

# The Horizon 2020 SME Instrument

- It is part of EU's new Horizon 2020 Research and Innovation program, targeting SME's
- Nearly €2,8 billion SME funding available from 2014 to 2020
- Focus on taking great ideas from the lab to the market
- It is an intelligent new EU co-funding scheme of business excellence and a feeding channel for growth via « Risk financing »
- All sectors can apply

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It is aimed at reducing the risk and bridging the funding gap "valley of death" between research grants and private investments, in order to strengthen European competitiveness

- **New solutions to existing problems** (*SAP, Novopen*)
- **New solutions that creates new needs and opportunities** (*IPad, Skype*)
- **New technologies as solutions to unmeet needs** (*Tetrapack, Welltech*)
- **Use of existing technology as solution to new needs**  
(*Synergy:cycling for seniors*)

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Can only be supported if the program team agree on the following criteria:

- **Potential future excellent business**
- **Competitive edge compared to alternatives with respect to:  
technology and IP,  
business model,  
customers/dialog with the market**
- **Solutions for important problems for which there is/will be  
a market**
- **Potential strong execution power at management level**
- **Strong European dimension**

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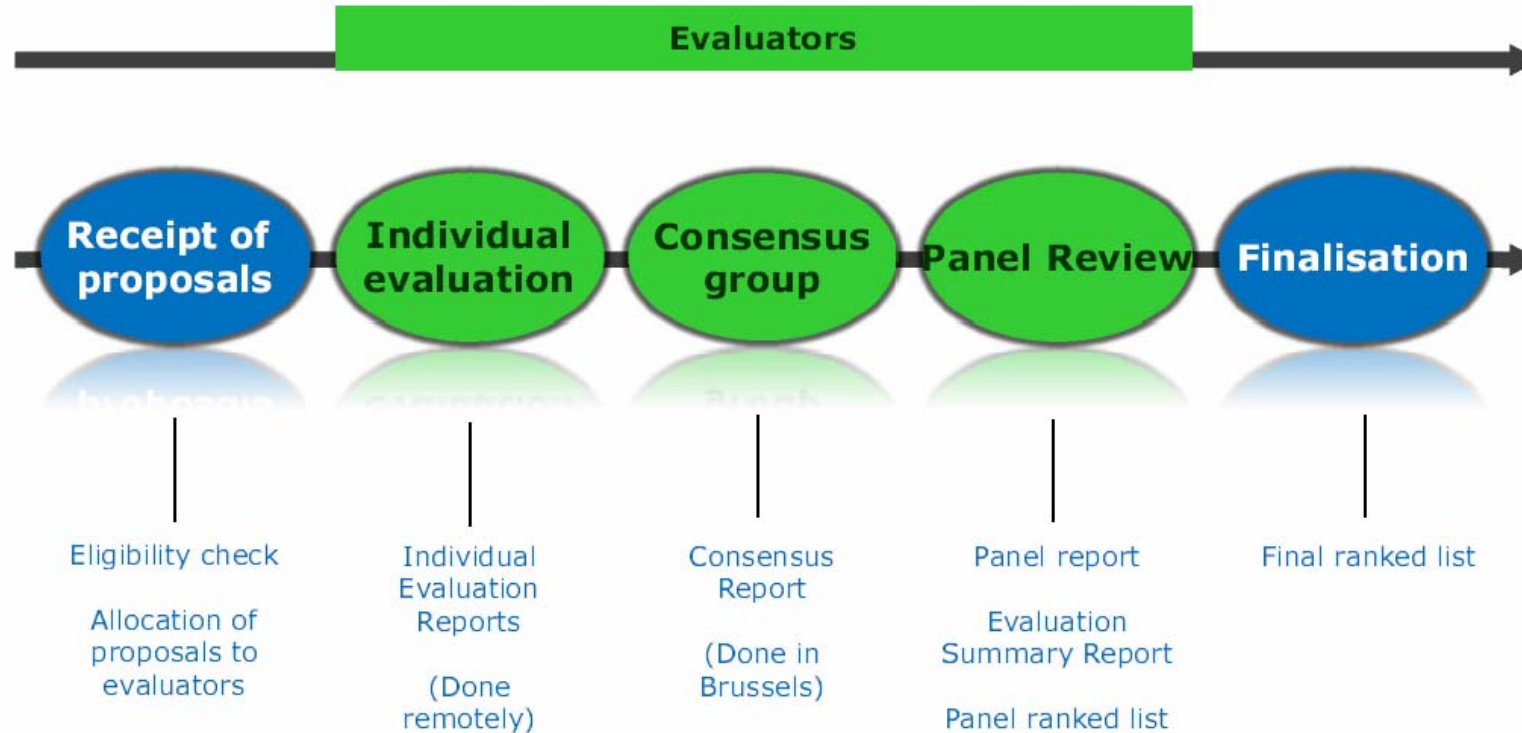
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Keep in mind the Technology Readiness Levels (TRL):  
too far from the market will result in not to being supported



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# Overview of the Evaluation Process



HORIZON 2020

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# Technology Readiness Levels

**Scope:** The proposals should address one or more of the specific technology challenges described above **bringing the proposed technology solutions to a higher TRL level, aiming at “demonstration” of these solutions**, accompanied, where appropriate, by supporting research activities and activities targeting market uptake.

- TRL 0: Idea. Unproven concept, no testing has been performed.
- TRL 1: Basic research. Principles postulated and observed but no experimental proof available.
- TRL 2: Technology formulation. Concept and application have been formulated.
- TRL 3: Applied research. First laboratory tests completed; proof of concept.
- TRL 4: Small scale prototype built in a laboratory environment ("ugly" prototype).
- TRL 5: Large scale prototype tested in intended environment.
- TRL 6: Prototype system tested in intended environment close to expected performance.
- TRL 7: Demonstration system operating in operational environment at pre-commercial scale.
- TRL 8: First of a kind commercial system. Manufacturing issues solved.
- TRL 9: Full commercial application, technology available for consumers.

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# Evaluation Criteria

3 criteria, each 5 points (max 15), half point are possible  
threshold: 3 points/criteria, or overall 10 points  
proposals having a chance: above 13 points

proposals are evaluated as submitted  
(not on the potential, no negotiation phase)

shortcomings are identified by evaluators, but no recommendations

**evaluators have max. 0,5 day for a proposal!**  
**appreciate well-structured clearly phrased proposals, no redundant  
texts, impacts, outputs quantified and specific to the submitted topic**

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# Evaluation Criteria

## **Criterion 1- Excellence**

**the proposed work corresponds to the topic description in the work programme**

## **Criterion 2 - Impact**

**the extent to which the outputs of the project should contribute at the European and/or International level**

## **Criterion 3 - Quality and efficiency of the implementation**

**Operational capacity**

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