



2nd Innovation CfP 2024

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Innovation Program Manager

EIT Manufacturing



Co-funded by the
European Union

2nd EIT Manufacturing MatchMaking Event

19 and 20 September

eitmanufacturing.eu

2nd Innovation CfP 2024

FOCUS ON

economic, social and environmental

SUSTAINABILITY

Key Information

- **3 Call Topics:** impact driven
- **2 types** of proposal: based on the type of output (Topic 1 and 3)
- **Total Budget** (Innovation): 7.5 M€
- **Deadline:** 20th November 2023 (23:59 CEST)
- **Funding Rate:**
 - 12 months: 70% (max. EIT funding 600k€)
 - 18 months: 60% (max. EIT funding 900k€)
- **Project Duration** and TRL:
 - 12 months: TRL ≥ 7
 - 18 months: TRL ≥ 6
- **Key Marketable Innovation** are expected to achieve TRL 8 or higher
- Market reached by 6 months after project end (**€ 10k revenues**)
- **Financial Sustainability:** new mechanism based on Service Agreement (dedicated session)
- Additional documents: **Business Owner Deck** and **GANTT**

Guidelines

- ❑ **General terms** → *Sections 1,2,4,6*
 - General conditions and eligibility requirements
 - Proposal preparation and submission
 - Calendar
- ❑ **Specific Conditions** → *Sections 3,5*
 - Topics description and examples
 - Expected outcomes and impacts
 - Duration and TRL
 - Applicants profile
 - Core and additional KPIs
 - Budget and funding
 - Financial sustainability
 - Evaluation criteria

Topics



Topic 1

Optimising production processes and increasing resources efficiency through digital solutions

Topic description

- I) Development and commercialisation of **real-time digital twins and solutions based on artificial intelligence that allow the monitoring of manufacturing processes** and help configure changes in production lines in real-time.
- II) Development and commercialisation of solutions with the objective of **improving energy and resource efficiency. Digital systems can forecast energy demand, control energy usage and reduce it during peak hours** but also drive more efficient use of natural resources, raw materials and semi-finished products.

Expected outcomes

- Enhance overall **factory efficiency**
- Provide insights to help initiate **refinements before production**
- Shift to **flexible manufacturing** and rapid response to changes and need for adjustment
- Improve decision-making, **prediction** and anticipation of needs in energy and resource use

Expected impacts

- **Reduce waste of resources** and environmental burden through optimised production processes
- **Increase competitiveness** of manufacturing companies in the global economy

Topic 2

Socially sustainable and human-centric manufacturing

Topic description

- 1) Develop and commercialise solutions that prioritise human and operator needs. The proposals should **support workers by improving productivity, safety, decision-making, and control through human-machine collaboration and advanced technologies**, robotics, artificial intelligence, augmented reality, virtual reality and more.

Expected outcomes

- Effective **human-machine interaction** and collaboration relying on mutual understanding
- **Empower industry workforce** through, and in control of, advanced technologies
- Increase workplace **safety and performance**
- Balance, support and augment humans at work by deploying automation and digitalisation

Expected impacts

- Safer, more accessible and inclusive work environment that increase **employees' well-being**
- Increase human health and well-being while supporting the **retention of older and physically weaker workers**
- Make manufacturing seen by a large part of society as an **attractive, clean, safe, and high-status job**

Topic 3

Environmentally sustainable manufacturing through circular business models and new technologies

Topic description

- I) Development and commercialisation of new and scalable technologies to improve the efficiency of production processes by **reducing resources consumption and increasing the use of recycled materials**, both for new production and remanufacturing.
- II) Development and commercialisation of new and **scalable circular business models**, taking into consideration the entire life cycle of the products. Proposals could address the development of new products designed with a circular approach, but also new circular models applicable to existing products.

Expected outcomes

- Foster **circularity design** in the early product design phases to increase reusability and repairability
- Facilitate the **recycling, reuse and transformation** of critical resources, industrial waste and scrap materials into the manufacturing of a new product
- Increase, ensure and demonstrate **robustness of refurbished/remanufactured products**
- Create knowledge on **appropriate material and design choices** to foster sustainability and repairability
- Enable **remanufacturing businesses to scale**

Expected impacts

- Fully adopt **green and digital manufacturing and remanufacturing** technologies, supporting circular value chains in the entire industrial ecosystem
- **Decarbonise manufacturing industries**, in compliance with the Green Deal strategy

Important info



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Consortia composition

- ✓ At least **3 independent legal entities** each established in a different country (min. 1 member state) and in **minimum 2 CLCs**.
- ✓ **1 Lead Partner**, coordinating the consortium through the Activity Leader
- ✓ **2 different End-Users**, providing at least 1 use case each, testing and implementing the result(s) in their real industrial environment
- ✓ **1 Business Owner**, signing the Service Agreement and in charge of the commercialisation of the result(s)



KPI

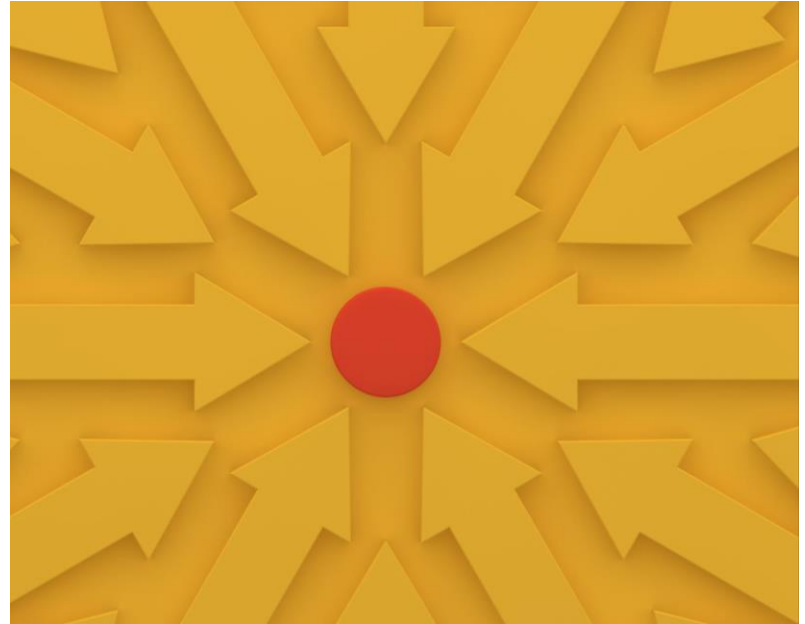
Activities must contribute to the development of Key Marketable Innovations

Mandatory KPI:

- ✓ EITHE02.4: Innovations launched on the market with a sales revenue of at least 10.000 EUR documented within 6 months after the completion of the activity

Other important KPI:

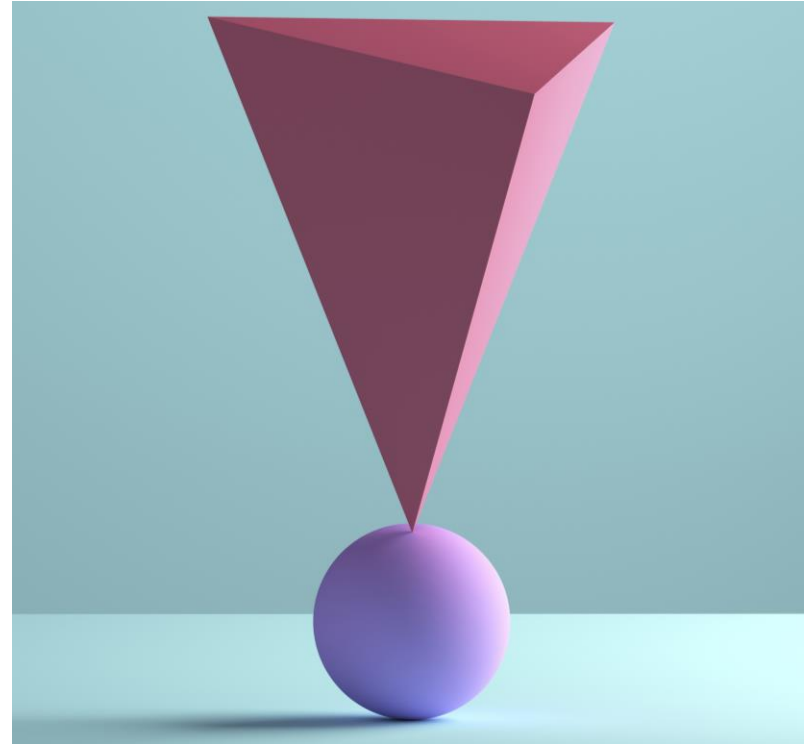
- ✓ EITHE04.4: Start-ups created having a financial transaction of at least 10.000 EUR
- ✓ KIC.G05: Digital Learning Path created



Innovation Potential

Activities must demonstrate a high innovation impact potential

- ✓ Clearly identified market and target groups
- ✓ Solutions adaptable to different end users
- ✓ Accurate and relevant details about the expected Key Marketable Innovations
- ✓ Business Owner track records



Commercialization and Financial Sustainability

Activities must demonstrate their capacity of being financial sustainable

Activities have to:

1. Provide expected **revenue projection for 6 years**
2. Explain in detail the **revenue model** and price strategy behind the revenue projection
3. Explain the **go-to-market strategy**
4. Provide details about **market size** (TAM, SAM and SOM) and scalability

Service Agreement framework (mandatory) **to ensure a continued support to consortia, in particular their business owners, in their effort to commercialise the outputs of the activity**

Activities have to:

1. Pre-select in the submission system a payment scheme for the Service Agreement (among the 3 described in the guidelines)
2. If awarded, sign the Service Agreement before the start of the activity.

Business Owner Deck

Mandatory document to be attached to the proposal

6 sections:

1. Company Profile → description of BO organization, people involved and main figures
2. Track Record → (relevant) solutions already commercialized and revenue generated
3. Target Group → description of pain points of target market and prospect customers identified
4. Competition → main competitors, value proposition and competitive advantage
5. TRL → proof of starting Technology Readiness Level
6. Key Milestones → Timeline including product development and commercial milestones

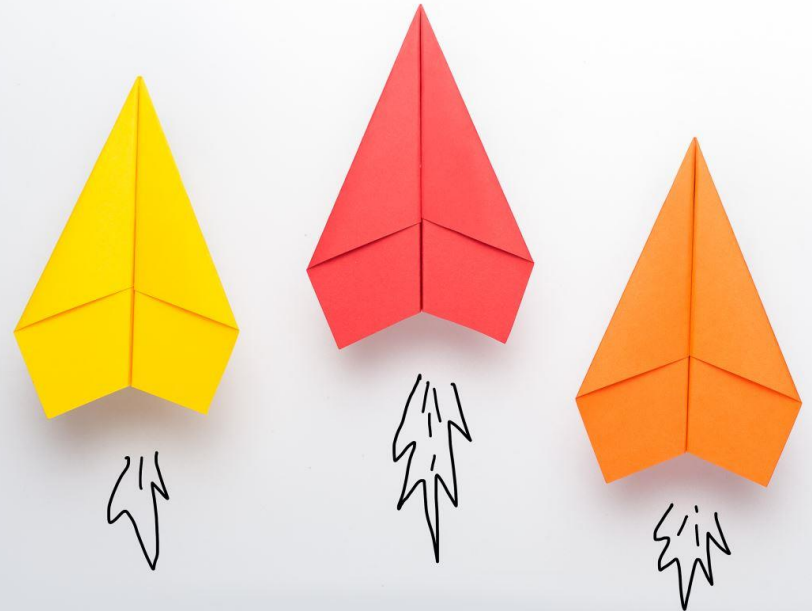
Common mistakes

- ❖ The objective and related **key marketable innovation(s)** are not clear enough and/or not aligned with the topic selected
- ❖ **Target groups** are not properly described and/or potential barriers towards impact are not considered.
- ❖ The **expected outcomes and impacts** are not properly described
- ❖ The **revenue projection** is not well justified with the revenue model and IPR strategy is missing
- ❖ The **business owner deck** doesn't cover all the sections



Do you need help to build your consortium?

- ✓ The Marketplace will remain open until the closing date of the call (Nov. 20)
- ✓ You can contact innovation@eitmanufacturing.eu or reach out to your CLC



Thank you!



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