



# EASME

Executive Agency for Small and Medium-sized Enterprises

## Horizon 2020 SME Instrument

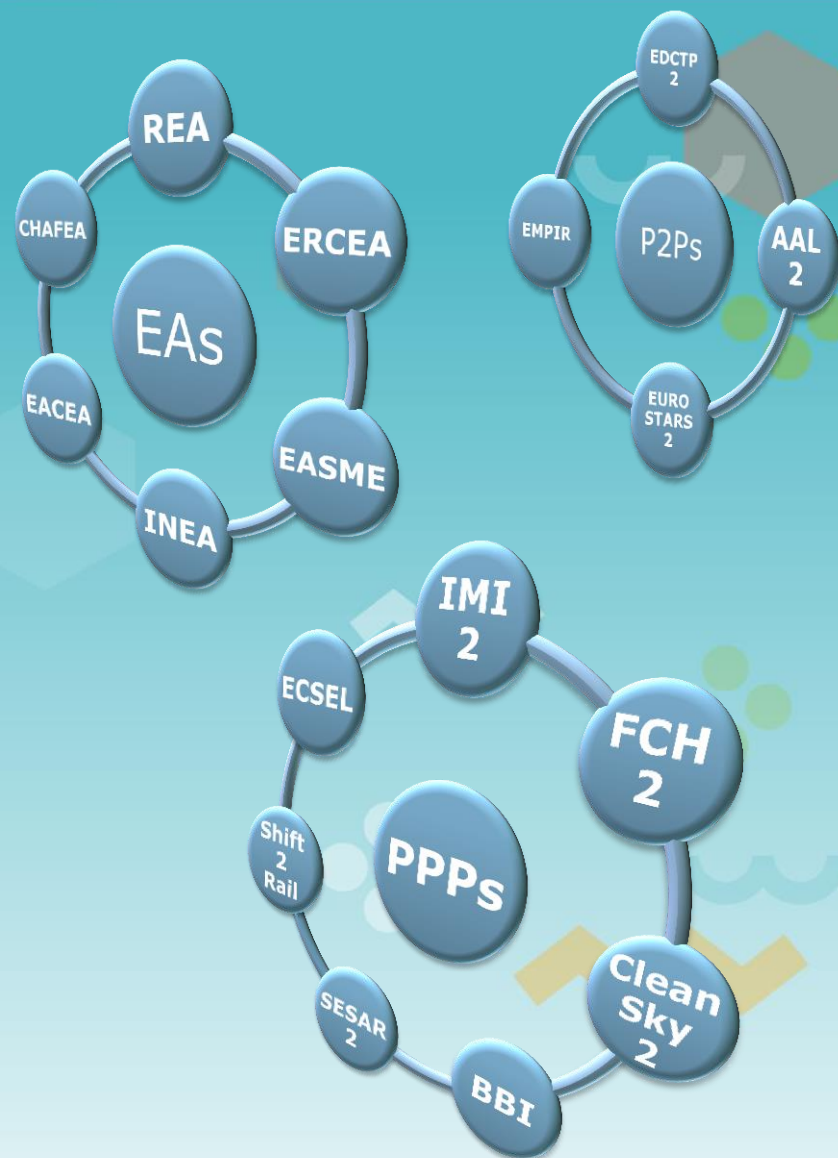
A recipe for success



**SME SUPPORT**

Executive  
Agency  
for SMEs

# Agencies & DGs



# EASME History

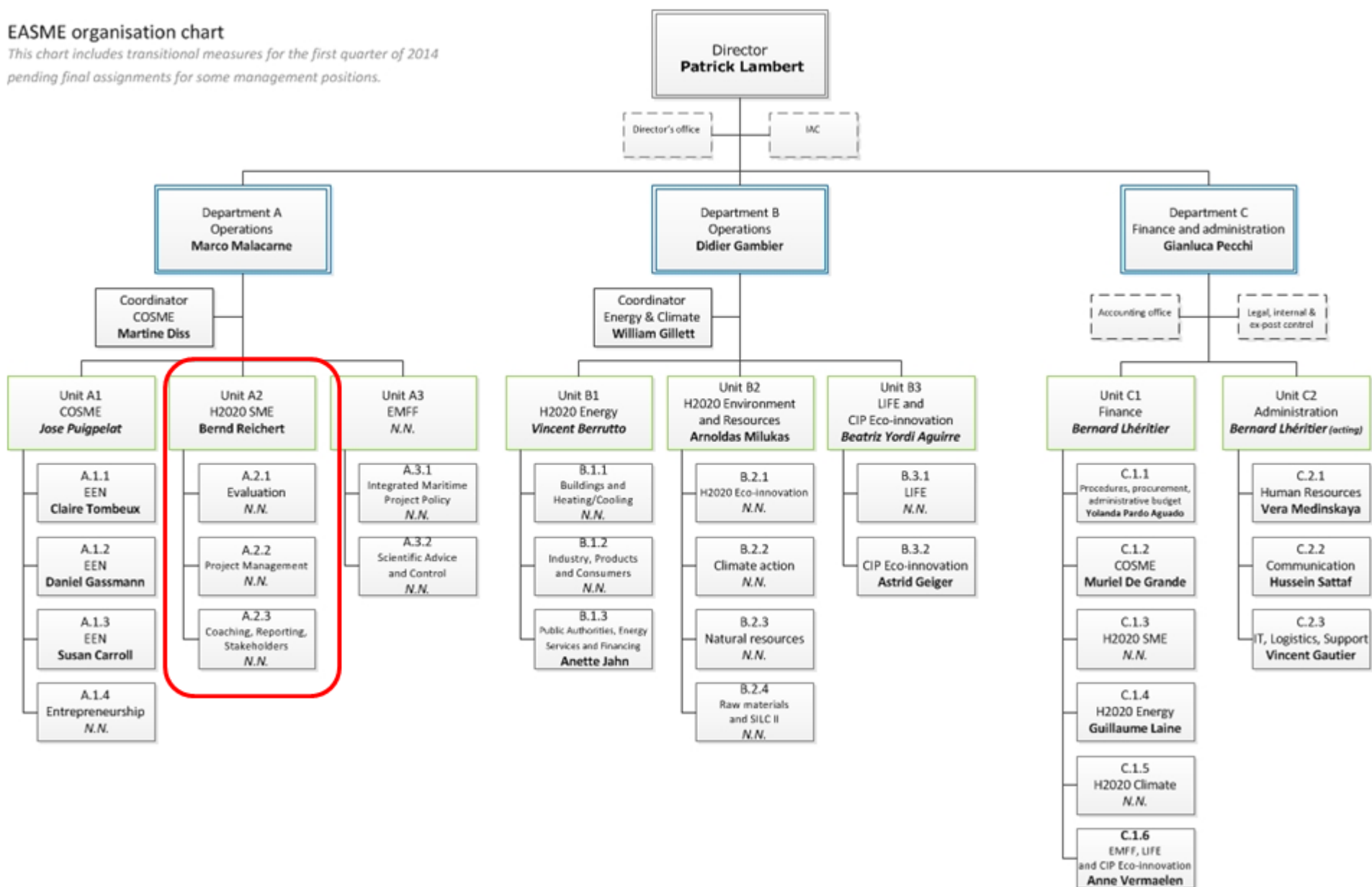


- **One of the 6 Executive Agencies of the EU (REA / ERCEA / TEN-T EA / EACEA / EAHC)**
- **Established in December 2003 as the Intelligent Energy Executive Agency (IEEA)**
- **2007-2013: EACI with Competitiveness and Innovation Framework Programme (CIP) and Marco Polo**
- **01/01/2014: EACI became EASME**



# EASME organisation chart

This chart includes transitional measures for the first quarter of 2014 pending final assignments for some management positions.







# EASME Programmes 2014-2020

- *Part of Horizon 2020*
- *COSME*
- *LIFE*
- *European Maritime and Fisheries Fund (EMFF)*
- *Legacy of IEE*
- *Legacy of Eco-innovation*

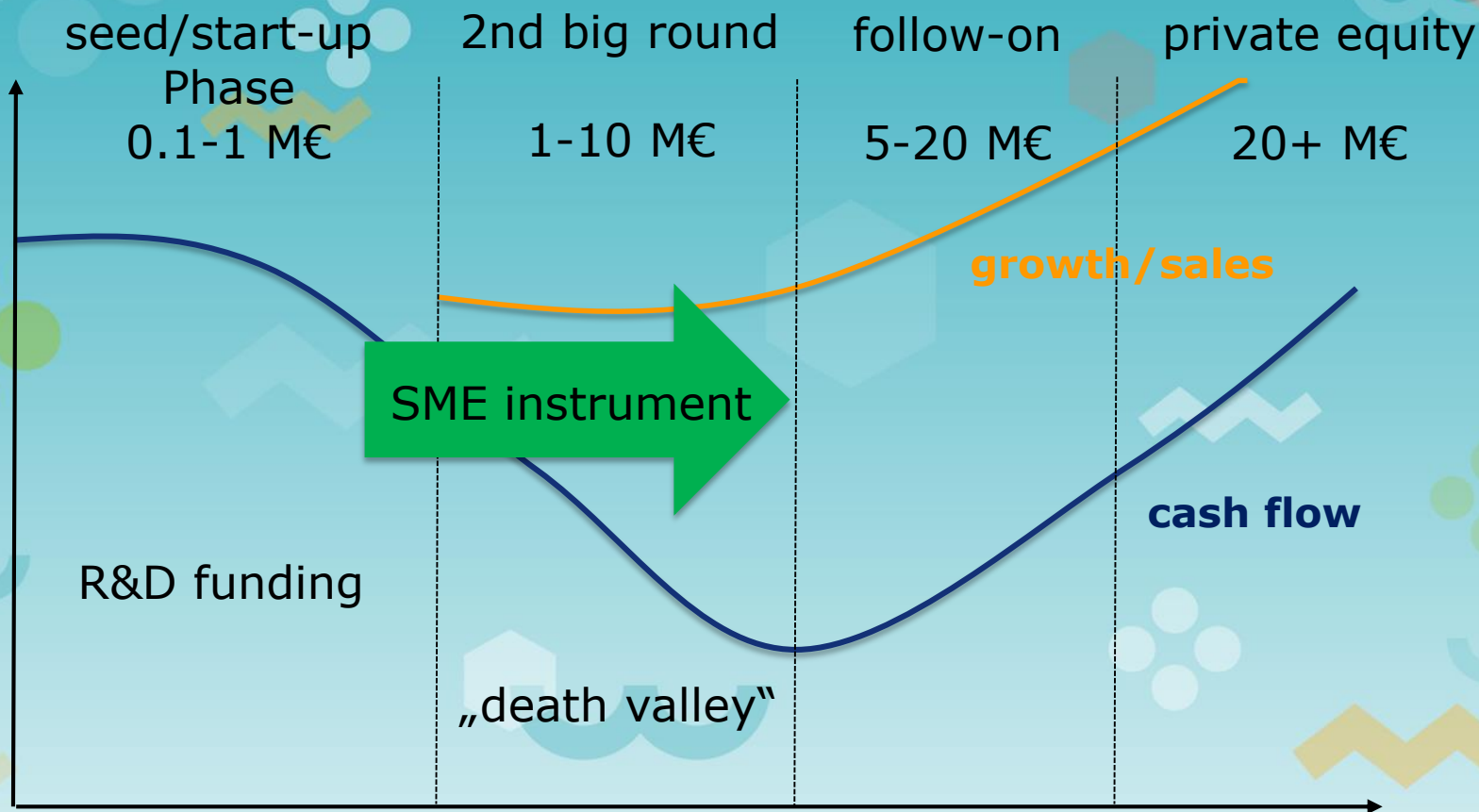


# SME INSTRUMENT

It's not about writing a good proposal,

It's about defining a good project...

...convincing the evaluators





# THE SME INSTRUMENT



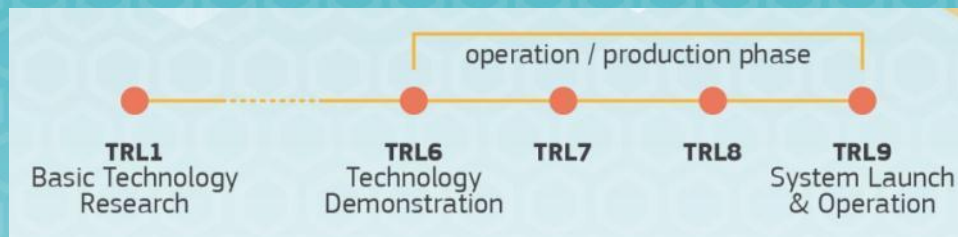
## Why participate?

- Rank among the best European SMEs
- Visibility at a European and global level
- Business/management coaching
- Networking opportunities
- Support for follow-up financing



## Desired SME profile

- For innovative SMEs with an ambition to develop, grow and have an international impact
- Focused on established SMEs with high growth potential
- Single company support (consortia of several SMEs possible)
- Activities at TRL 6 or above
- No obligation for applicants to sequentially cover all three phases; still a "linear" process is strongly encouraged
- 70% funding (exceptions possible)





# THE SME INSTRUMENT



## Phase 1 - Concept & Feasibility Assessment

- €50 000 in EU funding
- Feasibility study
- Initial 10 page business proposal to be drafted
- ~6 months in duration



## Phase 2 – Innovation Project

- Between €0.5 million and €2.5 million in EU funding.
- Develop project through innovation strategy
- Draft a more developed, 30 page business plan
- 1-2 years in duration



## Phase 3 – Market launch

- No stand-alone phase
- No direct funding
- Extensive support and coaching
- Facilitate access to risk finance
- Additional support and networking opportunities (EEN)

# Themes for 2014-2015



- **ICT**: open disruptive 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 **raw material** supply
- Urban critical **infrastructure**
- Biotechnology-based industrial **processes**
- Mobile e-government applications
- SME business model innovation

# Timeline



*Open call: Submissions can be submitted any time*

- 2015  
Phase 1 and 2: 17/06 – 17/09 – 16/12

- *TIPS*

**Do not wait the last day to submit !**

**Be well prepared, wait for the next cut-off if not ready !**



# Evaluations



## Process

- Remote evaluation
- No consensus meetings
- Short standardized feedback
- No negotiations
- **Only one application per company allowed for all phases**

## IMPACT

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

## EXCELLENCE

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

## IMPLEMENTATION

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



# 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



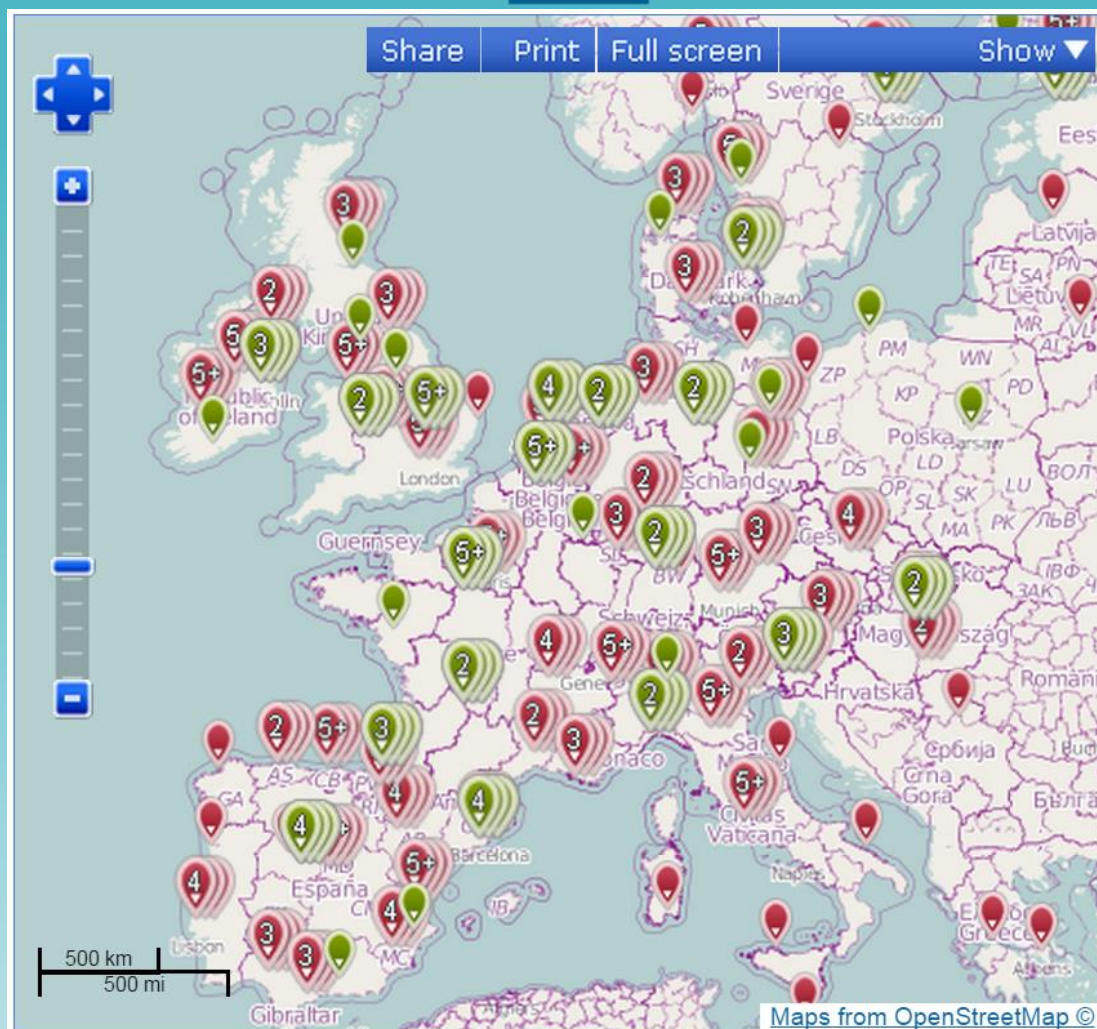
	Cut-off date				
	18/06/14	24/09/14	09/10/14	17/12/14	17/12/14
Phase	1	1	2	1	2
N° of proposals received	2666	1944	580	2363 25% resubm.	629 25% resubm.
Single company applications	97%	91%	78%	92%	64%
Above threshold	317	237	142	—	—
Rate of positively evaluate	12%	12%	24%	—	—
Funded	155	174	60	259	74

***This is not oversubscription, but shows that the scheme was accepted and that the simplification attempts (10 pages, single company application) bears fruit.***

# Where



European  
Commission



Executive  
Agency  
for SMEs

EASME  
OOO



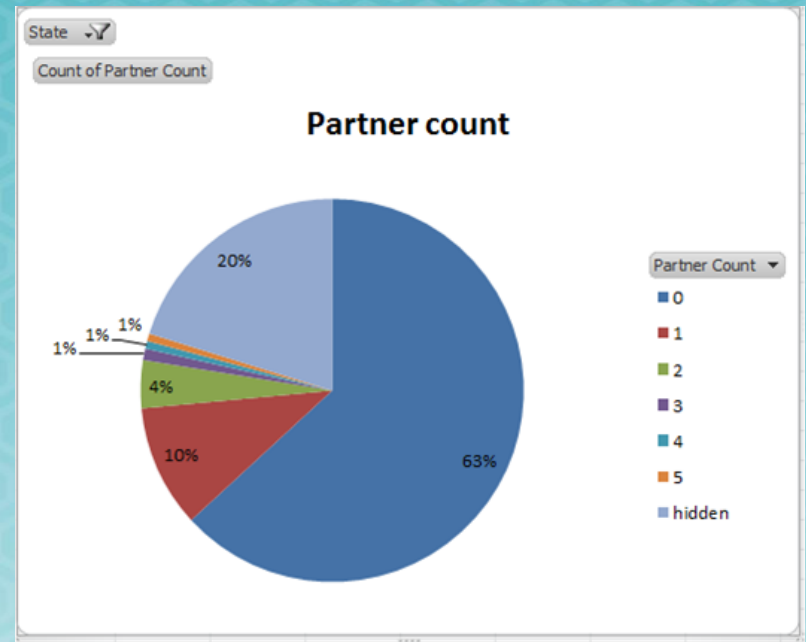
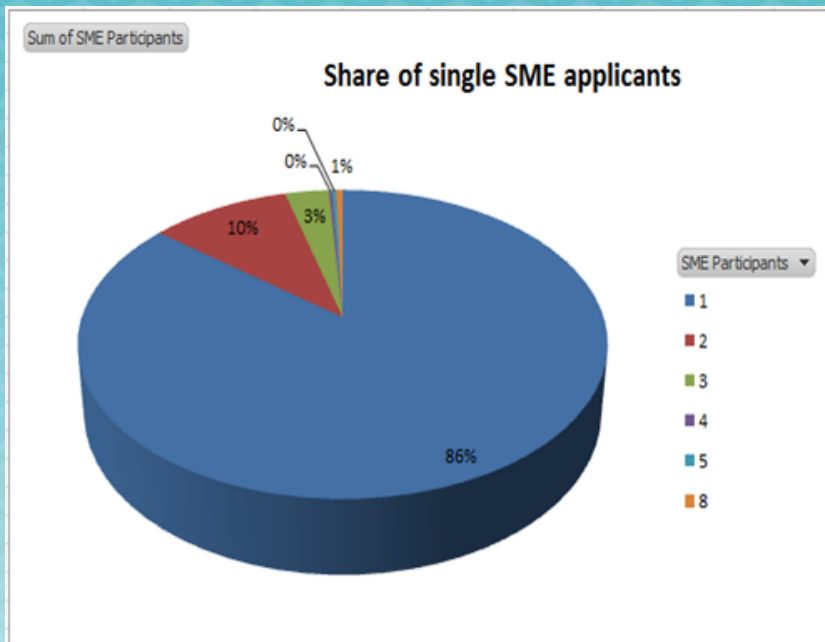
# Applicants



Last cut-off (December 2014)

Phase 1

Phase 2





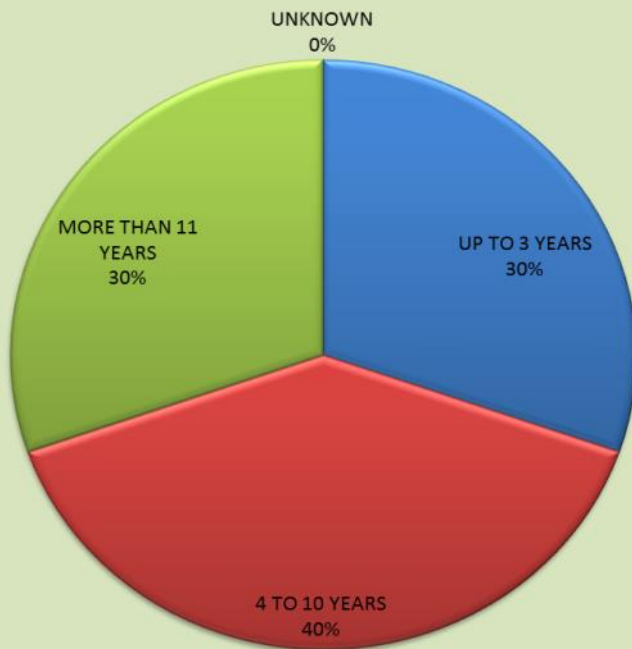
# SME type



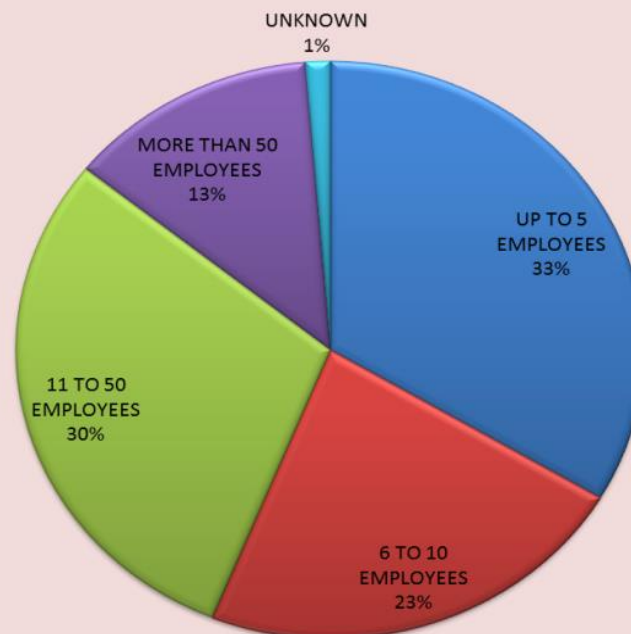
European  
Commission



## Years Trading of Funded SMEs



## Staff in Funded SMEs(All topics)



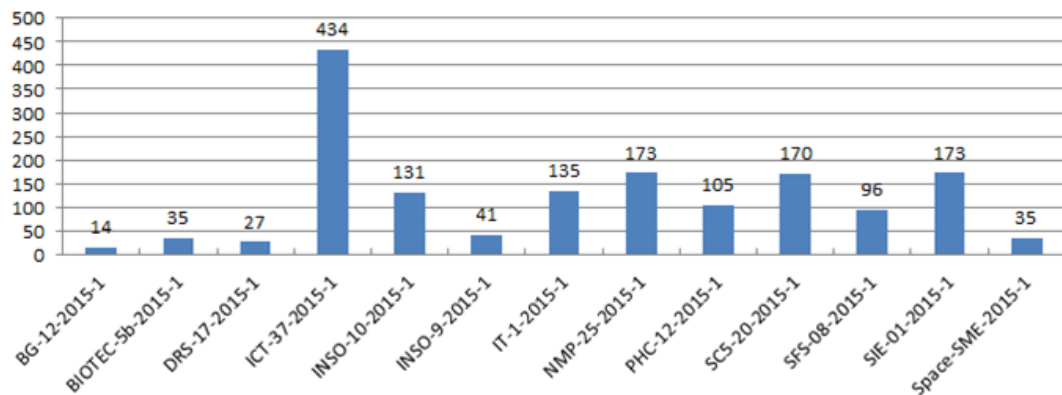
# Last cut-off Phase 1

## 18/03/2015

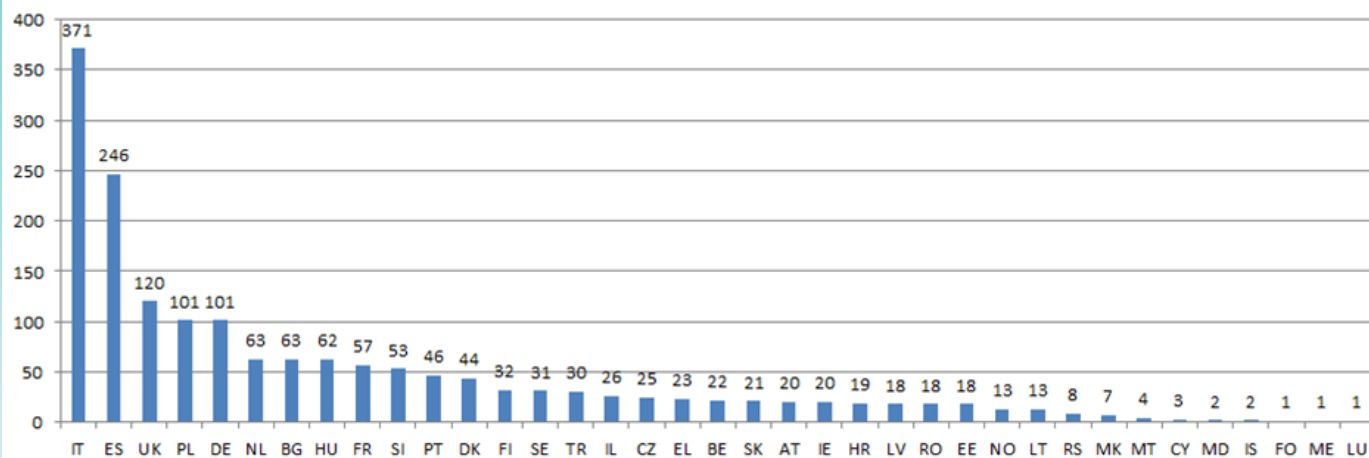


European  
Commission

### Distribution of proposals per topic



### Country distribution of submitted proposals (partners included)



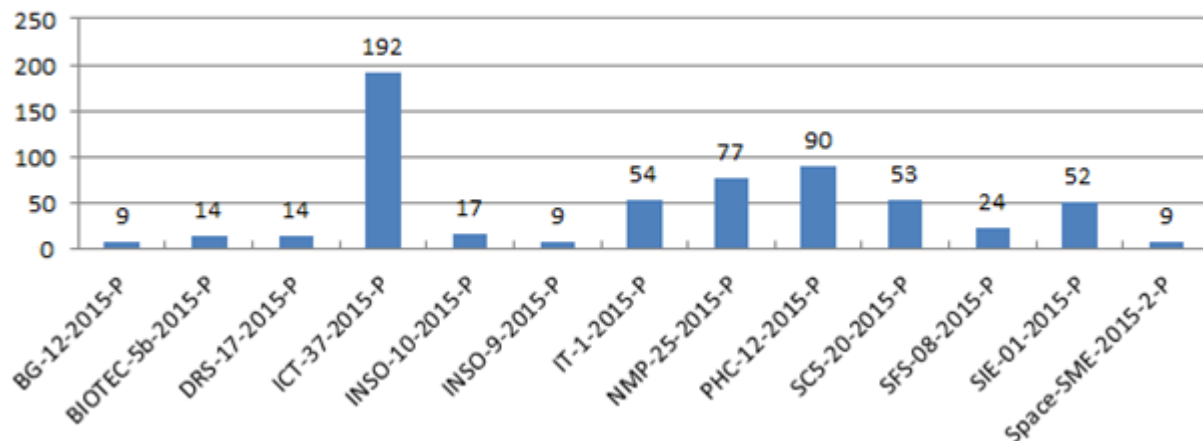
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# Last cut-off Phase 2

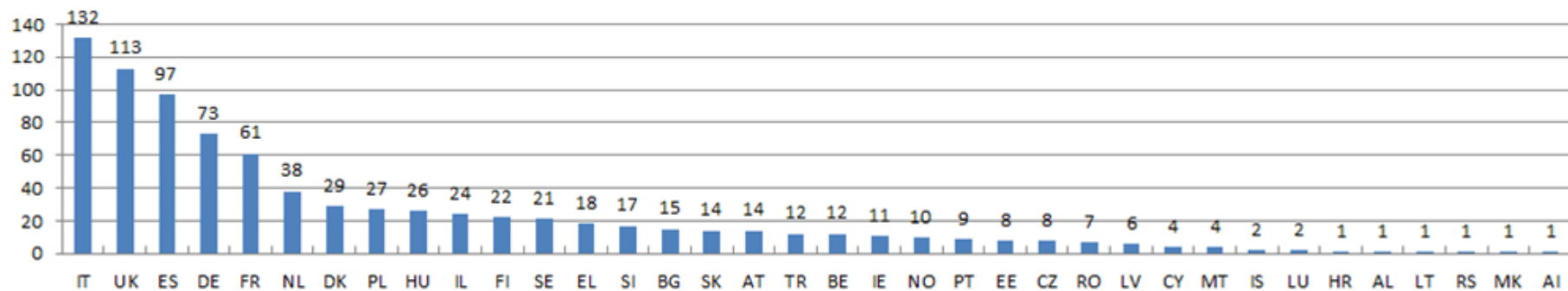
## 18/03/2015



### Distribution of submitted proposals per topic



### Country distribution of submitted proposals (partners included)





## ***Unsuccessful proposals were:***

- **to strongly project-oriented**, not enough information on the actual market opportunities and commercialization strategy
- **company profile missing**: has the company all the necessary skills to implement the market opportunity?
- **market situation, competitive solutions** not mentioned
- not really new to the market, **not disruptive** (no "game changer")
- Commercialisation concept missing; **TRL to low**



## More information



Direct link to SME instrument call DRS-17 (2015 Phse 1)

**“Protection of Urban soft targets and urban critical infrastructures”**

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/2554-drs-17-2015-1.html>

**EASME SME Instrument website** <http://ec.europa.eu/easme/sme/>

**Twitter account** @H2020SME

**Questions** EASME-SME-HELPDESK@ec.europa.eu

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# EASME

Executive Agency for Small and Medium-sized Enterprises

## **Fast Track to Innovation (FTI) Pilot**



**SME SUPPORT**

*Executive  
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for SMEs*



# Industry-friendly Features

- Strong challenge-based approach, allowing industry applicants\* to have considerable freedom to come up with innovative solutions
- Emphasis on innovation, with continuing support for R&D
- Less prescriptive topics, strong emphasis on expected impact
- A strategic approach, with two-year work programmes (that take into account industry concerns and changing business needs)
- Focus areas bring together different technologies, along entire innovation chain
- Dedicated support through various specific instruments: SME (instrument), FTI Pilot, InnovFin...

# Three Priorities of Horizon 2020



**Fast Track To  
Innovation  
(FTI)**





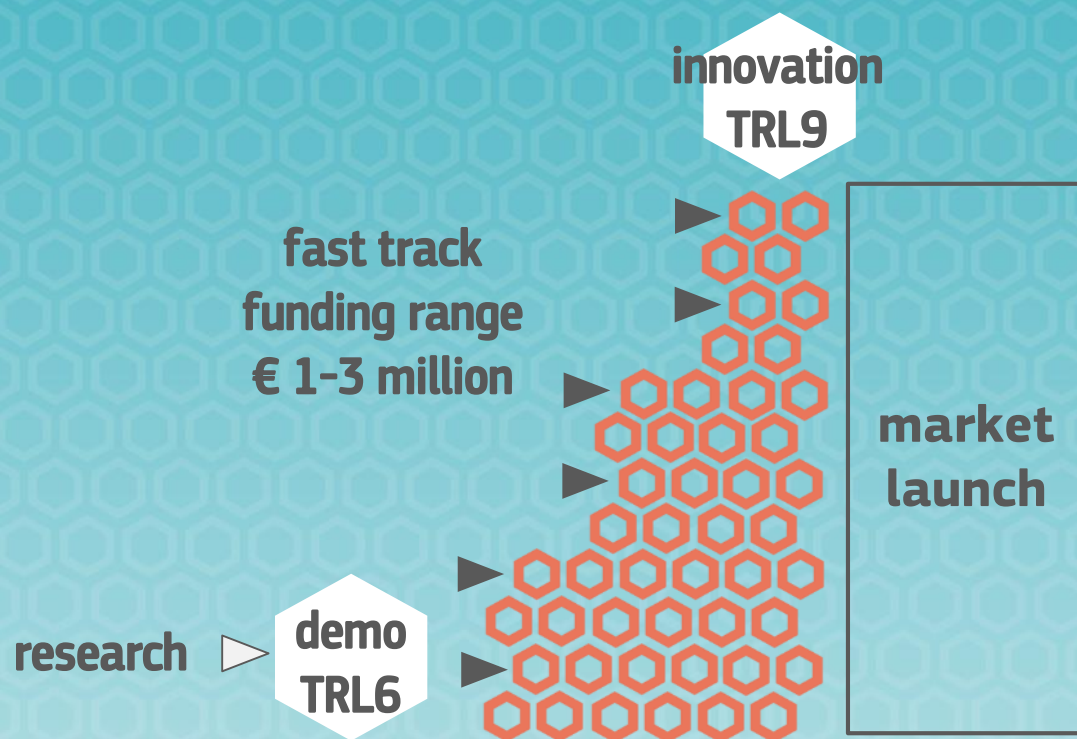


## FTI Pilot – What is it?

The FTI pilot is the only fully-bottom-up measure in Horizon 2020 promoting close-to-the-market innovation activities that is open to all types of participants



# FTI Pilot – What is the idea?



Reduce time from idea to market –  
– last push ►

Increase participation of industry,  
first-time applicants, SMEs

Stimulate private sector  
investment in R&I





# FTI Pilot – Key Features

- Follows bottom-up logic (within SC and LEITs)
- One common call, permanently open, 3 cut-offs per year
- Time-to-grant 6 months
- Funds innovation actions (70%), grant up to €3 mn



# FTI Pilot – Key Features

- Allows consortia of min. 3, max. 5 members — mandatory industry involvement
- Impact criterion has higher weighting in evaluations
- **Budget: €200 mn for 2015/2016 (100 + 100) — ca. 100 projects with average EU contribution of €2 mn**
- Future of pilot (beyond 2016) only decided after full evaluation



# FTI Pilot – Industry Involvement



- 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
  - 2 in a consortium of 3 or 4 partners
  - 3 in a consortium of 5 partners

Proposals shall include a **business plan** (market development strategy)

**SMEs and first-time industry applicants particularly welcome**

# FTI Pilot – Planning and Implementation



- Topic = Fast Track to Innovation Pilot (bottom-up!)
- Call opening: **06/01/2015 (open call)**
- Planned cut-off dates (or "ranking" dates) > funding decision

<b>Cut-off dates 2015</b>	29/4/2015	1/9/2015	1/12/2015
<b>Cut-off-dates 2016</b>	TBD	TBD	TBD



# FTI Pilot – Evaluation process

- Remote evaluation
- At least 4 evaluators per proposal
- Balancing knowledge of industry/technology, market, finance and sectors
- Not more than one evaluator from the applicant's country
- No consensus meeting
- Short standardised feedback
- No negotiation





# FTI Pilot – Evaluation criteria

Individual evaluation of proposals upon arrival, with particular attention for the following:

- **'Impact'** is evaluated first and 4 out of 5 is a must ( ~ fast development & market take-up/ wide deployment no more than 3 years after the beginning of the FTI project, business development, growth and job creation...)
- **'Excellence'**: FTI proposals pursuing technological innovation are expected to have a readiness level of 6 out of 9 (technology demonstrated in relevant environment)
- **Minimum overall score : 12 out of 15**





# FTI Pilot – Useful Information

- Participant Portal:  
<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/9096-ftipilot-1-2015.html>
- Work Programme:  
[http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/main/h2020-wp1415-fast-track\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/main/h2020-wp1415-fast-track_en.pdf)



## ***QUESTIONS?***

For more information

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

[EASME-FTI-Helpdesk@ec.europa.eu](mailto:EASME-FTI-Helpdesk@ec.europa.eu)

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