

3rd Project Writing Camp:
SME Instrument Phase 2
From idea to market



Odysseas Spyroglou
Key Expert, H2020 IPR, Legal & Financial Issues

What is this project?

Turkey in Horizon 2020:

Support to Turkish Participation in Horizon 2020

(the EU Framework Programme for Research and Innovation)

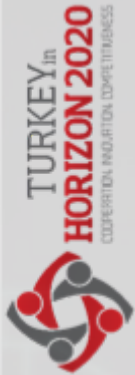
Strengthen the capacity of Turkey in STI and facilitate integration of Turkish Research Area to ERA through increasing participation in H2020

**Awareness | Trainings | Networking | Financial Support |
Online Tools**

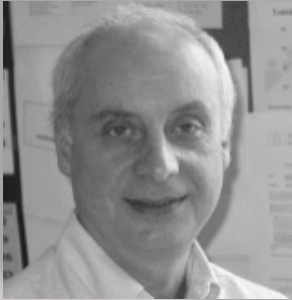


Project Activities

- Trainings
 - General trainings on H2020
 - Theme oriented trainings (ICT, TRANSPORT, ENVIRONMENT, etc.)
 - Focused group trainings (Proposal Writing, MSCA, Legal & Financial, etc.)
 - IPR trainings
 - Trainings on Access to Risk Finance
- Helpdesk on IPR and Legal & Financial issues
- One-to-one consultancy for SMEs
- **Proposal writing camps & pre-evaluation service**
- 3 International brokerage events
- Financial support for Turkish researchers participating in networking
- Training materials, IPR Handbook, Legal & Financial Guide



Project Team



Dr. Aleksander BAKOWSKI
Team Leader / KE1



Dr. Thies WITTIG
Deputy Team Leader / KE2



Odysseas SPYROGLOU
KE3 / IPR, Legal & Financial



Philip SOWDEN
SME Expert / KE4

TURKEY ⁱⁿ
HORIZON 2020
COOPERATION AND INNOVATION COMPETITIVENESS



Our Helpdesk: helpdesk.turkeyinh2020.eu



Training & Networking Events

Presentations from H2020 Training Events, guidance and rules for participation to networking events (Brokerage Events...

Proposal Development

In this section you can find Proposal Development guidelines, administrative manuals, statistics and anything related...

Intellectual Property (IP) Guide

A dedicated area of our Helpdesk exclusively for Intellectual Property Rights and related issues in Horizon 2020.



Aim of Workshop (Project Writing Camp)

Support innovative and ambitious entrepreneurs and SMEs of Turkey in preparation of competitive and high quality proposals for

SME Instrument Phase 2 Call!



Our Instructors



Odysseas Spyroglou
*Key Expert in H2020 IPR,
Legal & Financial Issues*

- 16+ years in ICT
- 12+ years in R&D Funds
- Engineering + ICT background
- Finance & PM Training
- 1000+ Hours Training, coaching, mentoring
- 40+ successful FP7, H2020 projects (50m €)



Yasemin Erdal
IDI Rep & Dep. Director

- 10+ years in Tech Transfer, Innovation Management, Proposal Evaluation.
- 7 years in Bilkent Technopark as Innovation Expert
- H2020 SME Inst. & FTI External Evaluator (since 2014)



Serkan Bolat
Senior Independent Expert

- 15+ years in Innovation, Business Development, Marketing
- Industrial Engineering Background
- Business, Retail & Consumer Sciences
- H2020 SME Inst. & FTI External Evaluator

Objectives of the seminar

- To understand **requirements** of the Call in detail
- To empower you to **present and promote** your idea & project
- To support you in **preparing all sections** of your proposal
- To bring you together with fellow entrepreneurs
- To address all **technical details and questions** by participants.



Requirements for the seminar

- Excellent command of **English** language
- Excellent knowledge of **Microsoft Office**

This is **HIGHLY INTERACTIVE WORKSHOP!**

- Participant are strongly encouraged to bring their **own laptops**
- Participants are expected to **prepare and present** their work in every day of seminar



Before we start

- **Ask** questions!!
- **Share** experience and knowledge
- **No idea is bad**
- **Be open** to new concepts and ideas
- **Only one conversation** will go on at once (unless group work)!

<https://www.fastcompany.com/3058777/why-building-your-startup-in-stealth-mode-is-a-bad-idea>

Why you should share!

“No one cares about your secret business venture. Share it, get feedback, improve it, and then maybe someone will.”

<https://www.fastcompany.com/3058777/why-building-your-startup-in-stealth-mode-is-a-bad-idea>

Workshop's Agenda: Day 1

- Understand SME Instrument Modalities
- EXCELLENCE:
 - *Problem, solution, concept, ambition, European Dimension*
 - *Is your idea innovative or disruptive enough?*
 - *Is it suitable for SME Instrument?*
- Research Methods: SOTA & Beyond
- Build your Concept Pitch
 - *Prepare your pitch*
- Lunch / Coffee breaks / Interactive Exercises / Open discussion

Workshop's Agenda: Day 2

- **PITCH IT!** *Present your idea*
- **IMPACT: Business & Market**
 - *Commercialisation of results, Intellectual Property, knowledge protection and regulatory issues*
- **Business Model Canvas & KPIs**
 - *How to prepare your BMC and incorporate it in your proposal*
 - *Work on your BMC*
- **IMPACT: Exploitation & Dissemination + Exercise**
 - *Dissemination, commercialisation of results, Revenue models, Partnerships, User engagement*
- **Lunch / Coffee breaks / Quizzes/ Networking / Open discussion**

Workshop's Agenda: Day 3

- **IMPLEMENTATION:**
 - *Work plan, Management Structure, Budget, Resources*
- **Budgeting & Costs**
 - *Tools & methods to prepare your budget*
 - *Exercise on Budget*
- **SECTIONS 4 – 5: APPLICANTS, CONSORTIUM, ETHICAL ISSUES**
 - *Present you company or consortium, Importance of Ethical Issues, Data privacy, gender issues (attention to the detail)*
- **EVALUATORS APPROACH:**
 - *Award Criteria, Tips and recommendations from SME Instrument evaluators & experienced SME consultants*
- **INSIGHTS FROM OUR SMEs CONSULTATIONS**
 - *Strengths, Weaknesses, Opportunities, Threats*
- **Lunch / Coffee breaks / Quizzes/ Networking / Open discussion**

The SME Instrument

SEAMLESS BUSINESS INNOVATION SUPPORT FROM IDEA TO MARKET...



...YOUR HIGHWAY TO DELIVER INNOVATION ON THE MARKET!

Apply at any time!

6 months

12-24 months

ACTIVITIES SUPPORTED

PROOF OF CONCEPT

- ✓ Prove Technical and Commercial Viability
- ✓ Explore IP Regime
- ✓ Design Study
- ✓ Develop Pilot Application
- ✓ Risk Assessment

DEMONSTRATION OF COMMERCIAL POTENTIAL via

- ✓ Prototyping
- ✓ Testing
- ✓ Piloting
- ✓ Miniaturization
- ✓ Scaling-up
- ✓ Application Development

GO-TO-MARKET

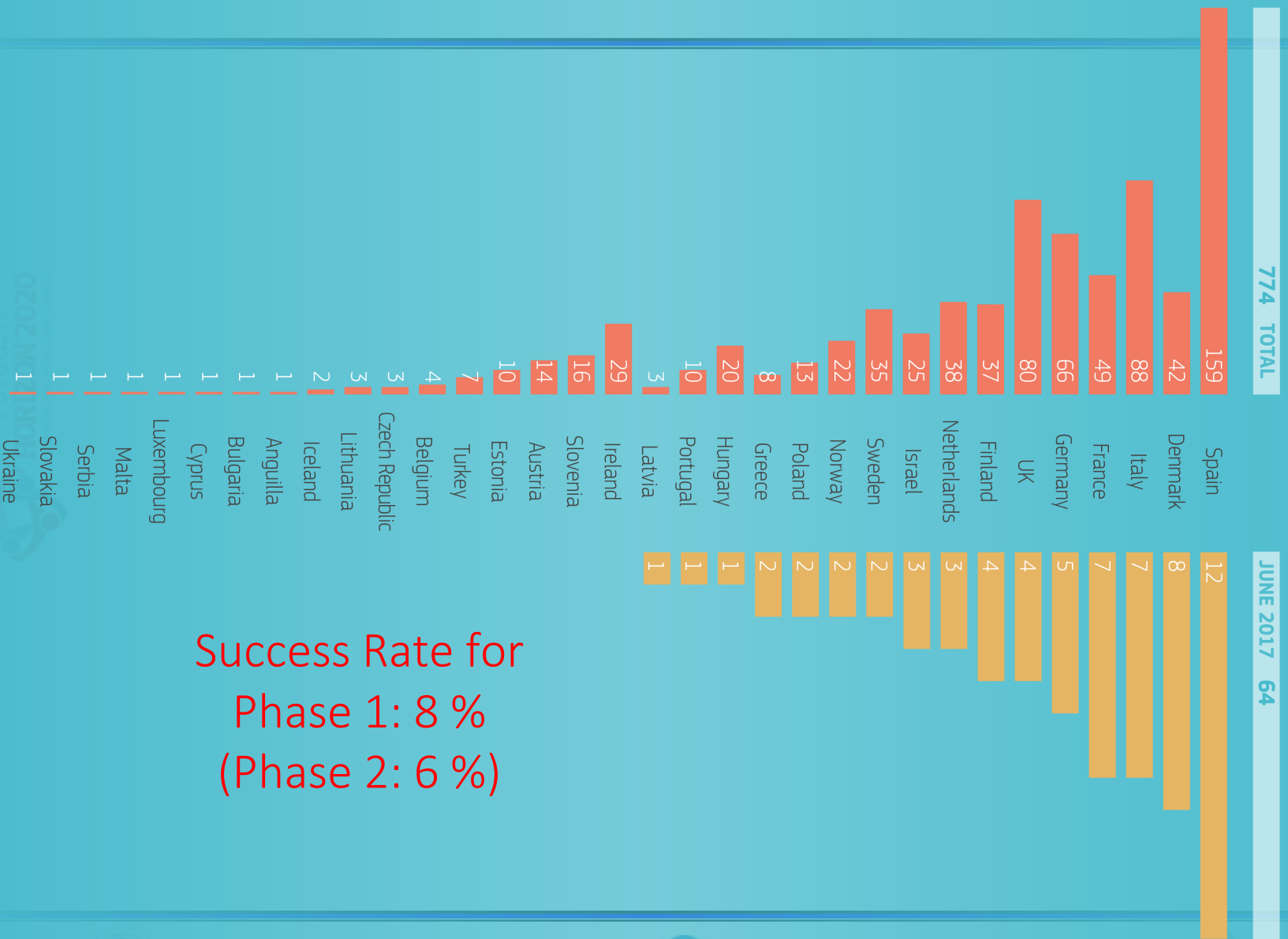
- ✓ EU Quality Label (Promotion & Networking with Financiers/Clients)
- ✓ Investment Readiness Training
- ✓ SME window in the EU Financial Facilities (debt & equity backed by EIB/EIF)
- ✓ Link to Public Procurement Networks

Work Programme 2016 - 2017

Relevant topics (739 M€ overall)

- Open **Disruptive Innovation Scheme** (126 M€)
- Accelerating the uptake of **nanotechnologies** advanced materials or advanced manufacturing and processing technologies by SMEs (67 M€)
- Accelerating market introduction of **ICT solutions for eHealth** and Ageing (30,5 M€)
- Stimulating the innovation potential of SMEs for a **low carbon and efficient energy system** (96 M€)
- Small business innovation research for **Transport and Smart Cities Mobility** (119 M€)
- **New business models** for inclusive, innovative and reflective societies (22 M€)
- Engaging SMEs in **security research and development** (30 M€)

Work Programme 2018 – 2020 expected soon!



Success Rate for
Phase 1: 8 %
(Phase 2: 6 %)



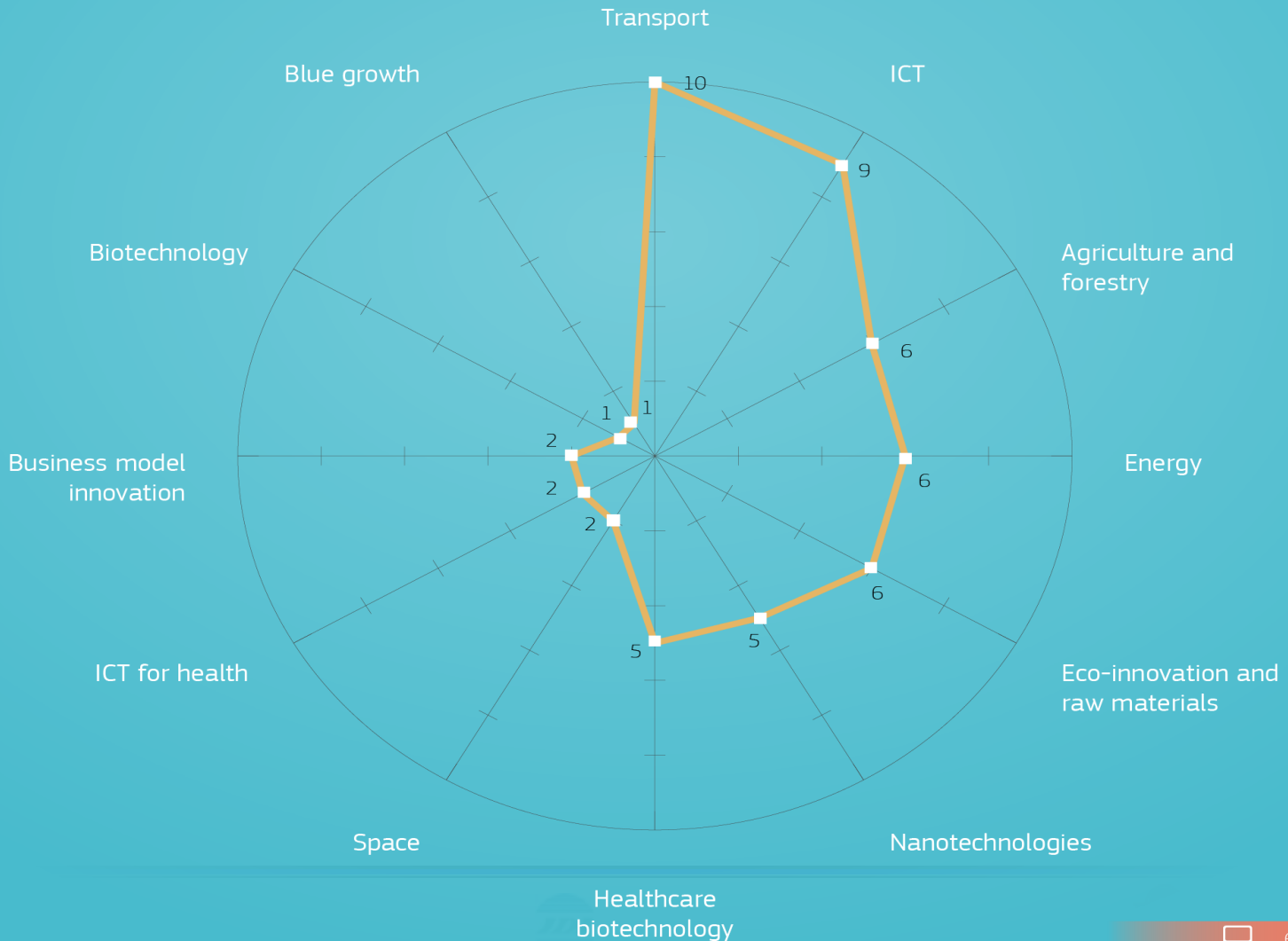


Horizon 2020's SME Instrument

Looking for Europe's next innovation leader

01 June 2017 Cut-off Results - Phase 2 | SMEs funded per topic

TOPICS



SME Instrument : Key Points

- **Open Disruptive Innovation: most popular**
(28.3% of applications)
- **Quality improving**
(less submissions, better proposals)
- **Manufacturing: most common activity**
- **Most successful: Spain & Italy**
- **Most efficient: Ireland**
- **Priority for SMEs: New customers + new distribution**
- **11% backed by accelerators**
- **12% academia spin offs**



Why proposals fail ?

- Too much focus on technology not business opportunity
- Not strong Unique Selling Proposition
- Weak competition market analysis
- Weak Innovation dimension
(not disruptive but incremental improvement)
- Not enough emphasis on commercialisation



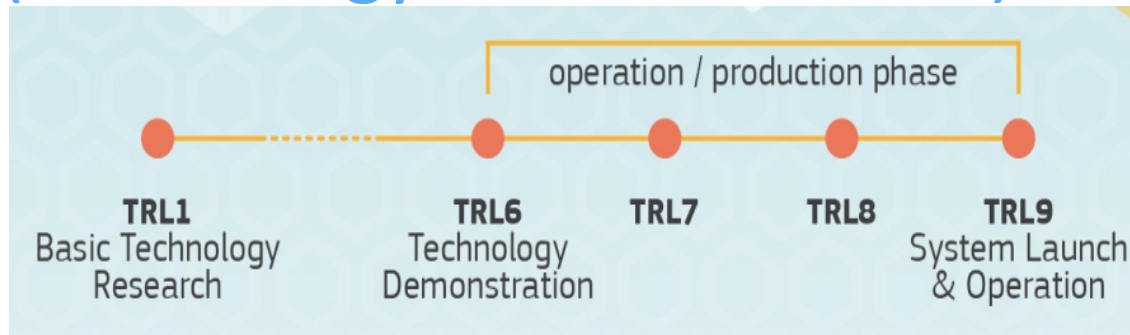
Who can apply ? (Eligibility)

- 1 SME or consortium of more SMEs (28EU MS + AC)
- **INNOVATIVE** & Ambitious
- Potential for International or European **IMPACT**
- Early Start-ups **NOT** excluded (able to contribute 30%)
- **NO** concurrent submission (only one ph1 or ph2 at a time)
- **AFTER END DATE OF PHASE 1 & FINAL REPORT SUBMISSION**



How do you submit ?

- Download the [template!](#)
- **Page Limit: < 30 pages** (Portrait or landscape)
- Projects' duration < 24 months
- **TRL (Technology Readiness Level) > 6**



- R&D accepted BUT NOT as core activity
- Initial Business Plan + Underlying Business Model
- **DO NOT** resubmit before results

What is expected?

- A detailed feasibility assessment (Phase 1)
- Elaborated Business Plan
- Clear description of concept & Activities
 - Demonstration
 - Testing/prototyping
 - Scale Up
 - *“Market replication encouraging involvement of end users and potential clients.”*

What is market replication?

“Market replication encouraging involvement of end users and potential clients.”

- First application of Innovation already demonstrated NOT yet applied/deployed
- (why?) Market failures / Barriers
- First (at European or sector level)
- Validation in real life
 - (technical and economic)

How is it evaluated?

- Confidentially!
- EXCELLENCE
 - *Breakthrough Innovation, Quality*
- IMPACT X 1,5
 - *Anticipated economic impact of the company*
- IMPLEMENTATION
 - *Quality of Work Plan, Resources allocation*
- 4 Independent Experts > Sum (Median Scores)
- RESULTS: 2 Months after cut-off (Max 15 points)

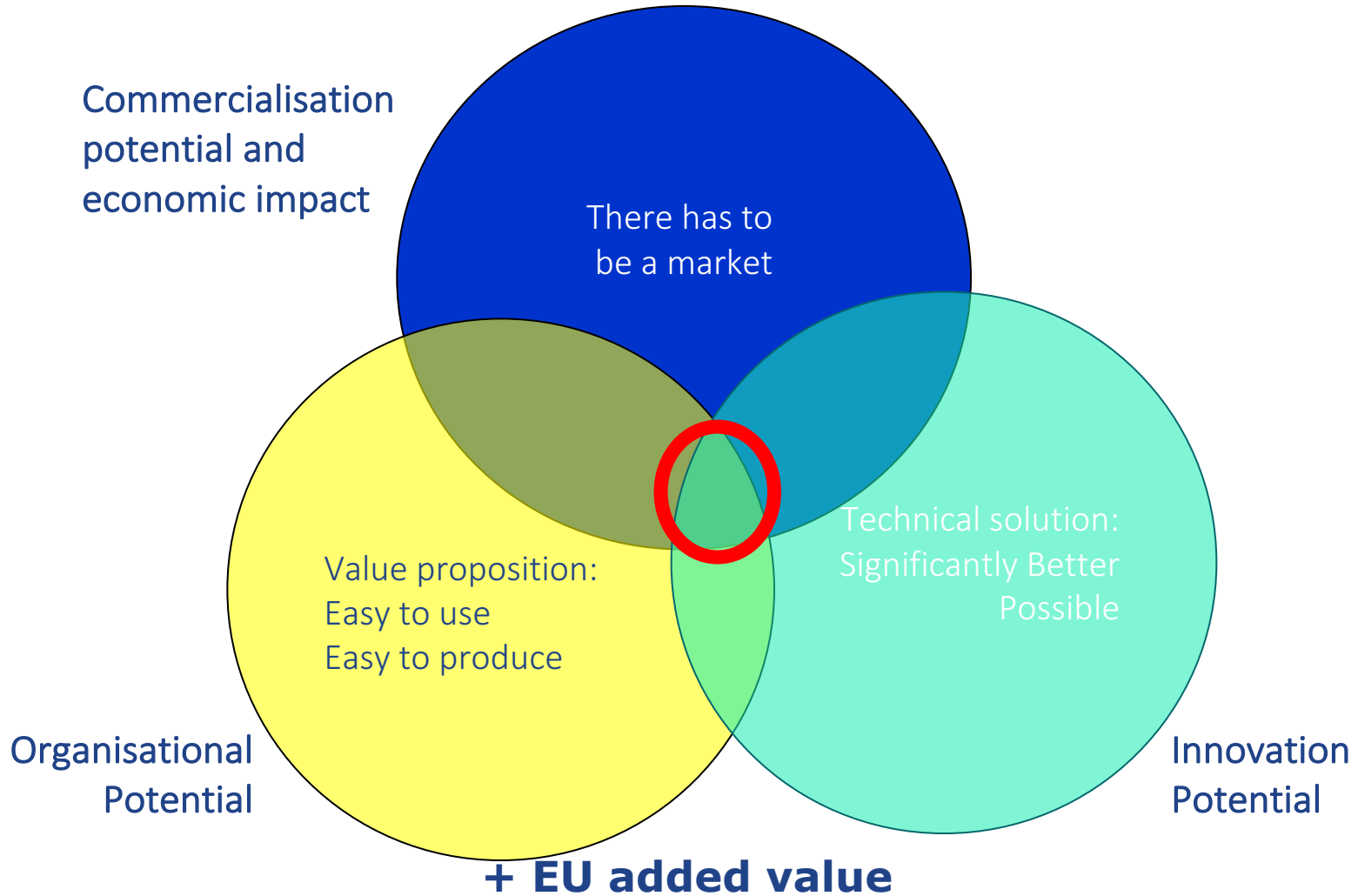
Subcontracting

- Purchase of goods, works or services identified as action tasks necessary to implement the action.
 - Best value for money / lowest price
- **MUST BE VERY WELL Justified**
- Difference between Subcontracts / Contracts (Other Costs)
 - Subcontracts: directly linked to implementation of specific tasks described in DoA *e.g. Subcontract for demonstration; testing; prototyping; piloting; scaling-up; miniaturisation; design; etc*
 - Contracts: NOT directly linked with tasks (Supportive) *e.g. Dissemination, IP protection, etc.*

Financial Viability

- SINGLE APPLICANTS DO NOT NEED.
- COORDINATORS:
 - When grant > € 500.000 => Financial Viability Check
- SME = Co-Funding Instrument
 - 70% Grant
 - 30% own resources, private investment, etc.
 - *Please note that double EU funding for the same project is prohibited.*

Evaluation Approach



What you get?

- 0,5 – 2,5 m €
- Co-financing 70%
- Advance Payment of 40% (usually)
- No need for Bank Guarantee
- Detailed budgeting necessary
- Consultants eligible if not core actions
(*IPR, Market Potential, Innovation Strategy*)
- Full set of deliverables: demonstrator, prototype, piloting, market replication...



Evaluation Criteria

1. EXCELLENCE

- Excellence in innovation

2. IMPACT (x1,5)

- Potential impact through the development, dissemination and use of project results

3. IMPLEMENTATION

- Quality and efficiency of the implementation and the management

Deconstructing a proposal

- Excellence
 - What do you want to do?
 - What's the **innovation**?
 - What's the breakthrough?
 - Can you prove it?
- Impact
 - How are you going to change the world?
- Implementation
 - Do you have a plan?

Excellence of your idea

Derived from the template: Your proposal must address a topic set out in the work programme, for this call for proposals. This section of your proposal will be assessed only to the extent that it is relevant to that topic.

• 1.1 Objectives

- **Objectives** of overall innovation project. What do you expect (**outcome**)
- What's the **problem**? [Industrial/economic/social] // Where is the **business opportunity** for you?
- Objectives of **feasibility study** (business plan) **!! Clear, measurable, realistic and achievable !!**
- **Objectives consistent with expected exploitation and impact of the project. (Section 2).**

• 1.2 Relation to the work programme (*how you address specific challenge and scope*)

• 1.3 Concept and methodology

- How you solve the problem and/or use the business opportunity.
- Current stage of development (key milestones: e.g. prototype, field trials, pilot studies with end-users/clients)
- Positioning of your business innovation project: **TRL (IDEA -> MARKET)**
- **Methodology & Activities** (technological/technical/practical feasibility and economic viability)
- Where is the European & Global Perspective?
- *Any sex and/or gender issues relevant? Describe!*

○ 1.4 Ambition

- Where is the novelty? What's the key market result?
- Explain the solution (products, processes, services etc.). Why is it better than competition? Compare!
- Do you go beyond State of the Art (SOTA)? Why is it worth to develop / or to invest in it?

Impact to the world

- 2.1 Expected Impacts

Please be specific, and provide only information that applies to the proposal and its objectives. Wherever possible, use quantified indicators and targets.

- Users/Market
- Target Markets/ Segments
- Market Barriers
- Potential Risks and Risk Mitigation Strategy
- Company
- Your Business Model and Growth Strategy

- 2.2 Measures to maximize impact

- a) Dissemination and Exploitation of Results

- How will you achieve expected impact.
- PEDR: Draft 'plan for the dissemination and exploitation of the project's results' Outline
- BUSINESS PLAN Outline
- Intellectual Property, knowledge protection and regulatory issues

- b) Communication activities

- Promoting the project and its findings during the period of the grant. Proportionate measures, clear objectives.

Implementation of your plans

- 3.1 Expected Impacts

- **Work plan – Work packages and deliverables**
 - overall structure / timing of Work packages and components (Gantt chart)
 - Work description: work packages list, details, deliverables, relationships (Pert chart)

- 3.2 Management structure and procedures

- Organisational structure and decision-making (inlc. milestones); Complexity and scale;
- Innovation management
- Critical risks & mitigation actions

- 3.3 Consortium as a whole (if applicable)

- Consortium match to objectives, expertise, complementation (value chain)
- Industrial/commercial involvement for exploitation (if applicable)
- Other countries and international organisations

- 3.4 Resources to be committed

- Work package Tables
- List of WPs
- List of Deliverables
- List of Milestones
- Personnel effort



Present Yourself

Go round the table. NO visuals. ~ Elevator Pitch

- Name / Position / Company
- What's the problem you try to solve?
- Who's your customers? Where do you sell?
- What's the solution?
- Where are you today?
- What do you want to learn from this workshop?



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Teşekkür ederim!

Thank you!