

Applicants’ Guide to the Open Call Management Platform

1. Application Process

To apply to an ESMERA Open call, applicants should use the following link: <http://opencalls.esmera-project.eu/>

1.1. Call Overview

The link leads directly to the calls management platform. The initial page displays a brief summary of the call. It is divided into three sections (see Figure 1):

1. **Description Section:** This section gives a description of the ESMERA Open Call. This includes a summary of who is eligible for participation and procedure (Figure 1).
2. **Files Section:** The second section lists the templates and documents that must be included in any proposal submission (Figure 1).
3. **Link Section:** Here, the **Go to Call** link takes an applicant to a login page (Figure 1).

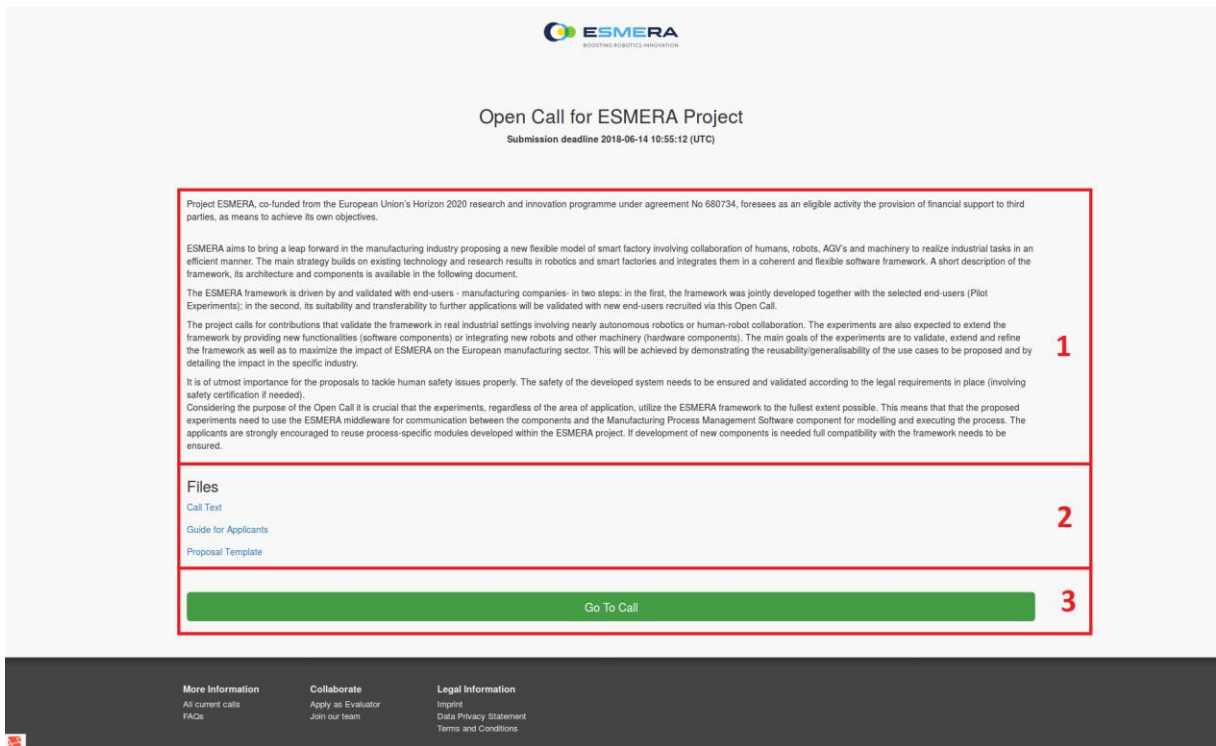


Figure 1. The call overview page

1.2. Login page

New applicants must press the **Register** button to create an account first as in Figure 2. An email address and a password is needed to register into the platform. After the information has been submitted, a verification email will be sent. The applicant must first find the email and follow the account activation link to complete the registration. Once registered, applicants can login with their credentials.

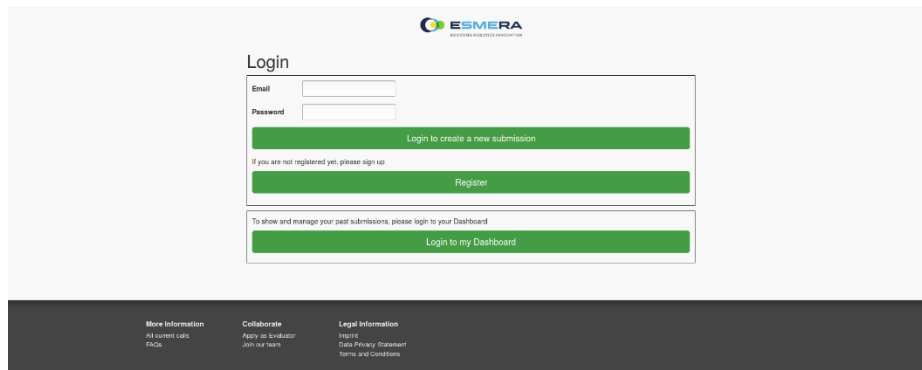


Figure 2. Login page

1.3. Proposal Submission

After a successful registration and login, an applicant is taken to the proposal submission page. Here, a proposal can be created and submitted. The page contains five sections. Note that all fields with a (*) behind their name must be completed before completion.

1. **General Information Section:** In this section, applicants need to provide the full and short name for their proposal as in Figure 3. Under **Browse**, applicants can upload their proposal in .pdf format.

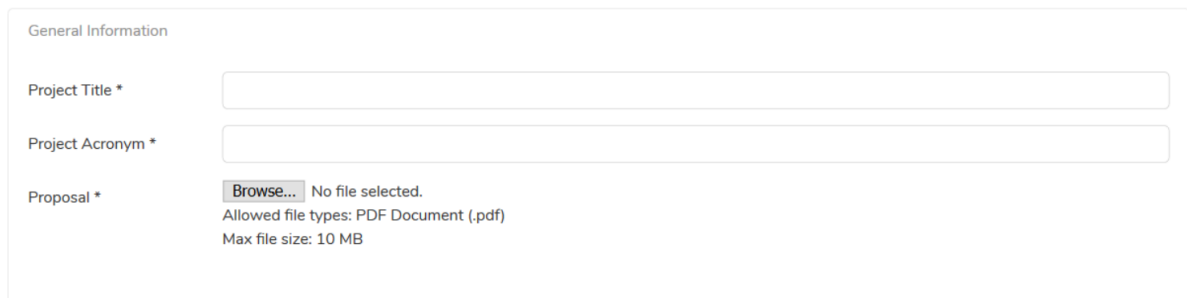


Figure 3. General Information Section on Submission Platform

2. **Consortium Partners Section:** In case of a proposal is proposed by multiple consortium members, all partners should be listed in this section as in Figure 4. The platform allows to enter up to 10 partners. If a consortium have more than 10 partners, please contact with consortium members via opencalls@esmera-project.eu email address.

Consortium

Partner 1 * Search our database for an organization:

Partner 2 Search our database for an organization:

Partner 3 Search our database for an organization:

Partner 4 Search our database for an organization:

Partner 5 Search our database for an organization:

Partner 6 Search our database for an organization:

Partner 7 Search our database for an organization:

Partner 8 Search our database for an organization:

Partner 9 Search our database for an organization:

Partner 10 Search our database for an organization:

Figure 4. Consortium section in submission platform.

3. **Coordinator Details Section:** Applicants must enter the coordinator details as shown in Figure 5. The applicants must be aware that the consortium will contact the coordinator for the further steps.

Coordinator Details

Please enter the requested details for the project coordinator.

Name *

Organisation * Search our database for an organization:

Email Address *

Figure 5. Coordinator details section in submission platform.

4. **Budget:** This section contains information regarding personnel cost, equipment cost, consumables cost, travel cost, subcontracting cost and the other expenses as in Figure 6.

Figure 6. Budget details section in submission platform

5. **Keyword Section:** Applicants can list keywords that summarize topics of the proposals as in Figure 6. At least 5 keywords per proposal should be selected from the pool.

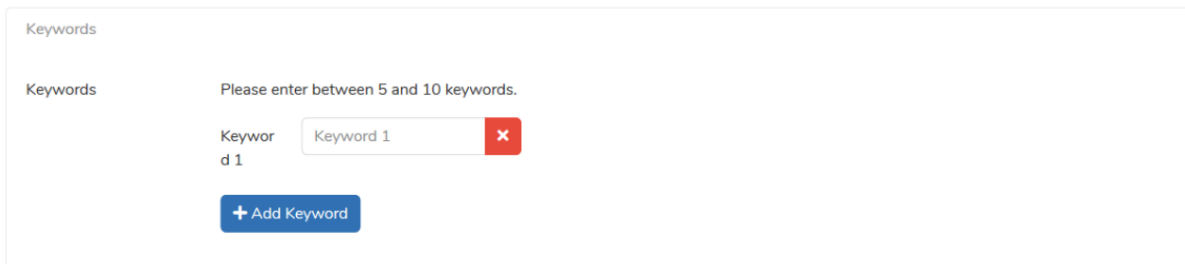


Figure 7. Keywords section in submission platform.

6. **Equipment request from Competence Center:** Applicants must select the Competence Center that they would like to work with and enter the requested equipment and the duration of their use in this section as in Figure 7. The proposers are highly encouraged to contact with the addressing CC during the proposal submission phase to check if their request is feasible or not.

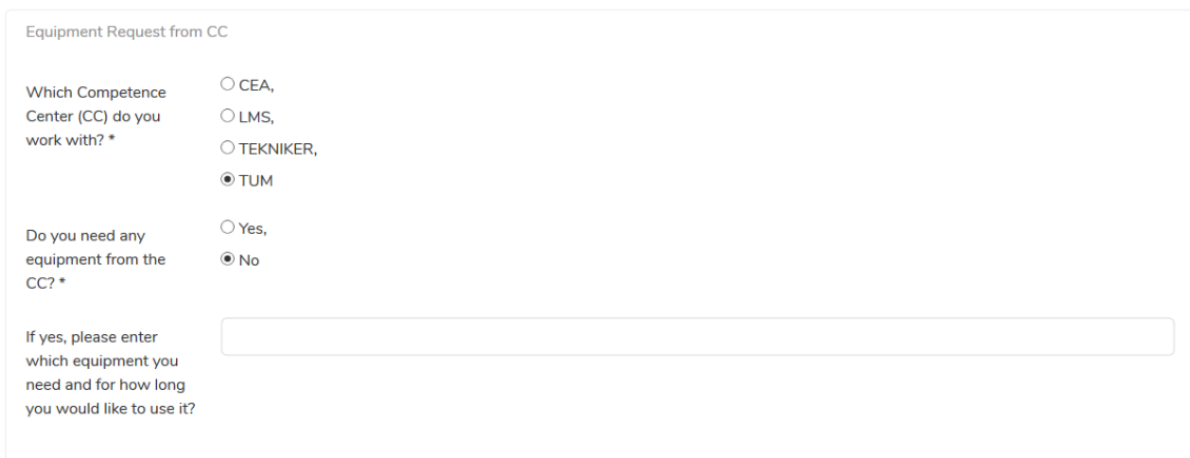


Figure 8. Equipment request from CC section in submission platform.

7. **Business Model Section:** Applicants should describe the maturity of their business model and select all relevant items from the list given in the platform as in Figure 8. Moreover, applicants should select their needs concerning the expected impact in mentoring.

Business Model

Describe the maturity of your business model and select all relevant from the list below

- No business model yet
- Initial description of target market
- Initial description of competitors
- Initial description of customer/customer value
- Initial description of business case
- Initial description of finances for next 5 years
- Initial description of costs/re-occurring costs
- Initial description of profit structure e.g. revenue sources (sales, presales, services, maintenance) described
- Initial description of partners and external value network
- Initial description of sales channels/distribution channels
- Initial description of cost structure
- Initial description of commercialization risks
- Detailed description of business strategy
- Detailed description of target market
- Detailed description of competitors
- Detailed description of customer/customer value
- Detailed description of business case
- Detailed description of finances for next 5 years
- Detailed description of costs/re-occurring costs
- Detailed description of profit structure e.g. revenue sources (sales, presales, services, maintenance) described
- Detailed description of partners and external value network
- Detailed description of sales channels/distribution channels
- Detailed description of cost structure
- Detailed description of commercialization risks
- In-depth knowledge of interaction of each business model element
- In-depth description of necessary resources and competences
- In-depth description of internal value chain
- Existing revenue sources

Based on the above, please give us an evaluation on your mentoring needs concerning the expected impact (tick where mentoring is priority):

- Dissemination
- Access to networks (potential customers, distributors, etc.)
- Business case analysis
- Finance analysis
- Access to investors, business angels, etc.
- Sales channel analysis
- Customer value description
- Sales channel analysis
- Target market description
- Competitor analysis

Figure 9. Business Model section in submission platform.

8. Funding Agreement Section: This section is for to inform the applicants about the contract that they will sign if their proposals are accepted. All applicants have to confirm that they have read and accepted the ESMERA funding agreement.

Funding Agreement

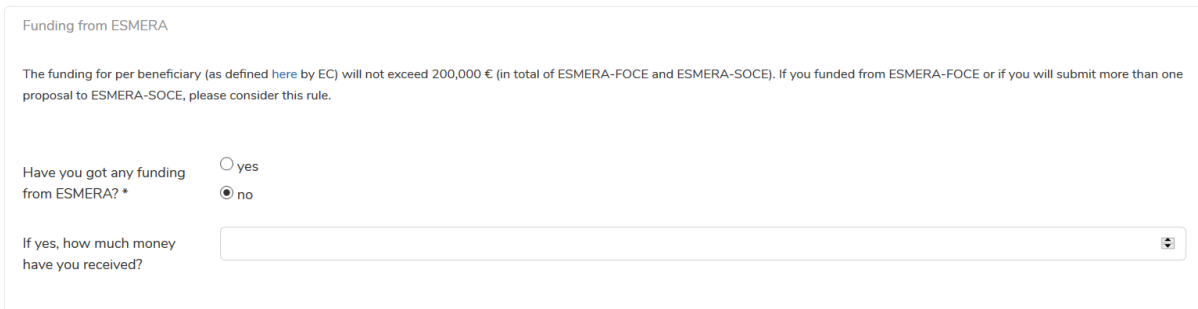
In case if your proposal is selected for funding, the funding agreement that you have to sign can be seen in [ESMERA Open Call Webpage](#). Please read it carefully.

Funding Agreement * I confirm that I have read and accepted the ESMERA funding agreement.

Figure 10. Funding agreement section in submission platform.

9. Funding from ESMERA Section: The funding for per beneficiary (as defined here by EC) will not exceed 200,000 € (in total of ESMERA-FOCE and ESMERA-SOCE). If you funded from

ESMERA-FOCE or if you will submit more than one proposal to ESMERA-SOCE, please consider this rule.



Funding from ESMERA

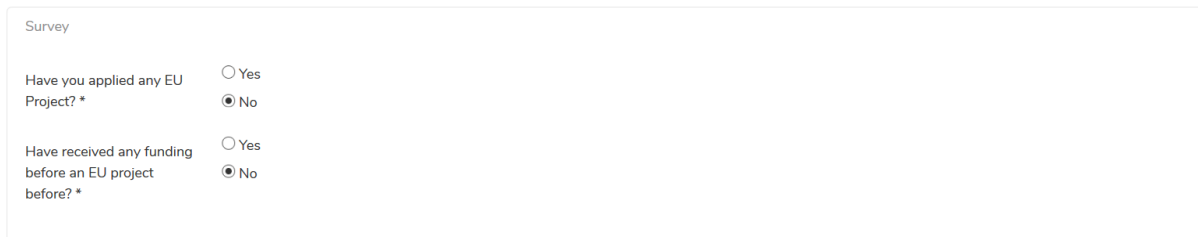
The funding for per beneficiary (as defined [here](#) by EC) will not exceed 200,000 € (in total of ESMERA-FOCE and ESMERA-SOCE). If you funded from ESMERA-FOCE or if you will submit more than one proposal to ESMERA-SOCE, please consider this rule.

Have you got any funding from ESMERA? * yes no

If yes, how much money have you received?

Figure 11. Funding from ESMERA section in submission platform.

10. Survey: This section has a survey for to have an idea about how much proposers are familiar to the EU-funded projects.



Survey

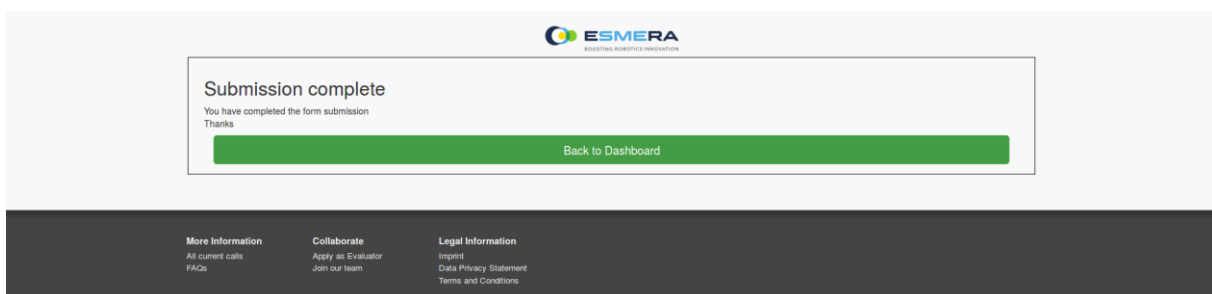
Have you applied any EU Project? * Yes No


Have received any funding before an EU project before? * Yes No

Figure 12. Survey section in submission platform.

Once all sections are filled in, the proposal can be submitted using the save & submit button in the end of the page.

If the submission is successful, the applicant will receive an email notification and notification as in Figure 13. The **Back to Dashboard** button takes the user to the management platforms main page.



 **ESMERA**
BOOSTING ROBOTICS INNOVATION

Submission complete
You have completed the form submission
Thanks

[Back to Dashboard](#)

More Information
All current calls
FAQs

Collaborate
Apply as Evaluator
Join our team

Legal Information
Imprint
Data Privacy Statement
Terms and Conditions

Figure 13. The notification which shows the submission is successful

1.4. Editing Process

After a successful registration, the proposals of an applicant can be edited under the following link: <http://opencalls.esmera-project.eu/>.

From the dashboard, the submitted proposals can be reached through the **Proposals** link in Figure 14.

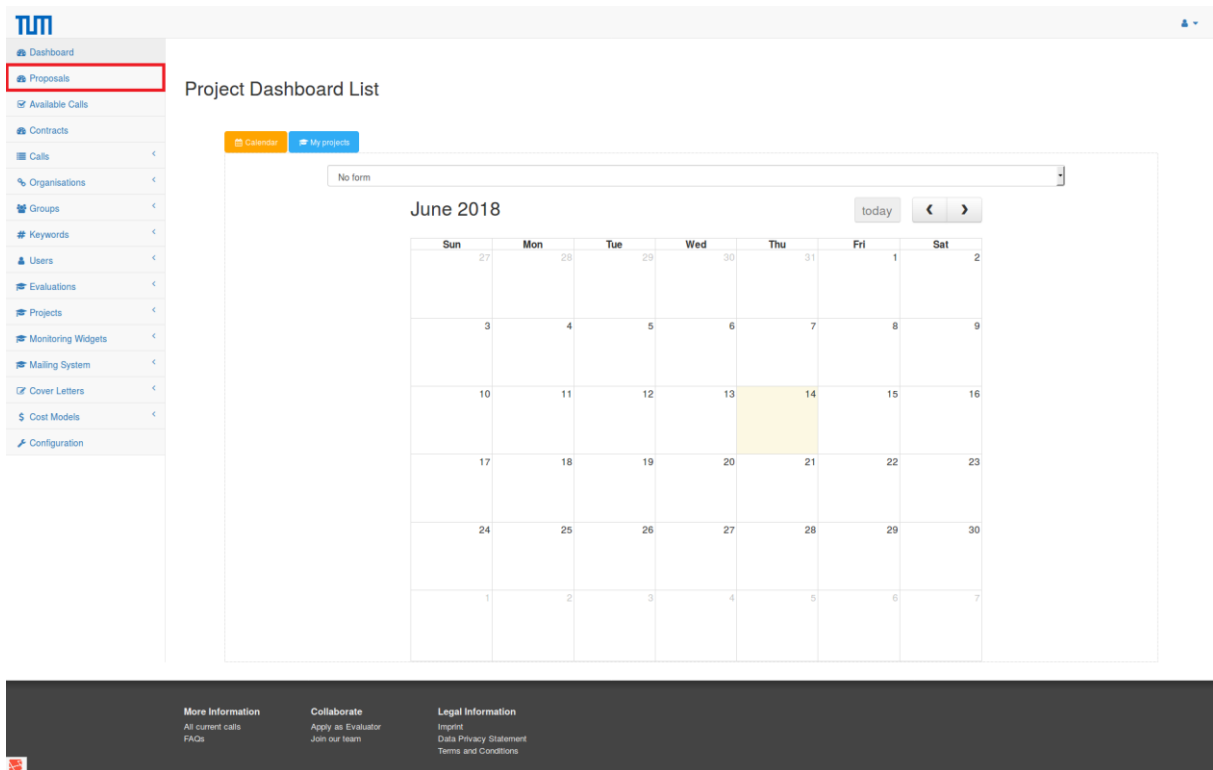


Figure 14. Proposal edition website

The submitted proposal can be edited from the **Edit** link which can be seen in Figure 15.

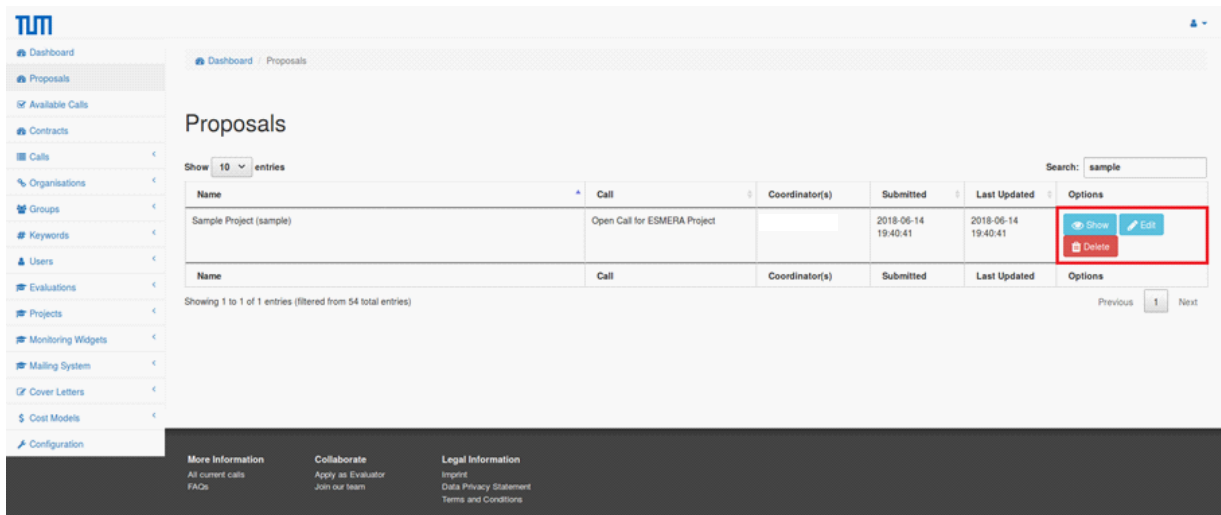


Figure 15. Proposal edition in open call platform

The proposal can be edited as described above in the proposal submission section as long as the call is open.