

Effective SME-Instrument proposal

The perspective of an evaluator – seminar for SMEs

Understanding the perspective of the evaluators is crucial for a successful proposal. Since they have very little time to evaluate each application, the proposal has to be clear and concise. It has to convey credibility of the SME and the innovation and be easy to understand.

The event is unique because the lecturer has been on both sides of SME-Instrument proposals: as a Horizon 2020 external evaluator, he has evaluated more than 200 proposals. Also, he has written a successful Phase 2 proposal which received a score of 14.1/15 (and €1,5M) and is now being funded.

The lecturer's approach focuses particularly on the evaluator perception and attention to details, which can play an essential role in the success of a SME-Instrument proposal.

The **goal of the seminar** is to answer to the following questions:

- What is the role of external evaluators in the proposal scoring process?
- What are looking the evaluators for in an SME proposal?
- How to raise credibility of the SME, consortium, and the proposed innovation?
- Which are the most common mistakes and how to avoid them?
- How to create a positive first impression by understanding visual perception?
- How to explain complex ideas with effective visual elements?

Locations:

Piatra-Neamt, 21 Noiembrie 2016, Hotel Central (Piața Petrodava nr.1-3)

Suceava, 22 Noiembrie 2016, Camera de Comert si Industrie Suceava (Str. Universității nr.15-17)

Bacau, 23 Noiembrie 2016, Hotel Dumbrava (Str. Dumbrava Roșie nr.2)

09.00 - 09.30	Registration of participants
09.30 - 10.00	Enterprise Europe Network services dedicated to SME's <i>Mrs. Liliana Baicu – North-East Regional Development Agency</i>
	Brief presentation of SME Instrument <i>Mr. Lucian Sandu – North-East Regional Development Agency</i>
10.00 – 10.45	How to help the SME-Instrument evaluator ? <i>Dr. Jernej Zupanc – H2020 external expert evaluator</i>
10.45 – 11.00	Coffee Break
11.00 – 11.45	Evaluators' thinking process when scoring the proposals (with examples) <i>Dr. Jernej Zupanc – H2020 external expert evaluator</i>

- 11.45 – 12.30 **Q&A Session**
- 12.30 – 13.30 Lunch break
- 13.30 – 16.00 **One-to-One Sessions with SME Instrument applicants (5 sessions of 30 min. each)**
Dr. Jernej Zupanc – *H2020 external expert evaluator*

The speaking language of event will be English.

The interested SMEs are invited to express their intention by filling the requested information available at:
<https://goo.gl/forms/BukHjBwkEZ30XuTG2>

SME Instrument website:

<http://ec.europa.eu/easme/en/horizons-2020-sme-instrument>

SME Instrument presentation:

<http://tinyurl.com/SME-Instrument-Romania>

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