

Success Factors for Eurostars Applications

- **Be available:** allow time for necessary preparation (partner search, project proposal, consortium agreement...)
- **Build up a « win-win » cooperation:** show complementarities and added value of trans-national partnership during and after the project
- **Show partnership's ability to meet its commitments:** demonstrate each party's management, scientific and technical skills as well as its available financial resources for the project
- **Put the application in the context of the “project”:** Focus on the project methodology (objectives, means, results)
- **Be technologically ambitious while remaining realistic:** define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its results
- **Point out the innovative nature of the proposal submitted:** present new industrial applications and their impact on the industry sector and relevant markets
- **Set clear, measurable and verifiable objectives:** define success indicators for technological performance as well as the commercial and financial targets to achieve
- **Demonstrate clearly why the projects should be financed:** highlight the risks and the strategic character of the project in terms of expected commercial and financial impact on a European scale
- **Fill in the project application carefully and ensure it is clear:** promote the key elements the evaluators are looking for and ask an objective party to read it