



ayming

How to convert your
successful stage 1
proposal into a funded
project?

05/14/2019



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What do I need to add
for a 2nd step
successful evaluation?

How can I master the
impact and
implementation
sections?

How can I use
storytelling to link the
sections all together
and convince the
reviewer?



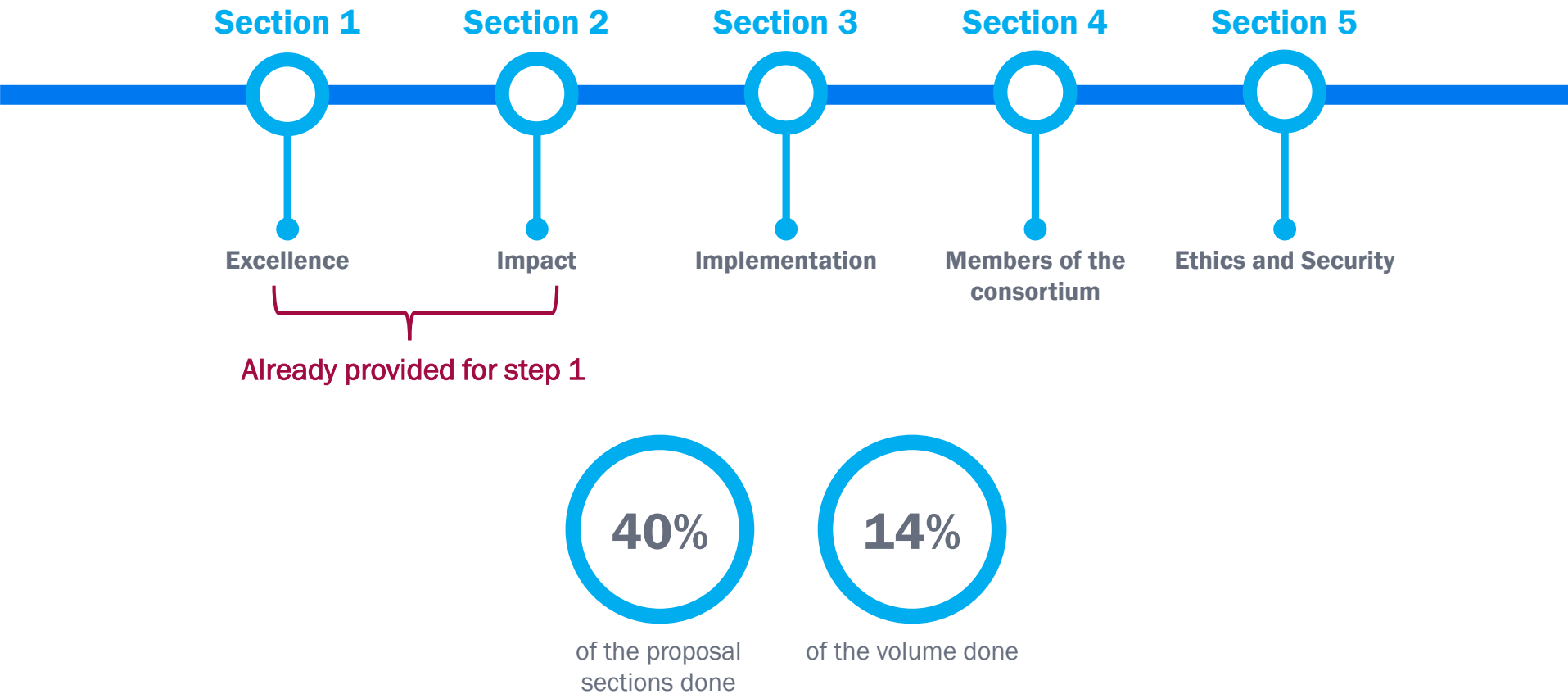
SURVEY

What do I need to add for
a 2nd step successful
evaluation?



What do I need to add for a 2nd step successful evaluation?

5



1

Take into account available feedbacks

- No individual Evaluation Summary Report for projects accepted for stage 2



... shortcoming...

- Contact with the NCP
- Study the global feedback to all proposals invited to stage 2 (whenever available)



2

Take the opportunity to strengthen your partnership

You are more attractive!



- Fill the gap/secure a partner for a critical segment of your value chain
- Diversify your applications (end-users)
- Play with the best actors/ideas



3

Build a solid basis for your full proposal

- Strengthen your section 1

Section 1.1 Objectives



Add Key Performance Indicators (targets)

Section 1.3 Concept



Add benefits for your approach



3

Build a solid basis for your full proposal

- Strengthen your section 1

Section 1.1 Objectives



Add Key Performance Indicators (targets)

Section 3.1 and 3.2 WP, milestones and risks



1 technical WP per objective

Section 1.3 Concept



Add benefits for your approach

Section 2.1 Expected impacts



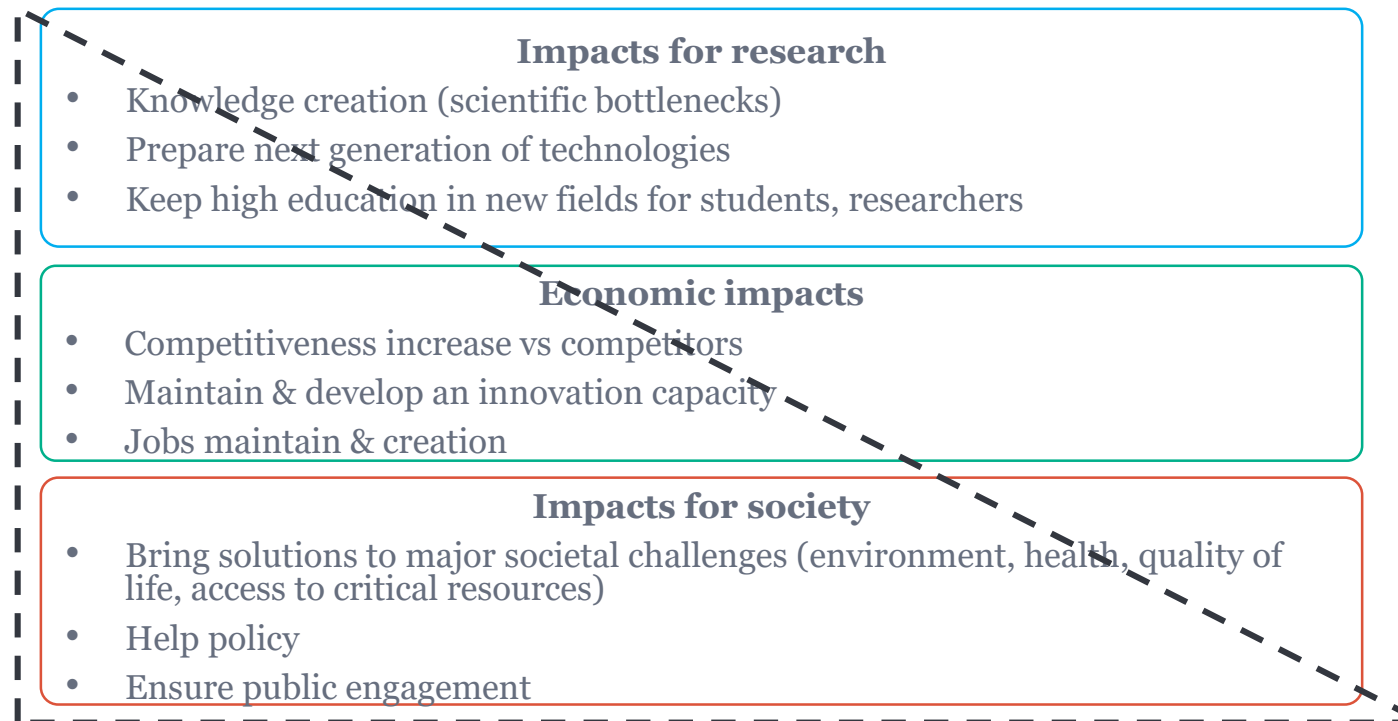
Identify other impacts

Impacts of the call

- ↳ Quantify your own impacts
- ↳ Demonstrate how to reach them

Other impacts

- ↳ Rely on your concept to differentiate from competitors



Think stakeholder-centric



First,
who are they?

Then: How I reach them?

What results they will like?

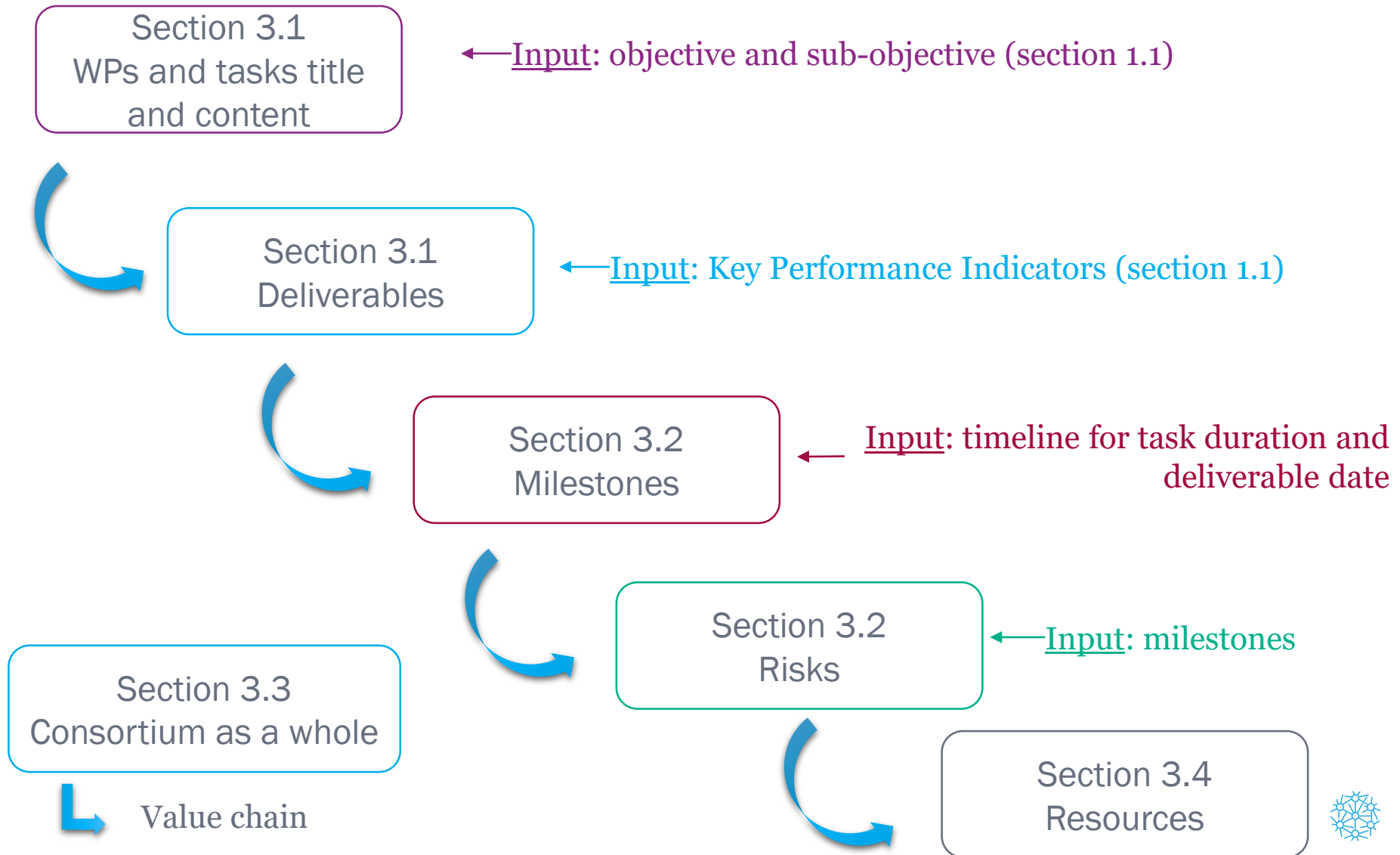
How they will support
my achievements?

Communication Plan

Dissemination Plan

Exploitation Plan







Proposal sections should be like book chapters



Make connections, write a story

E.g.

- Section 1 – Excellence

- Car of tomorrow

Compared to what?

- Section 2 – Impact



- A car changing lives

How the car is creating job and reducing CO₂?

- Section 3 - Implementation

- How do we do that?

Plan A + plan B



How to write a good story?

1 Make the reader endorse your opinion

What does he wants?
What is he looking for?



Instore
a confident
atmosphere



Raise
common
memories



How to write a good story?

2 Facilitate the reader's work

Tinkle the reader's curiosity
with questions



Use bulleted list



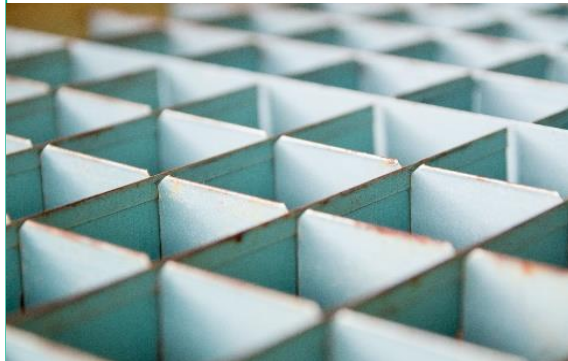
Make it possible to follow
your idea through the titles
of your subsections



How to write a good story?

3 Be remembered

Create
a Framework



Clearly explain the
mission you are going to
accomplish

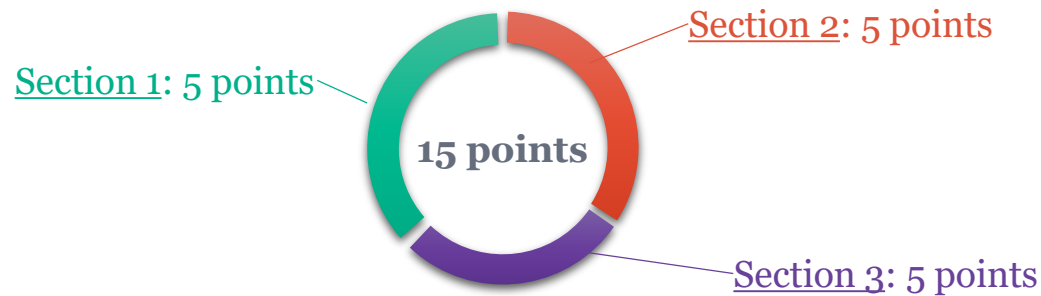


Use artwork, pictures and
diagrams



1

Spend time/energy on all sections



2

Don't write a proposal, tell a story to be remembered



**Thank you for your
attention**

We are going to reply to your questions

*Use the question box
on the right part of your screen*





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Your contacts



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