



UNCAP – Ubiquitous iNteroperable Care for Ageing People

OPEN INFO DAY

Horizon 2020 'Health, demographic change and wellbeing'

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Very brief introduction on UNCAP





What UNCAP is about?:

Cognitive Impairment and aging





Pilot-centric innovation action

- Driven by SMEs
- Support from RTD centers
- Involving an extensive set of final users





Before you start writing your proposal





**Don't look at EC project from a balance sheet
standpoint.**

Be ready to invest!





Have the right attitude

don't think you getting money from EC projects. Instead, you are co-investing on it with your co-funding.





Create close ties with the research community





No inferiority complex
Yes SME can make it!





Don't be pulled. Pull.





EC projects must fit with your RTD roadmap.

Don't build your RTD roadmap on EC projects





DO start from the call and end up with a (great) idea.

DON'T start from your (great) idea try to make it fit with the call.





Familiarise with work programme

- Don't forget the administrative part
- Make sure you know the different rules (costs, etc.)
- Get ready: get a PIC, appoint a LEAR
- Prepare templates to collect data (see later examples)



Remember, every word counts within the call text



When writing UNCAP I was highlighting the text during the writing process to make sure all sentences were “mapped” into the project



Read how the project will be evaluated



- Play the devil's advocate with your proposal
- Appreciate the importance of the “impact” section
- Try to think as the evaluator would think (based on the known criteria)
- **Think you are going to sit an exam with your proposal**





Try to do some reverse engineering

Try find out background documents relevant to the objective you are targeting





Step 1: writing the proposal

(started 2 months before the deadline)





Join forces with a final user (a customer?) and propose to manage a «pilot» or «demonstrator»





UNCAP: a tale of two man

1.

The health domain expert
Knew the problem

2.

The ICT expert (me)
Knew the (possible) solution

Both studied the call text **VERY** carefully
(including background documents)





The initial idea

(Note: UNCAP is an IA not a RIA)

- Envisaged as real a suit of “product”
- Responding to real user requirements
- Addressing real market opportunities
- Involving companies that can market it
- Making sure we had the sufficient “capacity”
 - Know how of the problem (through users)
 - Technical (through many SMEs and a few RTD centers)
- Involving stakeholders capable to perform tasks such as impact analysis, innovation transfer, standardisation.





We met a few times to define the use cases
How we would see the project from our (different) points of view?





Result: short “promo” document to recruit partners

- 2 pages (maximum) document with
 - Call ID and **deadline**
 - Call text (for convenience)
 - Brief (max 0.5 page) description of the project
 - Example of scenario (use case) in “natural” language (little technicalities here)
 - Overall duration (in months)
 - Table with confirmed partners and/or with required competences
 - Contact details of the coordinator





Prepare template for collection of admin info

- Forms to collect data:
 - PIC (make sure all partners have it ASAP)
 - Ask them to appoint their LEAR and get validated ASAP (don't wait for negotiation to start)
 - Partner description based on a common template
 - Average cost per Man Month
 - Description of other major cost items
 - Description of subcontracting (if any, possibly none)





We then started composing the project (technical) framework
A potential (provisionally) list of partners was identified





In your consortium there is only room for partners, not for friends
(don't worry about geographical distribution provided that eligibility criteria are met)

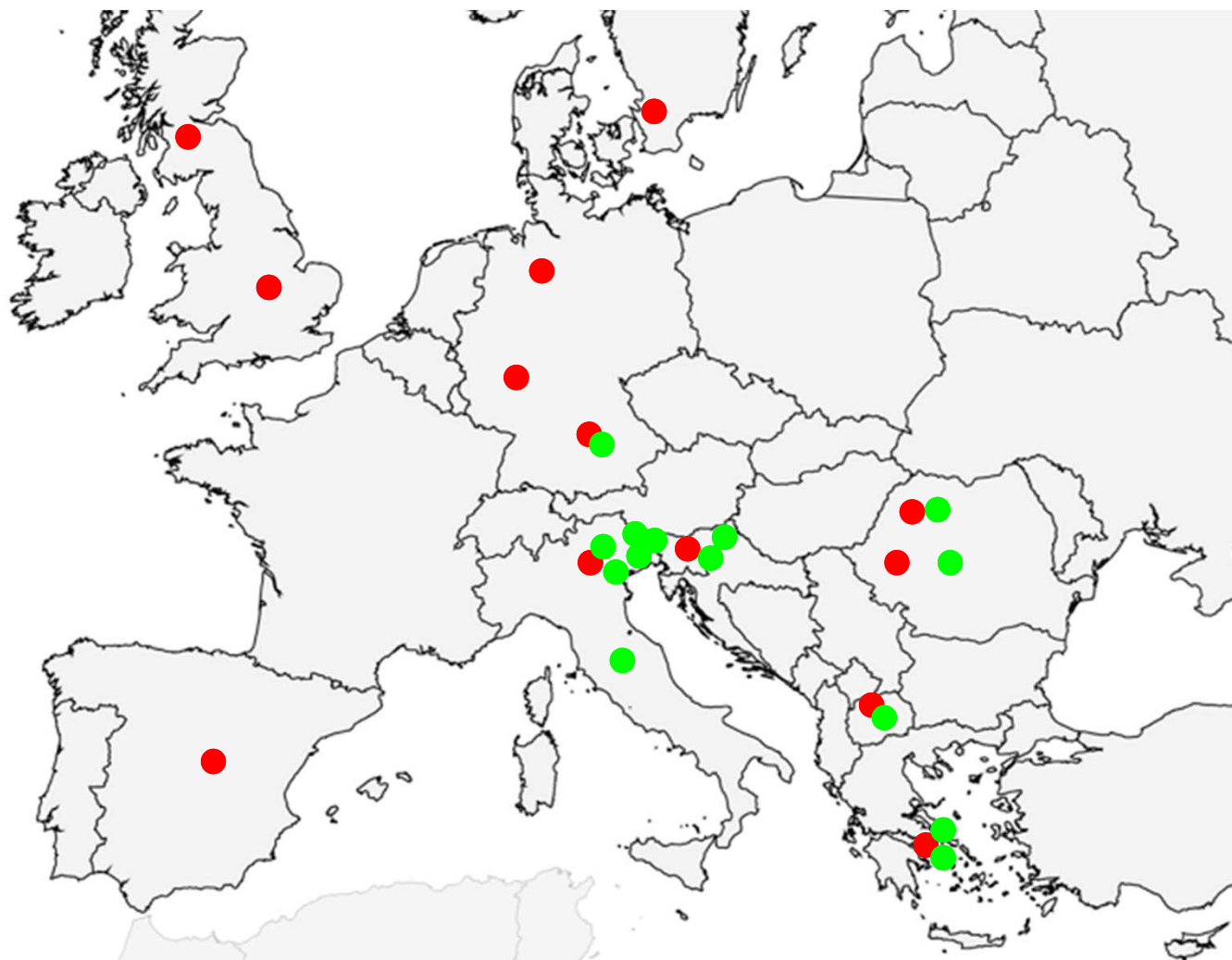




The UNCAP consortium

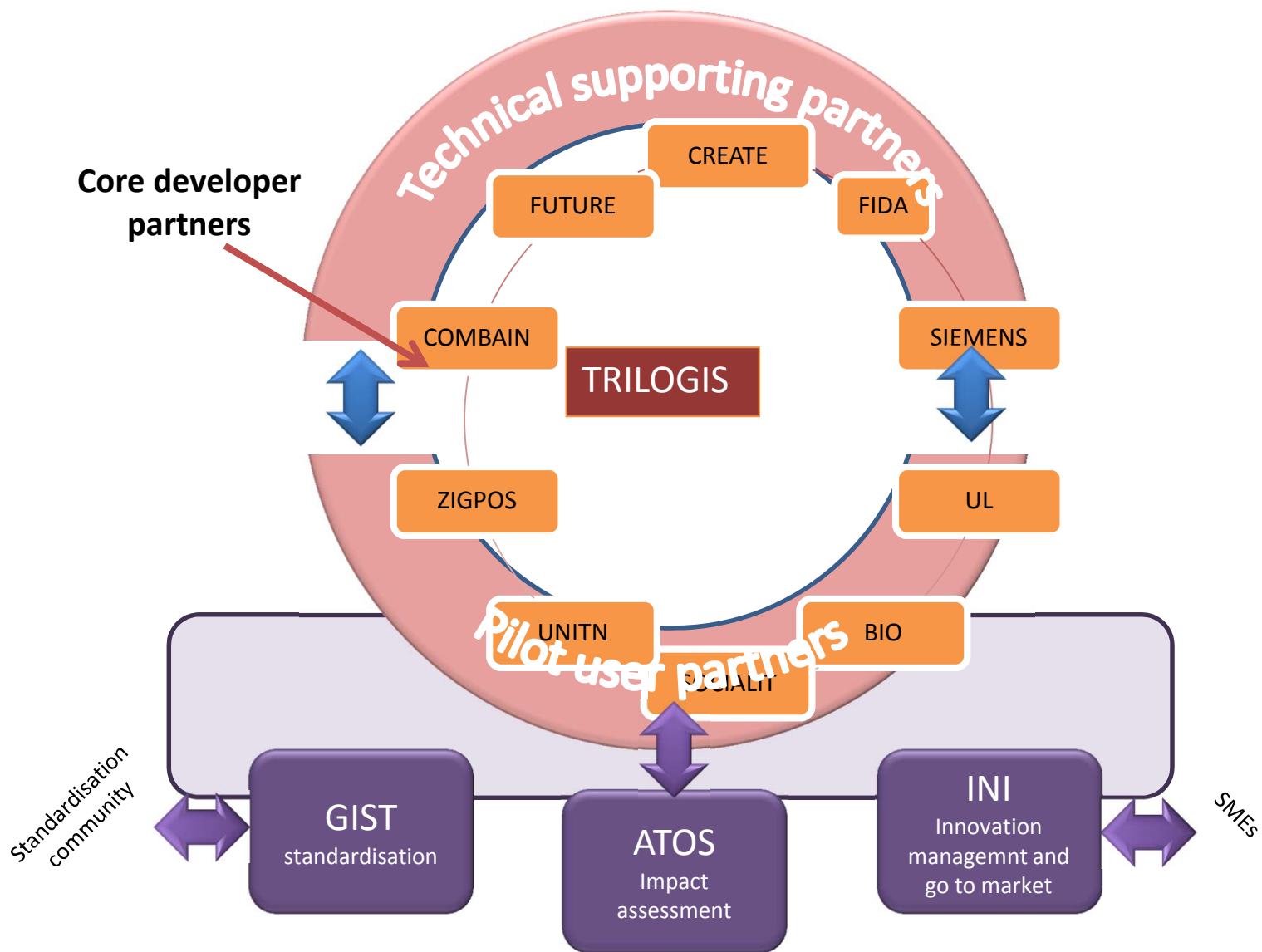
● Technical partner

● Pilot site





The UNCAP consortium





Criteria to create the consortium

(remember UNCAP is an IA not a RIA)

- Involve ONLY technical partners clearly stating “who does what”
- Maximised “end-user” + SME participation
- Create “clusters” where you have (geographically close):
 - Hospital / health facility (i.e. the “customer”)
 - Local SME (i.e. the “technical support”)
 - (optionally) an RTD unit
- Involve partners doing go-to-market and innovation transfer
- Involve partner capable of carrying on real impact analysis
- Involve partner capable to play a role within the standardisation domain





Prepare template for collection of technical info

- For collection of:
 - Their view of the use case you propose
 - Their contributions to “your” idea
 - Their macro and sub-objectives
 - Their users
 - Their proposed (main) deliverables
 - “Their” key performance indicators (by years)
 - Their dissemination activities (prepare tables for workshops, conferences, etc.)





Collect feedback and then make your choice

- Very centralised writing process
- To make sure different parts are consistent
- WP leaders can help write the first versions of WP tables
- One person (the coordinator) controlling all the technical sections





Do not underestimate the importance of Exploitation and dissemination activities





**Don't underestimate what is written
in the DoW:
it could be your contract!!**





**Limit deliverables and schedule them appropriately
(try to avoid many deliverables at the same deadline)**



What made the submission of UNCAP successful



- Clear understanding of several background documents (retrieved through careful analysis of documents, presentations, etc.)
- Start with executive abstract and 4 extremely clear use cases (to convince reviewers right upfront)
- Product-driven vision
- Crisp document (plenty of tables for users, objectives, etc.)
- Clear explanation of all technologies to be re-used and their associated IP and TRL



What made the submission of UNCAP successful



- Very clear users
- Very clear objectives
- Concrete indicators
- Very detailed market analysis and market projection
- Clear business plan within the project (with commitments)
- Well-structured consortium with clear evidence of who does what
- Great attention paid to contribution to standardisation (with clear commitments)





Step 2: During the negotiation stage...





**Know what is yours.
Know your IPR and be ready to protect it (e.g. in the CA)**





Recommendations

- If you receive a positive ESR immediately ask partners to finalise their validation (don't wait a single day!)
- Start preparing your CA and make sure it is ready at least 30-60 days before signature for legal offices (of the various partners) to review it
- Register your website (it won't be an eligible cost but it is worth it) and configure the mailing lists. This way communication can start at the right pace.





Step 3: While the project is running...





Recommendations: start at full speed

Within 1 week:

- Get the website online ASAP (even as draft)
- Use social network from day 0
- Provide video conferencing facilities to the consortium
- Provide project tracking tools (e.g. ASANA)
- Configure document sharing facilities
- Make a calendar for meetings
- Make a calendar for telcos (strict):
 - with WP leaders (monthly)
 - for development activities (bi-weekly)

Within **2 weeks** organise the kick-off meeting





Maximise impact of the kick-off meeting





Recommendations

- Start with “introductions” (you are the only one knowing all the partners) and provide templates for PowerPoint presentations (max 2-4 minutes each).
- Keep “regular” presentations to the bare minimum (half a day)
- Arrange a “hands-on” workshop (or match-making event) between users and developers (they need to understand each other as they come from different background)
- Try to arrange a dissemination event next to it (workshop conference) as all partners will be there
- Arrange a separate section for technical partners only (to have them sort out technicalities)





Establish a clear workflow ...





Within the **first month**

- Prepare a project manual (with all daily activities) within 2 weeks.
 - Explain eligible costs
 - Detail all administrative procedures (e.g. how to call meetings etc.)
 - It must be always clear who does what for every situation (how criticalities are dealt with, etc.)
- Prepare templates for all the activities:
 - Reports (official and unofficial → lightweight but frequent, e.g. every 2 months)
 - Deliverables
 - Risk assessment
 - Meeting Minutes
 - PowerPoint Presentations





And constantly follow the activities





SME should «use» the project to get international exposure and expand their business network





Cooperate, communicate, open, share





Keep calm
And
Good luck!





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www.uncap.eu

