

PREPARING YOU FOR SUCCESS



Professional bid writing and proposal management services

Successfully winning a bid requires preparation and skill. With increasing competition for the available resources, a winning proposal requires more than just a good idea – it needs to fulfil all the correct criteria as well as being competitive and compelling. With a long history of successful bids, we can help you maximize your odds for a win.

W I N
Y O U R
H 2 0 2 0
B I D

With decades of experience in the public funding arena, more than a hundred completed projects and 16 H2020 projects currently underway, Martel offers the ideal support infrastructure for your bid. From start to finish, our experts are there to advice, assist, and collaborate as your R&D&I project moves through the system.

Preparation: starting your bid off right.

The proposal process can seem intimidating and opaque, but Martel can guide you through it to maximise your bid's chances.

- **Pre-participation consulting.** The process can be daunting for newcomers. We can answer your questions and get you started on the right foot.
- **Registration and validation.** Before a bid can be submitted, you must have a valid ECAS (European Commission Authentication Service) account and your organisation must be registered and validated via the Participant Identification Code (9-digit PIC number). We can quickly and effectively get your organisation registered, validated, and ready to go.
- **Calls identification.** Due to their nature, research and innovation ideas often cross industrial and technological lines, and could be seen to be applicable for several Calls. It is, therefore, vitally important to ensure that your proposal is submitted to the correct one, and knowing which this is requires experience and expertise. We will work with you to help you join the appropriate Call, properly describe your organisation and the role it will play, and define the work that your organisation will pursue in the project.

Management: steering for the win.

After identifying the correct Call, it's time to start the proposal process. Our experts can keep your proposal on target for success.

- **Partner identification and consortium building.** By drawing on our decades of experience and direct involvement in EC projects and our consolidated and broad network, we are able to easily introduce you to the most compelling partners with which to build your consortium. We can set up the meetings, manage the non-disclosure agreements as needed, and act as your agent in building the consortium you need to win.
- **Proposal processing and workflow management.** Our specialists can manage the entire process for you, keeping your organisation free to focus on your innovation. This includes:



SMALL FOOTPRINT, BIG IMPACT

h2020.martel-innovate.com

W I N
Y O U R
H 2 0 2 0
B I D

- Defining the proposal preparation timeline
- Establishing a compliant and secure intra-consortium communications platform
- Coordinating the production of the proposal
- Writing the content of the management structure and procedures (Part B section 3.2)
- Writing the content of the dissemination, communication and exploitation (Part B section 2.2)
- Writing the Management work package (for Part B section 3.1).
- Coordinating the collection of each partner's profile (for Part B section 4).
- Overall Part A and Part B proposal writing, assembly and submission via the online portal.
- Resources allocation and breakdown, budget preparation, validation and submission via the official online forms.

With a winning proposal: meeting the deadlines.

In the case of acceptance of your bid for funding, there are a number of activities that need to be taken care of within a strict deadline:

- Helping with the assignment of the Project Legal Signatory (PLSIGN) and Financial Signatory (FSIGN) roles.
- Helping with the online signing of the Declaration of Honour and Accession forms.
- Helping identify and complete any missing information.

Additionally, if the client is the coordinator, Martel will act as an extension of your organisation, keeping all parties updated and ensuring the process of converting the proposal into a project flows smoothly, through:

- Converting the proposal "Part B" into a Description of Action.
- Helping partners complete all mandatory information and the process of electronically signing all the forms.
- Addressing any ethical issues raised by the evaluators.
- Providing - and obtaining signatures to - a Consortium Agreement.

Project implementation: at your side.

There are many tasks that arise during the project's run-time, and Martel can support you in all aspects, such as:

- Advising neutrally on internal disputes.
- Helping with administrative, financial and legal matters.
- Providing short-term project management support in case of the unexpected absence of key personnel.
- Editorial and copyediting support, content production, and community management.
- Additional support as needed for specialist activities, such as:
 - Helping with the management of Open Calls and subsequent cascade funding.
 - Dissemination and Communication (event organisation, publicity material production, social media coverage, etc.)

Contact us at h2020@martel-innovate.com for more information on how we can help you benefit from the H2020 program!