

# EU funding – is it worth the hassle!

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# 1. % Success rates

## Reported / True

**Call for proposals:** H2020 EIC SME INSTRUMENT- (Deadline: 23.05.2018)

- \* Number of proposals submitted: **1658**
- \* Number of above-threshold proposals: **696**
- \* Number of projects proposed for funding: **63** **3.8% / 9%**

For all H202 programmes (2015):

- \* 42,535 / 20, 024 / 4,565 **10.7% / 22.8%**

## 2. The Process

- \* Innovation and efforts to access funding (grants, other) should be embedded as a key activity within the business
- \* Embrace the process of project/proposal development
- \* Grant award is the:



# Partnering versus Coordination

- \* Correct approach?
- \* Partnering strategy – identifying and courting a “winning” Coordinator

# Proposal development - key points

- \* Close alignment to funder criteria
- \* Treat grant proposal as a sales document
- \* Pitch to audience (evaluator) – key front end pages
- \* The WHAT, the WHY, the HOW
- \* Concise, coherent, succinct – less is often more!

# Contact details

THANK YOU!

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