# Proposal Evaluation Form

**EUROPEAN COMMISSION**

Horizon Europe Framework Programme (HORIZON)

## Evaluation Summary Report

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| **Call:** | HORIZON-EIC-2024-ACCELERATOR-02 |
| **Type of action:** | HORIZON-EIC-ACC |
| **Proposal number:** | 101188230 |
| **Proposal acronym:** | AMPS |
| **Duration (months):** | 24 |
| **Proposal title:** | The Development and Sales of large-scale, indoor and outdoor, multi-stage air filters, enabled for digital signage via IoT Displays. |
| **Activity:** | EIC |

| N. | Proposer name | Country | Total eligible costs | % | Grant Requested | % |
|---|---|---|---|---|---|---|
| 1 | ADDAIR CORPORATION CEE S.R.L | RO | 2,500,000 | 100.00% | 2,500,000 | 100.00% |
| | Total: | | 2,500,000 | | 2,500,000 | |


**Abstract:**

Cities worldwide face a grave issue: the relentless deterioration of air quality, adversely impacting both indoor and outdoor environments. It is imperative that cutting-edge technologies be embraced to actively monitor and effectively combat this pollution menace. The alarming consequence of poor air quality is a significant reduction in life expectancy by over four years in highly polluted urban centres. A devastating toll of seven million premature deaths annually is exacted, tallying a staggering 13.5 billion years lost collectively by the present human population.

Airvolt is determined to tackle this monumental challenge. Our groundbreaking approach revolves around the convergence of Out-Of-Home (OOH) digital displays with state-of-the-art air monitoring and filtration technology. This synergy enables the creation of cost-effective, high-performance indoor air filtration systems, seamlessly integrated with IoT-connected screens. We collaborate with private sector organizations and help them in harnessing their advertising spends to contribute to the noble cause of cleaner air for cities but also derive tangible benefits from their annual advertising expenditures. This synergy fosters a sense of corporate responsibility while simultaneously bolstering the economic interests of these businesses.

Airvolt's vision is clear: to revolutionize the way cities combat air pollution. By seamlessly integrating cutting-edge technology with the private sector's resources, we strive to make clean air a reality for all urban dwellers, fostering healthier, more vibrant communities. In doing so, we aim to rekindle hope for a brighter, healthier future in the face of an escalating global challenge.


## Evaluation Summary Report

**Evaluation Result**

**Total score: 0.00 (Threshold: 9 )**

**Scoring explanation**

**The threshold to receive a GO for the proposal at each stage of the evaluation is 9. Companies who do not receive a GO during the remote evaluation and (where applicable) consensus meeting will receive an automatic 0 score. Nonetheless, a breakdown per criterion by each of three experts for the remote evaluation is visible in each section of the Evaluation Summary Report (EXAMPLE: an applicant may receive 2 points in Excellence, 3 in Impact and 1 in Level of risk, implementation, and need for Union support yet the overall score would be 0).**

**An applicant must reach the threshold of 3 points in all 3 criteria to receive a GO overall at both the remote evaluation stage and if applicable in the consensus and at the interview.**

**In the remote evaluation, each criterion receives a score per expert: GO = 1 point and NO GO = 0 points. The threshold to receive a GO at the remote evaluation stage is 9 i.e. 3 evaluators awarding a GO (1 point each) in each of the 3 criteria.**

**For proposals meeting the remote evaluation conditions for consensus meeting, the recommendation to go to interview will be: GO= 9 points or NO GO= 0 points.**

**In the interview, each criterion receives one score from the jury panel of experts: GO= 3 points, NO GO= 0 points. The threshold to receive an overall GO for the proposal at the interview stage is 9 i.e. the panel awards a GO (3 points) in each of the 3 criteria.**

## Criterion 1 - Excellence

Score: **0.00** (Threshold: 3 / 3.00 , Weight: - )

**Excellence of the company: Does the company have a clear mission and vision and partnerships to realise their ambition to scale up?**

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*The basic ambition of the company, established in 2021, is to empower the advertising industry to contribute directly to raising air quality in cities. One of the company´s founding member helped establish the Airly Network of Sensor in Romania and one of company´s unit will be a part of this Network in Romania. Also the company has its own facility based in Bucharest, Romania. The potential clients (advertisers) could have larger corporate social responsibility by fostering a cleaner and safer environment. The key partners are well identified with clear roles: Component suppliers, Software partners, Mechanical Structure Suppliers and Testing & Certification Partners. This is a promising starting point and backed up with a detailed scale up plan.*

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*The company has a clear mission, vision, and strategic partnerships essential for scaling up and achieving its ambitions. Their mission is to empower the advertising industry not only to deliver compelling messages but also to directly contribute to improving air quality in cities. Their vision aims to harness the potential of advertising to transcend mere communication and actively assist in monitoring and purifying indoor and outdoor air from viruses and pollution. According to the proposal, the applicant has already garnered interest from over 30 customers, with over 15 expressing their interest formally. A comprehensive document containing Letters of Intent (LOIs) from customers is enclosed.*
*However, a major inconsistency arises regarding the company name disclosed in the administrative forms and the remaining documents in the application. In the administrative forms document, "Addair Corporation CEE SRL" is listed as the Participating Organization Legal Name. However, in the 101188230-PART_B technical description document as well as the pitch deck, the organization is identified as "Airvolt Corporation CEE SRL." It is unclear why the applicant would provide "Addair Corporation CEE SRL" as the Legal name in 2024 when a simple web search reveals that it is a former name of "Airvolt Corporation CEE SRL" which was established in 2021. Another search on the web refers to Airvolt as a "Company founded in 2020 and based in Houston, Texas, USA." Finally, the website shows two different names for the company: Airvolt Corporation CEE SRL based in Bucharest, Romania and Airvolt Inc. based in the USA. The proposal states that "they also have an office in Bucharest, Romania, and another office in Houston, USA," however, the role and size of the business in the USA is not mentioned.*

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*The vision and mission are introduced on p. 3, linking them to urban air purification and advertising. Both the mission and vision are ambitious and forward-thinking. While the facts and figures related to the mission and vision are generally presented, the scalability requires more detailed elaboration to support the company's self-sustainability after the project ends (e.g., see the discussion on job increase on p. 39 and the exit strategy, which are less tangible). The company's business case is well-represented. Necessary partners have been identified and listed, with LoS included. However, the roles of the partners in the implementation of tasks, need further detail.*

**Novelty and breakthrough character of the innovation: Does the innovation have breakthrough character and a high degree of novelty compared to existing solutions, and for EIC Accelerator Challenges, is it addressing the specific objectives of the challenge?**

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*The solution named AMPS of the company Airvolt is a Multi-Stage Filtration and Air quality monitoring solution, providing with continuous monitoring and measuring air quality. It is presenting a technological novelty (DOOH: Display Out of Home) with potential industrial benefits and beyond to the existing products, and therefore the company believes it could have high impact to the market. Namely, the innovation is presented as state-of-the-art air monitoring and filtration technology which enables the creation of cost-effective, high-performance indoor air filtration systems, seamlessly integrated with IoT-connected screens. However, there seems lacking convincing elaboration of the breakthrough and the main novelty claimed is in the business model of selling advertising space on a display that is an air purifier. Namely, in the market there seem to be other initiatives that claim to provide conceptually similar solutions in the smart billboard market that integrate, for example, green-tech features with declared vision to impact on various ESG dimensions. In summary, the proposal did not provide strong elements to justify the competitiveness and mainly their uniqueness of what proposed.*

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*The proposed innovation lacks a breakthrough character. The company combines Display Out Of Home (DOOH) and Air Monitoring & Purification Technologies to create Indoor and Outdoor, Multi-Stage Air Filtration Units for Digital Signage via Internet of Things (IoT) Connected Displays. IoT has been utilized for several years across various environmental applications and to enhance the quality of life in smart cities. This concept is not new.*
*The applicant has highlighted several deficiencies in current solutions compared to their innovation, primarily the lack of multi-purpose filtration mechanisms covering multiple pollutants and the absence of hardware, software, and cloud integrations for air quality sensors in existing systems. Competitor analyses presented in the proposal summarized products from five companies. However, despite having an office in the USA, the applicant omitted to include Clarity, a California-based company. This company was founded in 2014, and specializes in air quality monitoring equipment, cloud software, data management, and expert air quality advising. They have recently deployed their next-generation, highly accurate indicative air quality monitoring networks in over 70 countries worldwide. Additional companies offering devices equipped with advanced sensors for real-time monitoring and purification, with air quality monitoring solutions integrating hardware, software, and cloud-based analytics to detect and analyze multiple air pollutants simultaneously, include Airthinx, Blueair, IQAir, Dyson, etc. None of these are included in the competition analyses.*

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*The proposal is innovative from an advertising perspective, linking it to urban air purification. The product is also intended for monitoring, making it particularly suitable for smart city processes. However, the proposal does not align with the level of breakthrough innovation that would disrupt global markets. Additionally, previous research is not discussed in sufficient detail. The project mentions plans for 3 patents, but provides no further information or details. Therefore, the proposal's breakthrough potential is not convincing.*

**Timing: Is the timing right for this innovation in terms of users, societal or scientific of technological trends and developments?**

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*The timing for this innovation is certainly opportune. Urban air pollution, both indoors and outdoors, continues to rise, posing serious health risks and environmental degradation. There is a potential to enhance environmental conditions in European cities, as most of European citizens are living in urban areas. Also, this innovation is going to allow a better control of the air quality, offering important benefits in terms of prevention of many health problems (which is well demonstrated with examples of the problems, illnesses and other consequences). Additionally, governmental and local authorities struggle with the high costs associated with air quality management, highlighting the need for cost-effective solutions. The applicant sufficiently describes the necessity to have this innovation in the market and its potential., but it is lacking to justify why this innovation is going to be differential considering other players, competitors and other solutions.*

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*The timing for the proposed innovation aligns well with current user demands, scientific advancements, and technological trends. Digital out-of-home (DOOH) technologies are gaining popularity as they offer advancements used in online display advertising, including targeting and enhanced traffic data. The EU supports the development of industrial IoT platforms and recognizes their essential role in integrating key digital technologies into real-world applications. The innovation also aligns with the EU Green Deal and the Clean Air for Europe (CAFE) Program.*

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*The project effectively introduces and substantiates the necessity from an environmental and health perspectives. The proposal generally outlines the needs and willingness to pay, but additional information is required. For instance, while the proposal mentions successful validation of prototypes in several countries, it lacks valid or tangible results to support these claims. Moreover, it is not sufficiently clear whether these prototypes were developed by the applicant. Apart from the needs of smart cities, scientific and technological trends are less evident in the proposal.*

**Technological feasibility: Has the technology been developed in a safe, secure and reliable manner? Has it been adequately assessed, validated or certified?**

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*The current stage of development is at TRL5, as there are prototypes validated in urban environments across the world (with a small map showing the pilot units) by engineers at other European companies employing similar HEPA and UV-C purification technologies. Later on, from the work plan it is visible the company will acquire components and assemble the units, provide installation and commissioning, regulatory compliance and certification, manufacturing and commissioning of 100 units, capturing data on the performance and user feedback, performance validation (in WP2 and WP3.) So, future development is well elaborated in the work plan with well identified technological risks and concrete mitigation technics.*

*The provided description of the AI based systems is thorough with outlined the integration of Air Quality Monitoring Sensors into the AMPS unit, emphasizing their role in providing real-time air quality data and enhancing Smart City Data Networks, and a commitment to responsible and transparent practices of the plan to correlate advertising expenditures with environmental impact. However, the description lacks specific details regarding risk identification, technical resilience against failures, and measures to address potential risks, which are crucial aspects of ensuring safe and secure AI development. Further elaboration on risk management and mitigation strategies would strengthen its demonstration of safe and secure development practices.*

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*The proposal lacks crucial details regarding the development, assessment, and validation of the technology which are necessary to evaluate whether it has been developed in a safe, secure, and reliable manner. While the applicant mentions that the technology has been employed in many countries, they fail to provide substantive information regarding the development process. Without a clear explanation of how the technology was developed, including testing methodologies, and quality assurance measures, it is difficult to ascertain its safety and reliability.*

*The company is collaborating with three different companies (located in Romania, the Netherlands and Turkey) to ensure adherence to various certifications and has a work package dedicated to validation and regulatory compliance & certification.*

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*This section (technological feasibility) is a weak point of the proposal. It fails to adequately explain, substantiate, and justify TRLs achieved thus far, which would clarify the current status of the proposal or R&D efforts. Some prototypes were validated in various countries (Spain, Mexico, US, UK, Argentina, Nigeria, etc.), but the validation was only superficial and lacked sufficient data and information on technology development to confirm its reliability and suitability. Furthermore, the steps to achieve TRL8 and TRL9, including descriptions in the WPs, also lack clarity. Additional information on technology robustness is needed. It is also recommended to conduct an LCA and/or S-LCA for the product to obtain valid results regarding environmental and social issues.*

**Intellectual Property Strategy: Does the company have the necessary Intellectual Property Rights to ensure freedom to operate and adequate protection of the idea?**

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*The company prioritizes freedom to operate and thorough patent searches have been conducted to avoid infringing on others' rights. Thee company monitor the patent landscape to navigate existing patents and identify opportunities for new inventions. Legal provisions in contracts secure ownership of arising IP during the AMPS project, aiming to file at least 3 patents during the project implementation. Therefore, the IP and FTO is demonstrated sufficiently in the proposal and attached documentation.*

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*The company routinely conducts patent searches and analyses to ensure freedom to operate and to avoid infringing on the rights of others. Their IP management strategy encompasses plans to secure ownership of any IP arising during its projects by establishing appropriate legal provisions in contracts with third parties and by filing patents to protect its innovations. Additionally, they consult with legal advisors to determine the best protection and commercial exploitation mechanisms. In addition to its IP protection strategy, the applicant also presented an IP exploitation strategy that focuses on increasing the visibility of its innovations at both the EU and international levels. This involves various promotional activities.*

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*Intellectual property rights and IP management are introduced. The FTO analysis was performed and shows that the product does not infringe with other patent claims.*

## Criterion 2 - Impact

Score: **0.00** (Threshold: 3 / 3.00 , Weight: - )

**Competitiveness and demand: Is the innovation better than what the competition proposes, and is the solution bringing sufficient added value to trigger demand from potential customers?**

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*The business model employs a combination of outdoor advertising and monitoring of pollution with competitiveness and demand at first sight well demonstrated. Namely, the provided competition analysis is outlining their technical and commercial limitations, but only in general aspects, not entirely elaborated and justified. In addition, the company plans the revenues to be generated by the companies (brands) through the sale of outdoor advertising space (the assumption is that, quote: "screen with a plan (each each screen will run a minimum of 16 hours/day and 26 days/month or a minimum of 416 hours/month, with basic rates beginning at 0.025 Euro/minimum 10 second clip"). This plan sounds very interesting, with a potential of the advertisers to achieve positive reputation for sustainability by raising awareness and engaging audience while investing in air quality without additional expenses and clean environment. However, for sure large companies have to meet compliance requirements to combat pollution and enhance air quality, but it is not convincingly elaborated how the demand will be stimulated.*

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*The absence of other companies in the market offering similar features to the applicant's innovation hinders the assessment of the comparative advantages and drawbacks of the applicant's solution. Without a thorough comparative analysis against existing competitors with similar functionalities, the information is not sufficient to determine the unique value proposition of the applicant's solution.*
*Regarding the innovation's added value and demand, it's crucial to note that brands and companies are increasingly leveraging Display Out Of Home (DOOH) platforms for advertising purposes. The growing popularity of DOOH technologies reflects a rising demand for innovative solutions capable of delivering messages effectively while also contributing to areas such as environmental protection and sustainability. The demonstrated high demand for the applicant's product, as evidenced by the number of Letters of Intent (LOIs) enclosed, suggests a strong market interest and potential for adoption. However, without a comprehensive comparison with all competing solutions in the market, it remains unclear to what extent the applicant's innovation surpasses existing offerings and fulfills the unique needs and preferences of potential customers.*

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*The proposal outlines competitors' solutions and explains the differences among the products. From the text, it appears that the applicant identifies the monitoring and tracking of air quality as an aspect lacking in competitors' solutions. It would be beneficial for the applicant to explicitly demonstrate the added value of their product and to provide a more detailed explanation of alternative solutions. The product introduced in this proposal combines several existing technologies.*

**Market development: Does the innovation have the potential to develop new markets or significantly transform existing ones? Has the potential market for the innovation been adequately quantified, including conditions and growth rates? Is the expected market share acquisition reasonably ambitious and reachable?**

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*The provided SWOT analysis is relevant with very specific aspects and it is clear the company is aware and realistically analyses the environment. Also exploitation strategy has clear objectives and specific activities, very relevant to successfully achieve growth. Airvolt company wants to capitalize on two major markets: Air Purification and Digital Out-of-Home (DOOH), with DOOH as its primary revenue source. These markets offer immense opportunities, with a combined Total Available Market valued at €72 billion, projected to grow at compelling CAGRs of 10.6% for air purification and 13.2% for DOOH by 2030. However, this plan seems very ambitious and not so convincing, as the competitors analysis is not well compared in relation to costs and potential revenues. The business model is based on selling advertising space on a display that is an air purifier and in the market there seem to be other initiatives that can provide similar solutions.*

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*Both the Air Purification and Digital Out-of-Home (DOOH) markets are already well-established. Therefore, the proposed innovation will not develop new markets or significantly transform existing ones. Instead, the invention seizes opportunities in existing and rapidly expanding markets.*
*The potential market has been thoroughly quantified, encompassing the Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM), alongside Market growth rates (CAGR) and driving forces contributing to the growth of the air remediation market. The expected market attainment is ambitious yet realistic, aligning with achievable goals.*

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*Target markets and market opportunities have been introduced and evaluated. However, because the product combines several existing technologies and adds monitoring capabilities, it is not expected to disrupt existing markets. The product has potential for scale-up, particularly in cities with low air quality, but there isn't sufficient evidence to confidently assert that end-users are willing to pay. The proposal lacks a clear plan and steps, including a timeframe, for how the product will enter the market. The areas targeted for innovation could be more prominently highlighted.*

**Commercialisation strategy: Is there a convincing and well thought-through strategy for commercialisation, including regulatory approvals /compliance needed, time to market/deployment, and business and revenue model? Are the key partners identified and committed?**

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*The marketing approach is well demonstrated and relevant for the type of the potential customers and the solution will be offered to be sold directly to Public and Private properties and Advertisers under B2B business model in two specific areas, Air Monitoring and Purification Systems and Advertising Space. This commercialization strategy is further elaborated, it seems very convincing and applicable. There is already a proof of market traction, a the model seems to be validated with a network of customers and distribution partners (it is provided how, with specifically named customers). On the other side the market barriers are vague, with identified only lack of funding and lack of adoption from customers which will lead to low sales and affect company's growth. There is no mention of other similar solutions from the comparison of the value for money, competition is only outlined as a threat.*

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*The applicant has presented a comprehensive and persuasive marketing and sales plan, as well as a commercialization strategy and dissemination and exploitation strategy and incorporated various elements which are essential for successful market deployment. This includes the identification of target markets, detailed go-to-market phases, and a focus on enhancing visibility and credibility to ensure market uptake. The phased approach to market expansion, spanning different regions and economies, demonstrates a strategic and well-thought-out plan for scaling the business. Additionally, the emphasis on customer engagement through industry events and the establishment of authority within the industry underscores a commitment to building strong relationships with stakeholders.*
*Regarding regulatory approvals and compliance, the applicant highlights collaboration with partners such as GENCONS SRL for adherence to EN1822:2019 standards and certification testing with AFPRO Filtration Group and/or 5M Mühendislik. This demonstrates a proactive approach to ensuring regulatory compliance and obtaining necessary certifications for market entry. Moreover, the inclusion of timeframes for each phase of market deployment provides clarity on the expected timeline for commercialization, indicating a structured approach to achieving business goals. Furthermore, the applicant identified key partners across various domains, including component suppliers, software partners, and mechanical structure suppliers, highlighting a commitment to securing reliable partnerships to support business operations. Overall, the applicant presented a convincing and well-thought-through strategy for commercialization, regulatory approvals/compliance, time to market/deployment, and the business and revenue model, supported by the identification of key partners committed to the project's success.*

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*The marketing strategy is outlined in broad terms, but the specifics of how the product will enter the market and reach end-users, including quantitative data, need to be clarified. Consequently, the commercialization strategy lacks persuasiveness. Only two market barriers were identified, yet the explanations of how to overcome them were adequate. The revenue projection is suitably detailed, though the projected sales growth appears overly optimistic.*

**Scale up potential: Does the innovation have the potential to scale up the company? For GRANT ONLY support: can the applicant demonstrate access to the resources needed to commercialise and scale-up the innovation**

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*The ability to scale up the solution is not entirely convincing, as it is missing strong description of a "unique" product which will attract the advertisers. In their target market they need to 'convince' two target groups to make this a successful product: 1) the malls, cities and other locations that are willing to install the display (they don't mention any costs in hiring spaces or the need to convince owners to install the display for free), 2) the advertisers, who are the real customers that generate the revenue: they might be in favor of advertising on an air purifier but besides their 'social responsibility', they don't take any commercial benefit from it. Most important, they don't make that distinction, and they don't list any related exploitation risks, which makes their commercial approach not credible. The financial needs presented seems a bit overestimated in relation to the personnel costs (further analyzed under "Implementation" part.*

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*The applicant provided a comprehensive overview of the company's plans and strategies for scaling its business effectively and achieving market growth. A go-to-market strategy encompasses different phases aimed at ensuring timely market deployment and expansion. The strategy involves transitioning from a working prototype to production validation through pilot demonstrations, targeting specific markets in phases. In Phase 1, the company plans to produce pilot units and validate them with customers in Bucharest, Romania, before expanding to other European markets such as Poland, Bulgaria, and Greece. Phase 2 involves further expansion across Europe, targeting major economies, while Phase 3 focuses on global expansion, including Northern Europe, the US, the UK, and the Nordic countries. This phased approach demonstrates a clear roadmap for scaling the business regionally and globally over time.*
*Moreover, the applicant highlights various strategies employed by the company to accelerate market adoption, such as enhancing visibility and credibility, engaging with potential customers through industry events, executing customer pilots, expanding the distributor network, and building in-house capabilities. These strategies are essential for increasing market traction, onboarding new customers, and establishing a strong presence in target markets.*
*Additionally, the company's focus on forging strategic partnerships with public agencies, academic institutes, NGOs, think-tank agencies, and industry associations further supports its efforts to increase market uptake and enhance its reputation.*

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*The impact of the innovation on the company has been explained through financial data and an increase in employment. The applicant claims that they will employ 35 professionals before the project concludes, which is very ambitious. However, the explanation lacks detail regarding the areas of employment and specific needs. The estimated costs for implementing the project appear to be overstated. The business idea is presented with a reasonable timeline.*

**Broader impact: : Will the innovation, if successfully commercialised achieve positive broader societal, economic, environmental or climate impacts, and for EIC Challenges ONLY does it have the potential to contribute to the expected outcomes and impacts set out in the Challenge?**

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*The proposal represents a contribution in the framework of the EU roadmap for sustainability, reducing the environmental footprint and promoting a better indoor and outdoor atmosphere but also to make a positive impact on public health. Health/ social and environmental impact is addressed but in a very general way: the main focus is to provide a tool that could have a true impact on air purification and helping to improve health standard, in general, and overall well-being of citizens that are in proximity with the unit. It is also not elaborated well the contribution of the out-door settings of the units (only for in-door the effect is clear). Moreover, the examples and measurable effects are not provided.*

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*The applicant provided a comprehensive description of their innovation's potential to contribute to broader societal, economic, environmental, and climate impacts in Europe and beyond. From a societal perspective, the applicant underscores that their technology addresses a critical challenge highlighted by the EU, focusing on the importance of indoor air quality, particularly in the post-pandemic era where demand for air purifiers has surged.*
*In terms of economic impact, the company envisions that their system will emerge as a significant player in the air purification devices landscape, projected to generate substantial revenue and contribute to market expansion. Furthermore, the applicant highlighted that their innovation will offer additional value by integrating advertising units into their air quality management system, which will bring about economic impact.*
*Overall, if successfully commercialized, the company's innovation is poised to achieve positive broader societal, economic, environmental, and climate impacts, positioning the company as a key player in addressing pressing public health concerns and contributing significantly to regional economic growth and environmental sustainability.*

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*The impacts were listed, but only one of them (financial) is sufficiently elaborated. All other impacts are represented without tangible or quantifiable data, which would make them more concrete and credible.*

## Criterion 3 - Level of risk, implementation, and need for Union support

Score: **0.00** (Threshold: 3 / 3.00 , Weight: - )

**Team: : Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing, including adequate representation of women and men?**

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*The presented team certainly has motivation to implement the project, and the profiles are relevant, but there are more commercial profiles with experience in business development and project management rather than technical. The commitment is not questionable, as almost all the team members will be 100% occupied with the project. The need for missing competencies, retention strategy and a pay-off plan is recognized, but rather general, not well elaborated and convincing. The employment projections have been calculated in coordination with the commercialization strategy, but as the scale up is not convincing, this could be not achieved. As regards the gender balance, unfortunately there is only a commitment to gender equality, with no clear plan/strategy.*

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*The applicant's team comprises a motivated group of professionals with diverse backgrounds and a wide array of expertise, crucial for the successful implementation of their innovation and for advancing the company forward. As described in the proposal, team members include Board Members, Advisors, and proficient Technical Officers specializing in various engineering disciplines such as Manufacturing, Materials, Mechanical, Energy, Process, and Software Engineering. They are complemented by seasoned practitioners with extensive experience in business development and project management.*
*However, while describing the team's strengths, the applicant repeated the same paragraph twice, once at the beginning of the Team Overview section and again under Table 5. Moreover, the applicant also uses different names when describing the contact person and CEO's details in the administrative form (first name: Valentin, Last name: Negoita Radulea) and when providing the team overview in the main proposal document (first name: Anton, Last name: Radulea). This, combined with the previously mentioned inconsistency regarding the company's legal name, indicates a lack of attention to detail among the key team members responsible for the proposal writing and submission process. This is a significant shortcoming of the proposal and raises concerns about the overall thoroughness of the team's approach.*
*The Hiring Plan and Retention Strategy outline the intention to expand the team from its current 19 employees to an additional 35 professionals by the project's culmination. The prospective hires will specialize in logistics, operations, legal affairs, marketing, and sales, aiming to bolster the company's capabilities across various crucial domains.*

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*The team possesses the relevant key competencies, experience, and expertise, as evidenced by the information provided in their CVs. The team is motivated and strongly committed to the project's implementation. However, roles are not sufficiently defined or divided according to the activities/tasks, as one might expect from the descriptions in the Work Packages (WPs). The gender balance is well articulated and demonstrated. Although missing competencies were not identified, the applicant outlines a hiring plan for the future.*

**Risk level of the investment ( ONLY for applicants requesting an INVESTMENT COMPONENT ): : Does the nature and level of risk of the investment in your innovation mean that European market actors are unwilling to commit the full amount that is needed without an investment from the EIC Fund? Is there evidence that market actors would be willing to invest, either alongside the EIC or at a later stage? Note: if an applicant has previous investors or is in a current investment round, this will not be used as a reason to reject an application against this element. Moreover, this assessment should take into account the international context and whether competitor companies outside of the EU or Associated Countries have access to larger investment amounts. Note: Small mid-caps will be expected to provide documentary evidence that their bank has refused the financing needed for the project.**

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*It is evident the company is not investment ready for the market, and with TRL5, the company is now planning further development which consist tecnological development up to TRL8 and market activities to the full potential. Therefore, the company is requesting EIC grant of 2.5 mio €, coupled with equity amounting to 1.9 mio €. 1.4M will be raised as a matching equity partner. This can be possible and it is justified, with a competent team, well structured work plan and already existent and commited investors and customers / potential customers and partners. Namely, the business model seems to be validated with a network of customers and distribution partners, which can be proven with the letters of intent showing great commitments. Further on, as part of the activities in the work package 4 and 6, the company has a well planned fundraising campaing. It is outlined that up to now 15 investors are reached, and 7 of them have shown interest. The company is dedicated to the this phase with a special Board which will be actively participating in negotiations. In the attached letters of intent, there are no additional evidence to financially support the funding, only the potential customers willing to advertise on the digital screens. Therefore, the funding can enable the company to scale up operations, reach breakeven, and meet the market demand for their technology.*

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*The applicant provided a comprehensive overview of the company’s current financial landscape and strategic partnerships, underlining the necessity of securing additional funding to achieve their ambitious goals. While the initial investment from private investors and collaborations with leading R&D entities have established a solid foundation, further funding is crucial to realize the vision of deploying 100 pilot units in Bucharest, Romania, as part of the EIC project. The company has forged fruitful collaborations with prominent partners in both Research & Development and implementation domains, demonstrating robust support from investors and strategic allies. The backing of early investors and expressed interest through Letters of Intent reflect a positive response to the company’s innovation. However, despite this encouraging response, European market actors may currently hesitate to commit the full amount needed without investment from the EIC Fund.*
*While the proposal showcases significant support from investors and strategic partners, it underscores the critical role of securing investment from the EIC Fund to garner full commitment from European market actors. The evidence suggests a growing interest in the company’s innovative technology, with potential for further investment alongside the EIC or at a later stage.*

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*The proposal names early investors and the company's partners. However, it does not sufficiently highlight the investment risk or provide clear evidence to support the notion that the product represents a high-risk investment. There is a sentence in the text '...the company could consider seeking investments from private equity firms.' The company 'should' rather than 'could' pursue such options. From the text it can be perceived that the company is solely focused on securing EIC funding and is not actively seeking other investors, which could accelerate the processes.*

**Risk mitigation: Have the main risks (e.g. technological, market, financial, regulatory) been identified, together with measures to take to mitigate them?**

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*There are identified relevant key risks (technological, market, financial and commercial) which are very specific, with realistic likelihood and effect, and well demonstrated and relevant mitigation strategies possible to be applied within the team.*

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*The applicant identified six key technological, market, financial, and commercial risks and described their likelihood, effects, and mitigation measures. However, the probability of these risks occurring (low, medium, or high) has not been evaluated. Visually, the table is not well-justified and is difficult to read. Legal and regulatory requirements are also identified and thoroughly described.*

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*The applicant has provided a comprehensive overview of various risks, including market, financial, technology. These risks are well elaborated and explained. Furthermore, the proposed mitigation steps are suitable and well explained.*

**Implementation plan: : Is there a clear implementation plan with defined milestones, work packages and deliverables, together with realistic resources and timings?**

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*The implementation plan is thorough, logical, with adequately planned work packages, clear and elaborated tasks. Milestones and the timeline is also realistic, and the deliverables are clear and measurable. The resources needed are clearly identified and seem realistic, but some shortcomings are noticed in the lump sums evaluation. Namely, senior and junior scientists have the same average cost per item, and they are higher than on the dashboard (6.056€ compared to 5.830€ as 80th percentile on the dashboard). In addition, very high cost is foreseen for administrative personnel (9.150€) and for other staff costs (6.333€) with no elaboration under the comments. Including also the fact there are 353 person/months, the suggestion is to cut the costs at least for 10%.*

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*The implementation plan and strategy are well developed, exhibiting clarity with clearly defined milestones, work packages, and deliverables. The plan is divided into six distinct work packages, each with its own set of objectives and outcomes. The plans and timings for both grant and equity activities are reasonable and aligned with project goals.*

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*The project introduces a clear and well-structured work plan with a logical flow. The tasks within the work packages are well-explained; however, the roles during the implementation phase are not specified. The deliverables and milestones are tangible, measurable, and sufficiently detailed. This suggests that monitoring the project's implementation activities and measuring results will be straightforward. The timeline is realistic, and the resources, in terms of PM, are clearly defined and quantifiable.*

## Recommended for interview:

Score: **0.00** (Threshold: 9 / 9.00 , Weight: - )

## Scope of the application

**Based on the information provided, this application is:**
*'in scope' because it corresponds, wholly or in part, to the topic description against which it has been submitted*

**Comments (in case the proposal is out of scope)**
*Not provided*

## Use of human embryonic stem cells (hESC)

**Does this proposal involve the use of hESC?**
*No*

**If YES, please state whether the use of hESC is, or is not, in your opinion, necessary to achieve the scientific objectives of the proposal and the reasons why. Alternatively, please state if it cannot be assessed whether the use of hESC is necessary or not, because of a lack of information.**
*Not provided*

## Use of human embryos

**Does this proposal involve the use of human embryos?**
*No*

**If YES, please explain how the human embryos will be used in the project.**
*Not provided*

## Activities excluded from funding

**Activities that :**
**- aim at human cloning for reproductive purposes, or**
**- intend to modify the genetic heritage of human beings which could make such changes heritable (with the exception of research relating to cancer treatment of the gonads, which may be financed), or**
**- intend to create human embryos solely for the purpose of research or for the purpose of stem cell procurement, including by means of somatic cell nuclear transfer, or**
**- lead to the destruction of human embryos (for example, for obtaining stem cells)**

**are excluded from funding. Does the proposal include any of these activities?**
*No*

**If YES, please explain.**
*Not provided*

## Do no significant harm principle

Status: **Yes**

**If Partially/No/Cannot be assessed please explain**
*Not provided*

## Exclusive focus on civil applications

**Do the activities proposed have an exclusive focus on civil applications (activities intended to be used in military application or aims to serve military purposes cannot be funded)?**
*Yes*

**If NO, please explain.**
*Not provided*

## Artificial Intelligence

**Do the activities proposed involve the use and/or development of AI-based systems and/or techniques?**
*Yes*

**If YES, the technical robustness of the proposed system must be evaluated under the appropriate criterion.**
*Not provided*

## Consensus meeting comments (if applicable)

*The proposal did not reach the conditions necessary to be considered for the consensus meeting as per the EIC Work Programme 2024 rules - "If two of the three evaluators give a GO for all the evaluation elements, then there will be a consensus meeting to decide if you will be invited to an interview with an EIC Jury".*

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