

# Insider's guide for a winning MSCA-IF proposal in an innovative company

*We studied over 150 IF applications and want to share what we learned!*



*Are you ready for your perfect proposal?*

*Let's go !*

## **Statement:**

*"The EU wants to finance excellent researchers and outstanding innovation. "*



*Pssst!! If you follow our guidelines your chances for success are highest!*

## **Background:**

Candidates were most often financed if they had at least **3 first-author publications** in peer-reviewed journals or 1 publication in a high-impact journal in their respective research area.



## **We found:**

**A very strong entrepreneurial element or the proven capacity to attract grants can make up for a weaker publication record. Experience in the industry is very important!**



# HOW TO BUILD THE BEST PROJECT

The perfect proposal does exist!



## VALORIZATION STRATEGY

In the best case, the outcome of a research project is a new product on the market.

## SOLVE A BIG PROBLEM

Simple and elegant solutions to real societal problems and technological challenges.

## BE MARKET ORIENTED

The justification for your work arises from real market needs and difficulties faced by end-users.

## 1+1 > 2

Put the **synergy** between you and your host institution up front! Resolving an important problem requires the cumulative efforts of at least two pioneers – you and your host institution.

**BE BOLD** Reviewers have very limited time to evaluate your proposal. Stay focused on the big picture. Throughout your proposal, insist on 4 or 5 critical points.

**YOUR CAREER PLAN** The main goal of the EU is a long-term investment in its scientific leadership. Point out how the collaboration will help you grow as a human being and as a scientist and how it will help your host company strengthen its position on the market.

**SELF-CONFIDENCE** Your reviewers know you are the expert and respect you for it. A simple explanation of your approach without a great need for justification shows that you believe in your vision and your reviewers will see this.

**DAMN! RESPECT THE H2020 GUIDELINES:** The EU is going to fund your project - respecting all the topics listed in the call description is vital. You don't want your proposal rejected because you didn't pay attention to details like gender balance or a dissemination plan, right?

## *Elvesys in-house recipe for a winning proposal*



**All the required information** can be found in the proposal - reviewers are not allowed to use external sources



**START now** - Do not wait until the last moment to write your proposal!



**No copy/pasting:** Using your own words will enable you to create a more coherent narrative throughout your proposal.



**Visualize your idea** – add a **figure** of your planned product, and a **graph or a diagram** for easier understanding



**Be critical** with your proposal - Identify weak points and discuss them. If you don't, reviewers will, and then it's too late.



**Your host is your castle** - show how your stay in this institution will help you succeed in your future career goals



**Be creative** in your dissemination plan. Think of something cool, for example giving a TEDx talk.



Remember, many **reviewers are from the private sector** and working in industry

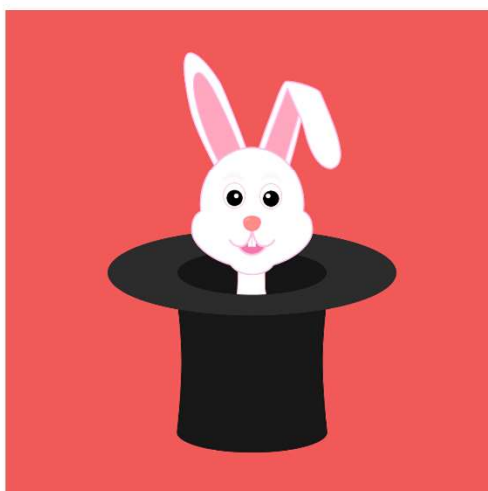


**Never exceed 10 pages**, the rest will not be visible for reviewers



**Clear description** of the current state-of-the-art and how you plan on going further beyond.





## ***About this infographic***

*The European Union hopes more and more young researchers will join European research companies in order to apply their research expertise in the real world, thus boosting Europe's economy and life quality. At Elvesys, we share the same goals and we are not afraid to compete with other companies – therefore we encourage every interested candidate and every company that wants to participate in this dynamic process to do so! We hope that by providing this infographic, we can help you during the application process. Good luck!*

***The ELVESYS Microfluidics innovation center invites all interested scientists who need microfluidics for their research to join us through an IF project!***

***You have a question? Ask us!!***

***E-mail to - [partnership@elvesys.com](mailto:partnership@elvesys.com)***

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