ITEA PO Days 2025

How to shape your PO

16 September, Estoril

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What is ITEA?

ITEA is an industry-driven, bottom-up programme, close-to-market, financed through national and private funding

- **How to maximise your chance of success**
  - What are the goals of ITEA
  - Expectations from an ITEA project

- **Introduction of the Project Outline template**

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What is an ITEA Project?

RD&I projects in software innovation

International & collaborative (≥ 2 countries), mix of SMEs, industry, research, end users.

Goals:

- Deliver **innovations** beyond the state-of-the-art
- Create **market and societal impact** (jobs, new products, standards)
- Strengthen **international collaboration & value chains**
- **Close-to-market results** expected within 2–3 years after project

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Expectations from a PO

Eligibility Criteria of ITEA

☐ 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

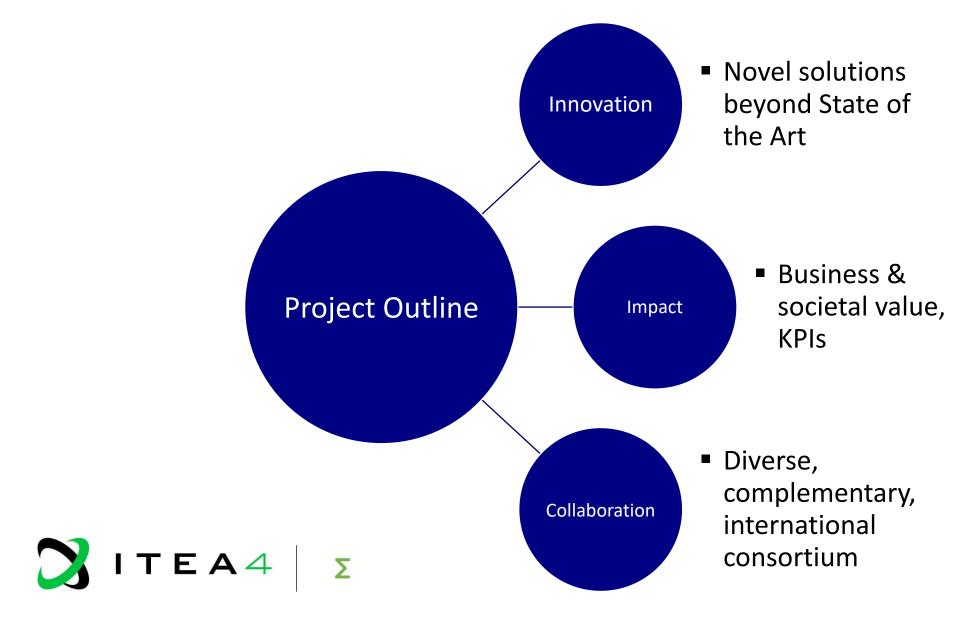For more information on Eureka & Eligibility:
https://itea4.org/community/publication/overview/category-1.html

For more information on countries:
https://itea4.org/participating-countries.html

Expectations from a PO

Eligibility Criteria of countries – some examples

Country	Key Criteria
Netherlands	Budget limit per call €10M (max €4M per consortium) Balanced distribution of project costs (<70% in one country) At least one Dutch company must act as national coordinator
Portugal	SMEs or Small-Mid Cap are eligible (large companies are not) National budget ~€13.3M
Korea	Public funding ratios: 33% large, 50% medium, 67% small enterprises
Belgium	Open budget, projects evaluated case by case Universities & research centres eligible; financial viability of companies checked

➔ https://itea4.org/funding.html

Σ ➔ https://itea4.org/podays2025/national-priorities-eligibility-criteria-and-funding-outlook-2025.html

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Expectations from a PO

Innovation

- Novel solutions beyond State of the Art

Project Outline

Impact

- Business & societal value, KPIs

Collaboration

- Diverse, complementary, international consortium

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From idea to PO
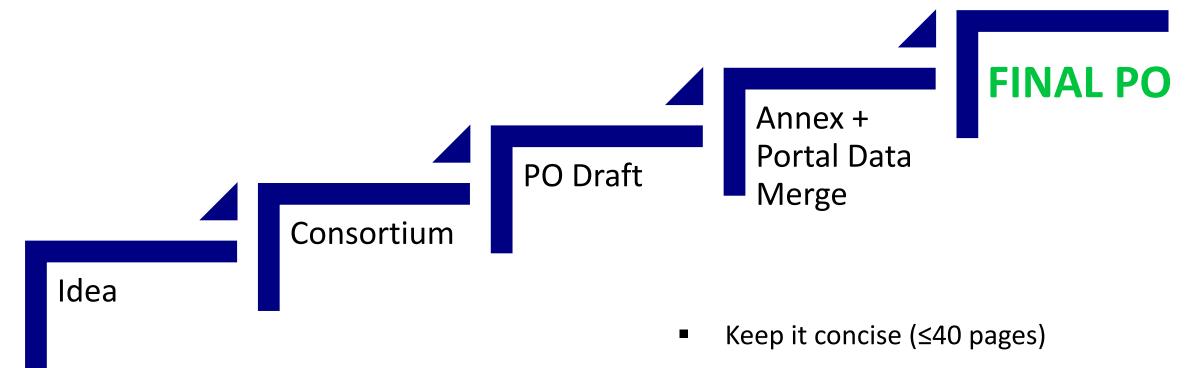
Note: The final document is created by **merging** the corresponding **annex** and the **online** content.
Always check the merged file!

FINAL PO

Annex + Portal Data Merge

PO Draft

Consortium

Idea

- Keep it concise (≤40 pages)
- Strong story matters more than volume
- FPP = PO + Work Plan (work packages, tasks and deliverables)

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PO Structure

- Part A – Project Key Data

Part B – Project Proposal

- Part C – Partner Descriptions & Market Access

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

PO Structure

- Part A – Project Key Data

- **Part B – Project Proposal**

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Rationale

- Define the problem, solution, challenges, use cases, and expected results.

- Ensure that problems are **realistic** and solutions are **innovative and feasible**.

- Maintain clear integrity: problem, solution, and innovation must be **tied together**.

- Expected Results: tangible, credible outcomes

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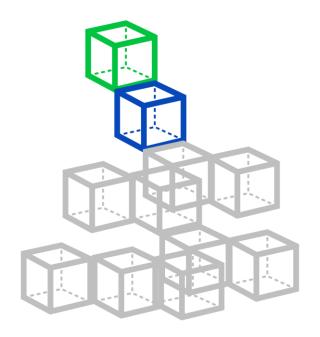
Market & Societal Impact

- **Unique Selling Proposition:**
  Clearly show what makes your results distinctive.

- **Business aspect:**
  - Job creation, access to new markets.
  - Identify target market, sub-markets, competitors.
  - Present **go-to-market strategy** and customer reach.
  - Synchronise **dissemination & innovation** to support exploitation.

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Market & Societal Impact
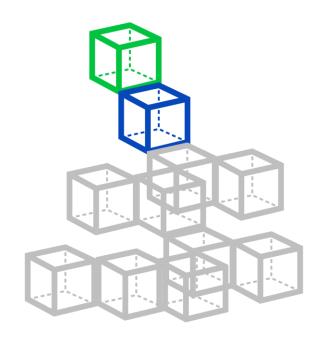
- **Industry aspect:**
  - Highlight links to **standards** and industrial communities.
  - Explain opportunities for **standardisation or open-source communities**.

- **Societal aspect:**
  - If relevant, link to clear societal vision (e.g. **UN SDGs**).

- **KPIs:**
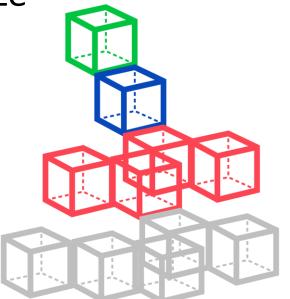
  - Define **measurable business KPIs** to convey project results.

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Technological Impact

- **Innovation:** A new approach that advances technology.

- **State of the art:** Be **narrow, focused**, and emphasize what current solutions lack and how the project improves them.

- **Technological KPIs:**
  - Should be **measurable** with base and target values.
  - Track progress on innovations (not just product/ service counts).
  - Ensure innovations are **validated via use cases**.
  - Link **project deliverables and outcomes** directly to innovations.

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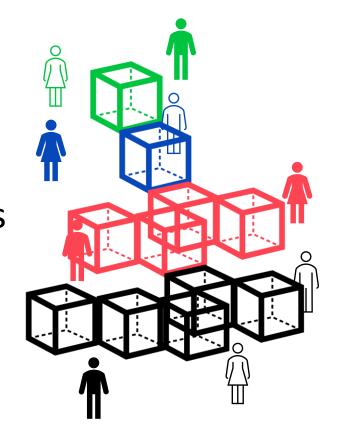
- Build a **balanced consortium**:
  - Good market fit.
  - Flexible against funding risks.
  - Matches the market value chain.
  - Diverse in company types and geographical spread.

- Show **mutual support** in technology and business areas.

- Highlight **complementary expertise, tangible collaborations, and sustainable partnerships**.

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Part A, C, and Annexes

- Part A – Project Key Data

- Part C – Partner Descriptions & Market Access   ←   Auto-generated from Portal

- Annex A: Costs & effort breakdown

- Annex B: Rationale for public funding (country-specific)

- Ensure consistency across Annex + Portal

- Contact national PAs early!

Tips for a winning PO

- Concise, visual, story-driven
- Problem → Innovation → Results → Impact
- Diversity & complementarity in consortium
- Avoid generic market reports, vague claims

KPIs must be SMART

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**imely

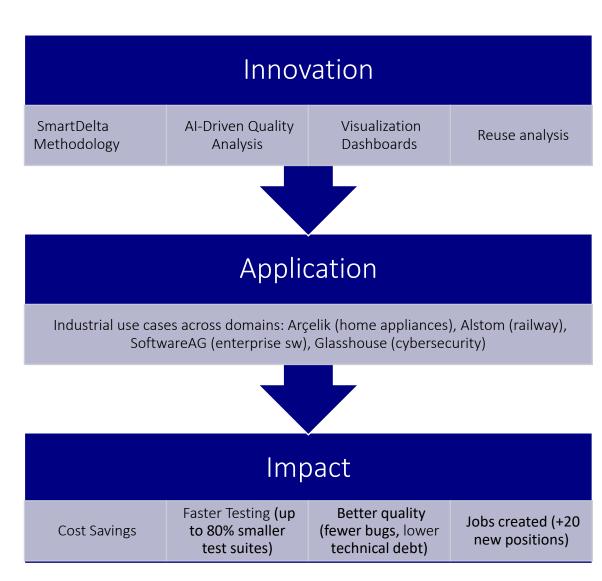ITEA4 | Σ

Successful ITEA Projects

SmartDelta

An evolving perspective on software developments

To accurately analyse the quality implications of each change to a software system, SmartDelta developed a methodology and toolset for the automated quality assessment of product deltas in a continuous engineering environment.

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Innovation

SmartDelta Methodology	AI-Driven Quality Analysis	Visualization Dashboards	Reuse analysis

Application

Industrial use cases across domains: Arçelik (home appliances), Alstom (railway), SoftwareAG (enterprise sw), Glasshouse (cybersecurity)

Impact

Cost Savings	Faster Testing (up to 80% smaller test suites)	Better quality (fewer bugs, lower technical debt)	Jobs created (+20 new positions)

Successful ITEA Projects

Through innovations in areas like AI, 3D visualisation and robotic assistance, ASSIST gives control to clinicians and simplifies clinical workflows during image-guided therapy.

ASSIST

Control for clinicians in image-guided therapy

Consortium of 4 countries (NL, BE, SE, TR) co-developing 5 clinical use cases

Federated Learning across NL, SE, TR for brain & liver tumour models
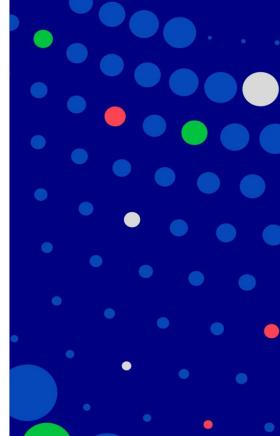
Demonstrators validated with end-users in all 5 use cases

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Wrap-up

- PO = foundation of your project

- Shape your story, show your edge

- ITEA Office is here to support you

Questions?

Contact me at bilge.ozdemir@itea4.org!

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Thank you
for your attention