



EASME

Executive Agency for Small and Medium-sized Enterprises

Horizon 2020 SME Instrument

A recipe for success



SME SUPPORT

Executive
Agency
for SMEs

Agenda



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



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1) EASME History



- **One of the 6 Executive Agencies of the EU**
- **Established in December 2003 as the Intelligent Energy Executive Agency (IEEA)**
- **2007-2013: remit extended to the Competitiveness and Innovation Framework Programme (CIP) and Marco Polo**
- **On 1st January 2014: EACI became EASME, COSME, part of Horizon 2020, EMFF and LIFE added to the programme portfolio.**

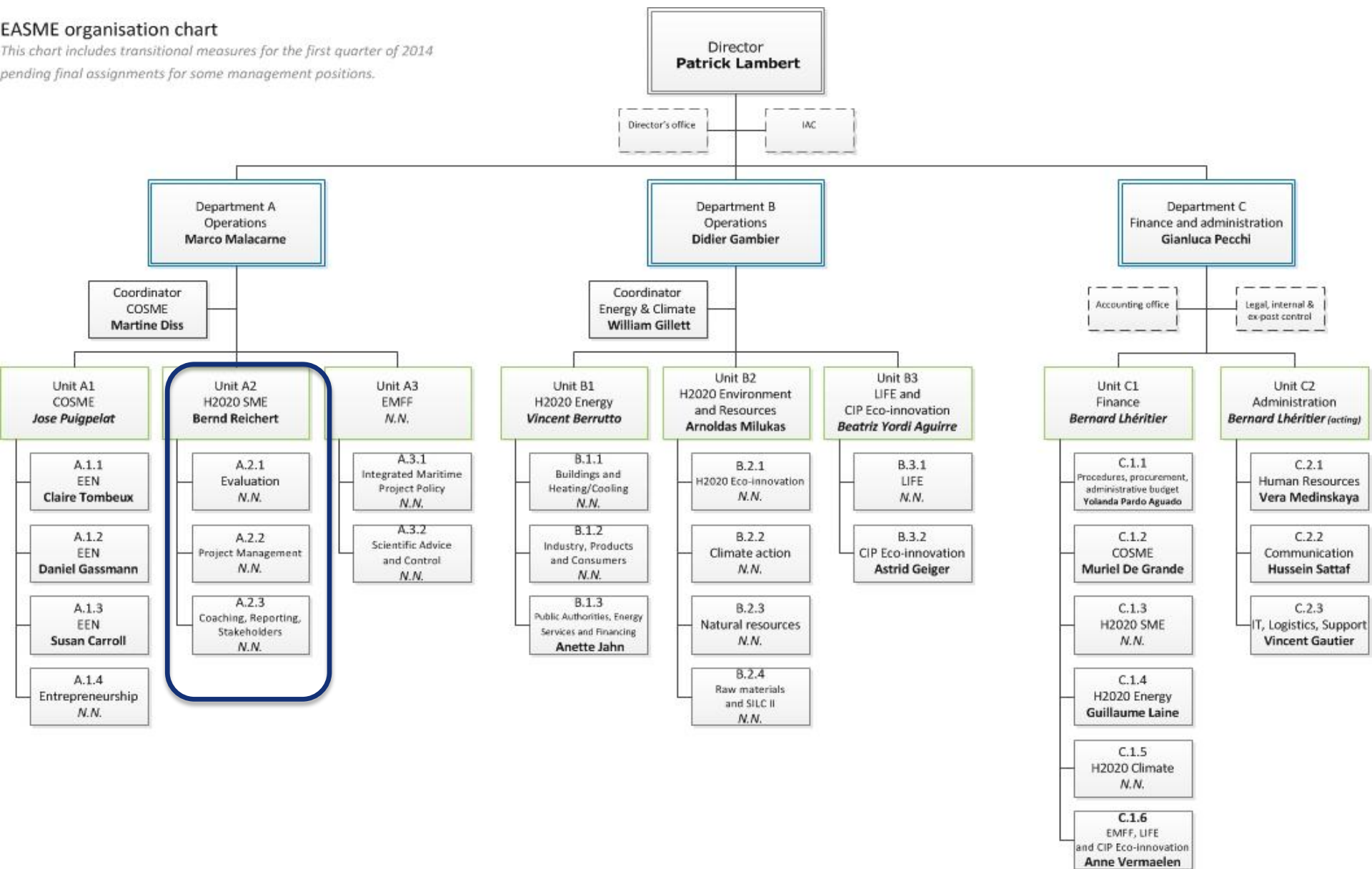


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EASME organisation chart

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



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EASME 2014-2020 Programmes

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



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Horizon 2020



- **Financial instrument to implement Innovation union aimed at securing the EU competitiveness**
- **Combines all research and innovation funding of the EU (FP7 – CIP – EIT)**
- **General objectives:**
 - Excellent science
 - Industrial leadership
 - Societal challenges
- **Simpler / shorter**

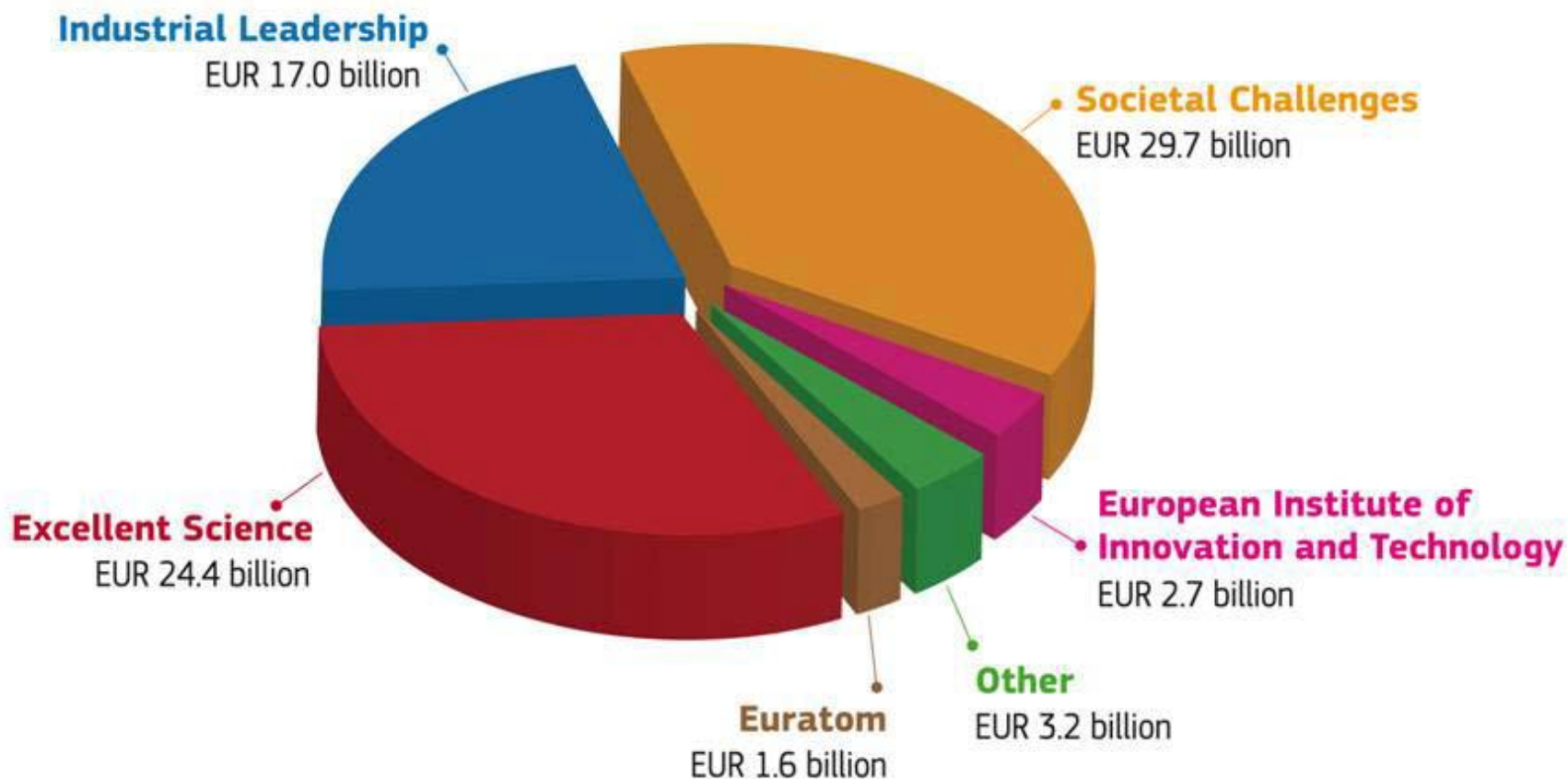


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HORIZON 2020 BUDGET (EUR 78.6 billion, current prices)



Horizon 2020 @ EASME



- Part of 'Secure, clean and efficient energy' challenge: Energy efficiency call
- Part of 'Climate action, environment, resource efficiency and raw materials' challenge:
 - Eco-innovation
 - Raw materials
 - Research projects
- Industrial leadership:
 - Sustainable Industry Low Carbon Scheme (SILC II)
 - Innovation in SMEs
 - Leadership in enabling and industrial technologies (LEIT)
- The SME instrument



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COSME



- EU programme for the Competitiveness of SMEs
- Budget: €2,3 bn. 2014-2020
- Objectives (% budget):
 1. Improving access to finance (min. 60%)
 2. Improving access to markets (ca. 21,5%)
 3. Improving framework conditions (ca. 11,5%)
 4. Promoting entrepreneurship (ca. 2,5%)



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LIFE



- EU programme for the Environment and Climate action
- Budget: €3,4 bn. 2014-2020
- Sub-programme Environment:
 - Environment and resource efficiency;
 - Nature and biodiversity;
 - Environmental governance and information.
- Sub-programme Climate action:
 - Climate change mitigation;
 - Climate change adaptation;
 - Climate governance and information.



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European Maritime and Fisheries Fund

- Objectives:
 - Transition to sustainable fishing
 - Economic diversification of coastal communities
 - Job creation and quality of life improvement in coastal areas
 - Easier access to finance
- Budget: €6,5 bn. 2014-2020
- How does it work?



2) 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

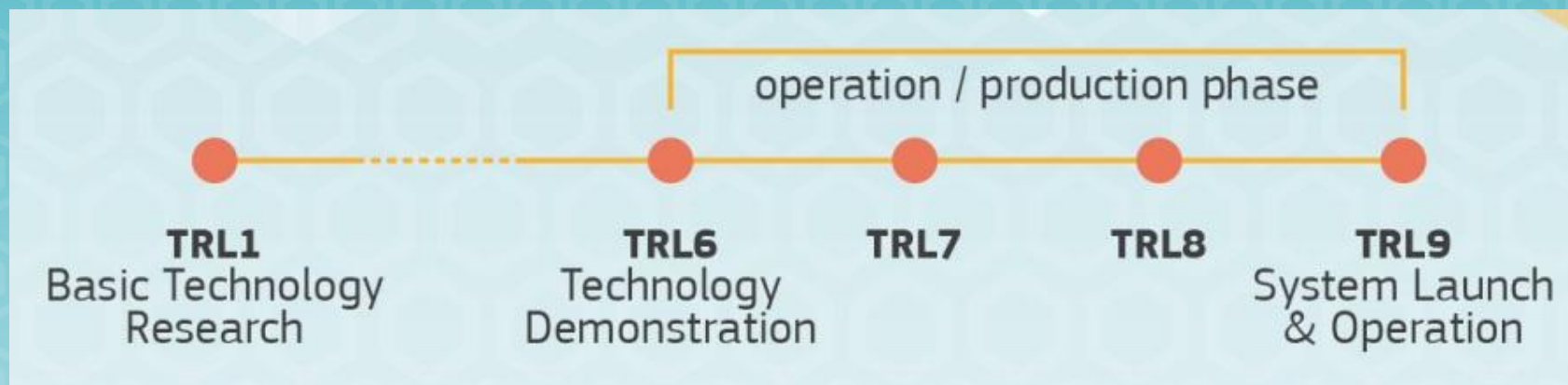
Clear European dimension

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

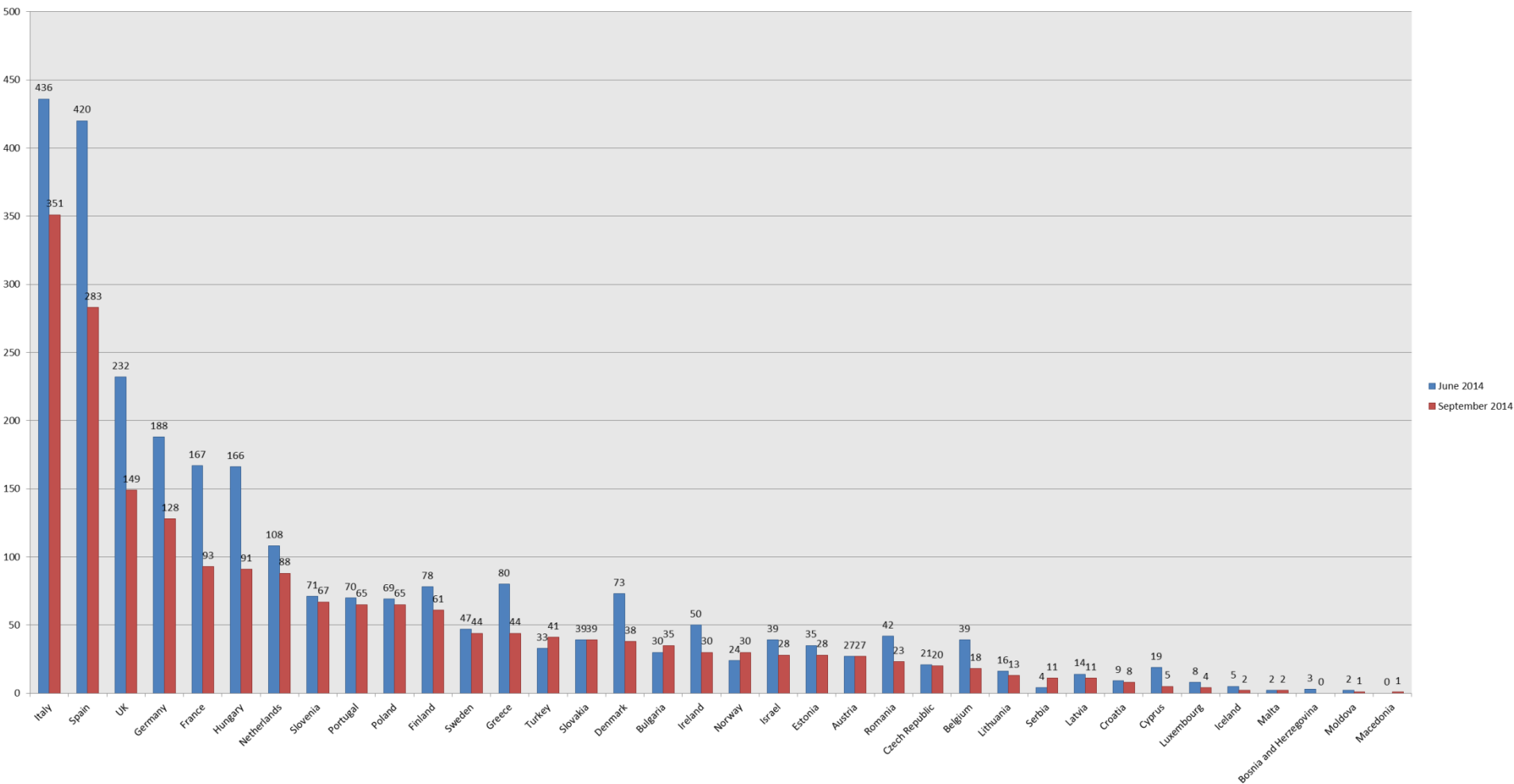
For the first cut-off phase 1,
every second good proposal is funded



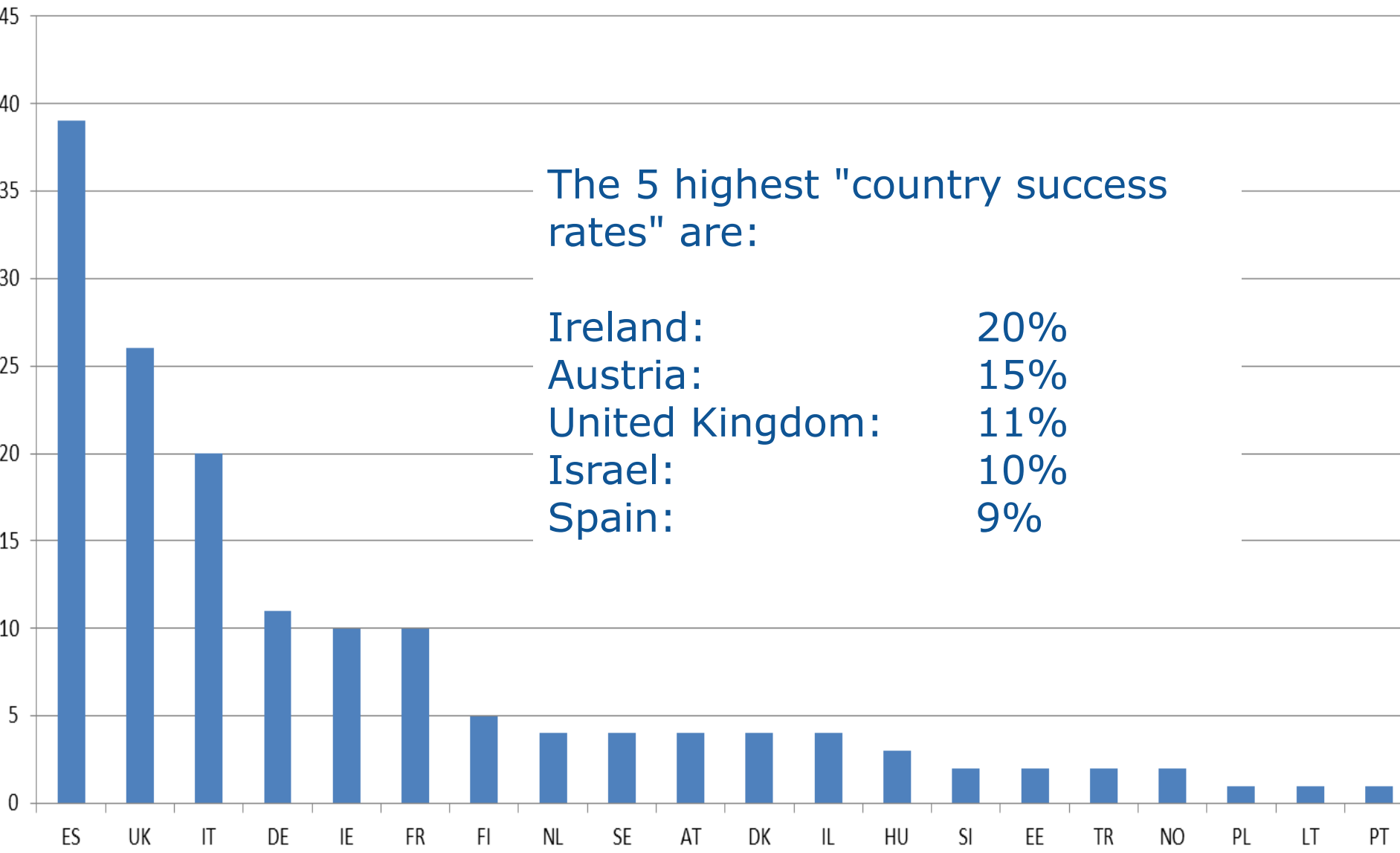
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Number of proposals submitted by country

Updated September 2014



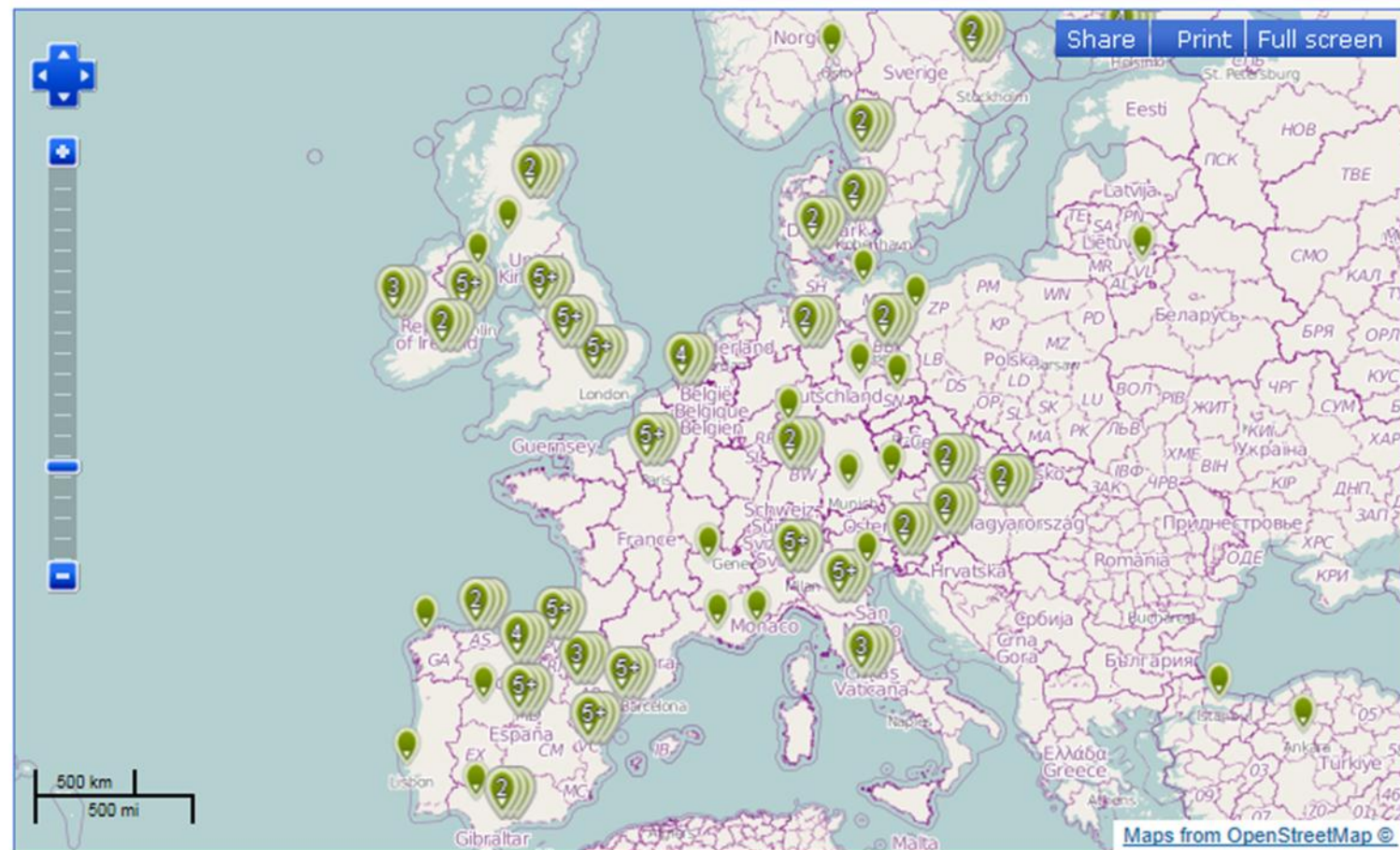
Country distribution of funded projects



The 5 highest "country success rates" are:

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

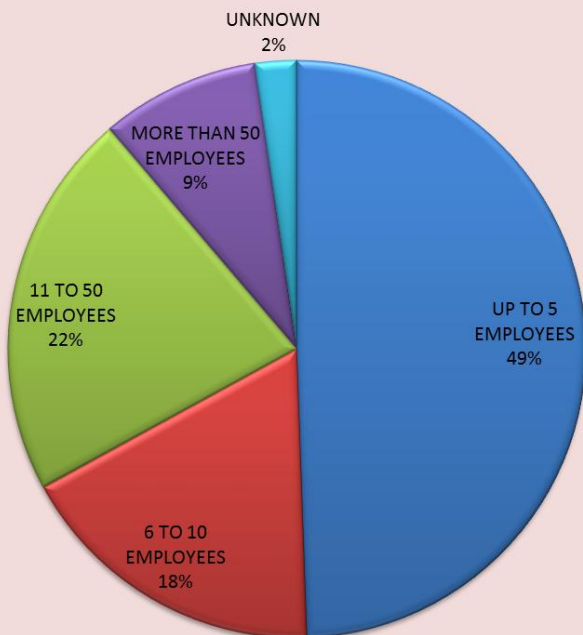
Map of beneficiaries



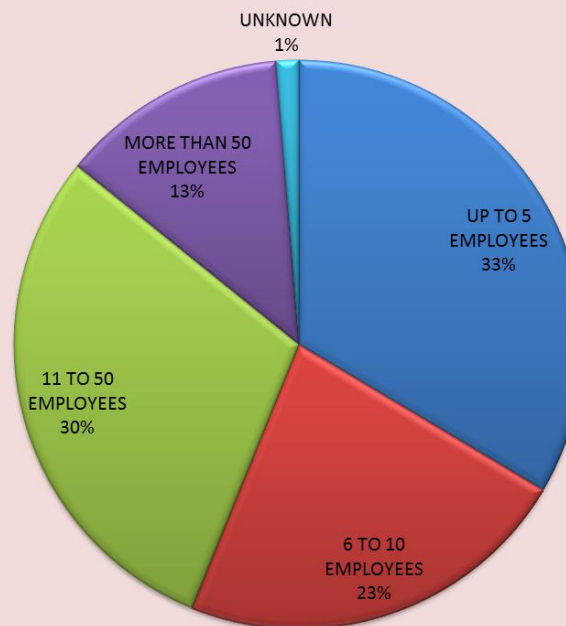
SME size



Staff in Applicant SMEs(All topics)



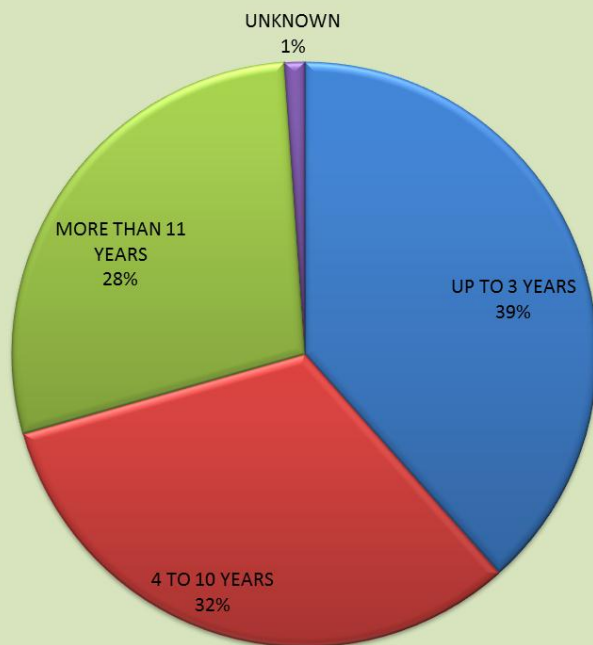
Staff in Funded SMEs(All topics)



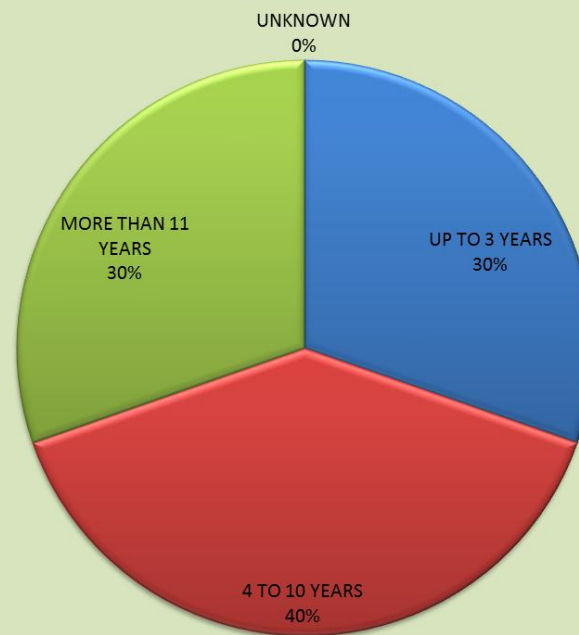
SME age



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

3) 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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