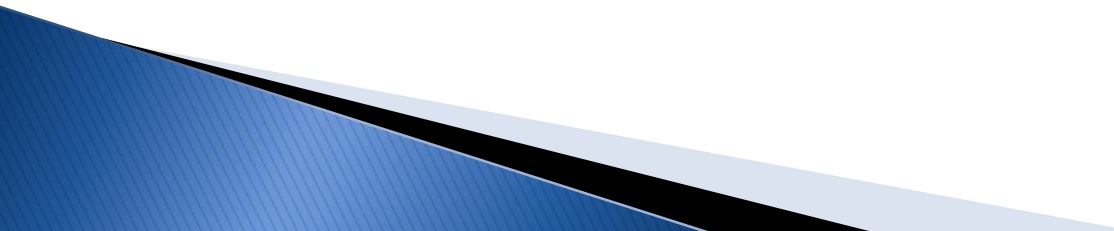


ITAC Proposal Evaluation

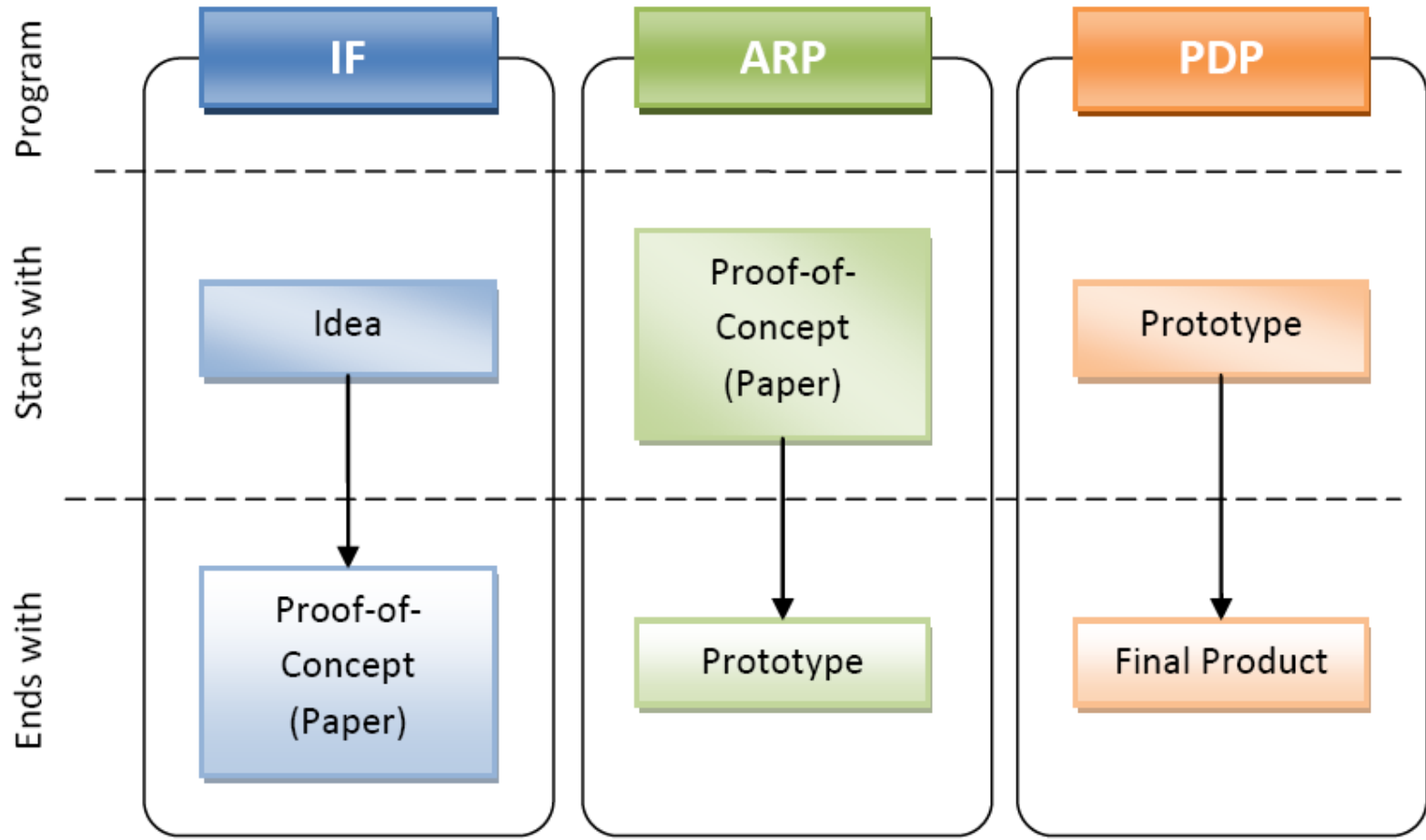
Presented by:

Dr. Mohamed F. Tolba

Agenda

- ITAC Projects
 - Proposal Evaluation
 - Reviewers
 - Decisions
 - Common Questions
- 


ITAC Projects



Eligibility of Proposals

- Receipt before **deadline**.
- Availability of **partnership** between Industry and Academia.
- **Completeness** of proposal (presence of all requested items).
- A proposal will only be deemed ineligible in a clear cut **out-of-scope** case.
- **Other criteria** may apply on a call-by-call basis (e.g. budget limits).

Guiding Principles for Evaluation

- **Objectivity:** Each proposal is evaluated **as received**.
 - **Accuracy:** The judgment is made against the **official evaluation criteria**, and nothing else.
 - **Consistency:** The **same standard** of judgment is applied to each proposal.
- 

Proposal Evaluation

- The evaluation of proposals is carried out by highly experienced **independent reviewers** with expertise in both academia and industry.
- Reviewers performing technical evaluation are expected to keep the **confidentiality** of the proposal material and perform an **independent** and objective review.
- A unified decision and score is made in a reviewer **panel meeting**, and the applicant receives the consolidated review comments and decision.

Important Notices

It is important that the **reviewer** has a clear understanding of the following:

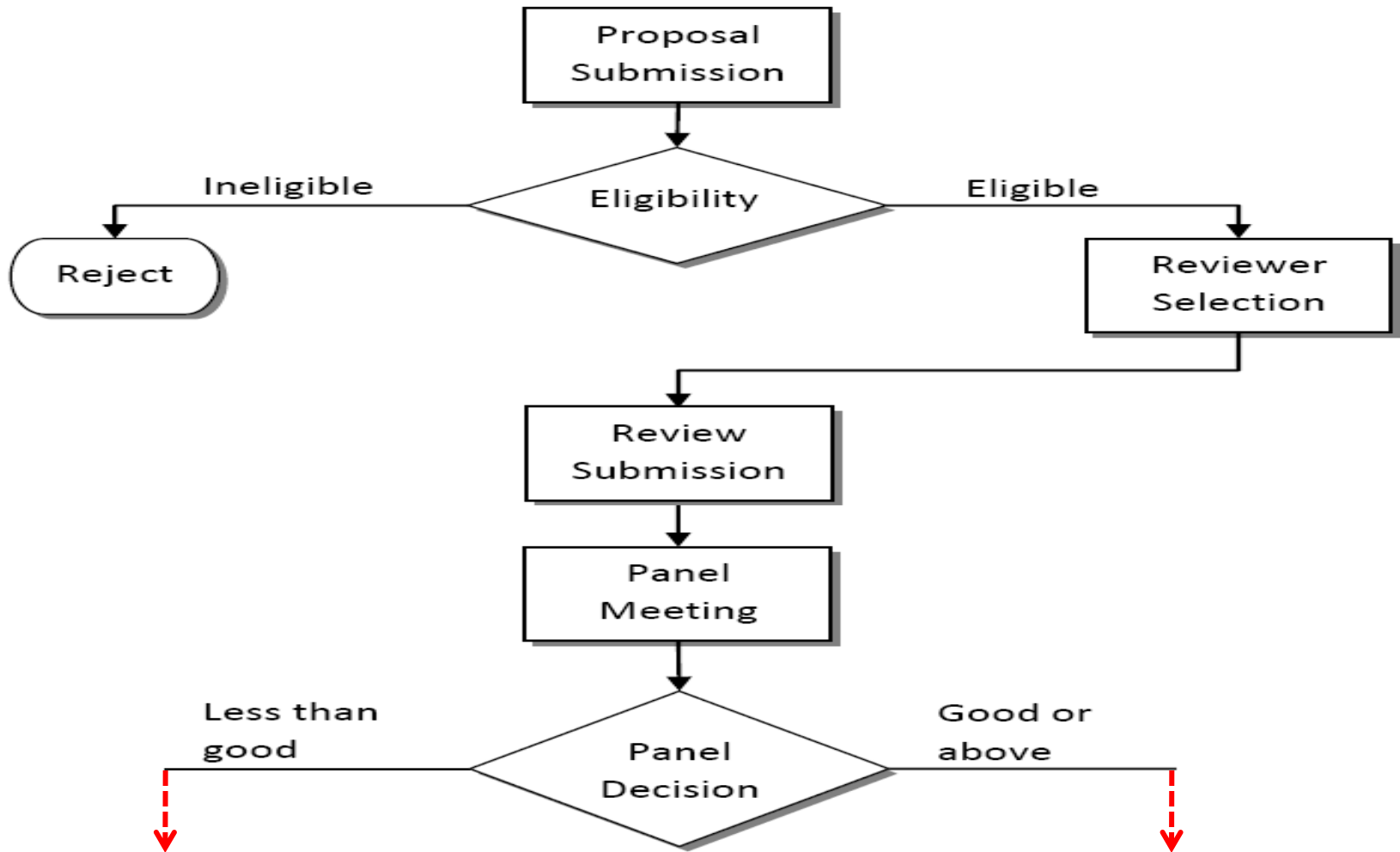
- The **scope of topics** that the ITAC proposals should fall within.
- The **priority areas** of the ITAC, which are published and updated on the ITAC website.
- The **eligibility** criteria, **evaluation criteria**, and other conditions specific to each project type.

Priority Topics

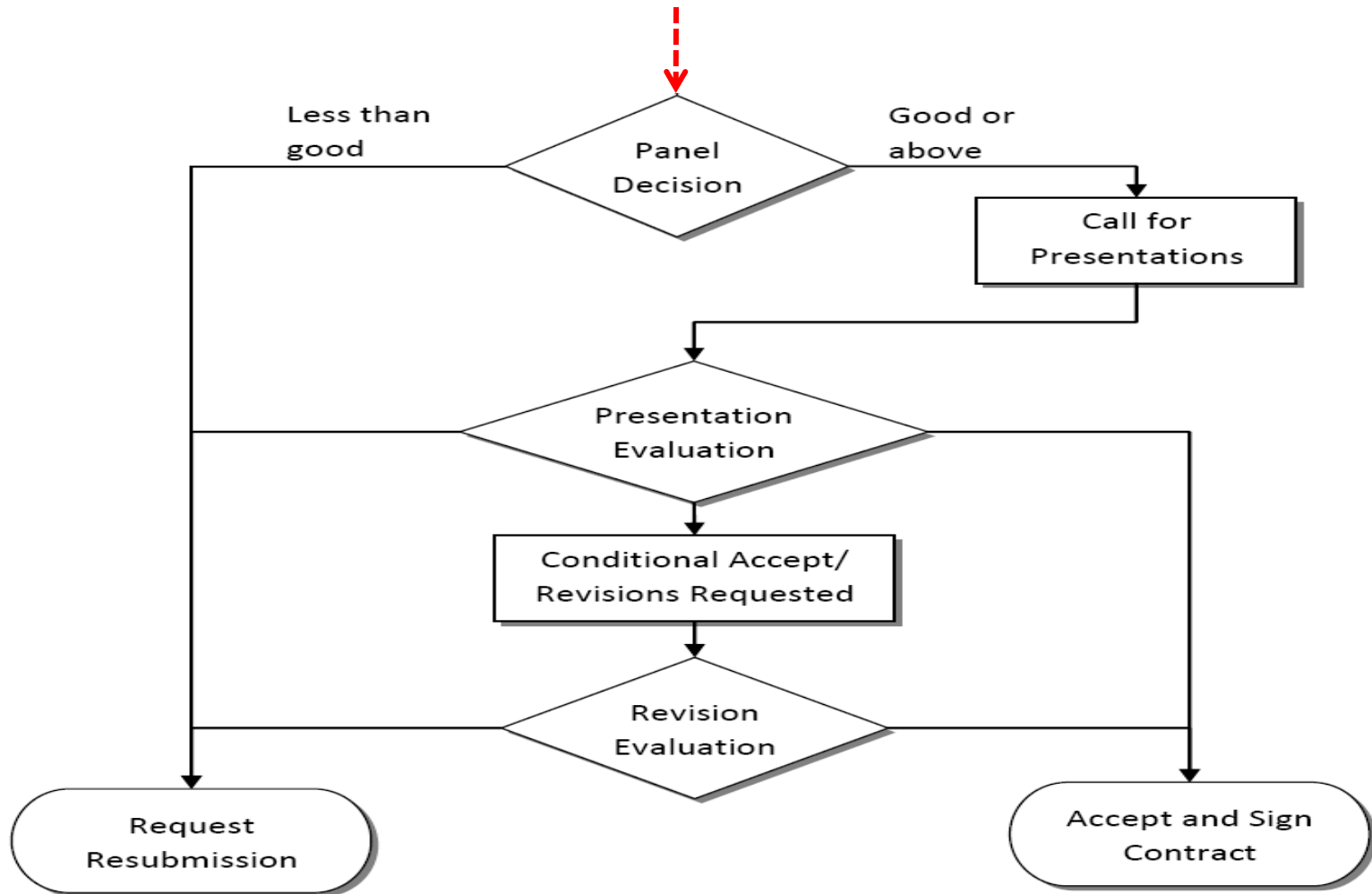
- **PDP and ARP Topics**
 - Cloud Computing
 - Cyber Security
 - Digital Content
 - Mobile Applications
 - Green ICT

- **Fellowships (IF) Topics**
 - Security Technologies
 - Wireless Technologies
 - Broadcasting and Media Technologies

Proposal Evaluation (1)



Proposal Evaluation (2)



Reviewers

- The proposal evaluation process is based on a **fair, impartial and transparent** peer–review process.
- Proposal evaluation by **independent experts** is crucial to the success of ITAC programs.
- The reviewer provides **independent and objective recommendations** for each proposal to the ITAC Steering Committee (SC).
- **Significant funding** decisions will be made based on the reviewers' recommendations.
- The reviewer can also **add value** to projects through comments and suggestions.
- For continued trust in the process, the reviewer's **confidentiality** is essential.
- When you accept a proposal for review, you are confirming that there is no **conflict of interest**.

Evaluation Criteria (1)

- **The Project Description:** the proposal provides a clear and concise description of the project idea.
- **The Team Profile:** The proposal defines the background / experience of the project team members, the management roles and task distribution.
- **The SWOT Analysis:** The proposal presents a SWOT analysis for the project.
- **The Development Plan:** The proposal presents a detailed system (SW/HW).
- **The Business Plan:** Overall assessment of the writing and presentation of the business plan.
- **The Proof-of-Concept / The Prototype:** The quality of the proof-of-concept / prototype that this project is based on.

Evaluation Criteria (2)

- **The Research Component and Core Competence:** The proposal explains the research component and the role of universities / institutes in providing the necessary research skills.
- **The Industry Analysis:** The proposal demonstrates good understanding of the industry, including recent technology trends.
- **The Market and Competitive Analysis:** The proposal identifies and analyzes the competing products.
- **The Marketing Strategy and Plan:** The proposal defines a solid marketing strategy, marketing channels, the target market segments.
- **The Financial Plan:** The proposal presents as a precise development cost assessment .
- **The Market Readiness and Project Viability:** Is the market ready for this project/product?

ARP & PDP Evaluation Weights

Evaluation Criteria	ARP	PDP
The Project Description	12	8
The Team Profile	10	10
The SWOT Analysis	10	10
The Development Plan	12	8
The Business Plan	8	8
The Proof-of-Concept (ARP) / The Prototype (PDP)	10	8
The Research Component and Core Competence	16	8
The Industry Analysis	4	8
The Market and Competitive Analysis	6	10
The Marketing Strategy and Plan	4	6
The Financial Plan	4	8
The Market Readiness and Project Viability	4	8
Total	100	100

Decisions

- **Accept** (=minor or no changes required before presentation date; the reviewer does not need to see the modified version of the proposal before the presentation).
- **Resubmit in the same round** (=necessary changes required before presentation date; the reviewer needs to see the modified version of the proposal before the presentation date).
- **Resubmit in next round** (=major changes required; the proposal will go through a completely new review process).
- **Reject** (=the proposal idea is not acceptable or falls outside the ITAC objectives).

Question (1)

Can the applicants have the right to **request a meeting with the reviewers** to discuss comments raised due to the fact that their specialization could be distant from the investigated topic?



Question (2)

Some topics require a **high degree of specialization** for reviewers in order to appreciate the practicality, the market readiness and project viability?



Question (3)

Can the applicants, that submitted a proposal more than once and submitted an appeal, to **discuss with the reviewer** all points raised on their project?



Thank You