



European Innovation Councili – EIC Sme Instrument 2018-2020

Lomazzo, 22 febbraio 2018

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H2020 NCP

- SME

- Access to finance

- ICT



Ente di ricerca non profit

APRE nasce come “Task Force” del
Ministero dell’Università e della Ricerca.

+25 anni di
esperienza



MISSION

- Promuovere e Supportare la **Partecipazione Italiana** ai programmi europei di ricerca su sviluppo e innovazione
- Migliorare la “**Qualità**” della partecipazione italiana nei programmi europei di ricerca su sviluppo e innovazione.

APRE ospita tutti i National Contact Point H2020 in Italia



[COSA è APRE?]

Servizi APRE



Commissioner's political priority

OPEN INNOVATION

*"Europe does not yet have a world class scheme to support the very best innovations in the way the European Research Council is the global reference for supporting excellent science. So I would like us to take stock of the various schemes to support innovation and SMEs under Horizon 2020, to look at best practice internationally, and to design a new **European Innovation Council**. This is not for tomorrow, but I believe we should discuss it as a major element under the mid-term review of Horizon 2020."*

Commissioner Moedas 22.06.2015

EIC Pilot

Work Programme 2018-2020

- L'Europa deve investire meglio e maggiormente in innovazioni **breakthrough e market creating** e nelle aziende ad alto potenziale di crescita (interim evaluation H2020)
- Nel triennio 2018-2020 c'è un **nuovo Work Programme EIC pilot** che:
 - supporti senza restrizioni tematiche aziende ed imprenditori innovativi che abbiano il potenziale per **scalare** rapidamente a livello europeo e globale;
 - sia indirizzato ad aziende e persone che hanno **idee radicalmente nuove** rispetto a prodotti e servizi esistenti sul mercato, che siano altamente rischiose e necessitino forti investimenti per arrivare sul mercato;
 - le c.d. *Market-creating innovations* consistono in prodotti/servizi/processi/business model nuovi e breakthrough che **"aprano" nuovi mercati** e consentano di crescere velocemente e globalmente;
 - le c.d. *Market-creating innovations* prendono forma nell'**intersezione** tra diverse tecnologie, settori industriali e discipline scientifiche.

EIC e SME Instrument: keyword

**Breakthrough
innovation**

**Market
Creating
innovation**

**Private
investment**

Scaling up

Bottom-up

**Mentoring
&
Coaching**

European Innovation Council: pilot 2018-2020

€ 2.7 billion to support +5,000 SMEs and innovators

ECOSYSTEM SUPPORT: COACHING, MENTORING for all beneficiaries

Early stage science & tech
*Emerging tech,
 Visionary ideas*

Test and co-create
*Demonstrate,
 validate*

Feasibility /
 Startup

Development

Scale up
 Investment

**FET-OPEN Future
 Emerging
 Technologies**

**FTI
 Fast Track to
 Innovation**

**SME Instrument
 Phase 1**

**SME Instrument
 Phase 2**

Soft blending

MARKET CREATING

6 EIC HORIZON PRIZES:

1. Innovative Batteries for eVehicles
2. Fuel from the Sun: Artificial Photosynthesis
3. Early Warning for Epidemics
4. Blockchains for Social Good
5. Low-Cost Space Launch
6. Affordable-HighTech for Humanitarian Aid

EIC Pilot WP 2018-2020

Instrument →	SME-Instrument		FTI	FET-Open	EIC Horizon prizes
	Phase 1	Phase 2			
For whom	One or more eligible ¹ SMEs		From 3 to 5 eligible ¹ entities (mostly industrial ²)	At least 3 entities ³	One or more entities (with restrictions ¹ for some of the prizes)
Maximum funding⁴	50,000 €	2.5 M€	3 M€	3 M€ (RIAs) 0.5 M€ (CSAs)	Varies for each prize
Total budget 2018-20	164 M€	1425 M€	300 M€	647 M€ (RIAs) 10 M€ (CSAs)	40 M€
Focus	Exploring the feasibility of a business idea (~ 6 months)	Breakthrough innovation & international growth (12-24 months)	Close-to-market innovation	Radically new technologies	6 different topics (major societal issues)

SME Instrument = Business accelerator

Cosa non cambia

- **Target: PMI europee for profit (molto innovative e ambiziose)**

Singola PMI o partenariato di PMI

- **Logica delle tre Fasi**

F1: studi di fattibilità + 50k lump sum

F2: validazione/industrializzazione + 12-24 mesi + 0,5-2,5 milioni € al 70%

F3: business acceleration service per beneficiari

- **Open call**

4 scadenze utili all'anno, sia per F1 che per F2

- **Criteri di valutazione**

Impact + Excellence + Implementation

- **Coaching per beneficiari**

Servizio di coaching attraverso la rete EEN



*Cosa cambia **

* Per essere continuamente aggiornati sul mondo SME Instrument e H2020: <http://apre.it/registrazione>

- **WP European Innovation Council – EIC Pilot 2018-2020**

Focus su breakthrough/market creating innovation

- **Fully bottom-up approach**

Si passa dai 13 topic tematici a un'unica competizione intersettoriale

- **Cresce il peso ponderato dell'Impatto**

Impatto vale 50%, Excellence e Implementation 25% a testa

- **Interviste in Fase 2**

Introduzione di un secondo step di valutazione per le proposte di F2

- **Soglia di finanziamento in F2 = 13/15**

Si passa da 12/15 a 13/15, come per la Fase 1 (min. 4/5 in ogni criterio)

Nuovi template di proposta 2018-2020*

Executive Summary

1. Excellence

- Challenge and solution
- Approach

2. Impact

- Entering the market
- Business model
- Financing
- Intellectual Property Right (IPR) and legal framework
- Communication and access to research data

3. Implementation

- Team
- Work packages, deliverables, milestones, risks
- Resources

4. Company (or, if applicable: members of the consortium)

- Third parties involved in the project

5. Ethics and security

* Sezione 1-2-3: 10 pag. F1 Vs 30 pag. F2

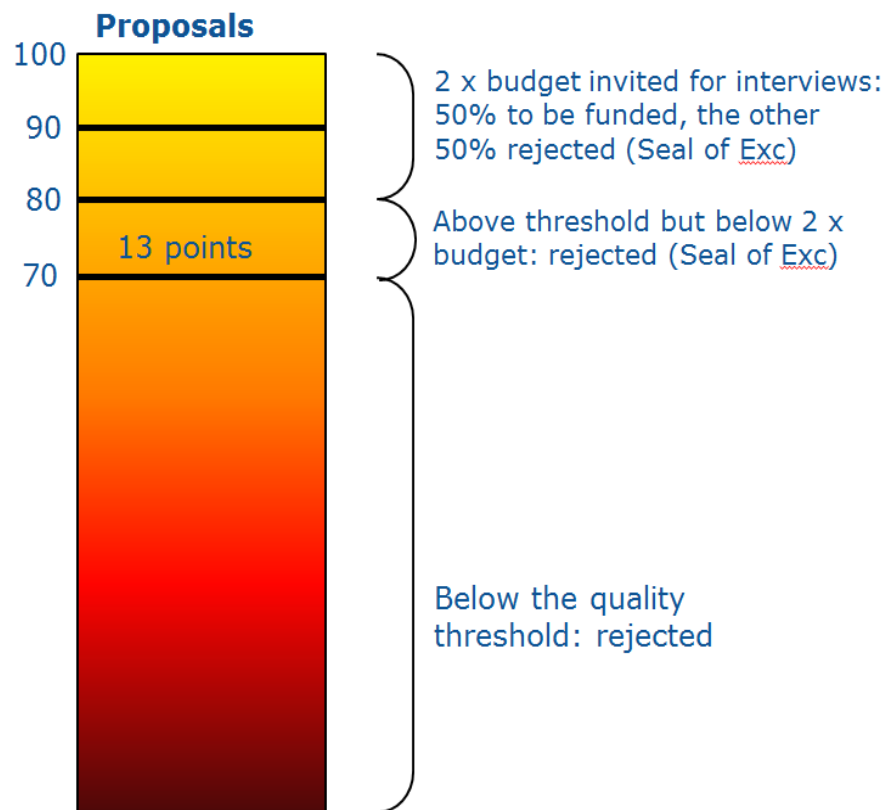
Cut off SME Instrument 2018-2020

	Fase 1	Fase 2	Budget (mil €)
2018	08-feb	10-gen	479,74
	03-mag	14-mar	
	05-set	23-mag	
	07-nov	10-ott	
2019	13-feb	09-gen	552,26
	07-mag	03-apr	
	05-set	05-giu	
	06-nov	09-ott	
2020	12-feb	08-gen	600,99
	06-mag	18-mar	
	02-set	19-mag	
	04-nov	07-ott	



Le interviste di Fase 2

Processo valutazione F2



Valutazione a 2 step

1. Da remoto:

- 4 valutatori a proposta
- Soglia di finanziamento a 13 (4 a criterio)

2. Invito a interviste per 2x budget

- 30 min
- Panel di esperti
- Assessment qualità e ambizione Team
- Decisione sulle proposte da finanziare
- **TTG entro 5 mesi!**
- Valutatori con background su innovazione, investimento, business
- Guidelines for applicants
- Prime interviste a metà febbraio 2018

Interviste – dove, quando, chi, come?



- Tutte le interviste avranno luogo a Bruxelles
- I costi di partecipazione sono a carico delle aziende



- Tutte le interviste di una cut off si terranno nell'arco di una settimana
- Slot 2018: 12-16 Feb; 16-20 Apr; 25-29 Giu; 12-16 Nov
- Le aziende devono dare la loro disponibilità al momento della submission



- Max 3 rappresentanti per azienda/proposta
- Vietata la presenza di parti terze (no consulenti)
- Raccomandata la presenza di figure aziendali chiave



- Le aziende devono preparare un pitch e inviarlo in anticipo
- La presentazione non può eccedere le 10 pagine
- Standard template scaricabile sul PP/EASME

Interviste – Come?

Intervista

6 giurie composte da 5 esperti + EASME
 high-level expert-evaluators

Panel Review

1 Panel di 30 esperti



Jury briefing

- Un esperto moderatore introduce alla giuria la proposta e la valutazione da remoto



Intervista

- 10' pitching
- 20' Q&As



Jury debriefing

- Discussione & delibera
- Attribuzione di un giudizio preliminare – A o B*

- Discussione & delibera tra tutti gli esperti
- Accordo sulla lista di proposte selezionate per il finanziamento

* (A) Proposta per il finanziamento – (B) Non proposta per il finanziamento

Pitch di max 10 pagine



<https://ec.europa.eu/easme/sites/easme-site/files/eic-pilot-sme-instrument-pitch-deck-templates.pdf>

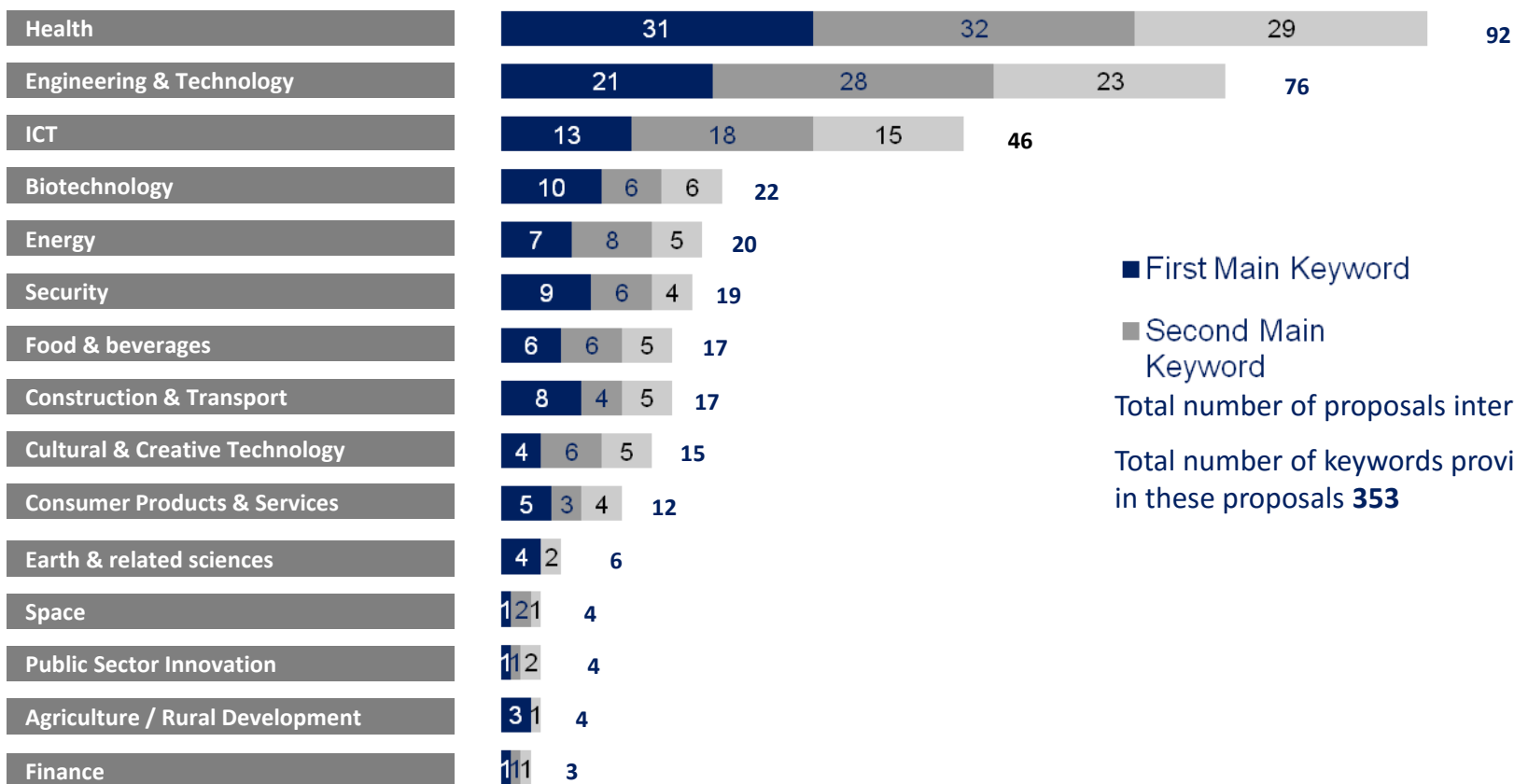


I numeri più recenti

Proposals for interview – breakdown by keywords

Main keywords

Number of proposals



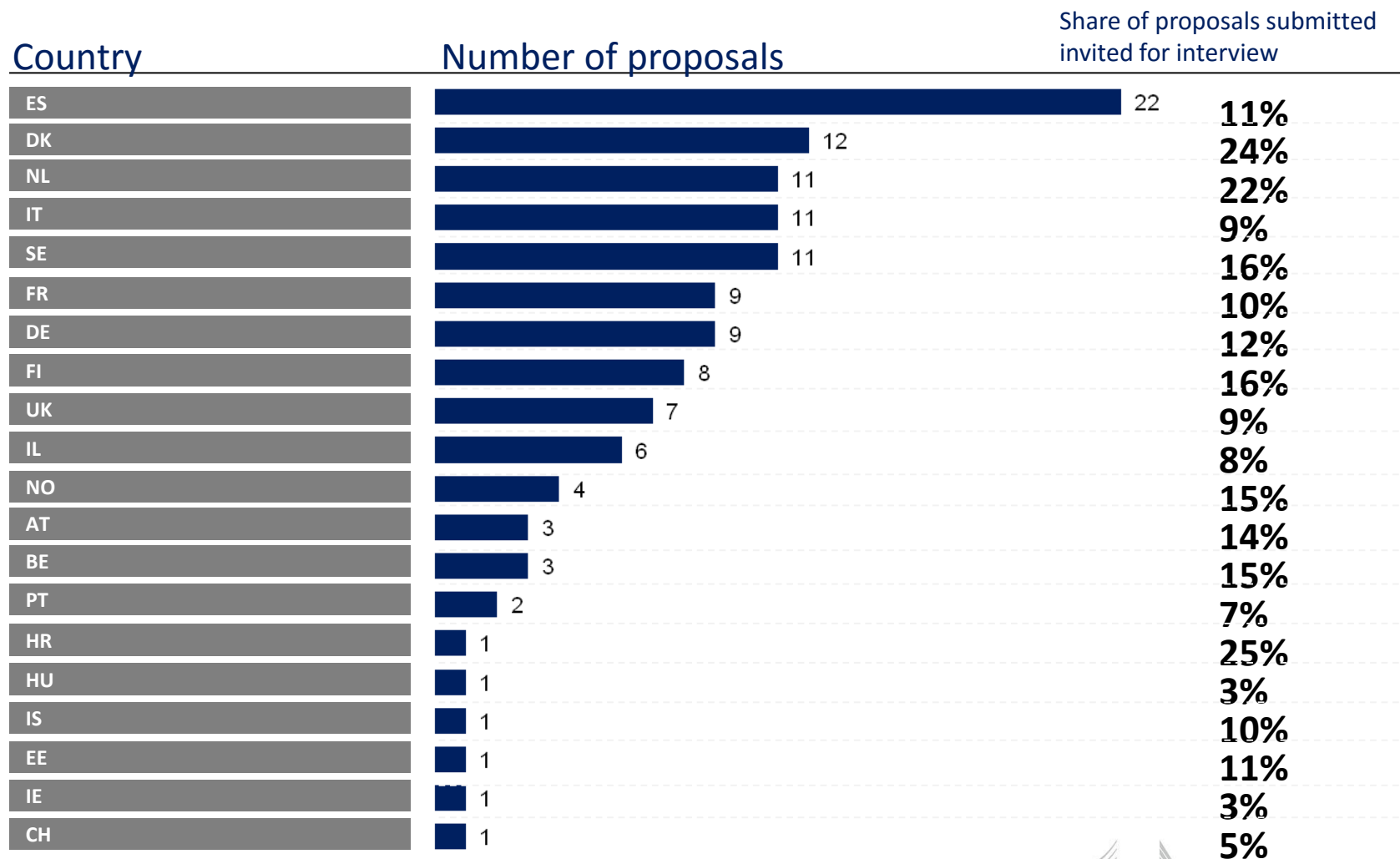
■ First Main Keyword

■ Second Main Keyword

Total number of proposals interviewed **124**

Total number of keywords provided in these proposals **353**

Proposals for interview – breakdown by country



Total number of proposals interviewed 124

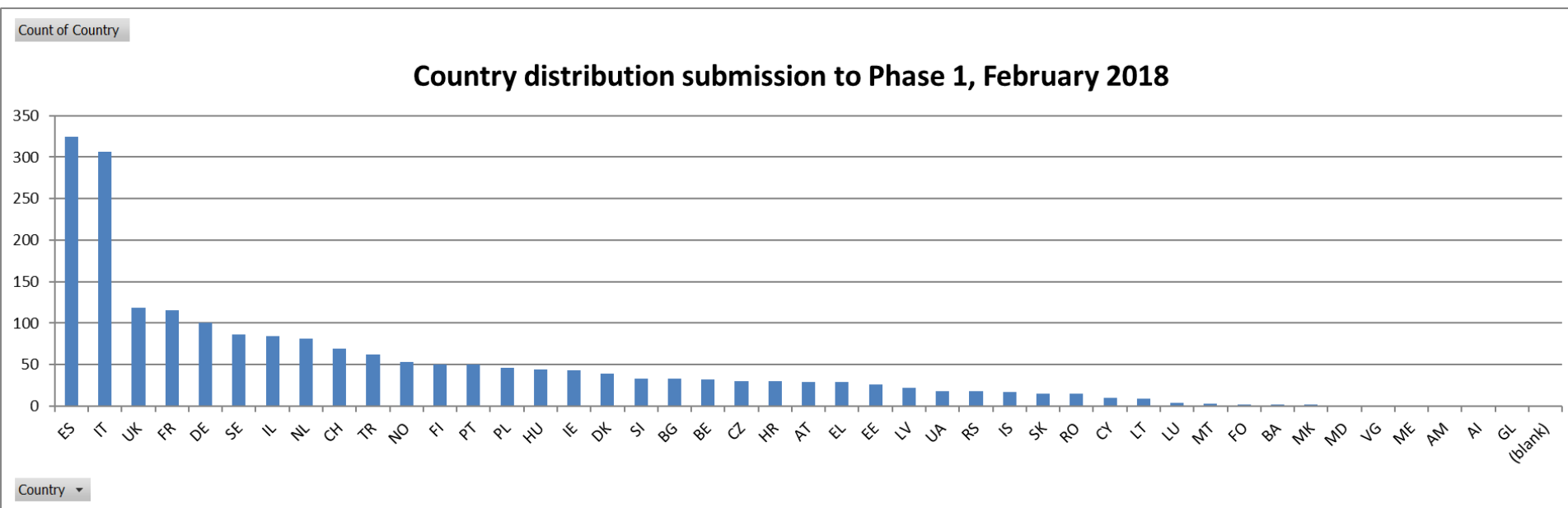
Phase 1 Cut-off February 8, 2018

Submitted for February 2018

Previous cut-off, November 2017

2009

2596



Phase 1 Cut-off February 8, 2018

Keyword 1	Total
ICT	444
Health	351
Engineering and technology	302
Energy	165
Construction and transport networks	125
Consumer products and services	105
Agriculture / Rural Development / Fisheries	89
Biotechnology	82
Earth and related environmental sciences	74
Food and beverages	72
Cultural and creative economy	57
Security	49
Finance	41
Public sector innovation	28
Space	25
Grand Total	2009

Access4SMEs

H2020 Access to Risk Finance and SMEs NCP cooperation Network



Access 4 SMEs

National Contact Points for Innovation

* Per essere informati sui servizi Access4SMEs selezionare « H2020 SME Instrument – H2020 SME – H2020 Access to finance »: <http://apre.it/registrazione>

EIC SME Instrument Annotated template



Toolbox set for SMEs for close-to-market activities in H2020



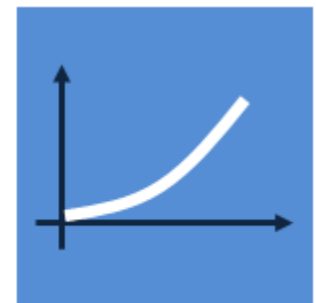
Value
proposition tool



Market analysis
& competitors



Revenue &
pricing models



Financial models



1. Excellence



2. Impact

SME NCP Guideline to H2020

Including:

- Horizon 2020 SME funding details and SME characteristics
- Tools, instructions and instruments to support SMEs and NCPs in H2020 proposals



Promotional Guide to access financial instruments

Focus on InnovFin products

List of instruments

How and when to apply

Success stories

Tips and tricks for the success



Coming public soon - This week

'Access4SMEs – Seal of Excellence' community

Community description

The *Access4SMEs -Seal of Excellence* community aims at gathering high potential European companies that received from the European Commission a "Seal of Excellence" certificate and European equity investors.

The Seal of Excellence label means that the companies have been successful in a highly competitive evaluation process by independent experts in the context of the *SME Instrument*.

The Seal of Excellence certification demonstrates the high quality and business potential of SMEs' projects. It allows these projects to have more credibility and visibility towards potential investors.

This support action is implemented by Bpifrance and other National Contact Points under the *Access4SMEs* project (a 30-month coordination and support action directed at National Contact Points in the domains of access to risk finance and SMEs, fostering the use of financial instruments (incl. through exchange of best practices) and including the establishment of this community of practice facilitating access to cross-border finance.

Animators

LINKED CERTIFICATIONS



National Contact Points SME & ARF
 Access to Risk Finance and SMEs NCP National Contact Points are supporting the participation of entities to the Risk Finance and SME components of Horizon 2020.
 11 members



EU / EIF backed funds
 This label highlights VC funds supported by EU programmes (notably through the European Investment Fund), that are registered under the Access4SME community on the Euroquity platform.
 4 members



Seal of Excellence
 The Seal of Excellence is a quality label awarded to projects submitted to Horizon 2020 which were deemed to deserve funding but did not receive it due to budget limits. This quality label is a guarantee for investors to find high standard projects from European SMEs with strong feasibility and capacity of development.
 334 members

1st e-pitch (October 25th 2017) - Over expectations

- > 60 investors participated
- 10 SoE holders pitching
- 10 visits in average for each company on EuroQuity
- 2 companies in discussion with VCs

ADVANTIS.pptx

#Target Market

MRI Market

- 100m MRI exams/year (CAGR 8.5%)
- (30% brain MRI exams)



Coming public soon - Next week

- France
- Greece
- UK
- USA
- Canada

60% of TAM

Video (10)



Attendees (69)

- Paris Advantis, Jérôme Barel, Mika Skarp
- Hosts (2)
- Jérôme Barel
- Stephane Bisconte
- Presenters (10)

Chat (Everyone)

The chat history has been cleared

A4SMEs next steps

Value proposition from SME instrument proposals (Mar 18)

SME beneficiaries growth patterns (May 18)

Networking and pitching events during Innovative Enterprise Conferences (Jun-Nov 18)

How to approach EIC Ph2 interviews (Sep 18)

Valuation analysis of the SME instrument beneficiaries (Dec 18)

5 on-site mentoring visits

Link utili

Horizon 2020

<http://ec.europa.eu/programmes/horizon2020/>

EIC

<https://ec.europa.eu/research/eic/index.cfm>

EASME

http://ec.europa.eu/easme/sme_en.htm

APRE

<http://www.apre.it/le-pmi-in-europa/lo-strumento-pmi/>

Access4SMEs NCP

<http://www.access4smes.eu/>

EEN

<http://een.ec.europa.eu/>

GRAZIE PER L'ATTENZIONE!

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