

# ITEA PO Days 2024

## How to shape your PO

10 September, Antwerp

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# Goal and purpose

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- **How to maximise your chance of success**
  - What are the goals of ITEA
  - Checklist for an ITEA project
- **Introduction of the Project Outline template**

# Successful ITEA projects

## The example of SMART

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# SMART



Moving beyond traditional traffic control



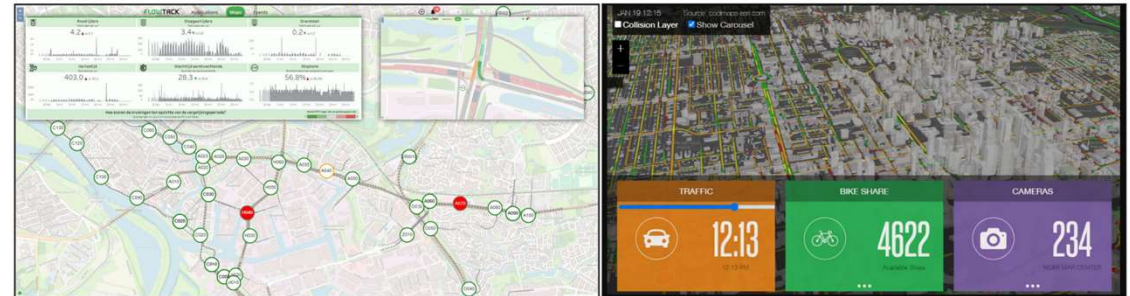
- Collaboration and contracts with multiple municipalities in both Canada and the Netherlands



- Contribution and adoption to relevant standards



### Smart Traffic Control platform for sustainable mobility



# Successful ITEA projects

## The example of IVVES

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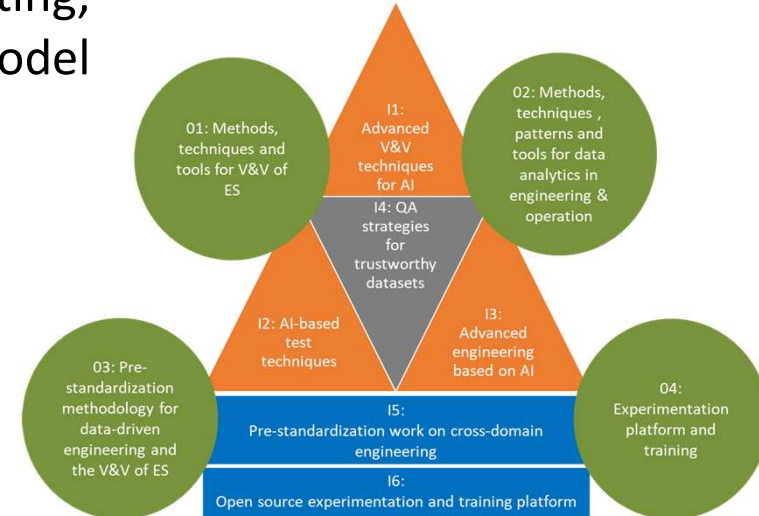
IVVES



Industrial-grade verification and validation of evolving systems



A suite of AI-driven tools for quality enhancement, 3D brain imaging, diagnostics, test analysis, GUI testing, trust prediction, predictive maintenance, and model documentation across multiple ITEA challenges



# What is a successful ITEA project?

- ✓ Exploitation results
  - New products
  - New services
  - New systems
  - ...
- ✓ Contributions to standardisation
- ✓ International collaboration

# Where to start?

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## ITEA eligibility criteria

- At least two organisations not belonging to the same parent organisation
- At least two countries:
  - one Eureka Member Country
  - one Eureka Member or Associated Country
- Project lead from a Eureka Member or Associated Country

<https://itea4.org/publication/download/itea-rules-regulations.pdf>

ITEA has an **industry-driven, bottom-up** programme,  
**closed-to-market, financed through national and private funding**



# Where to start?

## Check national priorities, eligibility criteria and funding outlook, e.g.:

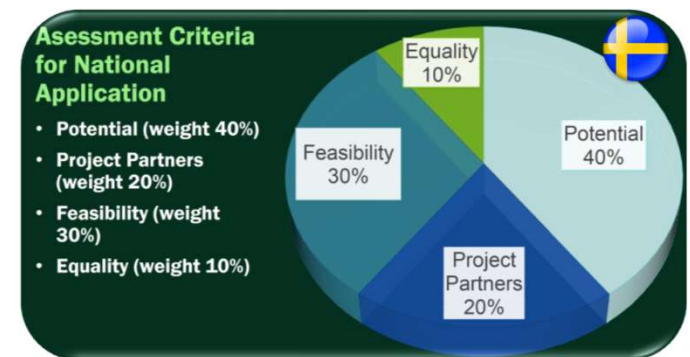
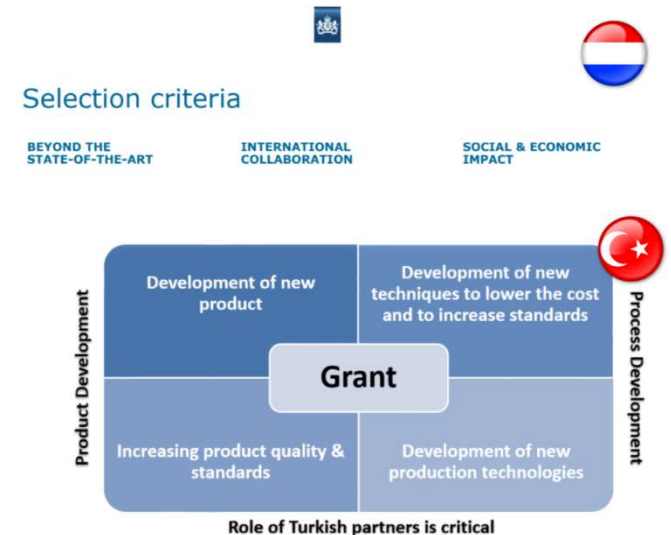
- ❑ No single participant or country is responsible for more than 60% (SWE) or 70% (NL) of the budget of the project
- ❑ Funding available only for SME (EST)
- ❑ Research organisations as subcontractors (BEL VLAIO)

→ <https://itea4.org/funding.html>

→ <https://itea4.org/podays2024/national-priorities-eligibility-criteria-and-funding-outlook-2024.html>



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## Next: Project idea

**Start by defining or join a Project idea that:**

- requires innovation
- is developed in collaboration with international partners, and
- has clear exploitation potential

<https://itea4.org/podays2024/project-idea-overview.html>

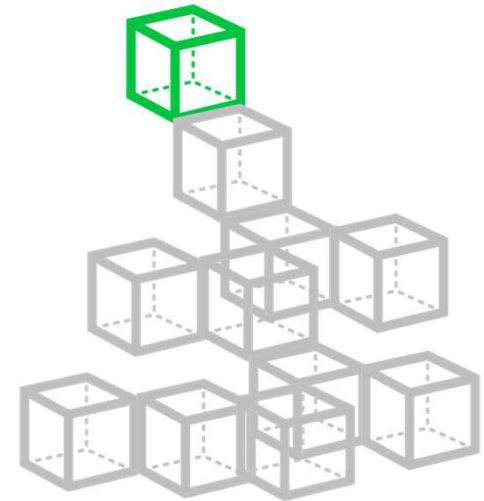




## Transform a project idea into a Problem statement

- ❑ Demand
- ❑ Technology availability and needs
- ❑ Business opportunities
- ❑ Current bottlenecks
- ❑ Project contribution

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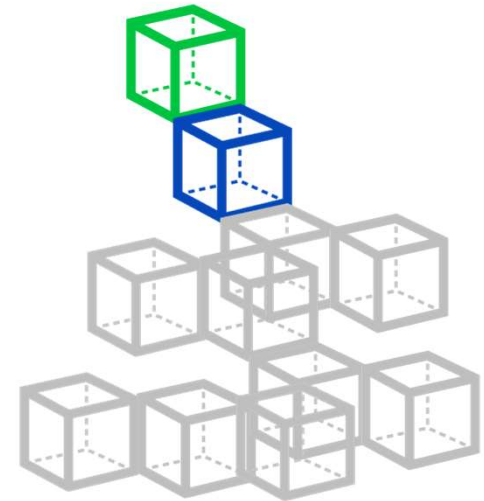




## From problem statement to Solution concept

- ❑ Concept description
- ❑ Components and their relations  
(drawings, diagrams, etc.)
- ❑ Key technologies
- ❑ How/why this corresponds to the solution
- ❑ Feasibility

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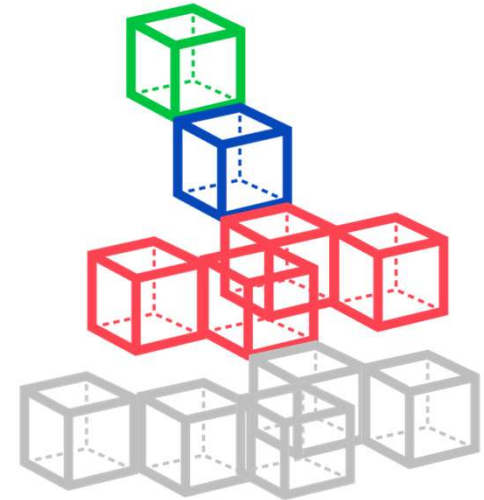




## Solution exploitation should result into Business outcomes

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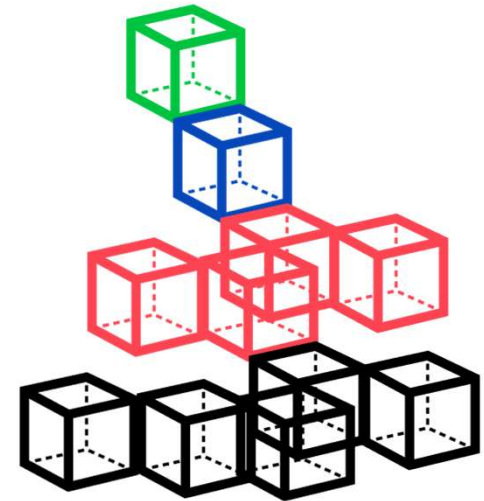
- ❑ Description of a business outcome
  - ❑ Market potential and trends
  - ❑ Type of outcome(s), e.g., products, processes
  - ❑ Targeted customers
  - ❑ Go-to-Market strategy
  - ❑ Potential revenue streams
  - ❑ Value propositions
  - ❑ Business key performance indicators, e.g., pilots, partnerships, standards)





## Solution concept contains Technological innovations

- ❑ Description of an innovation
  - ❑ Definition
  - ❑ State of the art
  - ❑ Improvement of the state of the art
  - ❑ Technological key performance indicators



# Technological Key Performance Indicators

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## Key Performance Indicators (KPI):

- Quantify your targeted project output.
- Represented by three values (Initial, Current, Target)
- Project management tool: monitor the progress of the targeted achievements
- Unique selling proposition

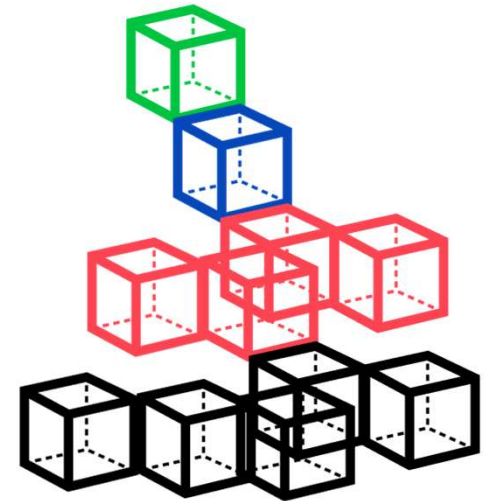
## KPIs must be SMART:

- **S**pecific (the KPI must be unambiguous)
- **M**easurable (the KPI must be measurable in order to: indicate its progress, prove if the target has been reached and serve as a commercial argument to sell the final solution after the project)
- **A**chievable (the KPI must be achievable by the current consortium)
- **R**elevant (the KPI must demonstrate the uniqueness of the project results)
- **T**imely (the KPI must be achievable within the project's time frame)



## Solution concept contains Technological innovations

- ❑ Description of an innovation
  - ❑ Definition
  - ❑ State of the art
  - ❑ Improvement of the state of the art
  - ❑ Technological key performance indicators
- ❑ Relationship to other projects





## Consortium is relevant and necessary

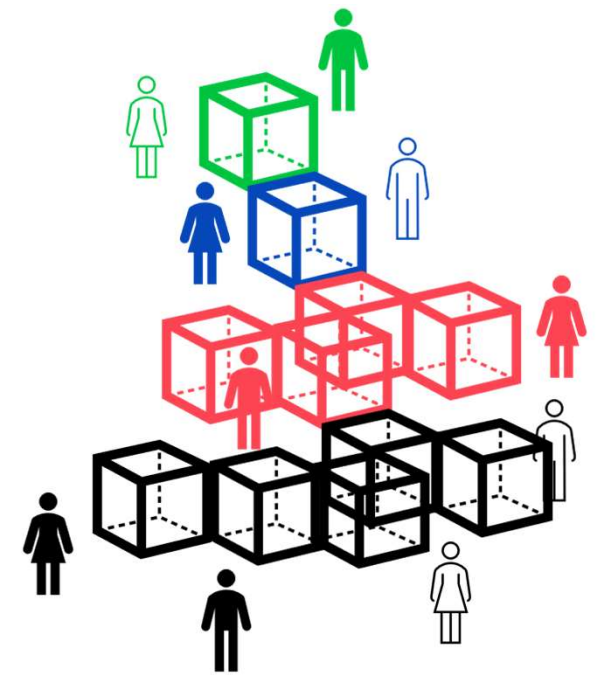
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- ❑ Collaborative effort and synergy
  - ❑ Roles and responsibilities
  - ❑ Joint realisation of business outcomes
  - ❑ Joint contributions to innovations











- ❑ Specific partner descriptions and market access





## Project Outline vs Full Project Proposal

|                             | WHAT  |   |  |   |   | HOW   |
|-----------------------------|---|---|--|---|---|---|
|                             | Problem statement   | Solution concept  | Business outcome(s)  | Technological Innovations   | Consortium description  | Work plan: work packages, tasks and deliverables  |
| Project Outline (PO)        |  |  |  |  |   |   |
| Full Project Proposal (FPP) | Revised version (if necessary)  |   |  |   |   |   |

Note: The final document is created by **merging** the corresponding **annex** and the **online** content.

**Always check the merged file!**

# PO Annex and Call documents

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Max 40 pages merged doc



## Call documents

For each Call stage you will find the appropriate documents on this page. Please always make sure you have the latest version of the document you are using.  
 Please note that updated documents for ITEA 4 will be available in due time

| Phase                 | Documents   | Comments  |
|-----------------------|---|---|
| General               | <a href="#">ITEA instruction videos</a>                         | These videos will guide you through your project preparations from PO to project closure.   |
|                       | <a href="#">Rules and regulations v22, June 2023</a>            | This document provides information on the ITEA processes and decision mechanisms for the ITEA 3 and ITEA 4 programmes.  |
| Project Outline stage | <a href="#">ITEA Call 2024 PO Annex template September 2024</a> | ITEA Call 2024 PO Annex template in editable Word version.  |
|                       | <a href="#">ITEA 4 Letter of Intent (LoI)</a>                   | Each partner in the project consortium must submit a Letter of Intent (LoI)<br>Letters must be either: <ul style="list-style-type: none"> <li>Printed on company paper and Signed by an authorised person;</li> <li>Or digitally signed by an authorised person</li> </ul> Non digital version of Letter of Intent can be uploaded in the partner's profile in the Project (Outline) on the Community website |

<https://itea4.org/call-documents.html>

# Takeaways

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Bottom-up programme supporting projects

- with a clear industrial need with potential for exploitation
- innovative and supported by an international consortium
- eligible for funding and aligned with national public authorities

ITEA  
Fostering international  
software innovation

# Questions?

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Contact us at [projects@itea4.org](mailto:projects@itea4.org)!



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Thank you  
for your attention

