



Red and green flags for EIC Accelerator

EIC Accelerator finances the final development steps and the upscaling of promising innovations.

FIRST CHECK

Applicant = SME and TRL at start of project must be 6

PLEASE NOTE

Writing a winning takes several weeks of work, not all propositions have a good chance of success with an average success rate of 7%. The “RED flags” below largely decrease that chance – the green flags increase the chance of success. Before committing to the development of a proposal, first assess the fit of your proposition. You can reach us via Accelerator@rvo.nl.

GO!

Deeptech* innovation (based on academic research) ...Create a sense of **WOW!**

Solves a real European/global problem that customers are willing to pay for

Core technical knowledge in house and experience in business development

Visionary, convincing entrepreneurs

Scalable business model which requires capex investment

Insight in requirements for market-access and regulation, clear plan

Convincing IP strategy and FTO

Investors on board

Team = ready to scale

NO-GO

Tech-push – Only focus on technology, no insight in customer needs

Innovation is combination of existing technologies

Innovation solves everything – lack of focus

Only academics – no knowledge/experience in business development

No credible pathway to market, no credible exploitation partner/channel

Most software-only projects have a low chance of success

No market insight – Unclear whether market exists, no insight in competitors

No IP – and no plan/agreement to obtain IP

Dead equity in company, shares very diluted

Government as main customer

*What is deeptech? Breakthrough academic research, of which the practical application has the potential to create new markets or disrupt existing ones.

TIP

[EIC Accelerator data hub \(eisma.eu\)](https://eisma.eu) to see if comparable proposals have been awarded.