

ESR HACKING

CRITERION 1 - IMPACT

1.1 MARKET

Convincing specification of the potential to create new markets or create market disruption together with a convincing specification of the substantial demand (including willingness to pay) for the innovation. Total market size envisaged.

- **1.1.A** New market or market disruption:
- **1.1.B** Demand and willingness to pay:
- **1.1.C** Total market size:

1.2 CUSTOMERS

Convincing description of targeted users or customers of the innovation, how their needs have been addressed, why the users or customers identified will want to use or buy the product, service or business model, including compared to what is currently available if anything at all.

- **1.2.A** Description of customers /users:
- **1.2.B** Addressing customer/user needs:
- **1.2.C** Why customers/users want to buy the innovation:
- **1.2.D** Compare customer/user desire to buy with current solutions:

1.3 MARKET, COMPETITION, STAKEHOLDERS

Realistic and relevant analysis of market conditions and growth-rate, competitors and competitive offerings, key stakeholders, clear identification of opportunities for market introduction, market creation or disruption (e.g. via new valuechains).

- **1.3.A** Market conditions and growth rate:
- **1.3.B** Competitors and competitive offerings:
- **1.3.C** Key stakeholders:
- **1.3.D** Identification of opportunities for market introduction/creation/disruption (e.g. new value chains):

1.4 SCALING, TRACK RECORD, FINANCIAL NEEDS

Realistic and relevant description of how the innovation has the potential to scale-up the applicant company (or companies). This should be underpinned by a convincing business plan with a clear timeline, and complemented, where possible, by a track-record that includes financial data including financial needs to ensure the company's success.

- **1.4.A** How the innovation scales the company:
- **1.4.B** Business plan to scale company:
- **1.4.C** Clear timeline to scale company:
- **1.4.D** Track record of company incl. financial data and scaling:
- **1.4.E** Financial needs to ensure company success:

1.5 TEAM, MANAGEMENT, CONTRACTORS

Alignment of proposal with overall strategy of applicant SME and commitment of the team behind them. Demonstration of need for commercial and management experience, including understanding of the financial and organisational requirements for commercial exploitation (Phase 2 only) as well as key third parties needed.

- **1.5.A** Alignment of proposal with team commitment and company strategy:

→ **1.5.B** Demonstration of need for commercial and management experience and for financial and organisational requirements for exploitation:

→ **1.5.C** Key third parties needed:

1.6 COMMERCIALISATION

Realistic and relevant strategic plan for commercialisation, including approximate time-to-market or deployment. Activities to be undertaken after the project.

→ **1.6.A** Strategic plan for commercialisation:

→ **1.6.B** Time-to-market or deployment:

→ **1.6.C** Activities to be undertaken after the project:

1.7 EU DIMENSION

European/global dimension of innovation with respect to both commercialisation and assessment of competitors and competitive offerings.

→ **1.7.A** EU/global dimension in respect to commercialisation and competitors:

1.8 IPR/FTO

Evidence of or realistic measures to ensure 'freedom to operate' (i.e. possibility of commercial exploitation), convincing knowledge-protection strategy, including current IPR filing status, IPR ownership and licensing issues. Regulatory and/or standards requirements addressed.

→ **1.8.A** Measures for FTO (possibility of commercial exploitation):

→ **1.8.B** IP strategy and current status:

→ **1.8.C** Licensing issues:

→ **1.8.D** Regulatory standards addressed:

CRITERION 2 - EXCELLENCE

2.1 INNOVATION, RISK, ALTERNATIVES

High-risk/high-potential innovation idea that has something that nobody else has. It should be better and/or significantly different to any alternative. Game-changing ideas or breakthrough innovations are particularly sought after. Its high degree of novelty comes with a high chance of either success or failure.

→ **2.1.A** High-risk/high-potential innovation that is unique:

→ **2.1.B** Better and or significantly different to alternative (game-changing or breakthrough):

→ **2.1.C** High chance for either success or failure:

2.2 CURRENT STAGE, FURTHER STAGES

Realistic description of current stage of development (at least TRL 6, or something analogous for non-technological innovations), and clear outline of steps planned to take this innovation to market. Note: Please see part G of the General Annexes

→ **2.2.A** Current stage of development (at least TRL6):

→ **2.2.B** Clear outline of steps to market:

2.3 ALTERNATIVES, USE, GENDER/CLIMATE/SOCIAL

Highly innovative solution that goes beyond the state of the art in comparison with existing or competing solutions, including on the basis of costs, ease of use and other relevant features as well as issues related to climate change or the environment, the gender dimension, any other benefits for society.

→ **2.3.A** Beyond state-of-the-art compared to existing or competing solutions:

→ **2.3.B** Cost comparison:

- 2.3.C Ease of use:
- 2.3.D Climate change / environment:
- 2.3.E Gender dimension:
- 2.3.F Benefits to society:

2.4 MARKET INTRODUCTION AND FEASIBILITY

Very good understanding of both risks and opportunities related to successful market introduction of the innovation from both a technical and commercial points of view. Documentation on the technological, practical and economic feasibility of the innovation.

- 2.4.A Risks and opportunities for market introduction (technical and commercial):
- 2.4.B Documentation on technological, practical and economic feasibility:

2.5 OBJECTIVES, OUTCOMES, SUCCESS

Objectives for the innovation proposal as well as the approach and activities to be developed are consistent with the expected impact (i.e. commercialisation or deployment resulting in company growth). Appropriate definition provided of specifications for outcome of project and criteria for success.

- 2.5.A Objectives are consistent with impact (commercialisation, company growth):
- 2.5.B Defining outcome of project and criteria for success:

CRITERION 3 - QUALITY AND EFFICIENCY OF IMPLEMENTATION

3.1 NON-BANKABLE

Evidence that the applicant company cannot leverage sufficient investments from the market and/ or, particularly for applicant companies requesting blended finance support, evidence that the applicant company is deemed 'non- bankable' by the market, in view of the activities to be developed.

- 3.1.A Cannot leverage investments from the market (particularly for blended finance):
- 3.1.B Deemed non-bankable:

3.2 TEAM, MANAGEMENT, PARTNERS

Technical/business experience of the team, including management capacity to lead a growing team. If relevant, the proposal includes a plan to acquire missing competences, namely through partnerships and/or subcontracting*, and explains why and how they are selected (subcontractors must be selected using 'best value-for-money' principles).

- 3.2.A Experience of the team:
- 3.2.B Management capacity to lead growing team:
- 3.2.C Plan to acquire missing capacities (partners and subcontractors):
- 3.2.D How partners and subcontractors are selected (best value-for-money):

3.3 RESOURCES, PARTNERS

Availability of resources required (personnel, facilities, networks, etc.) to develop project activities in the most suitable conditions. Where relevant, realistic description of how key stakeholders / partners / subcontractors could be involved* (subcontractors must be selected using 'best value-for-money' principles). Where relevant, the estimated budget and the procedure planned for selecting the subcontractors are appropriate*. NOTE: *Subcontracting is acceptable to the extent required for the implementation of the proposed activities. Subcontracting may be an essential part of the implementation of the project, but should not be a disproportionate part of the total estimated eligible costs. Subcontractors must be selected using 'best value-for-money' principles.

- 3.3.A Availability of resources (personnel, facilities, networks, etc.):
- 3.3.B Description of how key stakeholders / partners / subcontractors are involved:

→ **3.3.C** Budget and selection procedure for subcontractors:

→ **3.3.D** Subcontracting must not be disproportionate part of budget:

3.4 TIMEFRAME, IMPLEMENTATION

Realistic timeframe and comprehensive description of implementation (work-packages, major deliverables and milestones, risk management) taking the company's or applicant's innovation ambitions and objectives into account.

→ **3.4.A** Realistic timeframe:

→ **3.4.B** Comprehensive description of implementation (WP, deliverables, milestones, risk management):



ESR TEXT ANCHOR LIST

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3. → 1.1.C Total market size:
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5. → 1.2.B Addressing customer/user needs:
6. → 1.2.C Why customers/users want to buy the innovation:
7. → 1.2.D Compare customer/user desire to buy with current solutions:
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9. → 1.3.B Competitors and competitive offerings:
10. → 1.3.C Key stakeholders:
11. → 1.3.D Identification of opportunities for market introduction/creation/disruption (e.g. new value chains):
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15. → 1.4.D Track record of company incl. financial data and scaling:
16. → 1.4.E Financial needs to ensure company success:
17. → 1.5.A Alignment of proposal with team commitment and company strategy:
18. → 1.5.B Demonstration of need for commercial and management experience and for financial and organisational requirements for exploitation:
19. → 1.5.C Key third parties needed:
20. → 1.6.A Strategic plan for commercialisation:
21. → 1.6.B Time-to-market or deployment:
22. → 1.6.C Activities to be undertaken after the project:
23. → 1.7.A EU/global dimension in respect to commercialisation and competitors:
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