

We're thrilled to announce our upcoming webinar on AI proposal writing for open Horizon calls and the two remaining EIC Accelerator call cut-offs!

Are you an innovative startup, SME, midcap, large company, or a scientist looking to secure funding?

Are you a professional proposal writer who wish to take proposal writing skills to the next level?

Look no further than our interactive webinar to secure success.

To ensure that your proposal is successful, it is important to understand and respond to all the evaluation criteria for the EU funding. We can help you define and advance the state of the art, master implementation plan and risk mitigation and impress evaluators with effective impact strategies.

Webinar will cover **proposal writing techniques and project models for all EU programmes and the most common Horizon RIA, IA, CSA actions** etc. but specific focus will be to breakdown EIC Accelerator scheme, as **the most competitive EU call for companies** and reveal secrets how to ensure the highest marks for all formal evaluation criteria, including more than 300 questions-long EIC AI platform, with approximately 100 more variable criteria for success:

**Breakthrough and market creating nature:** Does the innovation have a high degree of novelty compared to existing products, services, and business models, with the potential to create or significantly disrupt markets?

**Timing:** Is the timing right for this innovation in terms of market, user, societal or scientific or technological trends and developments?

**Technology readiness level:** Has the technology component of your innovation been tested and validated in a laboratory or other relevant environment (e.g. at least Technology Readiness Level 5 or higher)?

**Intellectual Property:** Does your company have the necessary Intellectual Property Rights to ensure freedom to operate and adequate protection of the idea?

**Impact:** Will the innovation, if successfully commercialized, achieve broader societal, economic, environmental or climate impacts

**Scale-up potential:** Does the innovation have scale-up potential, including the potential to develop new markets and impact on the growth of the company? Are the associated financial needs well assessed and realistic?

**Market fit and competitor analysis:** Has the potential market for the innovation been adequately assessed, including conditions and growth rates? Has a competitive analysis been thoroughly performed, including identification of potential customers and users, definition of unique selling points and key differentiation from competitors?

**Commercialisation strategy:** Is there a convincing and well thought-through strategy for commercialisation, including regulatory approvals/compliance needed, time to market/deployment, and business and revenue model?

**Key partners:** Have the key partners required to develop and commercialize the innovation been identified and engaged, including their roles/competencies and a sufficient level of commitment and incentivization?

**Level of risk, implementation, and need for Union support:** Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies that are currently missing?

**Is there a clear implementation plan** with defined milestones, work packages and deliverables, together with realistic resources and timings? Are there any main risks that have been identified, together with measures to take to mitigate them?

**Our training program is specifically designed to help participants understand and address all evaluation criteria**, including over 300 hidden criteria in EIC AI platform designed to eliminate majority of applicants. Webinar will be providing you necessary knowledge, skills, project models and tools to develop winning proposals for the EIC Accelerator call.

# ETA AI PROPOSAL WRITING

The most impactfull intelgence for EU Funding business

DESIGNING PROJECTS TO MAKE THE EU FUNDING WORKS FOR YOU!

*Making the EU funding works for You!*

## PROGRAM AGENDA

Day I	Day II
<p>10.00 - 11.00</p> <p>EIC Accelerator call requirements, AI platform, Phase I and Phase II</p>	<p>10.00 -11.00</p> <p>SWOT analysis, Current situation, Corporate Strategy, Business model, Financial projections</p>
<p>11.15 – 12.15</p> <p>Project value chain, value proposition, use cases of your solution, features</p>	<p>11.15 – 12.15</p> <p>Intellectual Property, Exploitation strategy, barriers to entry</p>
<p>12.30 – 13.30</p> <p>Workplan, work packages, milestones, and deliverables</p>	<p>12.30 – 13.30</p> <p>Legal and regulatory requirements, Scaling strategy, Future Developments</p>
<p>13.45 – 14.45</p> <p>Team and Key partners</p>	<p>13.45 – 14.45</p> <p>Expected impacts, Pitching, PPT, Video, Interview, and Proposal evaluation simulation</p>
<p>14.45 – 15.30</p> <p>Market scoping, Willingness to pay, Competitors, and Threats</p>	<p>14.45 – 15.30</p> <p>Successful Project Examples and Q&amp;A</p>

## PRACTICAL INFO

**Certificate** – ETA Certificate “Intelligence for EU Funding” is awarded to participants who successfully complete compulsory sessions modules. Practice is offered optionally.

**Duration and location** – Every week until 2023 cut-off dates you can apply for pre-evaluation of project proposals and Online training, dates are listed in the ETA calendar.

**Application process** - Since qualified candidates are admitted on a rolling, space-available basis, early application is encouraged. You may apply by sending your info (Name, Last Name, Phone number, and Organisation using website registration form. You will receive payment instructions.

**Participation fee** - Participation fee for this unique program offers unmatched cost vs impact ration at €220 for the participation in courses, study materials, digital proposal writing guide and project examples. Early registration discount is available two weeks before the event.

**Teaching Methods** – Project models and case studies - Workshops - Discussions and Q&A Sessions - Interactive exercises - Experiential learning – AI proposal writing tools.

**The Experiential Learning** - encourages active interplay between conceptual frameworks and their implementation in complex real-world settings. Focusing on key variables for success at each stage, refining necessary cross-cultural communication and fundraising skills, increasing leadership capacity and providing irreplaceable insights into best practices for commercialisation of innovations.

**ETA Global Curriculum** - integrates the best practices and cultural insights of the world’s top business schools adapted for the needs of participants local economy and communities. English language. Participants will leave with a powerful network that spans functions, institutions, and enables innovative value chains.

## SUCCESS

ETA is where reform leaders convene. You will do more than prepare for the next step in your career. You will develop worldview, analytical tools, alliances, strategic skills, and leadership capacity to master the complex global challenges that face your local community today.

Our programs have already been evaluated with the highest marks by more than 10000 participants from respectable organisations including: Universities of Warsaw, University of Newcastle, Ghent University, Amsterdam University of the Arts, Antwerp Management School, Stockholm University of the Arts, Vytautas Magnus University, Norwegian School of Economics, Faculty of Law Radboud University Nijmegen, Universite Pierre et Marie Curie, Louven University, Utrecht University, Westfalische Wilhelms Universitat Munster, University of Belgrade, University of Novi Sad, University of Zagreb, University of Sarajevo, University of Maribor, University of Bitola, University of Kragujevac, University of Osijek, University of Rijeka, University Mediterranean Podgorica etc. Polish Science Contact Agency..

INTERPOL, Atlantic Group, Siemens, Philips, Robert Bosch, Schneider Electric, Hewlett Packard, Leo Burnett, Croatian Electric Power (HEP), Croatian Transmission System Operator (HOPS), Elektroprivreda BiH, Department CTP Plant, Petroleum Industry of Serbia (NIS), Telekom, Amiga, Dam Mont, 3M, SAGA, Asseco, MFC Mikrokomerc, Vlatacom, Link Group, NICAT, OSA Engineering, Enel PS, IPSOS, GfK, Patent Co, Avalon Production, Planit, EkoAgri, Alfa Plam, Galenika pharmaceuticals, Krajina petrol, Bivoda, Albus, Energoprojekt, Srbija Šume, Port of Belgrade, Polix Research and Development Centre..

Deloitte Touche, Credit Agricole, Societe Generale Bank, Hipo Alpe Adria Bank, KBC Bank, Serbian Bank, Moscow Bank, Komercijalna banka, Citadel, Senzal Capital, Unicredit Leasing, BDO, BDD Euro fineks broker, World Vision International etc. ... and many others

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*Making the EU funding works for You!*

## LEAD EXPERTS

Mark Montgomery	Aleksandra Nešić	Muhammed Salem
<ul style="list-style-type: none"> <li>Frankfurt School of Finance &amp; Management Certified Expert in Microfinance</li> <li>Prince2 Project Certification Project Management Practitioner</li> <li>ITIL v3 Service Management Foundation Certification ITIL v3</li> <li>Sheffield Hallam University Post Graduate Certificate in Technical Writing</li> <li>The London School of Journalism and Creative Writing</li> <li>The Open University Master of Business Administration (MBA), Finance and Marketing Master</li> </ul> <p>— Show Less</p>	<ul style="list-style-type: none"> <li>The University of Novi Sad, Faculty of Technology Doctor of Technological Sciences, Materials Engineering</li> <li>University centre for applied statistics Master's degree, Applied statistics Master's degree, Applied statistics</li> <li>University of Novi Sad, Faculty of Technology Master's degree, Pharmaceutical Engineering</li> <li>Students' Union of Faculty of Technology, Students' Parliament Activities and societies: Students' Union of Faculty of Technology, Students' Parliament - Student prodean</li> </ul>	<ul style="list-style-type: none"> <li>The American University in Cairo, English and Comparative Literature, Master of Arts</li> <li>Sciences Po Grenoble, International Relations and Affairs, Master's Degree,</li> <li>The American University in Cairo, Bachelor's Degree, Political Science</li> <li>BA in Political Science with concentration in International Relations and with a minor in English and Comparative Literature</li> </ul>

## LEAD TRAINER



**Boško Nektarijević, BBA, MBA,**

Over 20 years of experience in the EU funding schemes. Senior expert position in 4 EU funded projects for creating and maintaining mechanisms for creation of innovation ecosystems and cooperation between the academia, NGOs, the private sector and the research community as well as support to SMEs and business development; Key Expert position for the EU programmes for accession countries. Programme Evaluator position for EU IPA programme in Montenegro. Implemented thematic programme and projects evaluations; 4 Senior Expert positions directly responsible for proposal/tender development, and related activities. Management of proposal preparation for the FP6, FP7, Horizon 2020, Horizon Europe, particularly EIC programme, and various other and External assistance and national grant schemes etc. from idea mapping to consortium creation, proposal pre-evaluations with a high success rate of funded projects; Extensive experience in business development and marketing as executive manager of two companies (EU Access, EMTA) and two NGOs (BSN, and ETA). Supported Competitiveness and Innovation Operational Programmes from programming to implementation in various countries. Lecturer at the Business Academy (Cambridge International Business Studies); Coach at EASME for SME Instrument. Bachelor of Business Administration at Paris, France '99; MBA – Master of Business Administration at the SBS – University of Brussels '02; Executive education at Boston University '05 and Harvard University, USA '06. More info at [Bosko Nektarijevic | LinkedIn](#)