



# **H2020 Program SME Instrument**

## **Recommendations**

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# 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



**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 unmet needs (Tetrapack, Welltech)**
- **Use of existing technology as solution to new needs (Synergy:cycling for seniors)**



## Phase 1. Concept & Feasibility Assessment

### Idea to concept (6 months)



The European Union will provide **€50 000 in funding**, and carry out a feasibility study to verify the viability of the proposed disruptive innovation or concept. The SME will draft an initial **business proposal** (around 10 pages).

## Phase 2. Demonstration, Market Replication, R&D

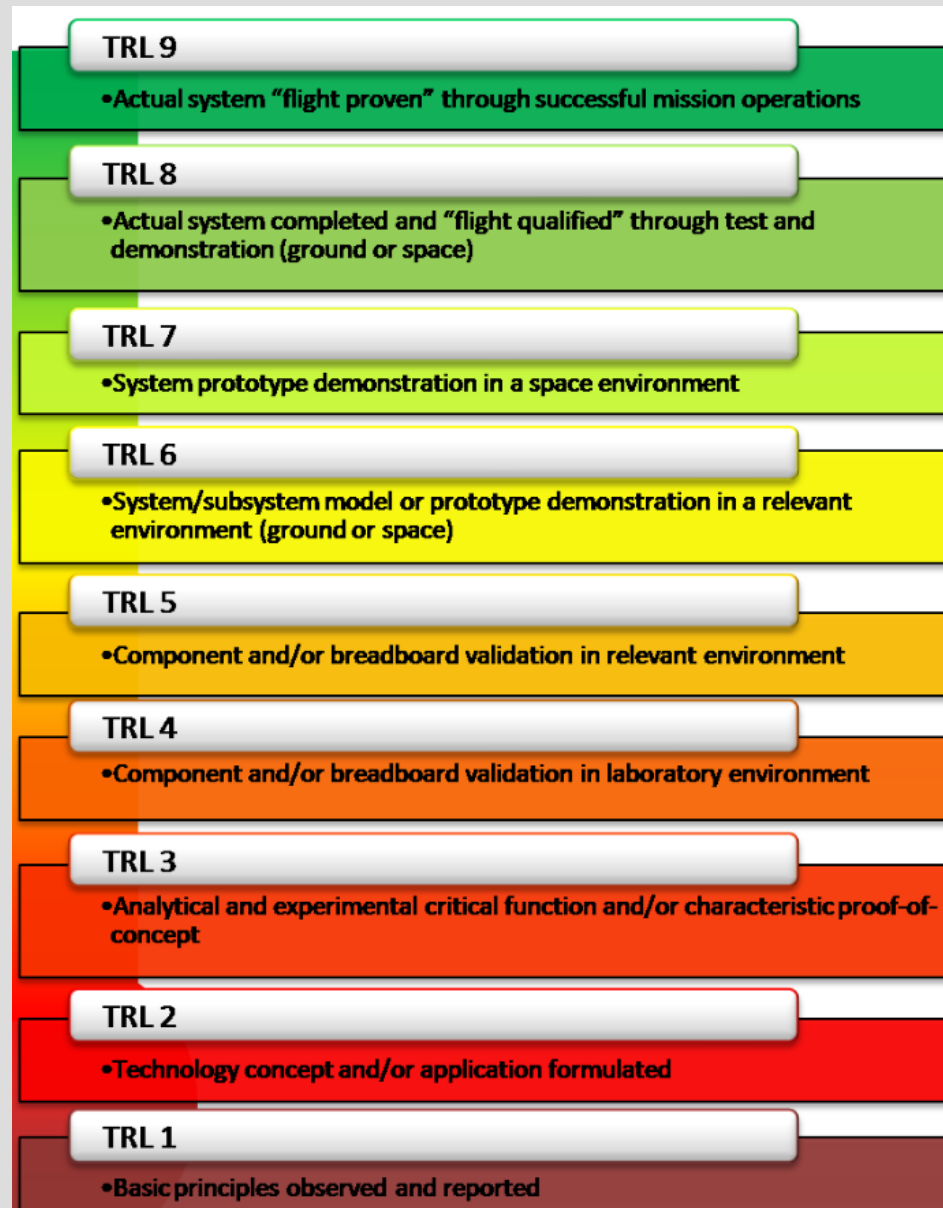
### Concept to Market-Maturity (1-2 years)



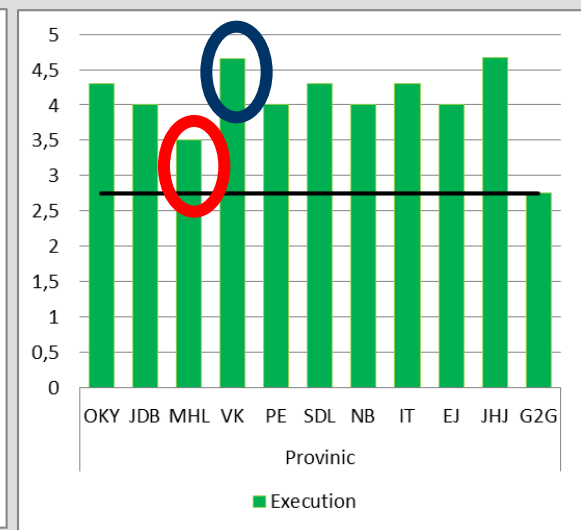
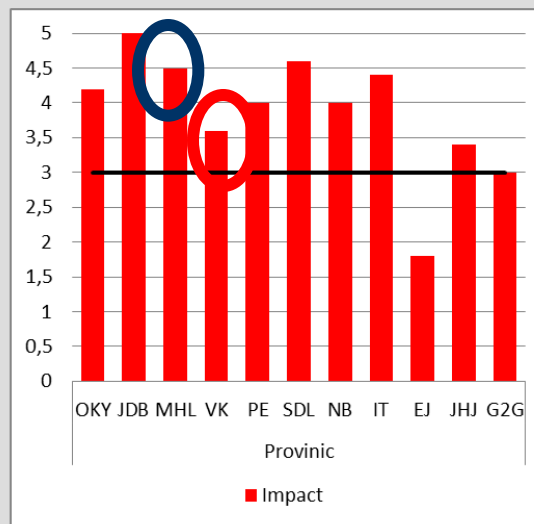
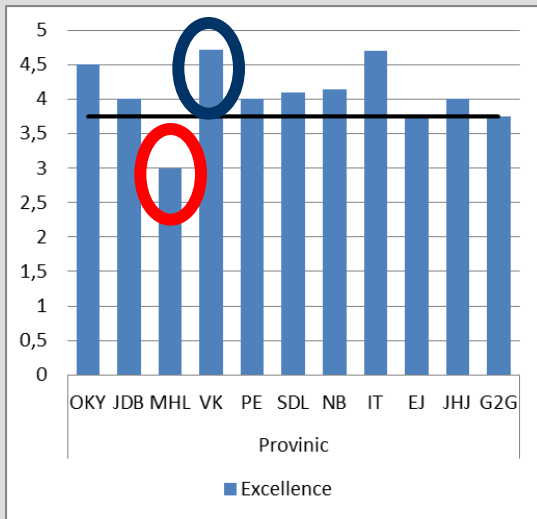
Assisted by the EU, the SME will further develop its proposal through innovation activities, such as demonstration, testing, piloting, scaling up, and **miniaturisation**. It will also draft a more developed business plan (around 30 pages). Proposals will be based on a business plan developed on phase 1 or otherwise. The EU aims to contribute **between €0.5 million and €2.5 million**.



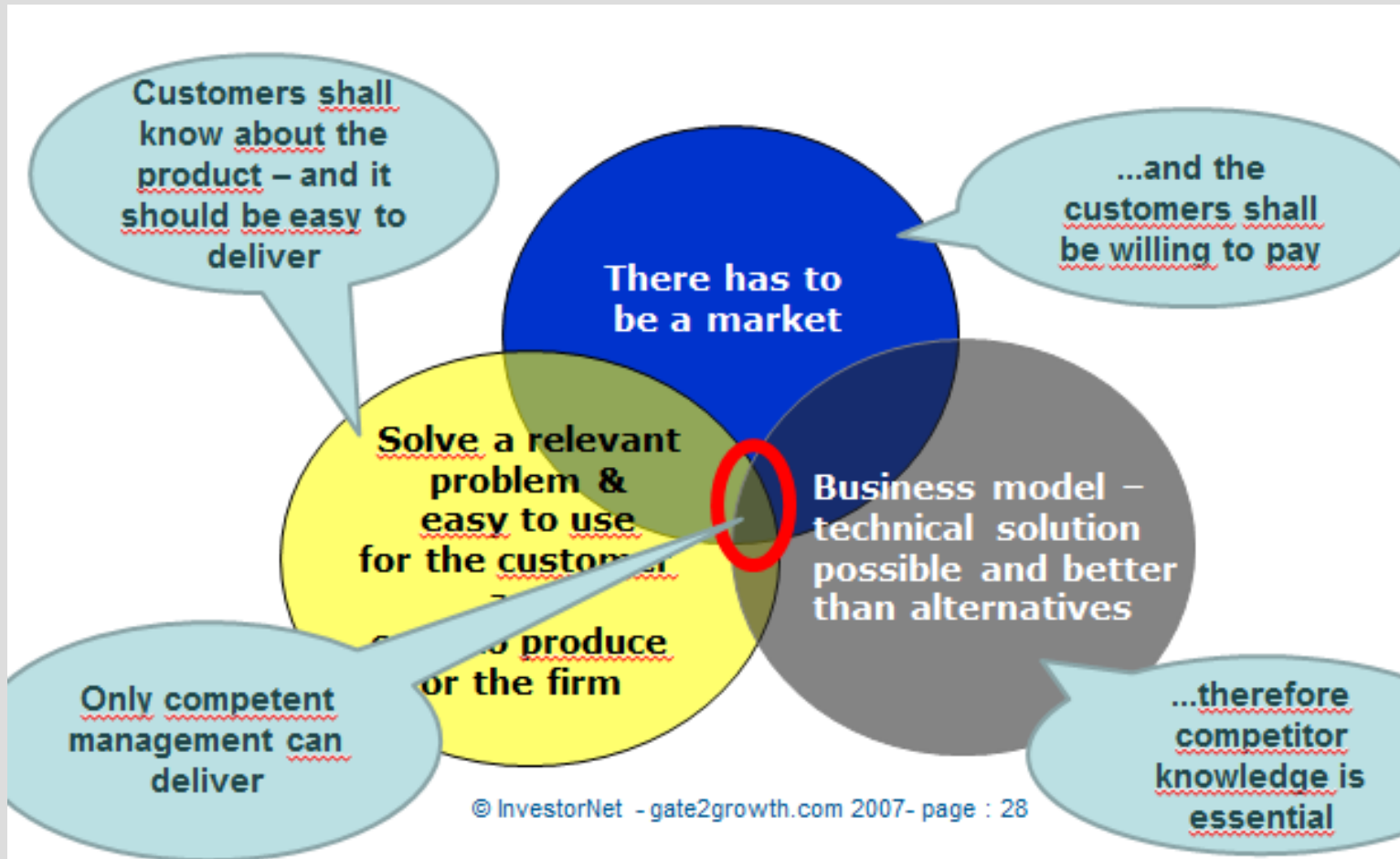
**Two far from the market will have as a consequence: not to be supported**



Individual expert scores are high and low but nevertheless, the treshhold of 4 in each category is very selective



# Reality check





**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**





**Thank you very much for your attention**

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