Horizon Europe info day
Cluster 1 Health & Cancer Mission

Lessons Learned from ONCOSCREEN Mission Cancer Project

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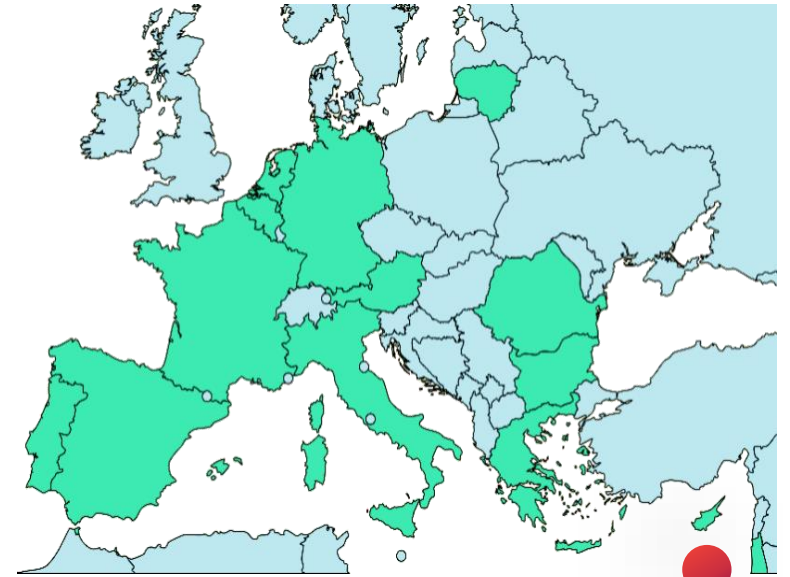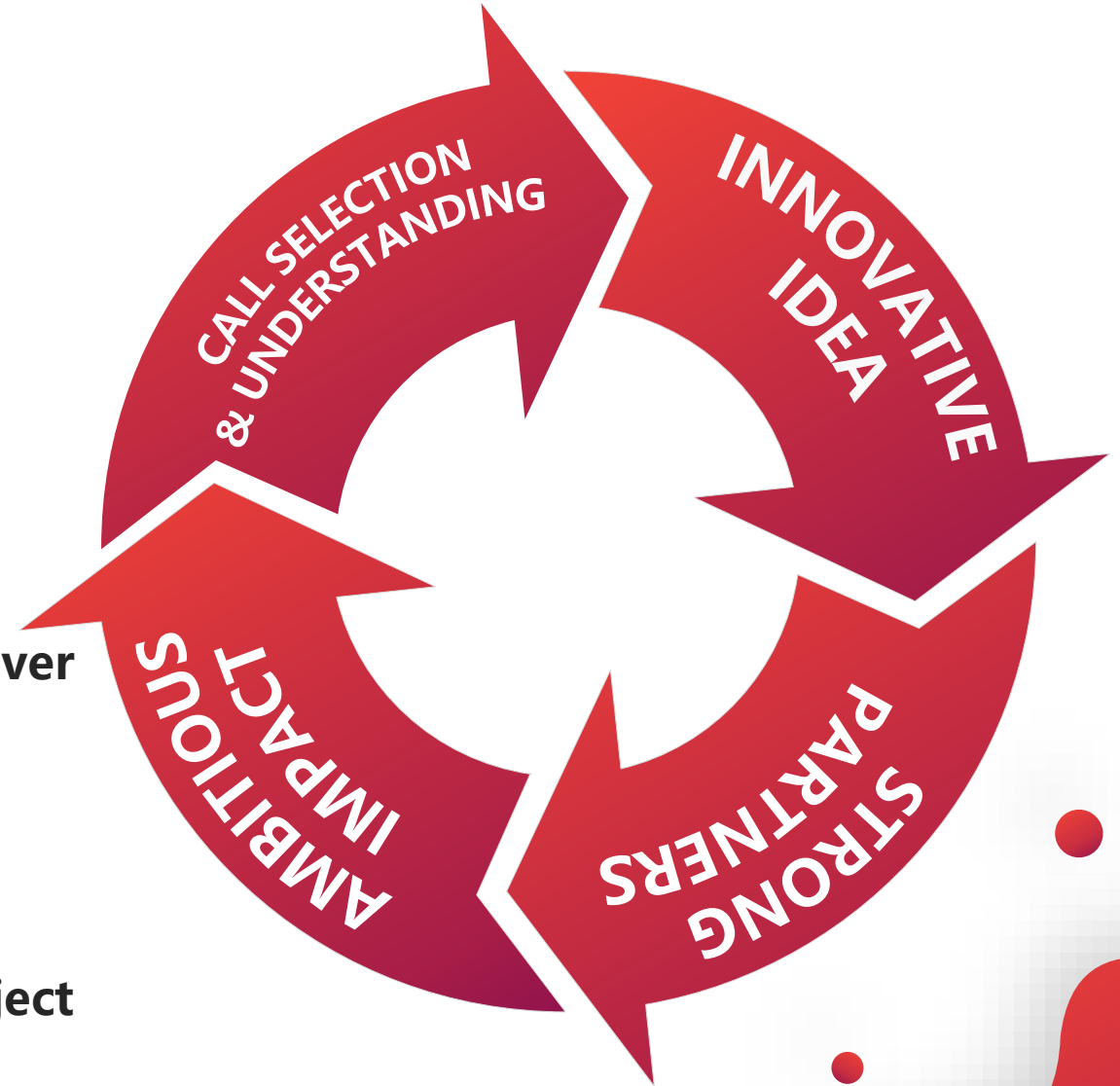
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START FROM THE BASICS...
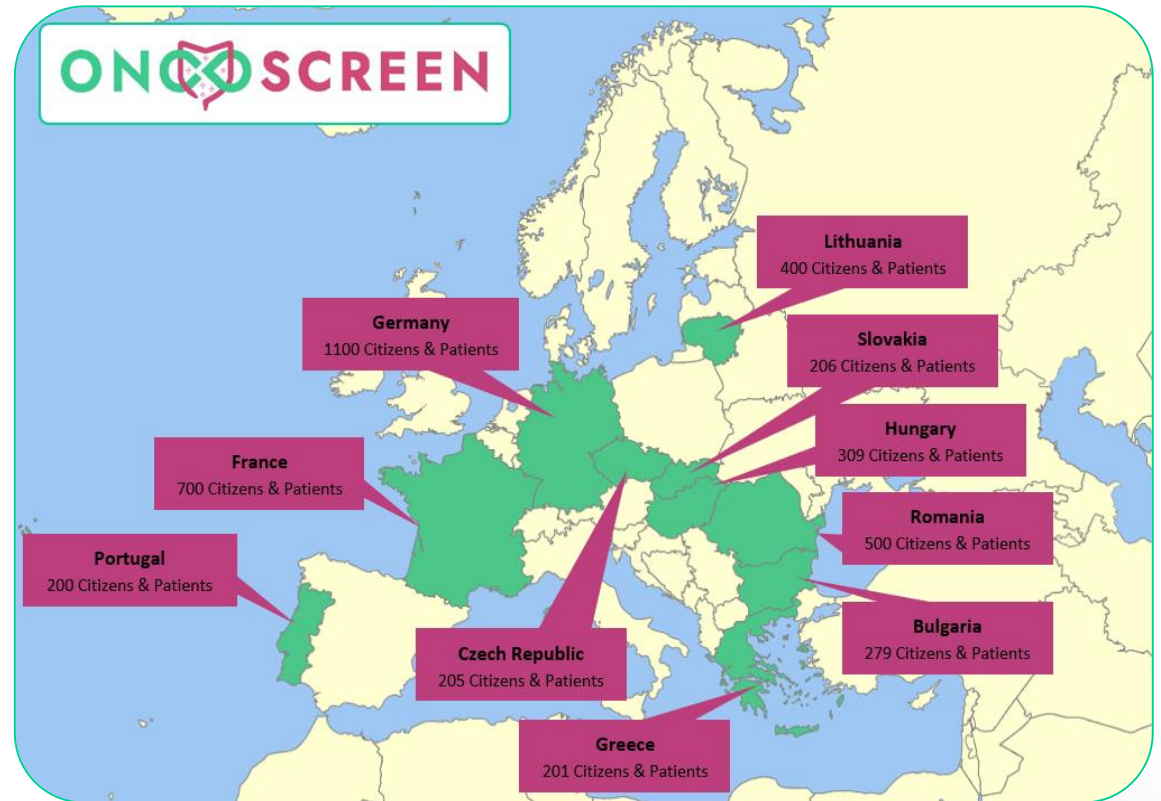
MAKE THE QUESTIONS

REPEAT THE CYCLE ASKING YOURSELVES:

- **Do I understand the call well? Did I cover all aspects?**
- **Is it innovative?**
- **Are the partners strong?**
- **What do we leave behind when project ends? Is it ambitious?**

CALL SELECTION & UNDERSTANDING

INNOVATIVE IDEA

STRONG PARTNERS

AMBITIOUS IMPACT

Clinical Trials

- Start discussions with clinical partners early on

- Get the highest possible number of human subjects participating in the trial

- Have a CRO as partner

- Show a good coverage in Europe for the countries that have issue with the specific type of cancer

- Reveal inequalities

ONCOSCREEN

Lithuania
400 Citizens & Patients

Germany
1100 Citizens & Patients

Slovakia
206 Citizens & Patients

Hungary
309 Citizens & Patients

France
700 Citizens & Patients

Romania
500 Citizens & Patients

Portugal
200 Citizens & Patients

Bulgaria
279 Citizens & Patients

Czech Republic
205 Citizens & Patients

Greece
201 Citizens & Patients

Convince the evaluators

Section

01

Objectives

Our approach

Speak about the impact that you want to achieve with 'X' tool, methodology. Ask yourselves 'So what?', 'What we want to achieve?'

- E.g. To enhance citizen participation and awareness in …

- E.g. To increase local impact …

- E.g. To improve …

The common practice

To develop a tool/methodology … for …

Objectives

Objective #03: To enhance citizen participation in …

Objective Explanation

Results (Verification Means)

Measurable & Ambitious KPIs

Progress beyond state of the art

Our approach

Say in <u>less</u> than a page a unified story of how the proposal goes B-SOTA.

Checklist:

The common practice

The analysis of SOTA/B-SOTA per tool
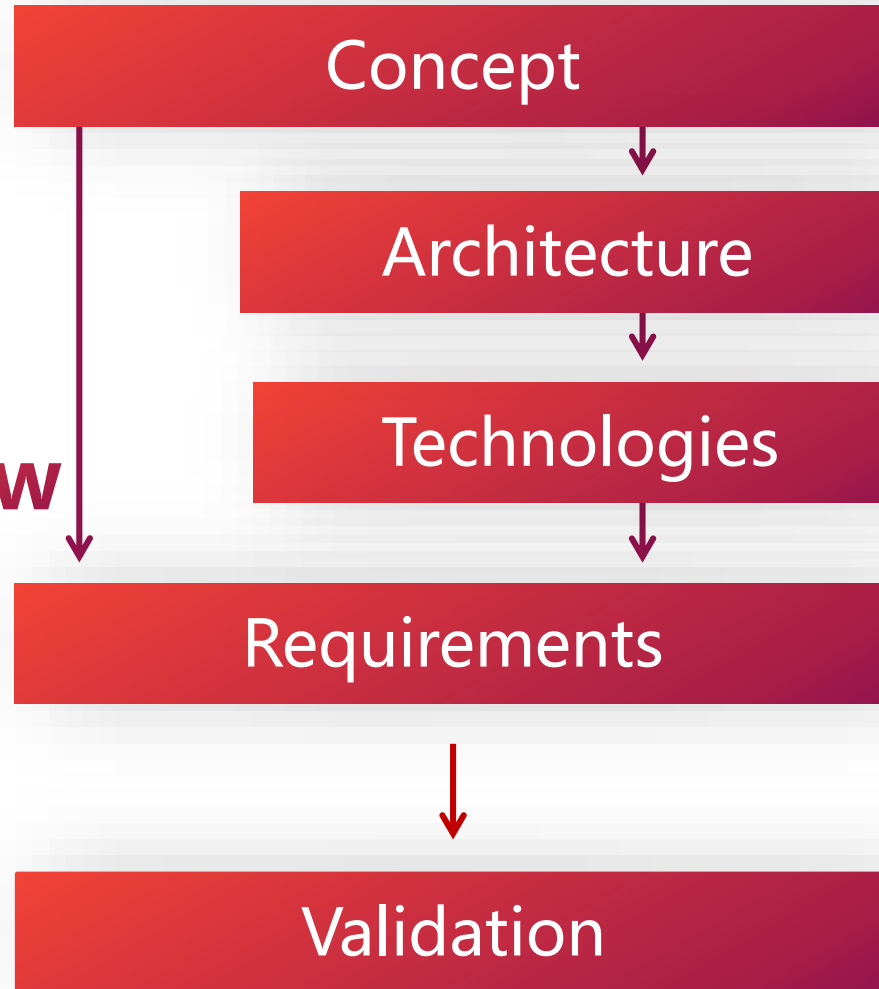
- Have you provided references from journals?
- Have you provided a comparison with existing commercial products?
- Have you provided a comparison with related patents?
- Where is the innovation?
- Is it something being presented for the first time? If yes, underline that.

Methodology

Concept

Workflow

Architecture

Technologies

Requirements

Validation

Your concept should have a flow. Consider breaking into pillars. How the different proposed technologies & methods (tasks) work together to address a pillar theme.

Don't make it complex. You need a high level system architecture.

Be specific. Break into pieces: Challenge. Methodology. Baseline. Related Results. Tip! Use 1 photo/technology

How you plan to involve end users. Tip! Implement and underline a co-design approach.

Be specific about your clinical studies. You need to refer also in the methodology. Timeline. Overview. Lab vs Clinical setting. Actors.

Interdisciplinary Approach including Social Sciences and Humanities

Remove inequalities

Key Points to consider

You need to have a good mixture of (SSH) partners as a starting point. Help Europe understand why inequalities exist between and within EU countries and how you will remove them. Don't forget you are still on methodology. Are there 2-3 tasks that support the analysis? Tips! Consider a strategy for bottom up social innovation. Showcase the co-design with end users.

Gender Dimension

You need to cover the part of "*Sex and gender analysis refers to biological characteristics and social/cultural factors respectively*". You are still on the Methodology. How you will ensure equal participation among genders in concept design from the start rather than just validation. Tips! Connect with pilots & tasks, gap analysis, policies. Connect with relevant EU initiatives.

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Example: Frequently, women in premenopausal phase cannot distinguish CRC symptoms such as abdominal bloating and discomfort or feeling unusually tired or lacking energy, or abdominal cramps due to premenstrual syndrome (PMS). As indicated , having given birth to at least two children and ever use of oral contraceptives were associated with lower CRC risk. However, further research into the biological mechanisms underlying these relationships could provide insight into potential preventive measures for CRC in postmenopausal women.

Open Science

Define your open Strategy

You are still on methodology. Explain the project's strategy for openness. Connect with your data management plan, living labs, hackathons etc, You need to explain about Open Access publishing. How you support reproducible research. You need to follow an open peer-review process for stronger results. Tips! Connect with existing EU Open Data Infrastructure and cancer registries. Consider Open Innovation concepts.
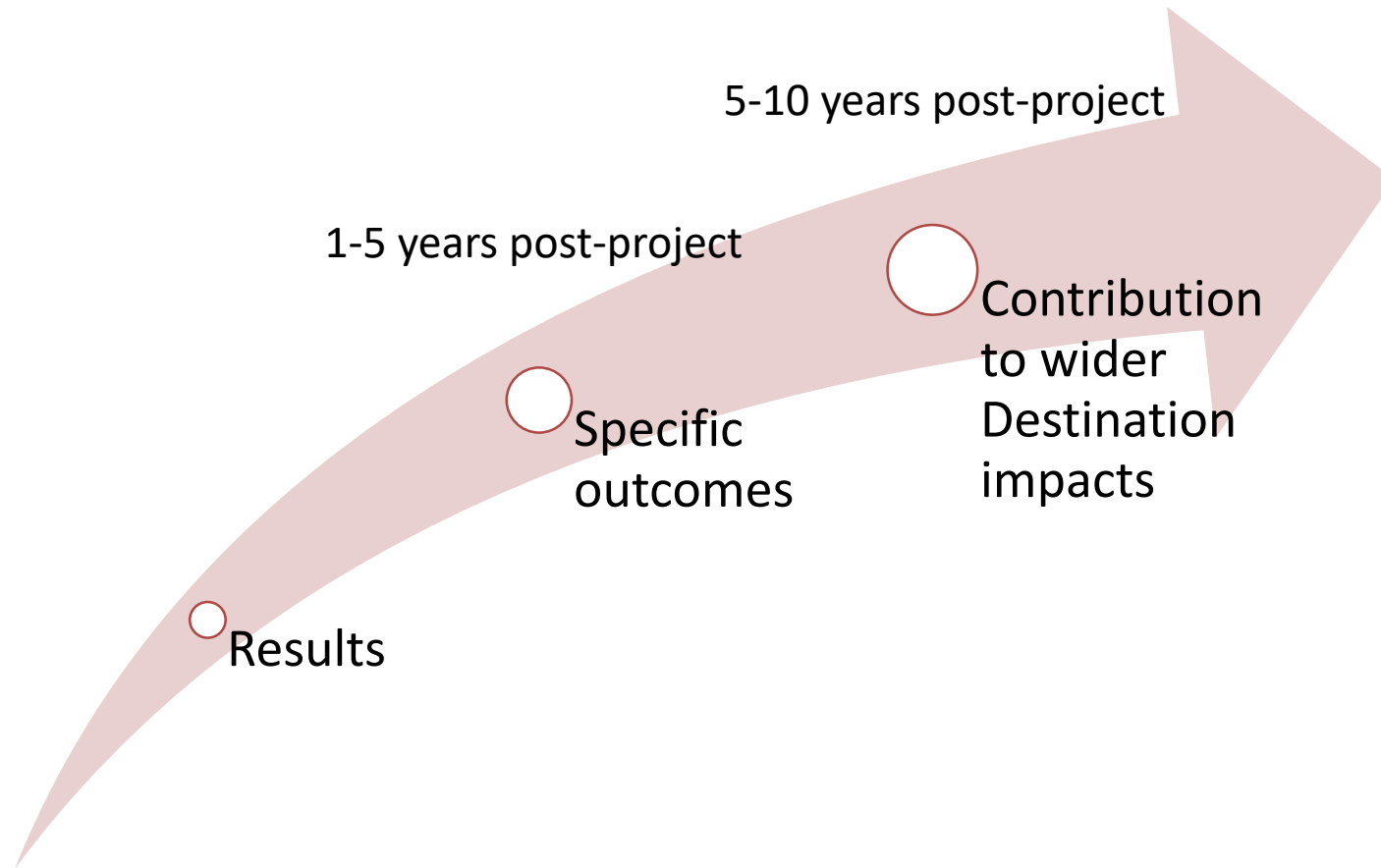
Be ambitious and credible with your impact

Section

02

Think in 'pathway mode'. Help reviewers understand how you will achieve your impact.

5-10 years post-project

1-5 years post-project

Contribution to wider Destination impacts

Specific outcomes

Results

For each Expected Outcome explain in a storytelling mode:

Target Groups and needs (3-5 lines) → **Results** → **Specific Outcomes**

- **Technology Impact**
- **Economic Impact**
- **Societal Impact**
- **Scientific Impact**

Use numbers

Tips! Mention the target groups with numbers. How many will be involved where.

Wider Impact

Our approach

Be specific.

Based on the RX.X 1 MoUs signed, from the X partner of the consortium that as a Pan-European cluster represents 200 XX, it is expected that 5% will adopt the proposed solution within 5-7 years beyond project closure.

Mission Cancer Goal: improving the lives of more than 3 million people by 2030 through prevention, cure and for those affected by cancer including their families, to live longer and better.

The common practice

We will reach the 5% of the market

Dissemination is different than Communication

01

Dissemination Objectives per target group

02

Dissemination Mechanism > Dissemination KPI > Outreach KPI

03

Main messages per target group. Outreach channel.

04

Communication Mechanism> Comm. KPI> Outreach KPI

Dissemination

Communication

Exploitation

IP Strategy. Not IPR Management

IP Assets (KERs). Owner. Protection Method. Background

Suitable Exploitation Route per IP Asset.

Tips! Split your approach in phases: Before (CA), During (Tasks), After. Have a consistent walkthrough based on your IP Assets (KERs).

**Pay attention
to details**

Section
03

Important Tips to remember!

- Is your PERT showing the co-design approach with your end users?

- Keep WP objectives short and clear, covering all tasks.

- Be careful with the GANTT in regards to clinical trials. Start early!

- Risks: Refer to COVID and to disrupted value chains. Make it specific to your project. Refer to partner exit. Refer to clinical trial Risks.

- In the capacity of participants and consortium as a whole, show your power against. Add a map. Show a good coverage of Europe. Split among Universities/RTOs, SMEs, Policy Makers, End User organisations. Refer to the capacity of the coordinator and previous experience.

- Don't forget the roles of each partner. XX partner will be responsible for this and YY partners will develop the …

Play with emotions of evaluators

Be specific and talk with numbers. If you do not cover something explain your decision.

Read again and again the call

Final Recommendations

Be ambitious! Think big!

Conduct some intelligence. What are the previous project coordinators on the topic. What are the publications behind this call?

Include clusters to showcase in tangible form the exploitation uptake

EXUS in a nutshell

EXUS.AI LABS

- 300+ Customers in 32 countries

- 140+ people from 11 Countries

- 30 years in the business

- 30 Ongoing H2020 & HE Projects

- 6 as Coordinator

exusailabs.eu

- **13** Healthcare Projects Coordinator

- **Cancer** Projects Portfolio

Thank you

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Any questions?
How can we collaborate?