

ITEA PO Days 2025

Welcome to the ITEA PO Days 2025 Preparation session

26 June 2025



Agenda

- Opening and introduction of the Call 2025
Özgün Algın – Programme Manager
- Demonstration of the online brokerage tools for ITEA Call 2025
Johan van der Heide – ICT Manager
- Q&A

Notes:

- Slides and recording will be published after this session
- Mute your microphone during the session
- Post your questions in the chat or raise them during the Q&A session

Guidelines for the Project Outline Preparation Days 2025

ITEA PO Days 2025 Preparation session (online)
26 June 2025

Özgün Algın, ITEA Programme Manager



ITEA 4 is the Eureka Cluster on software innovation



The Eureka Cluster on software innovation

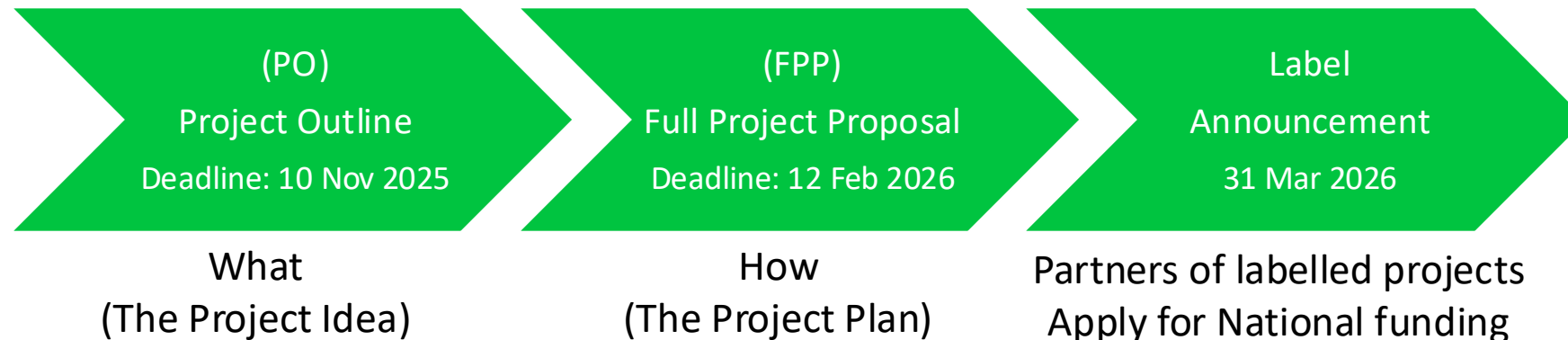
Since 1998, ITEA is the Eureka RD&I programme on software innovation. ITEA stimulates transnational and industry-driven R&D&I in the domain of **software innovation**. ITEA enables a large international community to **collaborate in funded projects** that turn innovative ideas into new businesses, jobs, economic **growth and benefits for society**.

ITEA is:

- Global and trusted cooperation in an industrial community
- Project financing through national public and own funding
- Commercialisation of research results
- Focus on high-quality process and support

Introduction

- ITEA Call 2025 is a new Call for international research project proposals on software innovation.
 - The Call opens on 16 September 2025 with a brokerage event in Estoril/Lisbon; the 'Project Outline Preparation Days 2025' (ITEA PO Days 2025)
- The ITEA Call 2025 follows a 3-step process:



Programme

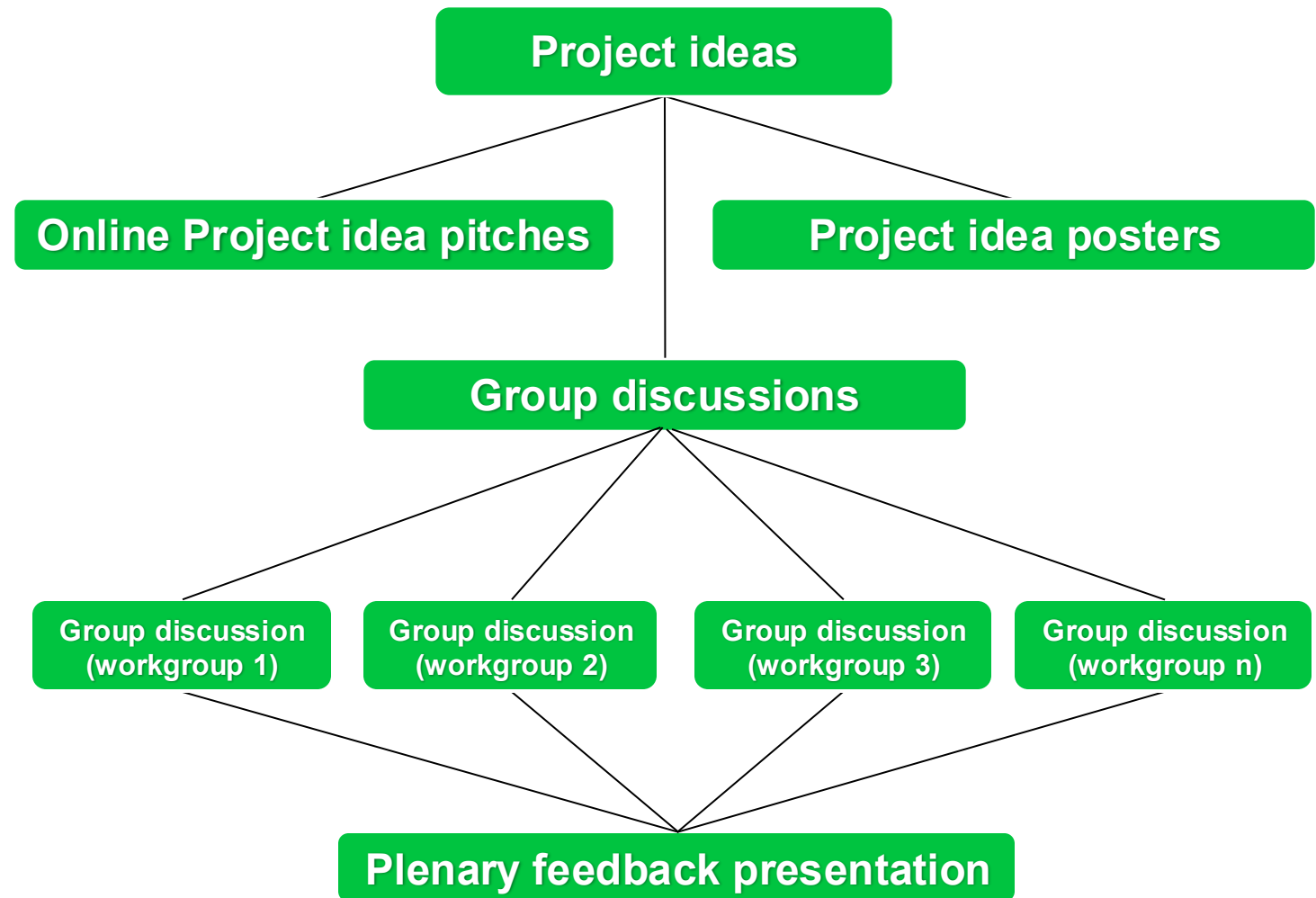
- **5 June:** Opening of the ITEA PO Days webpage and Project idea tool
- **26 June (online):** ITEA PO Days 2025 preparation session
- **4, 8 and 12 September (online):** National priorities and eligibility criteria presented by Public Authorities
- **11 September (online):** Project idea pitch sessions
- **16 September afternoon (Estoril):** ITEA Project Exhibition, ITEA Project Awards ceremony, (Newcomers) Workshop, and B2B session
- **17&18 September (Estoril):** ITEA PO Days 2025
 - A two-days brokerage event (project idea poster session, brainstorm sessions, feedback presentations and networking)
 - This will be a fully physical event - sessions will not be streamed or recorded
 - Most of the submitted project proposals are initiated at the PO Days

ITEA PO Days 2025

PO Days overview

- Meet with participants from all over the world
- Define potential projects and form initial project consortia
- Receive information about the ITEA Call 2025 and national public funding

ITEA PO Days 2025



Project ideas & posters

Project ideas (online)

- Now: Publish your project idea in the Project idea tool on the ITEA website
- The Project idea tool is the central place to present your idea, yourself, communicate online with interested partners, show recordings of pitches (after the online Project idea pitch session)
- The project ideas are only visible and accessible by people who have signed the ITEA Call 2025 NDA

Project idea posters

- In close cooperation with you, the ITEA Office will prepare a Project idea poster
- Your poster will be printed and delivered by the ITEA Office at the PO Days in Estoril.
 - Please be sure that your idea is uploaded on the Project Idea Tool latest by 28 August 2025.
- The posters will be displayed at the Poster session on the first day of the ITEA PO Days in Estoril

Project idea pitches (online)

- A project idea pitch is a short presentation ('elevator pitch') of your project idea
 - It is **not** a presentation of your organisation and its products or services
 - It is **not** a presentation of your competences
- Keep it short, simple and focussed (max 4 slides, max 5 minutes presentation)
- Please use the ["Project idea presentation" template](#)
- Present your project idea pitch in an online session on 11 September 10:00 - 12:00 CEST or 15:00 - 17:00 CEST
- Send your PowerPoint presentation in .pptx format (not in PDF!) to communications@itea4.org latest by Monday 8 September
 - All pitches are recorded and published afterwards on the ITEA PO Days webpage and in the ITEA Project idea tool
- Check <https://itea4.org/podays2025/pitches-posters.html> for all information

ITEA PO Days 2025

Project ideas poster session

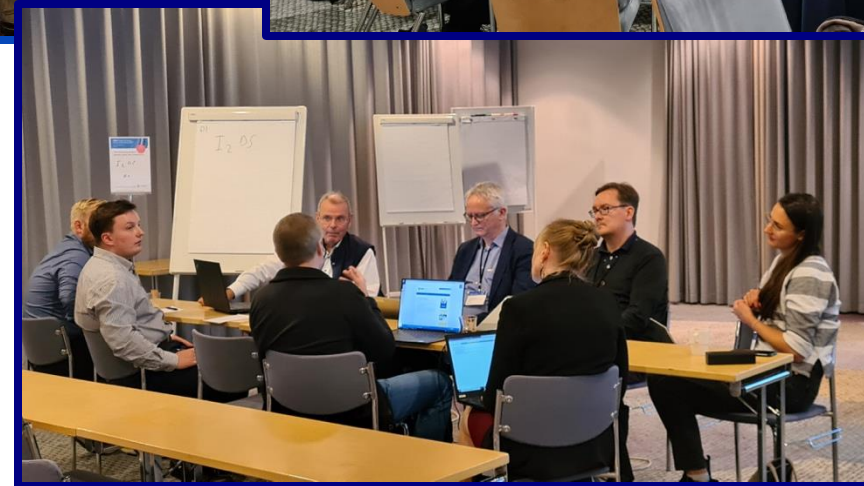
ITEA PO Days 2025



ITEA PO Days 2025

Group discussions & Plenary session

ITEA PO Days 2025



ITEA PO Days 2025

ITEA PO Days 2025

Contact us

Should you have any further questions, contact us:

Loes van den Borne:

loes.van.den.borne@itea4.org

Özgün Algin:

ozgun.algin@itea4.org

Thank you!



ITEA4

<https://itea4.org>

ITEA is the Eureka Cluster on software innovation

Σ eureka

<https://www.eurekanetwork.org>

