



The Call 2014- Lessons learnt



Ana RUIZ

BBI JU Project Manager

Info Day, 26 June 2015



Why this presentation?



– Significant results from the 2014 Call

– Lessons learnt



The 2014 Call

FIRST EVER BBI JU CALL

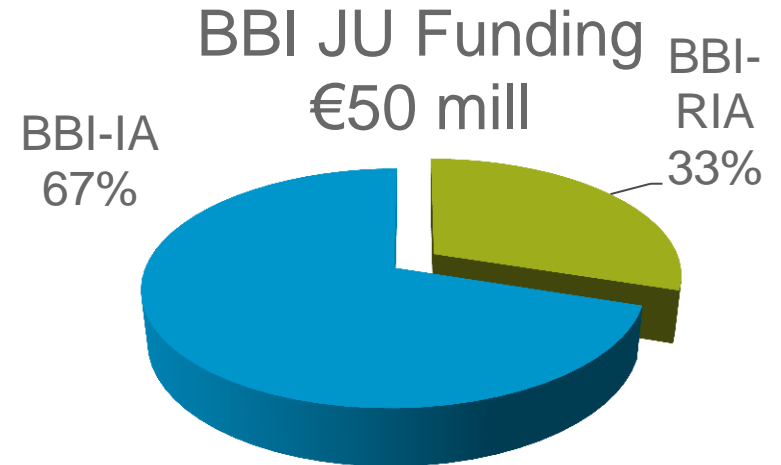
BUDGET

Openness

Excellence

Transparency

INDUSTRY-DRIVEN



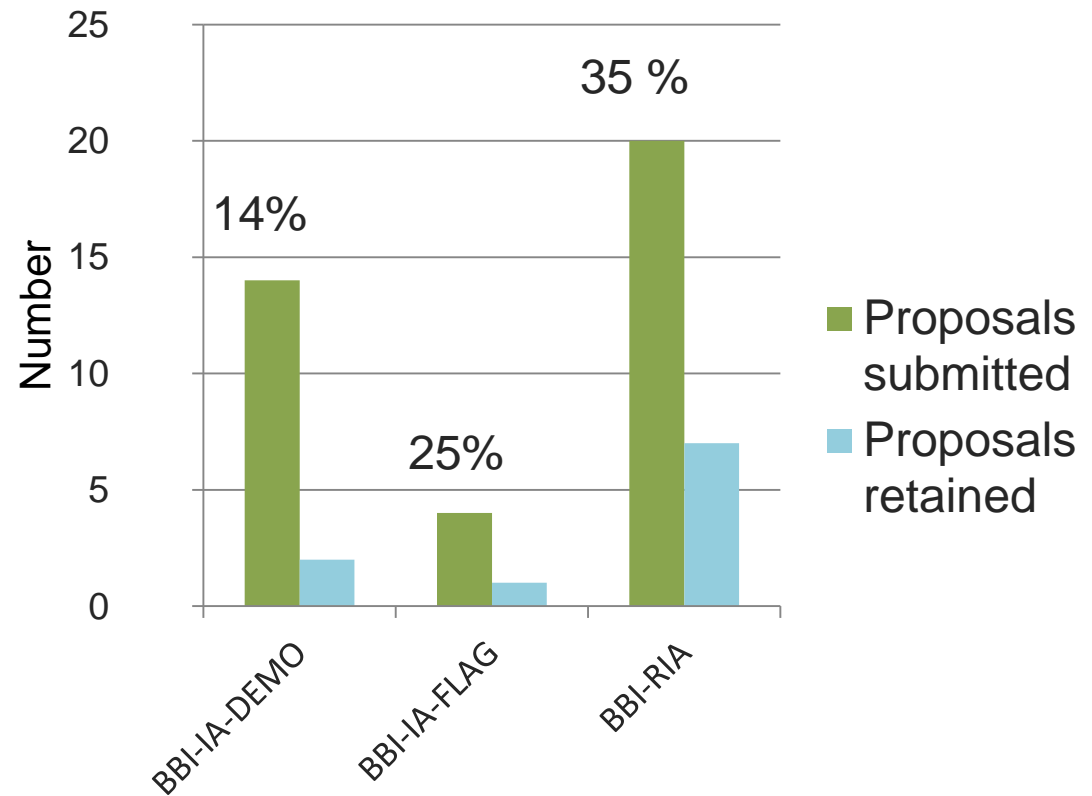
Industry Contributions



Facts and Figures from the 2014 Call

Success rates

- 38 eligible proposals
- Each topic received at least 1 eligible proposal
- 10 proposals retained for funding





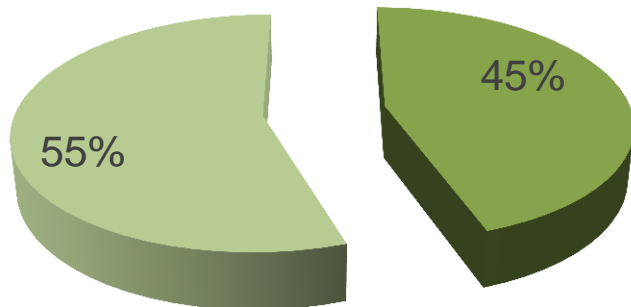
Lessons learnt (1/5)

Industry-driven programme: the participation of the **Industry** is crucial

Proposals with at least one Full BIC Member

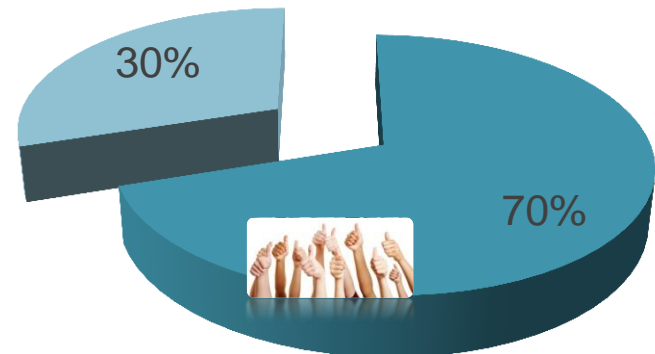
Total submitted proposals

- BIC Full member
- Non BIC Full member



Selected proposals

- BIC Full member
- Non BIC Full member

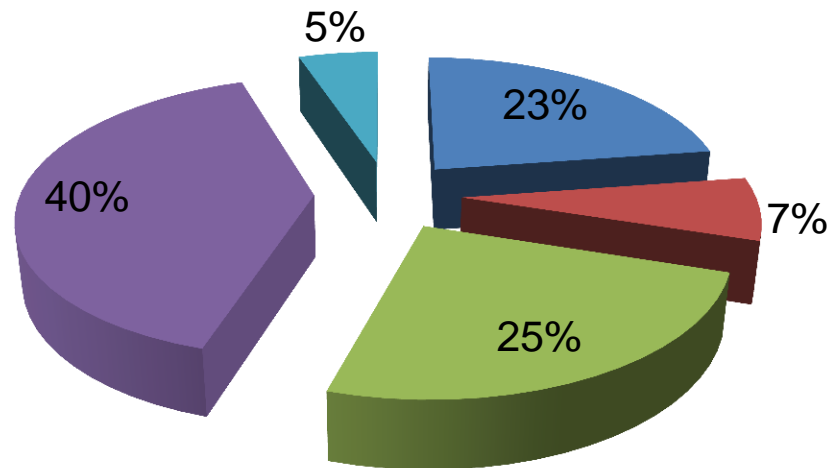


Lessons learnt (2/5)

Success is also about **collaboration** between
Industry & the scientific community

Selected proposals (RIA +IA) % of participants

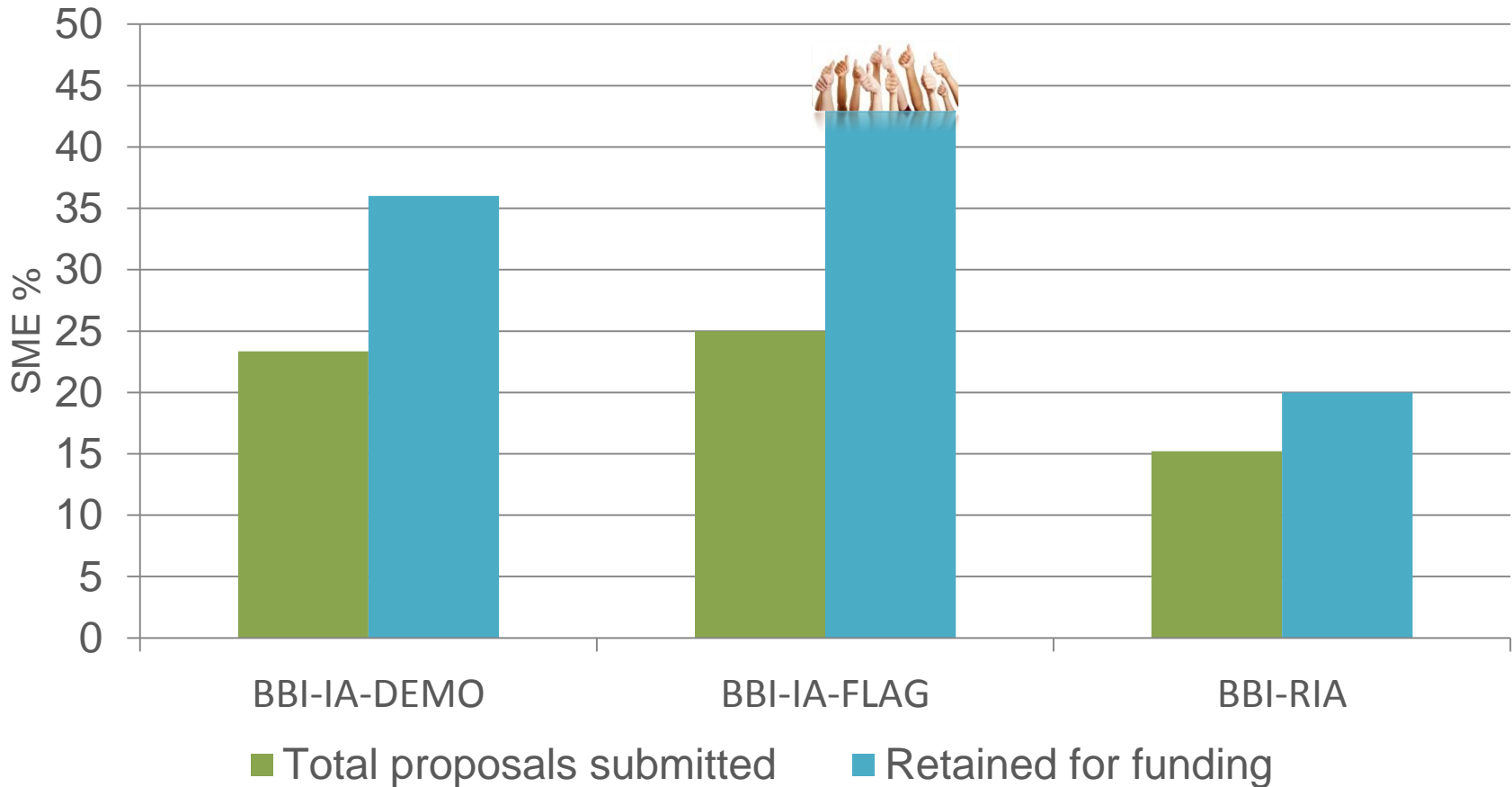
■ RTOs ■ Academia ■ SMEs ■ Large Industry ■ Others





Lessons learnt (3/5)

SME participation was key to success!!





Lessons learnt (4/5)

Room for improvement – towards higher quality proposals

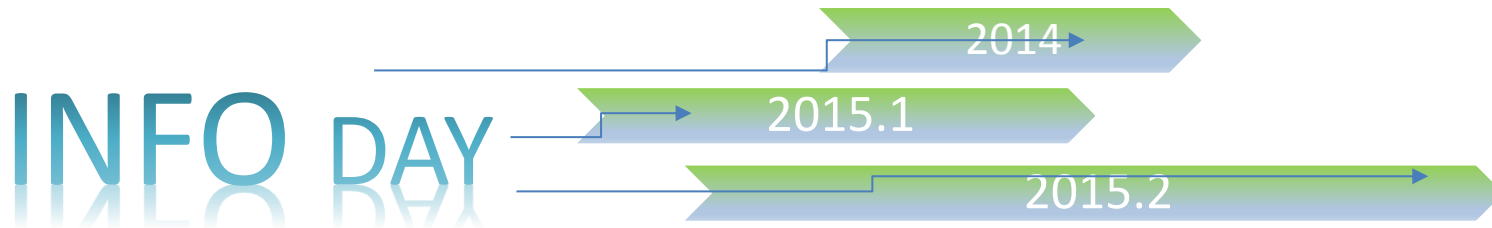
- Addressing innovation beyond the state of the art
- Looking at the market impact: credible path to deliver innovations to the market place
- Managing IPR at early stages of the proposal's preparation
- Industrial interactions: involving all actors along the value chain (IA)
- Commercially convincing proposals: strong business plans and risk analysis, taking into account market demand and consumer needs (IA)



Lesson (5/5)

Participants need more time:

- To prepare proposals
- and to find partners!





Final tip...

...Make the most of today to network and strengthen cooperation links

- Today: Info Day
- Afternoon matchmaking events
- Participate in BIC events
- BBI Partnering platform
- National Info Days and National Contact Points

...Contribute to raising awareness and disseminating information on the BBI JU's aims

- Within your country, within your organisation



SUCCESS STARTS HERE



THANK YOU FOR YOUR ATTENTION

<http://www.bbi-europe.eu/contact>