



INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT

Guidelines for preparing a Project Outline

Call 5 PO preparation days, Berlin, 2 February 2010
Antoine Pery – Programme coordinator ITEA 2



Project Outline preparation



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Project Outline guidelines
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How to make a successful proposal?

ITEA 2 provides a kit comprising:

- Guidelines (pdf document)
- A (MS-Word) template for the textual description
- A (MS-Excel) form for resources & financial figures

Proposers must (have) submit(ted) by **26 March 2010**:

- An outline description of their Project
- The MS-Excel form duly completed



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General remarks

For the PO evaluation, the **main focus** is on the following three criteria:

- Technology state-of-the-art
- Innovation and expected impact
- Market relevance

Do not neglect, however, the other criteria.

- The **questions** documented (criteria for evaluation) in the ITEA 2 reference documents (Rules & Regulations and Project Proposer Handbook) are **the very ones** used by the evaluators
- In these slides:
 - the **questions** are for any kind of project
 - the **questions** are specific for software- or system-engineering related projects or activities



Main criteria

Technology state-of-the-art

- Describe the current technological situation in the domain:
 - research state-of-the-art
 - industrial products
 - *Is the technology state-of-the-art adequately described?*
 - *Does the proposal document how the project*
 - *relates to:*
 - *builds on:*
 - *differentiates from:*
- } *results of other (completed or running) cooperative projects?*
- (For projects having software- or system-engineering related activities):
Is it planned to update/extend, in the course of the project, the software- or system-engineering related (FPP) state-of the art and to make it a Public Deliverable?



Main criteria

Innovation & expected impact

- Clearly explain the progress and innovation proposed, indicating the starting point of **your project** (the technologies and their main suppliers)
 - *Is the project innovative enough, and is this innovation adequately described?*
 - (For projects having software- or system-engineering related activities):
Are the objectives clearly quantified and is it explained how results will be measured?
- List the major results of your project (max 3):
e.g. demonstrations, standards, theoretical results, deliverables
 - *Are the concrete final results and their expected impact clearly described and credible?*



Main criteria

Market relevance (market state-of-the-art)

- Present a “**competitive analysis**” for your project:
explain the impact of the project for the European Industry, with respect to the competition and to the main market trends
 - *Is there an adequate ‘Market Analysis’ section (including competitors’ description)?*
 - *Are the market opportunities clearly documented for each partner?*



Other criteria (1/5)

Project consortium

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Document:

- the R&D competence within: } the consortium
- the competitiveness of: }
- the added value of each partner
- the consortium balance w.r.t. partner types:
 - large industries
 - SMEs
 - universities/research institutes
- the consortium balance w.r.t. countries
- (For projects having software- or system-engineering related activities):
Are software tool vendors participating? if not, is that justified?

Other criteria (2/5)

Dissemination and exploitation

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- Define, with a special attention to the standardisation aspects, a dissemination strategy consistent with the project
- Document how the project results will be disseminated (given standardisation bodies, conferences, publications, ...)
- Describe how the partners will exploit the project results after the project completion
- (For projects having software- or system-engineering related activities): **Are the management expectations from involvement with the software- or system-engineering related activities clearly described for the participants that are not software tool vendors?**

Other criteria (3/5)

Project management & work plan

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Describe:

- the project work plan
- the project management plan
- the role (e.g. work package leader) of each partner
- the contribution (i.e. actual work planned) of each partner



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Other criteria (4/5)

Effort justification

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- Justify the 'Rationale for Funding'
 - convince PAs to invest in your project
- For each Partner as well as globally:
 - document the (budget and financial) effort
 - justify that the effort is in line with the work and the objectives to be achieved

➤ (of the utmost importance for projects having software- or system-engineering related activities):

Is there a convincing "Rationale for Funding"?



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Other criteria (5/5) Contact with Public Authorities

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- Get in touch with the PAs of each involved country
 - check with them the nation-specific conditions (e.g. national Call or partnership mix)
 - also explore **regional** funding
- Ensure their satisfaction (in particular) w.r.t. the (national) partnership
 - balance between the various types of (national) partners (i.e. large industries, SMEs & universities/research institutes)
 - (e.g.) minimum number of industrials
 - etc ...
- Check with them the rationale for funding
- Visit them well before the submission deadline and ensure a likely positive outcome



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Thank you **for your attention**



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