

Pitching your research idea

Horizon Europe skills training

Session 2.

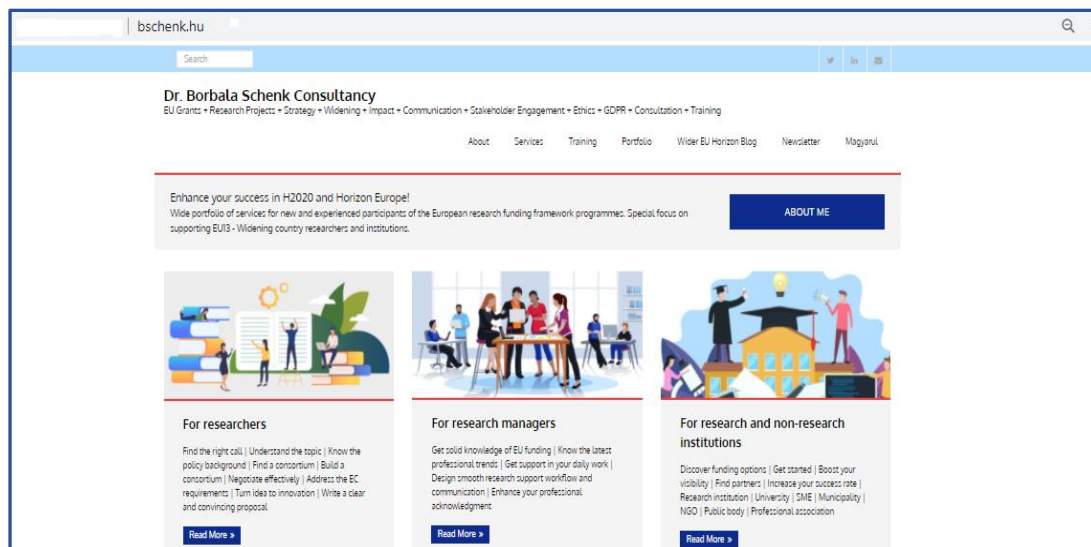
Dr. Borbala Schenk

European Research Funding Advisor

Corvinus University Budapest | Centre for Horizon Europe

February 1, 2021

dr. Borbála Schenk



<http://bschenk.hu>

- Advisor specialized in European research funding framework programmes (H2020, Horizon Europe)
- Proposal writing, development and quality assurance experience in various EU funding schemes (Widening Participation, Societal Challenges, MSCA ITN, MSCA RISE, FET-Open, Science with and for Society, COST, Erasmus+)
- In 2020 contributed to 3 winning projects and 1 with reserve list status, record of multiple impact sections with maximum scores
- Since 2018 trainings on research management and proposal writing in 5 countries for researchers and research managers
- Board-member of the European Association of Research Managers and Administrators, responsible for liaising with the European Commission
- Core Group Member of ERION network, a Europe-wide community for professionals in Research Ethics, Research Integrity and GDPR issues.
- Lawyer by degree, 15+ years of experience in research and university environments, having held management, lecturing and editorial positions

Tasks and questions → slido.com



A screenshot of the Slido website homepage. The browser address bar shows 'https://www.slido.com'. The navigation menu includes 'Product', 'Solutions', 'Pricing', 'Resources', 'Enterprise', 'Log In', and a green 'Quick event' button. The main content area features a green heading 'Joining as a participant?' with the subtext 'No account needed.' Below this is a text input field with a green arrow button and the placeholder text '# Enter event code'. To the right, a large banner image shows a laptop displaying a Slido poll and a video conference grid, with the text 'The ultimate Q&A and polling platform for virtual trainings!' and buttons for 'Try it free' and 'Schedule a demo'. A red arrow points from the event code box below to the input field.

70434

Preparation for Horizon Europe

Module II. Skills training (February 1 – 10)

- Finding partners for Horizon Europe projects (February 1-2)
- Pitching your research idea (February 3-4)
- Negotiate your interests in a consortium (February 8-9)
- Navigate your way through the Consortium Agreement and the Grant Agreement (February 10-11)
- Dissemination, exploitation and communication in Horizon Europe (February 15-16)

Pitching your research

WHAT?

- What is the idea?
- How do you plan to achieve it?
- What is new in it?
- Why should we care?
- Why on the European level?
- Why you?

HOW?

- Have a story
- Professional impression
- Be memorable
- Less is more
- Avoid jargon
- Substantiate
- Mind the time

Finding partners for Horizon Europe collaboration

Finding the proper consortium

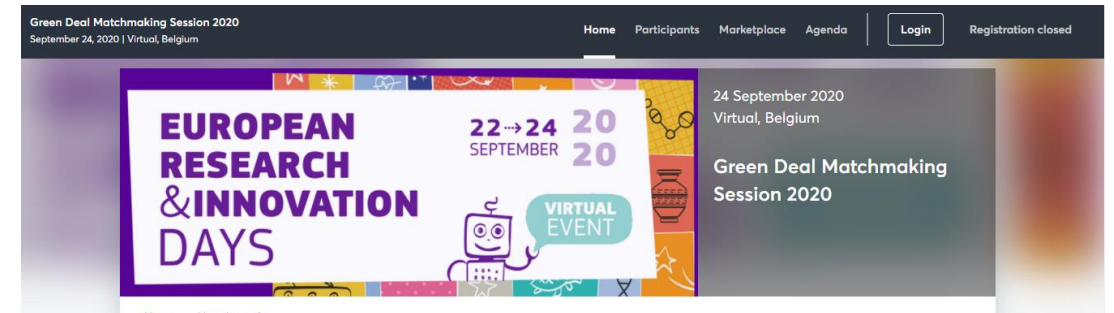
Building the proper consortium.

- International network
- NCP-network
- Other professional networks
- Funding and Tenders Portal
- Brokerage events

+1. Strategic partner search

Brokerage events

- Flash presentation sessions
- Flash presentation templates
- Live or pre-recorded



Brokerage events – Pitch template 1.



International Brokerage Event
Flash presentation



International Brokerage Event
Flash presentation

Our project idea

Logo of
your
entity

**Insert text outlining your project idea here
(Refer to slide 5 for instructions)**

Please mind: Presentations must be recorded in advance via “voice over” or video.

Topic

Logo of
your
entity

Possible topic/topics you wish to participate in (Refer to slide 5 for instructions)

Keywords

Please mind: Presentations must be recorded in advance via “voice over” or video.

Contact us!

Logo of
your
entity

**Please insert your contact details here
(Refer to slide 6 for instructions)**

Please mind: Presentations must be recorded in advance via “voice over” or video.

INSTRUCTIONS 1/3

The second and third slides may show:

- **The expertise possessed by your company/organisation**
- **The objectives of your project proposal**
- **An indication of the existing partnership/consortium**
- **The requirements for additional partner(s)**
- **The topics you are interested in**
- **Involvement in previous/ongoing projects in the area**

INSTRUCTIONS 2/3

The 'Contact' slide should include:

- **Your name**
- **The name of your organisation**
- **Your organisation's logo in the upper right corner (of slides 1-4);**
- **The nature of your organisation; e.g., academic institution, SME, large company, governmental organisation, NGO, etc.**
- **The country from which your organisation operates**

INSTRUCTIONS 3/3

Please note:

- **Presentations must be held in English**
- **Do not overload your slides – provide links to additional material**
- **Do not use videos, etc. as these may not be compatible with the IT system in the venue**
- **Please do not submit a flash presentation until your participation to the event has been confirmed**
- **Presentations need to be recorded in advance via “voice over” or video. Online Manual regarding “voice over”:** <https://support.microsoft.com/en-us/office/record-a-slide-show-with-narration-and-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c>
- **Presentations should be submitted to Dominik.Klinkenberg@dlr.de**
- **Submission deadline: 30 September 2020**

Brokerage events – Pitch template 2.

Proposed Approach

What is your understanding of the part of the problem you can solve?

We can provide technologies for synthetic methane production. Our novel technology has an efficiency of 83 % and has been piloted in various industrial contexts.

What part of the Scope do you want to address?

We want to engage in projects producing synthetic methane from industrial carbon dioxide emissions. We are a technology provider.

If you are looking for partners, what type of partners are you looking for?

We are looking to partner with industrial companies looking to invest in a CCU plant, as well as with electrolysis and carbon capture technology companies.

Experience

What previous, relevant, work or track record can you bring to the team?

Our technology has been successfully piloted in industrial contexts. We have a highly capable R&D and technology team with 10+ years of experience working together.

Include your ability to attract the 'Big Names' in the sector (e.g. leading academics, major thought leaders)

We have a strategic partnership agreement with Wärtsilä, one of the technology front runners in the energy industry, to develop synthetic fuel technology. We are also partnered with St1, a major Nordic energy company.

Organisational Capabilities

What skills, capabilities, facilities does your organisation have that will be vital for this project?

Over 10+ years of R&D, we have created a robust and operational product offering. We have competence to design, manufacture and install methanation plants.

Is your organisation academic, SME, big business, etc

We are an innovative SME. We bring novel and efficient methanation technology to the project.

Administrative Information

Are you planning on being the Coordinator or a Partner?

A partner.

Your contact details:

Heikki.Koponen

Heikki.Koponen@qpower.fi

+358 50 517 2674

Finland

PIC 897818033

1 Topic – 3 pitches

First impressions

LC-GD-6-1: Testing and demonstrating systemic innovations for sustainable food from farm to fork

[Find the Topic]



<https://vimeo.com/463496650>

- **Pitch#1**
1:09:55
- **Pitch#2**
2:06:04
- **Pitch#3**
2:08:39

1 Topic – 3 pitches

Useful phrases

LC-GD-6-1: Testing and demonstrating systemic innovations for sustainable food from farm to fork

<https://vimeo.com/463496650>

- **Pitch#1**

1:09:55

- **Pitch#2**

2:06:04

- **Pitch#3**

2:08:39

+1: 1:12:49

Task – collect phrases from the pitches you find useful

seeking to join a consortium on
specifically interested in projects working on
join as a partner rather than a coordinator
direct experience of developing
we have track record of...
contribute to the EU policy on...
we have track record of building successful
relationship
...with good links
offer a rather good place for piloting
contribute to the proposal preparation and
we are able to bring other partners
we are used to collaborating with [farmers]
and other types of organizations
participated in 7 international projects

professional support services
cutting-edge
experienced research support services
specialized
where we can utilise our detailed
understanding and expertise in...
holistic approaches
regularly work with... sectors
strong track record of (working in European
projects)
multidisciplinary, action-oriented
world-class facility - meeting (certain)
standards, university rankings (different
kinds), labels, prizes, recognitions,
accreditations

4-minute research pitch for funders

<https://www.youtube.com/watch?v=0tePb5nBeYk>
0:30-4:30



Pitching your research

WHAT?

- What is the idea?
- How do you plan to achieve it?
- What is new in it?
- Why should we care?
- Why on the European level?
- Why you?

HOW?

- Have a story
- Professional impression
- Be memorable
- Less is more
- Avoid jargon
- Substantiate
- Mind the time

90-second elevator pitch

https://www.youtube.com/watch?v=Z_qvFjAT5vY



Pitching your research

WHAT?

- What is the idea?
- How do you plan to achieve it?
- What is new in it?
- Why should we care?
- Why on the European level?
- Why you?

HOW?

- Have a story
- Professional impression
- Be memorable
- Less is more
- Avoid jargon
- Substantiate
- Mind the time

KUTATÁSMENEDZSMENT IRODA
CORVINUS HORIZONT EURÓPA KÖZPONT / CORVINUS CENTRE FOR HORIZON EUROPE

Kutatási, konzorciális pályázatokat támogató csoport:
Célunk, hogy a Corvinus ki tudja használni a HE lehetőségeit és a kutatási témák, ötletek nemzetközi szintű kutatásokká formálódjanak



Dr. Cser Erika
Szakmai koordinátor



Fekete Judit
Horizon Információs Pont



Dr. Schenk Borbála
jogász, európai uniós
kutatástámogatási tanácsadó
(szerződéses partner)

horizon@uni-corvinus.hu



**I wish you success in Horizon Europe and
thank you for your attention and participation!**

Your opinion matters. Please send me your
feedback on the course via slido