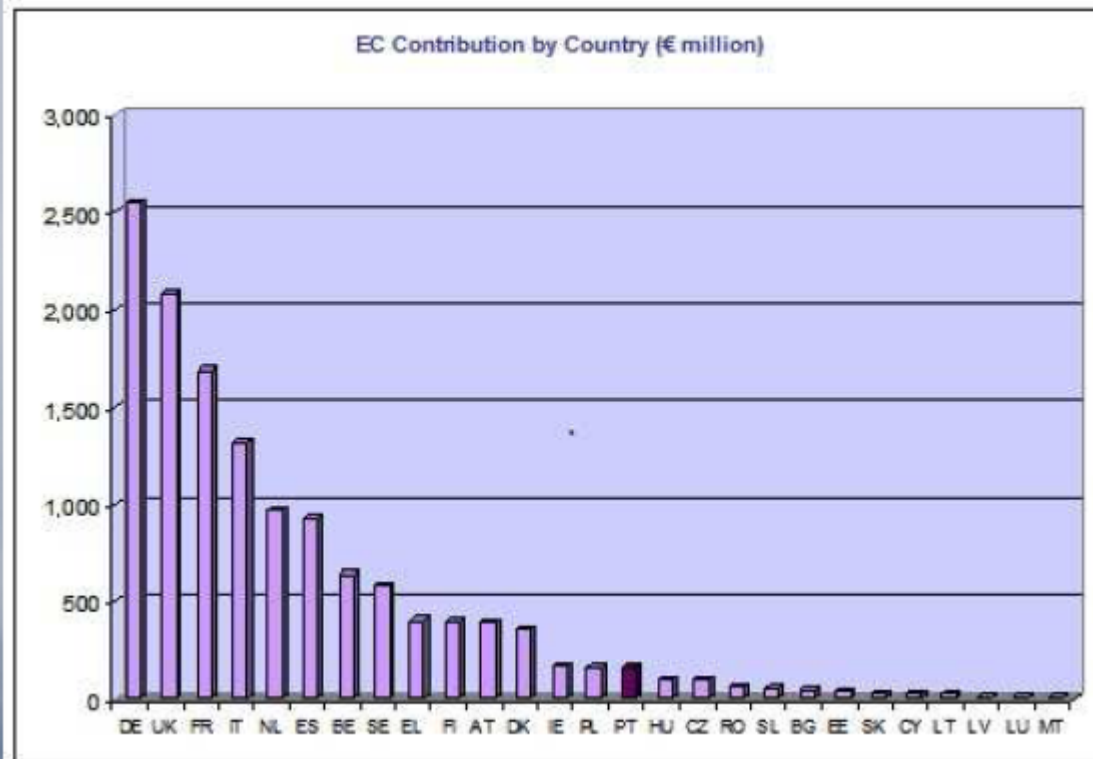
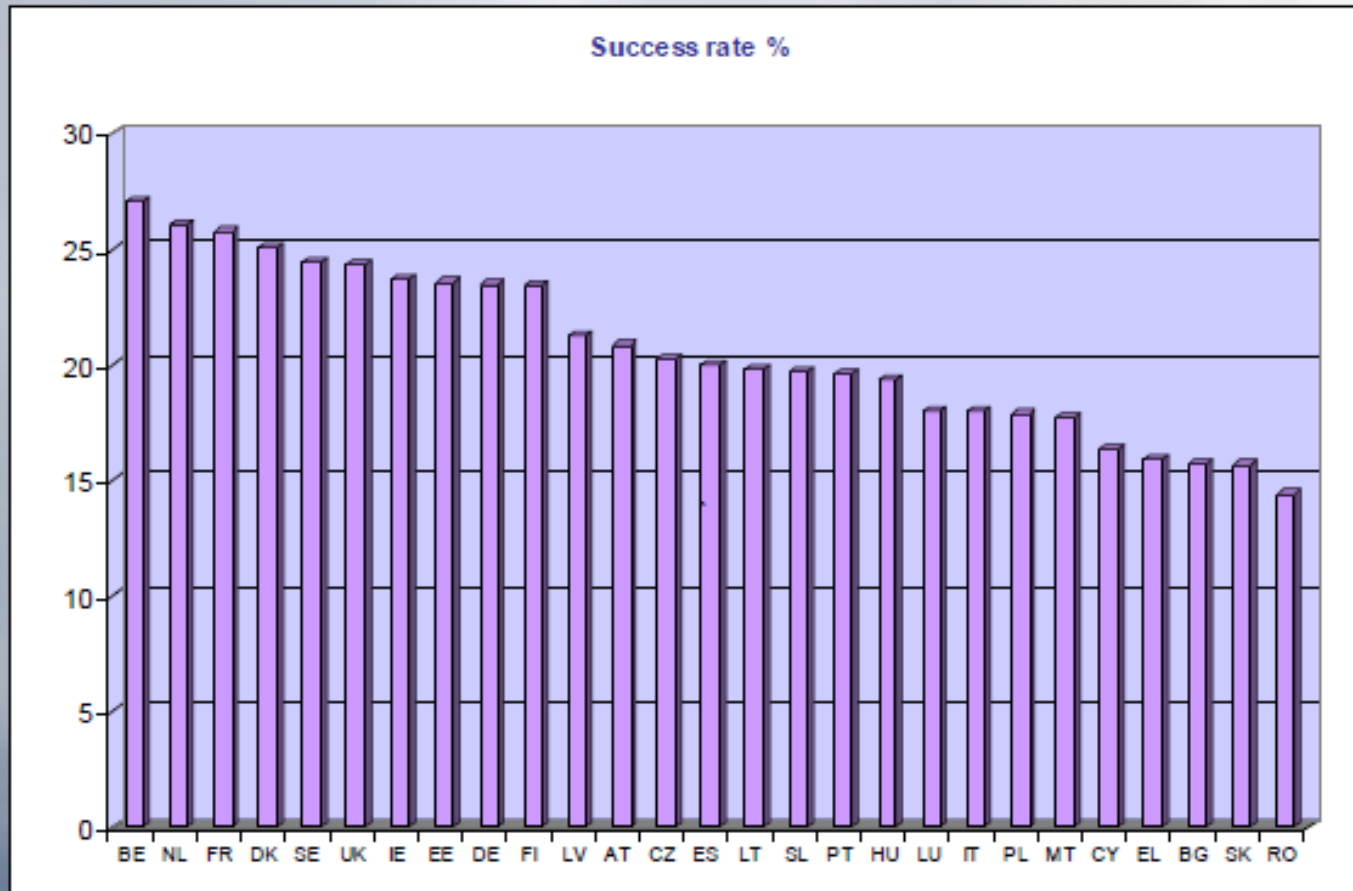


# EC Contribution by Country



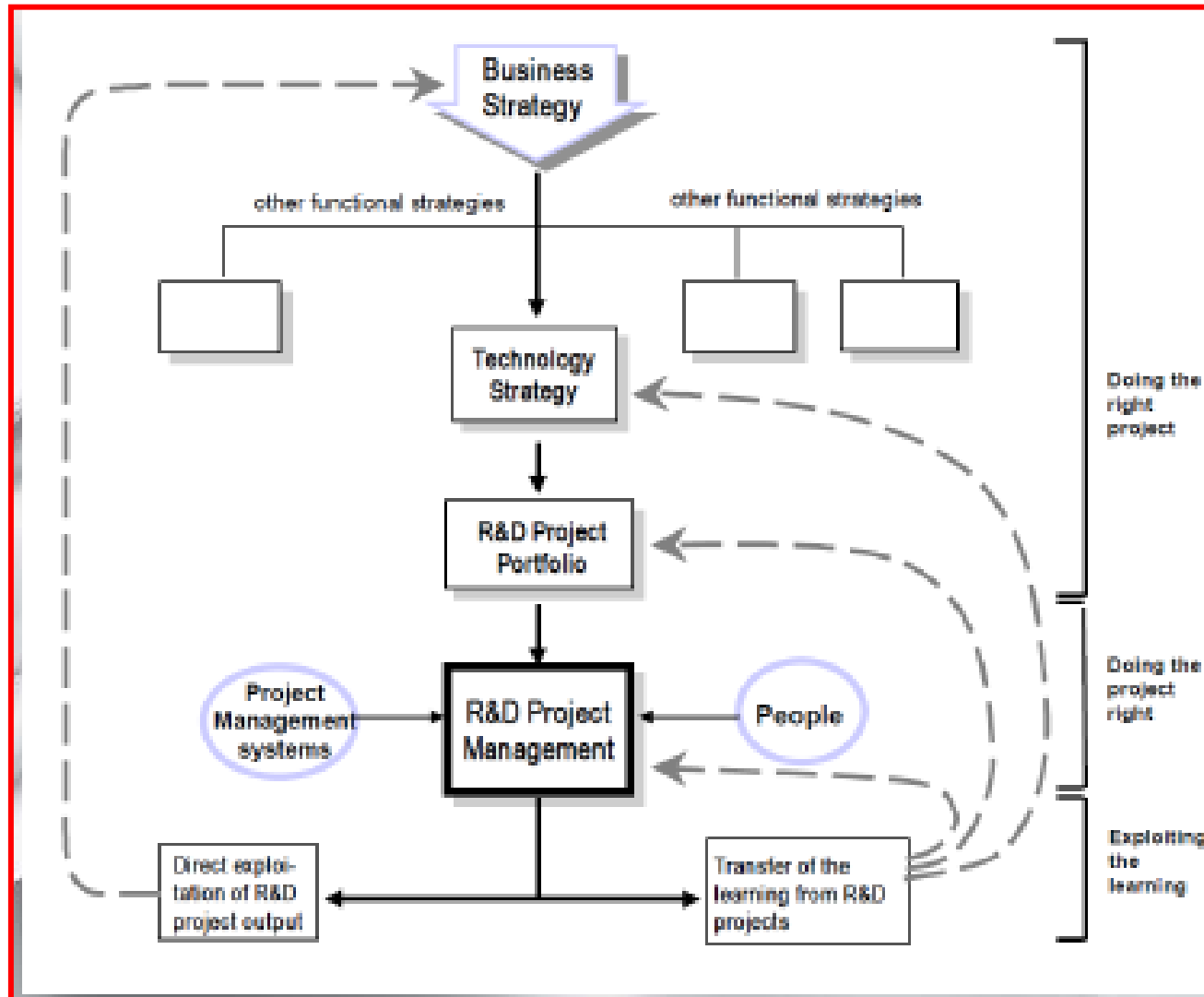
# Success Rates by Country



# A good idea is not as good as a good project proposal

- the **main source of information for the evaluators**, for understanding the project idea, the research plan and the role and the capacities of the partners
- the **only communication route with the evaluators** –window shopping

# Generic structure of a project



# What should be the organization's STRATEGY

## It is worthy to participate?

If it comes up heads, I will give you 10€.  
Should you pay 4€ to play?



**YES**

The expected value = (Odds of Gain) x (Value of Gain)

The expected value =  $\frac{1}{2}$  x 10 = 5€



# Hint: credibility

1. Dedicated Research Project team
2. Adequate Administrative & Legal support
3. Quality work & investment on work quality
4. Honest professional communication
5. Project management and internal/external evaluation

# What makes a good proposal succeed ?

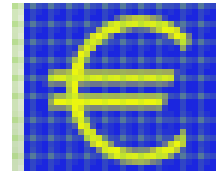
FP7 project **IS NOT** a stand alone experiment

## Project Scoping

- scope statement is to document the goals and deliverables of the project along with **assumptions, constraints, acceptance standards, risks** and additional **key components**.
- Once **okayed**, the project scope statement becomes the **baseline for project** development

- Project **idea**: innovative and consistent with the call, **with a European/global** dimension
- Steps **BEYOND** the **END** of project
- Choosing **RIGHT** and **NECESSARY** partners – **avoid any excess weight**

**Deliverables:** *are follow by the Commission*



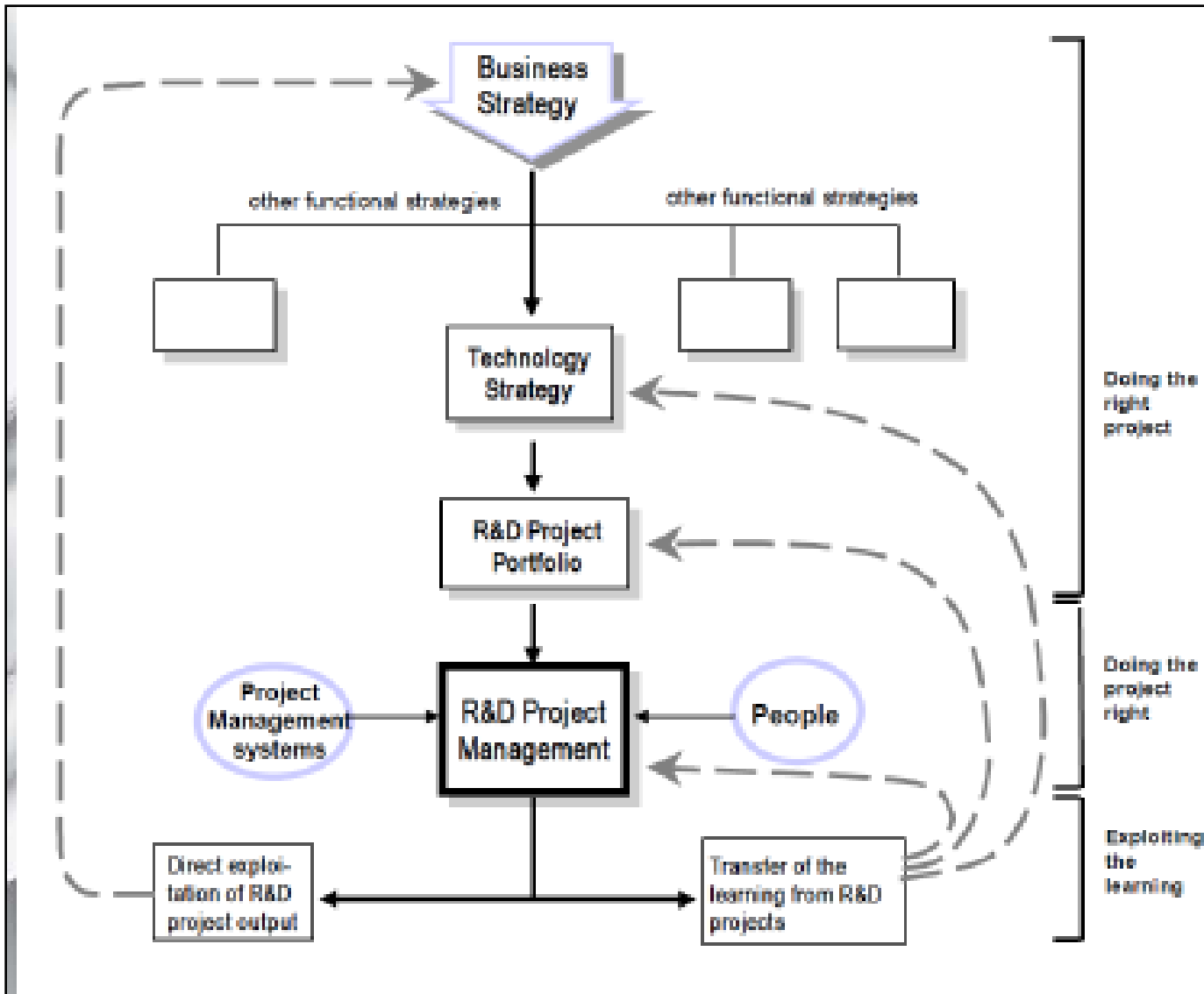
*A deliverable is a clear statement on what will come out of the project and must be:*

- expressed in the **WORDS** of the **USER**
- **SMART:** Specific, Measurable, Attainable, Relevant, Time related
- **Realistic:** make the proposal successful but also capable to be implemented
- **Flexible:** specific **BUT NOT VERY** specific

## **Management is part of the project strategy**

Should be handled as a core competence the level of:

- Research
- Financial
- Legal

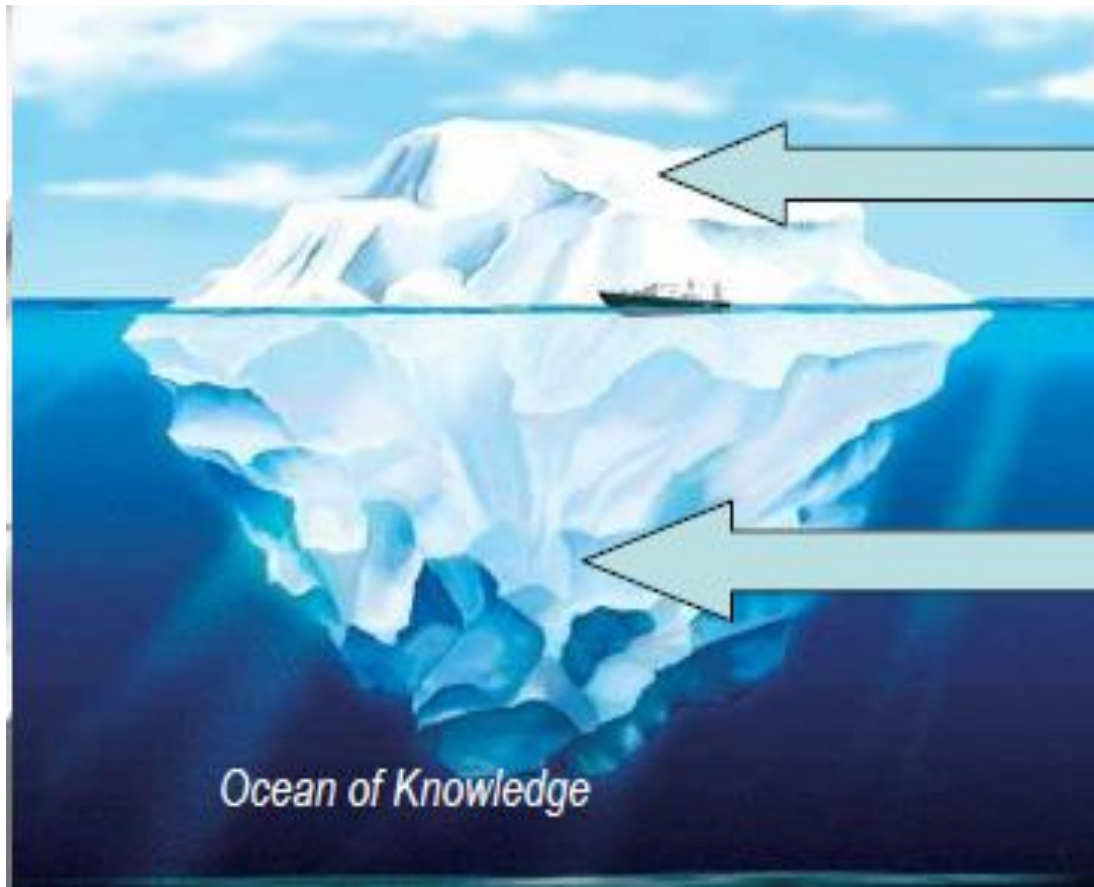


**Risk assessment**

**Risk management plan**

**Management of conflicts**

# Research Exploitation Routes



Intellectual Property



Dissemination

## **Communicate the results:**

- **Internally**

*(WIKI, Website, seminars)*

- **Externally**

*use the information multipliers :*

*(conferences, events, demos, networking)*

# Financial and Legal Backbones

## *Typical mistakes:*

- **Underestimation / overestimation of Budget**
- **Miscalculation of personnel costs / the PM rate**
- **Wrong budget structure/ activities**
- **Incorrect costs calculation / categories**

# IPR Issues in FP7 projects

## *Typical Mistakes*

- Underestimating the importance of IPR
- Overestimating the importance of IPR

# IPR: Answers to following questions:

Which knowledge are we exchanging?

Under which conditions?

Who will be the owner of the results?

What happens in cases of joint ownership?

Who and how will exploit the results?

Who and how will disseminate the results?

How are we protecting confidential information?

# When a SME is an added value

