”
- Management is a real thing and not a “theoretical” exercise
- Risk management is not just a table
- Identify advisory board members

For the Writing



Sections 4-6 are important!

- Pay the necessary attention
- Enough and to the point CVs
- Indicate in detail the role of each person in the project
- Gender participation

For the Writing



What matters

- Appearance
- Language
- Smooth information flow
- Highlight the **key offerings**
- A picture is worth a thousands words

General Tips



- Engineers do not know everything...
- Have the field experts drive and validate the concept
- Inputs are needed by everyone!
- Encourage **fruitful** criticism
- Avoid the “**How much do I get?**” partners

General Tips



- Be **specific** and **generic** at the same time
- Periodic progress checks while writing
-and **hard-deadlines!**
- No solution exists that solves everything
- Avoid excessive wording...

And keep your fingers crossed





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