



SELSUSTAINED CROSS-BORDER CUSTOMIZED  
CYBERPHYSICAL SYSTEM EXPERIMENTS  
FOR CAPACITY BUILDING AMONG EUROPEAN STAKEHOLDERS

# Things to avoid when preparing a proposal

*(based on reviews of submitted proposals)*

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# Excellence

## Experiment description/Innovation/Soundness



- **Experiment description**

- **The potentials** that the project has in a broader perspective are not mentioned or adequately highlighted
- How the proposed solution/system/idea **compares to competing** solutions/systems/ideas
- Failure to clearly describe **the technical specifications** of the solution and **its practical implementation**.
- Project **objectives should be made clear**

- **Innovation level description**

- The project is **not ambitious enough** to stand out.
- Does not make the operative **added value** so clear.
- The impact on the market is yet questionable.

- **How the participating organizations will interact to achieve a successful outcome**

- The **competences** of the partner are strongly **correlated** to the project **challenges**.
- The **end user** is not sufficiently explained
- Required further **steps to reach other clients** is not mentioned.

# Impact/Market

Define the Target Market and its size. Be precise



- The **market analysis** of the proposed solution is **not distinct** enough.
  - **potential customers** around the world are not identified
  - generic analysis without **specific numbers** about the specific target market
  - the **target customers** are not defined
  - the **need** for such a product should be better **emphasized**.
  - More information should be provided on the **positive effect** of the collaboration also for the technology provider and receiver.
- SMEs do not show how they intend to **grow its customer base** based on the experiment.
- **Benefits** identified are **related only** to **economic** aspects → More **multifaceted analysis increases** overall impact
- **Operational KPIs** are not provided

# Impact/Competition

PAE technology is included in other products/services?

- **Competition description is abstract and in general terms**
  - It is not shown what is on the market now and **who is offering what**.
  - How it is intended to **disrupt the market share** or target a different customer segment
  - The **added value** of the proposed solution is missing.
  - The analysis lacks quantitative indicators on the competitive advantage
- **The potential competitors are not clear**
  - What **market share they** cover
  - How the new product has **better market potential**
  - not clear on the degree of competition and whether there are already entrenched competitors in the space

# Impact/Commercial Strategy and Scalability

## Pricing model and projected revenues

- **Benefits** for the technology receiver are not clear
  - The impact for the technological receiver remains not sufficiently described nor foreseen.
- **Economic impact** and job creation per partner are not fully envisaged.
- **Future projections** and associated hypotheses are not included.
  - The proposal lacks a description of the strategy that the technology receiver plans to implement in order to address the target market and how they plan to implement their business.
- **Economic information** are missing.
  - An identification of the value chain and stakeholders, as well as the customer profiling, is not included.



# Implementation/Workplan

Workpackages, tasks, deliverables, and responsibilities

- **The proposed workplan is too generic.**
  - **PMs are not indicated.**
  - The **relation** between **partners** and **activities** is not present is **missing**
  - **No clear/Convincing** indication of the **time-line**
  - A specific structure of WPs, tasks and deliverables are missing.
  - The workplan does not specify deliverables and milestones.
- **The workplan has logical errors**
  - In WP4 is led by X academic partner and the leading partner only dedicates 1 PM to that.
  - Unbalanced budget and requested funds.
  - The timeline exceeds however the maximum duration of a FTTE

# Implementation/Team

How the work is divided among the team members

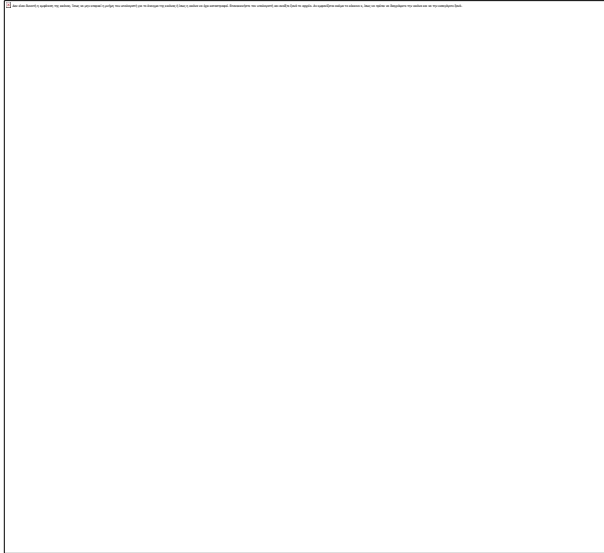
- **Limited information** about the dedicated team and the partners is provided.
  - Individual team roles are not described.
- The **management and leadership qualities** of the promoters are not presented.

# Implementation/Resources

Costs (in PMs) for every partner, for every workpackage, and task


- **No or limited** information about the allocated **PMs per WP** is provided.
- The **budget distribution is unbalanced** towards the technology receiver.
- **Better connection** to the activities and deliverables might have been stated.





Experiment types    Who can apply    Application stages    Cut off dates    **Webinars & Training Courses**    Success Stories    Application Kit

## SMART4ALL overview and proposal preparation



- Smart4all overview and funding opportunity ([pdf](#), [vid](#)).
- How can I write a successful KTE proposal ([pdf](#), [vid](#)).
- How can I write a successful FTTE/CTTE proposal ([pdf](#), [vid](#)).
- Things to avoid when preparing a SMART4ALL Open Call Proposal ([pdf](#), [vid](#))
- Webinar FAQ on local languages ([wiki](#))