



EASME

Executive Agency for Small and Medium-sized Enterprises

Horizon 2020 SME Instrument

A recipe for success



SME SUPPORT

Executive
Agency
for SMEs

Agenda



- **SME Instrument**
- **FT2I**



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1) SME Instrument - A recipe for success

It's not about writing a good proposal

It's about defining a good project...

...convincing the evaluators



SME Instrument target



SME with innovative ideas – single company ok

Ambition to grow and have a global/EU impact

Established SMEs with high growth potential

Clear European dimension

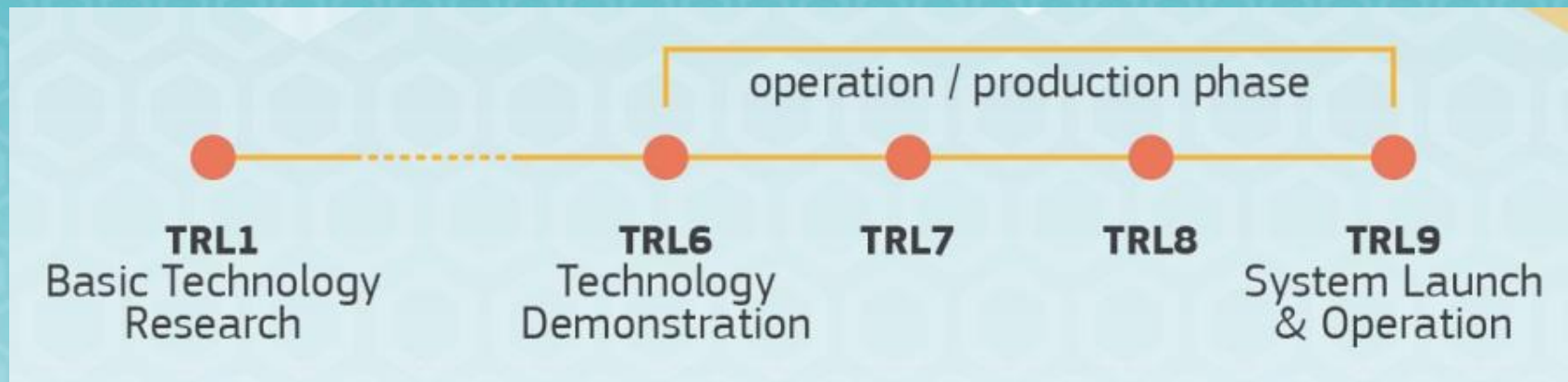
For profit SMEs of the EU and associated countries



SME Instrument target



Technology readiness level 6 or above





SME Instrument phases

PHASE1

Concept & Feasibility Assessment
Idea to concept (6 months)



The SME will draft an initial **business proposal**.

The European Union will provide
€50 000 in funding
and business coaching.

PHASE2

Demonstration, Market Replication, R&D
Concept to Market-Maturity (1-2 years)



The SME will further develop its proposal through **innovation activities**, and draft a more developed **business plan**.

The EU may contribute between
€0.5 million and **€2.5 million***
and provide business coaching.

PHASE3

Commercialisation
Prepare for Market Launch



The SME will receive extensive support to help polish its concept into a marketable product, and have access to **networking opportunities**.

The EU will not provide funding in this phase.

Themes for 2014 & 2015



- High risk ICT innovation
- Nanotech, or other advanced tech for manufacturing and materials
- Space research and development
- Diagnostics devices and biomarkers
- Sustainable food production and processing
- Blue growth
- Low carbon energy systems
- Greener and more integrated transport
- Eco-innovation and sustainable supply of raw materia
- Urban critical infrastructure
- Biotechnology-based industrial processes
- Mobile e-government applications (2015 only)
- SME business model innovation (2015 only)



Number of projects

Varies according to the theme:

- E.g. from 90 for phase 1 and 26 for phase 2 for ICT innovation to
- 8 for phase 1 and 2 for phase 2 for biotech

Check EASME website for specific number of projects to be supported per theme

<http://ec.europa.eu/easme/sme>



Why participate?



- Rank among the best European SMEs
- Get visibility at European and global level
- Receive high-quality business coaching
- Benefit from networking opportunities
- Get support for follow-up financing



Evaluation process



- Remote evaluation
- No consensus meeting
- Short standardised feedback
- No negotiation
- Only one application per company for all phases

Evaluation criteria



- 3 criteria:
 - Possible **economic impact**
 - **Excellence** in innovation
 - **Implementation**
- SME potential achieving the envisaged results
- Median rating

Evaluation: IMPACT



- Market opportunity
- Targeted users
- Market conditions
- Impact on growth
- Alignment with strategy and experience
- Commercialisation plan
- European dimension
- Knowledge protection



Evaluation: EXCELLENCE



- New market opportunity / EU challenge
- Added value
- Comparison with existing solutions
- Consistency with the expected impact
- Commercial potential
- Understanding of risks and opportunities



Evaluation: IMPLEMENTATION



- Resources
- Partners and stakeholders
- Time frame
- Experience of the team

Evaluators



34% women, 12% academic/research, 88% private sector

Background	Number	Share
Business general	49	9,4%
Business development	118	22,6%
Business incubation	20	3,8%
Commercial / marketing	15	2,9%
Entrepreneurship / start-up	92	17,7%
Finance	25	4,8%
Gender issues	1	0,2%
Innovation management	146	28%
Legal expert IPR	15	2,9%
Risk finance	31	6%
Other	9	1,7%
TOTAL	521	100%



Thresholds

Phase 1

- 4 out of 5 for each individual criteria
- 13 out of 15 overall

Phase 2

- 3 out of 5 for individual criteria
- Except 'Impact': 4 out of 5
- 12 out of 15 overall

For criterion 'Impact' a weight of 1,5 is given to establish the ranking

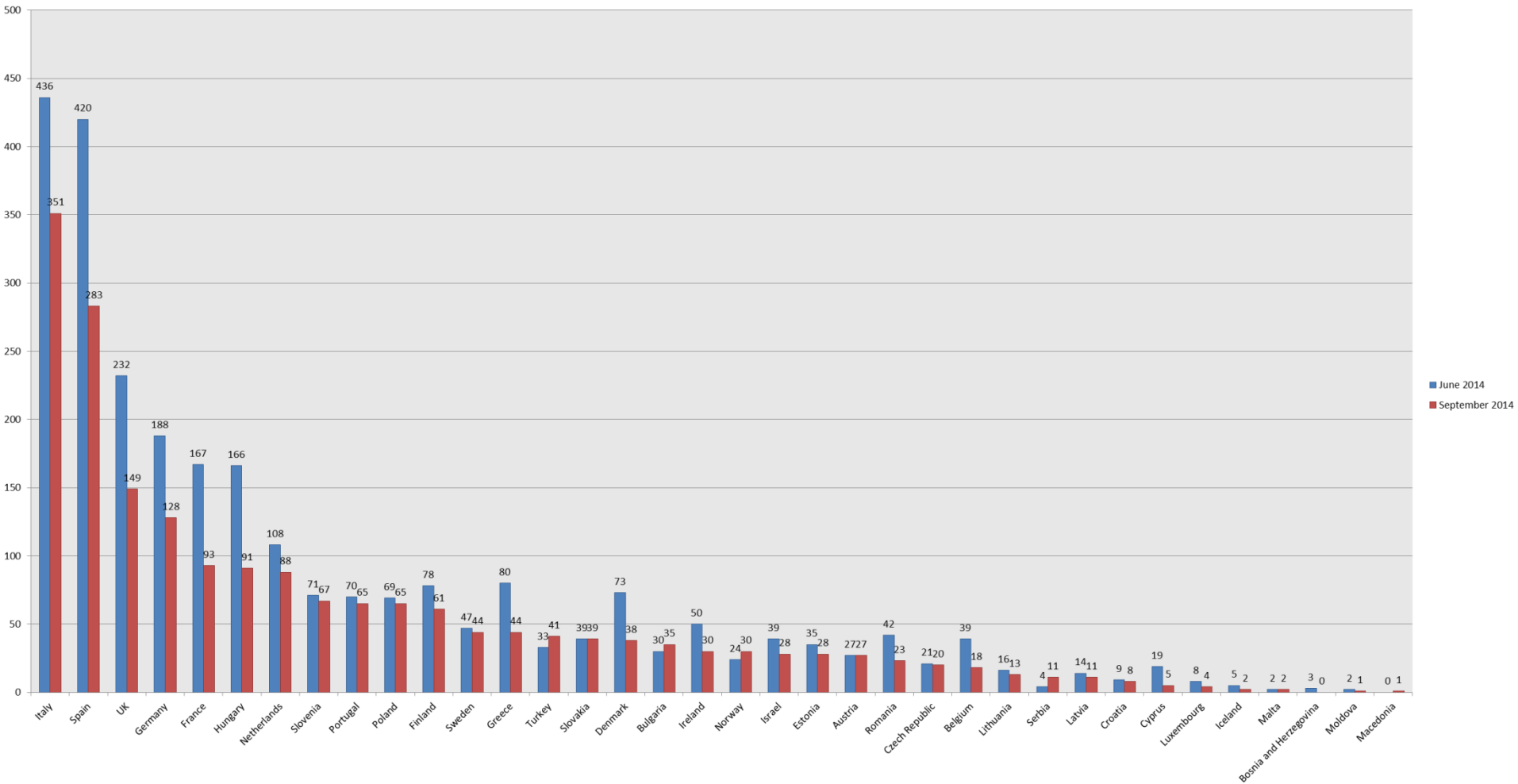


Results

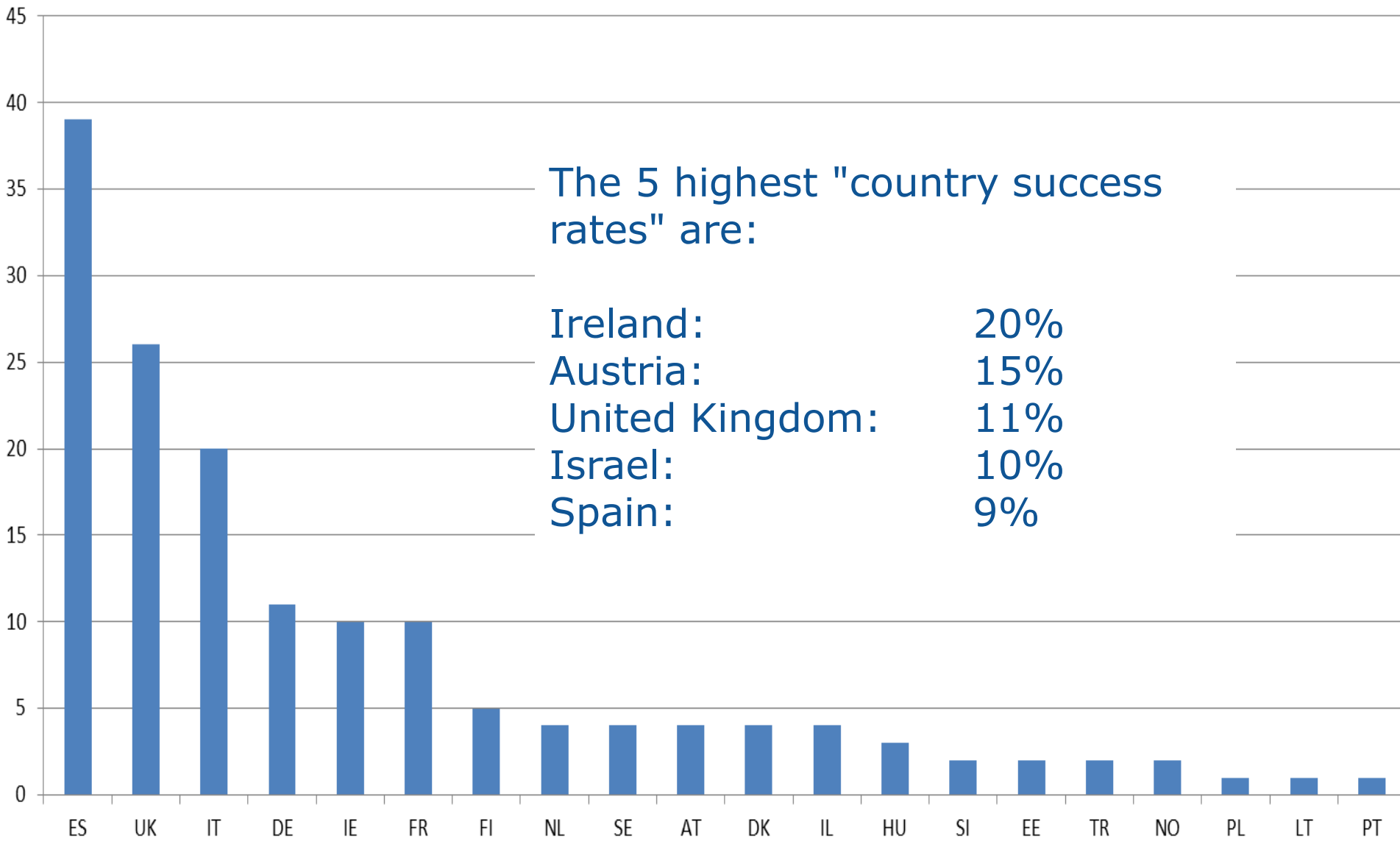
	Cut-off date		
	18/09/2014	24/09/2014	09/10/2014
Phase	1	1	2
N° of proposals received	2666	1944	852
From single companies	97%	91%	78%
Success rate	6%	9%	12%
Above threshold	317	-	-
Funded	155	174	73

For the first cut-off phase 1,
every second good proposal is funded

Horizon 2020 SME Instrument Number of proposals submitted by country Updated September 2014



Country distribution of funded projects



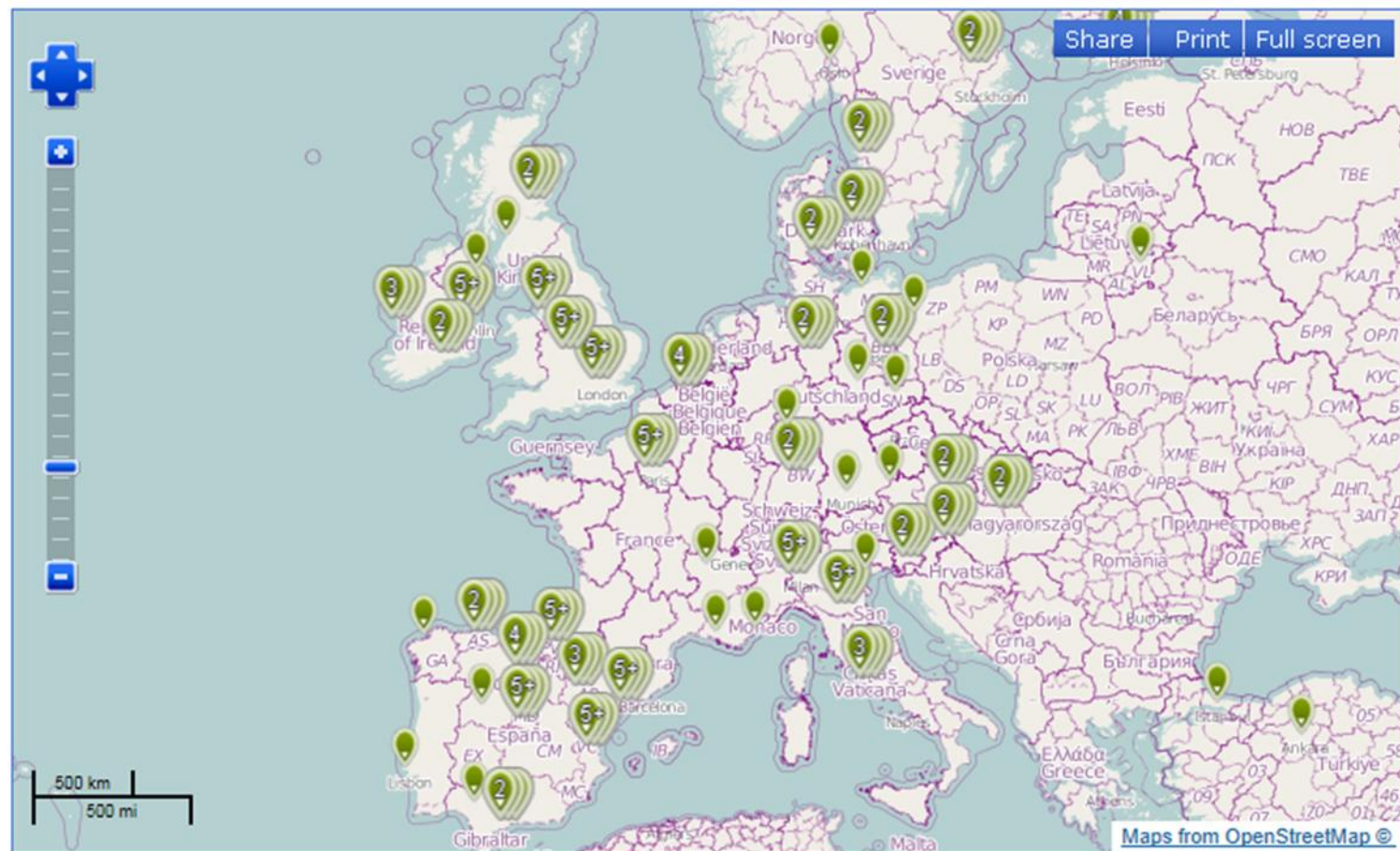
The 5 highest "country success rates" are:

- Ireland: 20%
- Austria: 15%
- United Kingdom: 11%
- Israel: 10%
- Spain: 9%



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Map of beneficiaries



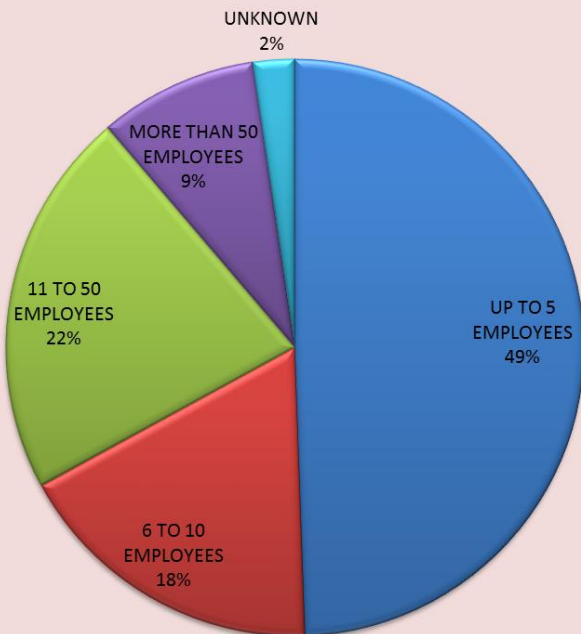


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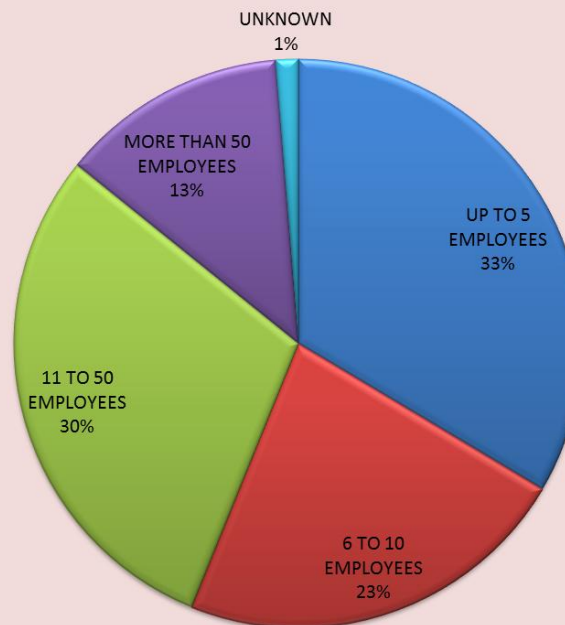
SME size



Staff in Applicant SMEs(All topics)



Staff in Funded SMEs(All topics)



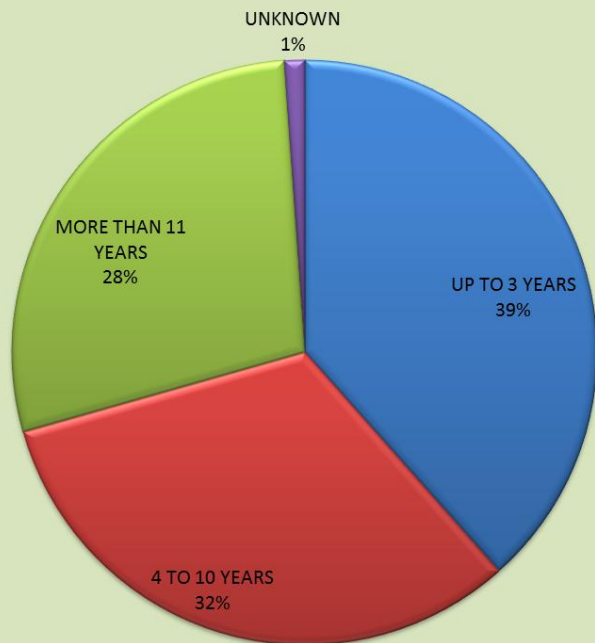


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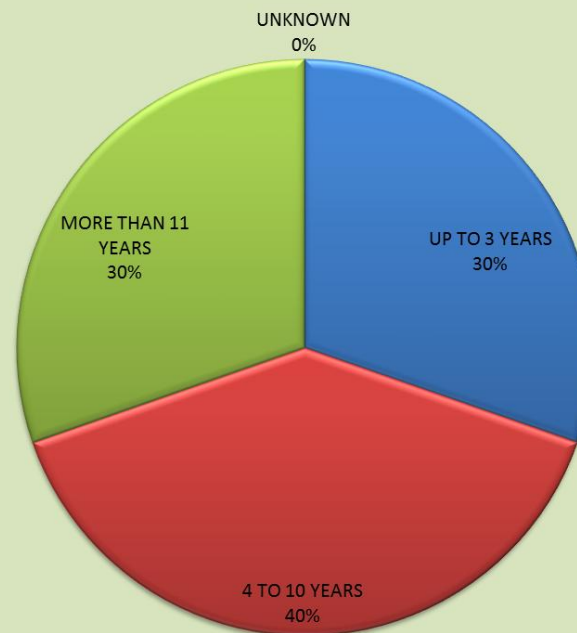
SME age



Years trading of Applicant SMEs



Years Trading of Funded SMEs





First lessons learnt

Unsuccessful proposals were:

- Too much focused on the project, not on the opportunity
- Without convincing description of the company
- Without enough information on competing solutions
- Not innovative enough
- Without commercialisation concept (TRL too low)
- Just trying ones' luck

2) Fast track to Innovation



- Open to any legal entity - consortia of 3 to 5 participants:
 - at least 60% of the overall budget of the proposal must be allocated to consortium partner(s) from industry, or
 - the minimum number of industry participants must be 2 in a consortium of 3 or 4 partners, and 3 in a consortium of 5 partners
- About 100 grants will be given
- Maximum EU contribution per project: EUR 3 million (expected between 1 or 2 million)

Cut-off dates:

29/04/2015
01/09/2015
01/12/2015



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QUESTIONS?



For more information

<http://ec.europa.eu/easme/sme/>



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