Create a compelling criteria-led Application - Key themes

Caroline Thomas - Evaluator

- **Create a Compelling Criteria-led Application**

  Key themes

Evaluating funding opportunities

- Career: **Risk management** of investments in new technologies and innovation for global banks & companies

- Expertise: **Technical expertise in DLT** and new technologies including blockchain across finance, health, supply chains, smart energy, sustainability and society

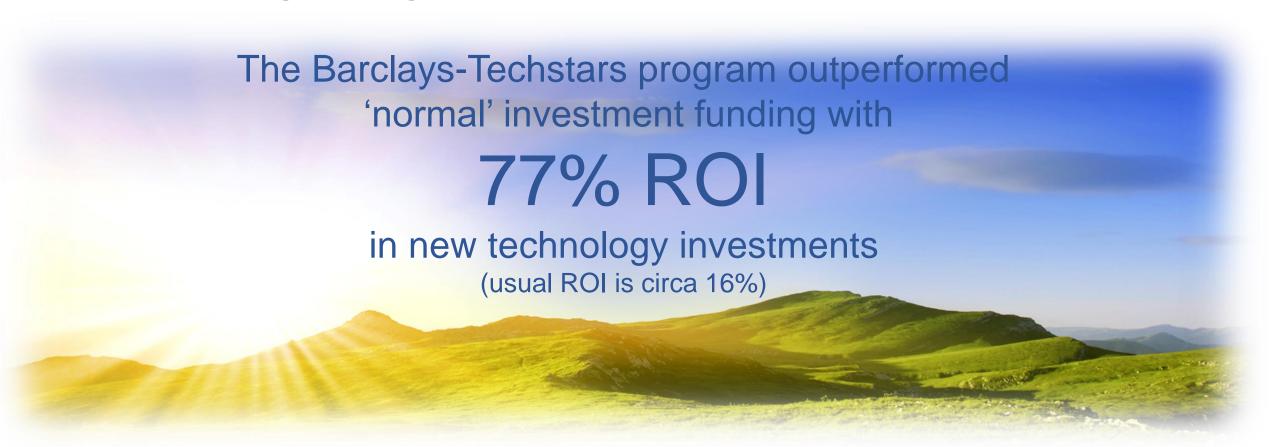- **Standards**: ISO, BSI, European Innovation Council, StandICT EPE, CEN-CENELEC etc.

https://www.linkedin.com/in/carolinet2030/

Evaluating funding opportunities

The Barclays-Techstars program outperformed 'normal' investment funding with

77% ROI

in new technology investments
(usual ROI is circa 16%)

● **The goals of the Open Calls are:**

Supporting European Experts Presence in International Standardisation Activities in ICT

Encourage specialists and experts to engage in standards

So:

✓ WE WANT MORE EUROPEAN EXPERTS ENGAGED IN
        INTERNATIONAL STANDARDS WORK

Boost EU contributions in key international and global SDO

So:

✓ WE WANT TO GIVE OUR EXPERTS IN EUROPE THE ABILITY TO MA KE MORE OF AN IMPACT

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Provide an opportunity to apply for funding to do the job effectively

So:

✓ THIS IS NOT A JOB APPLICATION, IT'S FUNDING TO HELP MAKE YOUR WORK MORE EFFECTIVE

● **Give us what we need**

Answer the questions posed

✓ (The questions have been posed for a reason)

Concentrate on 3-5 bullets per question

✓ (Be clear what points you want to make in your response)

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● **Give us what we need**

Answer the questions posed

✓ (The 4 questions have been posed for a reason)

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Concentrate on 3-5 bullets per question

✓ (Be clear what points you want to make in your response)

Demonstrate the planned activity, delivery & KPIs

✓ (I led this . . . / I wrote the chapter on …/ I will deliver *xx* by *date*)

Supporting European Experts Presence in International Standardisation Activities in ICT

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⦿ **Remember to …**

Focus on your expertise

✓ (List your role in SDOs, avoid marketing hype, explain jargon)

Meet the budget

✓ (Be specific on days /activity/ timelines/ KPIs)

Attach your CV

✓ (Your opportunity to list all your expertise, roles and achievements)

What are the 4 criteria of the Open Calls?

- Criteria 1: Soundness of the proposal and foreseen impact on the Open Call topic (30%)

- Criteria 2: Technical excellence & adherence to the Open Call topics (30%)

- Criteria 3: Experience and qualifications of the applicant (20%)

- Criteria 4: Economics of the proposal (20%)

Thanks from

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info@standict2023.eu

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