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European Union and the Republic of Turkey
Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir



Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

‘What is SMEI and is it suitable for my business?’

Turkey in Horizon 2020 Phase II

10.00 – 12.00

28th March 2019

Philip Sowden

- Background in production engineering
- SME programmes at regional, national & International levels
- Worked with EC for over 30 years
- SME Expert on two previous projects in Turkey
- Responsible for SME programmes under present project

Webinar content

- What is the EC, Horizon 2020 and the SME Instrument?
- What is the SME Instrument?
- What is an SME in European terms?
- Who is SMEI aimed at?
- What is expected of me and my business?
- What do evaluators look for?
- Is it for me and my business?

What is the EC, Horizon 2020 and the SME Instrument?

EU – the European Union
union of 28 Member States

EC – European Commission
the executive body for the EU



Accession States

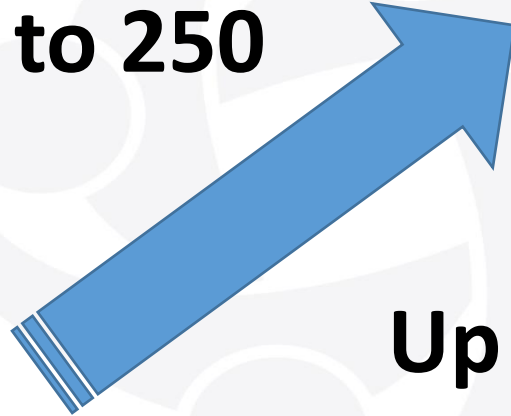
- Albania
- North Macedonia
- Montenegro
- Serbia
- **TURKEY**

Let's look at the SME Instrument...

EC defines an SME as...



1 to 250

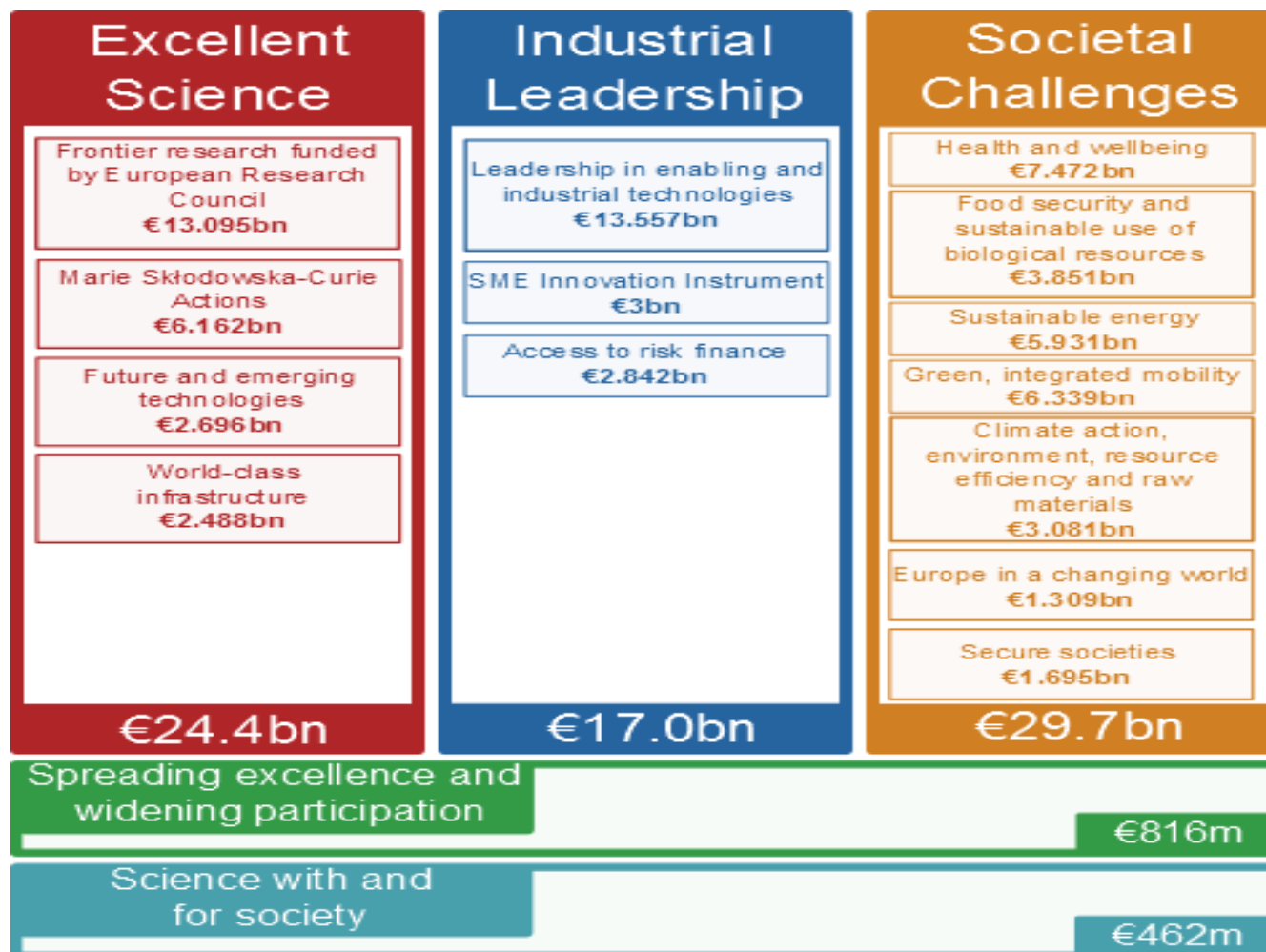


Up to €50m turnover



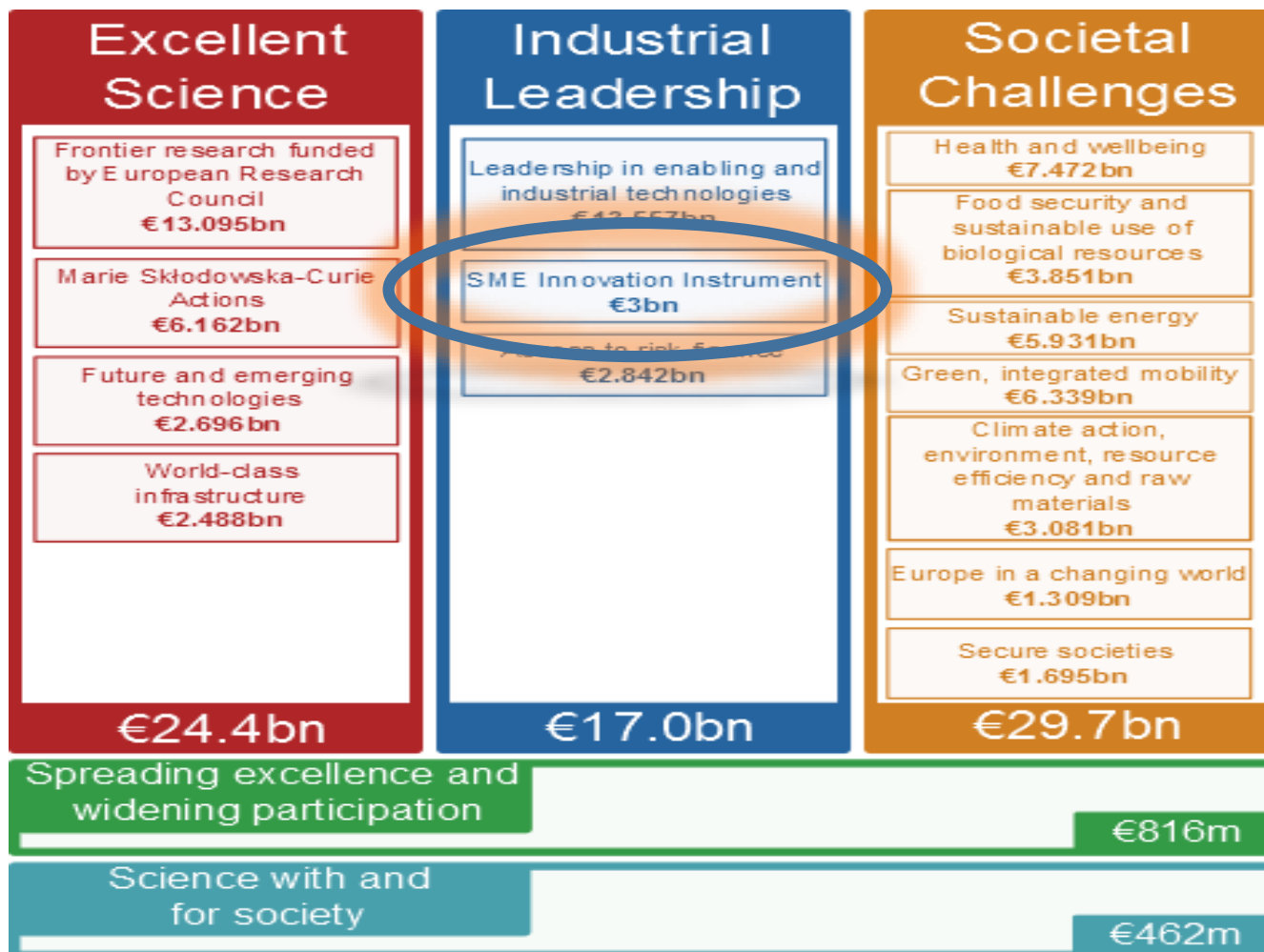


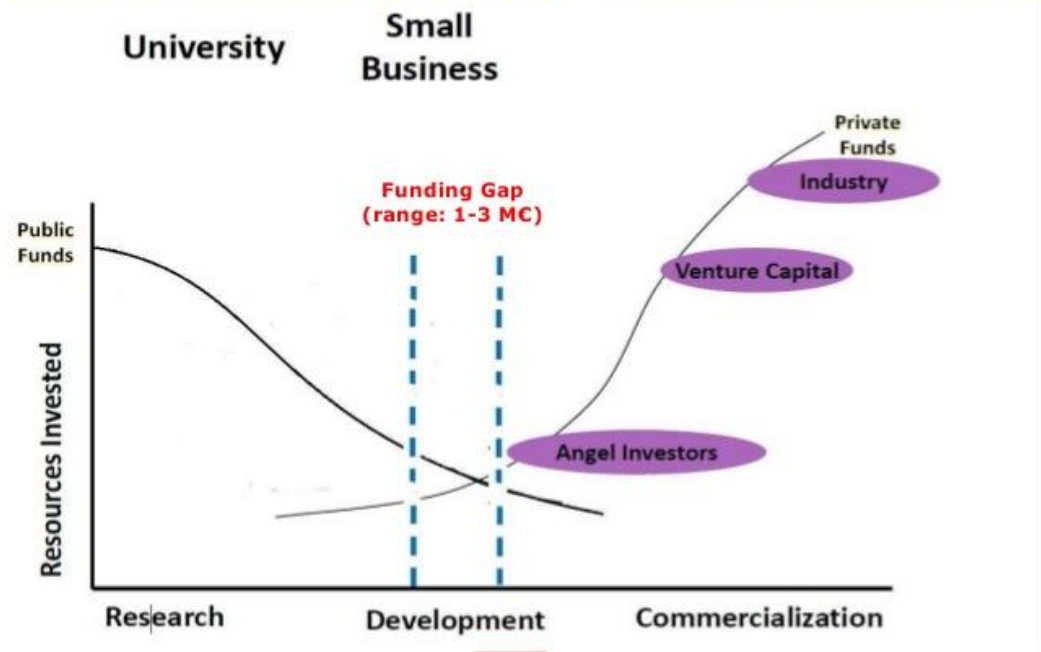
Horizon 2020





Horizon 2020





HORIZON 2020'S SME INSTRUMENT

Looking for Europe's next innovation leader

PHASES



The instrument is structured in three phases, with the aim of transforming **disruptive ideas** into concrete, innovative solutions with a European and global impact. SMEs are recommended to apply for Phase 1, but may also apply directly for subsequent phases:

PHASE 1

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.

PHASE 2

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.

PHASE 3

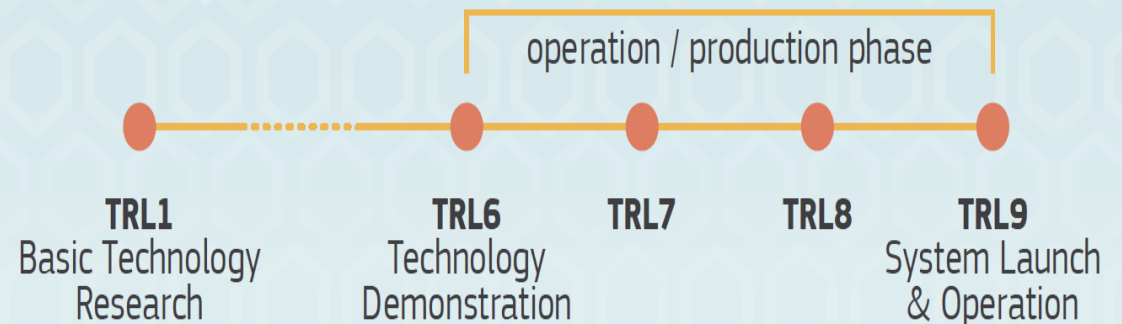
Commercialisation
Prepare for Market Launch

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.

Projects sought

Projects at the **technology readiness level 6 or higher** (technology demonstration) have the best chances to receive funding.



SMEI Evaluation process

Submission of Proposals



Remote Evaluation



Ranking of Proposals



Interview



Grant Agreement



SMEI: Evaluation process

Jury Interview

Six Juries composed of at least 5 experts

Panel Review

All experts from all juries



Jury briefing



Interview of Applicants



Jury debriefing



Agreement on **the list of projects** proposed for **funding**

A few statistics

SME Instrument in numbers



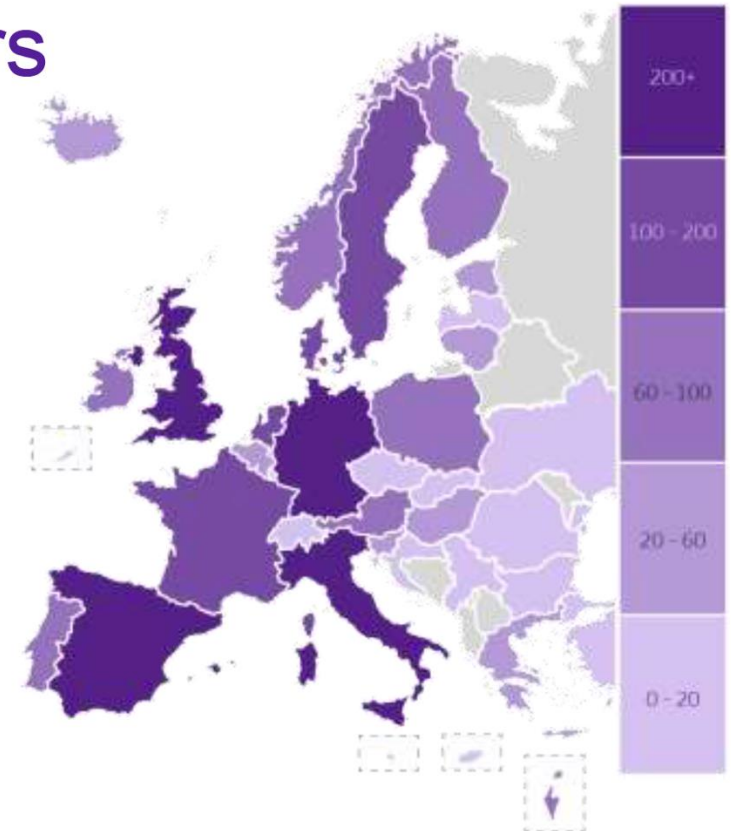
3018 companies



1.3 billion



5% - 8% success rate





- **‘Horizon 2020’** will run up until 31st December 2020
- **‘Horizon Europe’** will then run for 6 years to 2027



€77bn.

HORIZON 2020

- **‘Horizon 2020’** will run up until 31st December 2020
- **‘Horizon Europe’** will then run for 6 years to 2027

€94bn.



Horizon Europe



Any questions so far?

Who is SMEI aimed at?

Lots of pointers in SMEI text...

- ‘Revolutionary business ideas’
- ‘Business Plan for rolling out a marketable innovation solution’
- ‘Market creating innovations’
- ‘Breakthrough products, services, processes or business models’
- ‘Open up new markets with the potential for rapid growth at both European and Global levels’
- ‘Clearly satisfying market needs’
- ‘Has a WOW factor’

Six main criteria...

Product, service or business model is:

- Close to market
- Cross-border
- High growth
- Disruptive
- Scalable
- At the prototype stage

Six main criteria

- Close to market
- At the prototype stage



At TRL level 6 or above

MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL

How technology ready is your service/product?



Technology Readiness Levels as adapted by the CloudWATCH2 project

Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL

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Cross-border

- European dimension
 - Relevance to Europe – innovation, jobs, knowledge, etc.
 - Analysis of target markets
 - Look at competitors
 - ‘Fit’ with European goals



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- Disruptive
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High growth

The OECD defines a **high growth** business as:

‘A firm of 10 or more employees that grows either its employees or turnover by an average of more than 20 per cent per year for three consecutive years.’

- Potential for high growth as a result of the project is also taken into account

Six main criteria...

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- Close to market
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- High growth
- **Disruptive**
- Scalable
- At the prototype stage

Innovation

- **INCREMENTAL**

Small changes which influence market share; the progressive advance of a product

- **STEP-CHANGE**

More significant changes by adding new technology to give a major market lead

- **DISRUPTIVE**

Creates new markets and value networks by disrupting the existing ones

Innovation



Six main criteria...

Product, service, process or business model is:

- Close to market
- Cross-border
- High growth
- Disruptive
- **Scalable**
- At the prototype stage

Scalable

‘Demonstrates an ambition to significantly scale up production’

- Move from final prototype to mass sales
 - Own production
 - Production under licence
 - Joint venture

What is expected of me and my business?

FP support is external; have you looked internally?

- **'Absorptive Capacity'** – How able is the business to take advice on board and action it?
- Are staff **trained** in proposal writing?
- Do they have too strong a **technical bias**?
- Proposals are in English – how are the **language skills** in the business?
- **External review** is always helpful – both technical and on proposal structure/content
- Do **management** give enough time and priority?

What do evaluators look for?

3 Key SMEI Award Criteria...

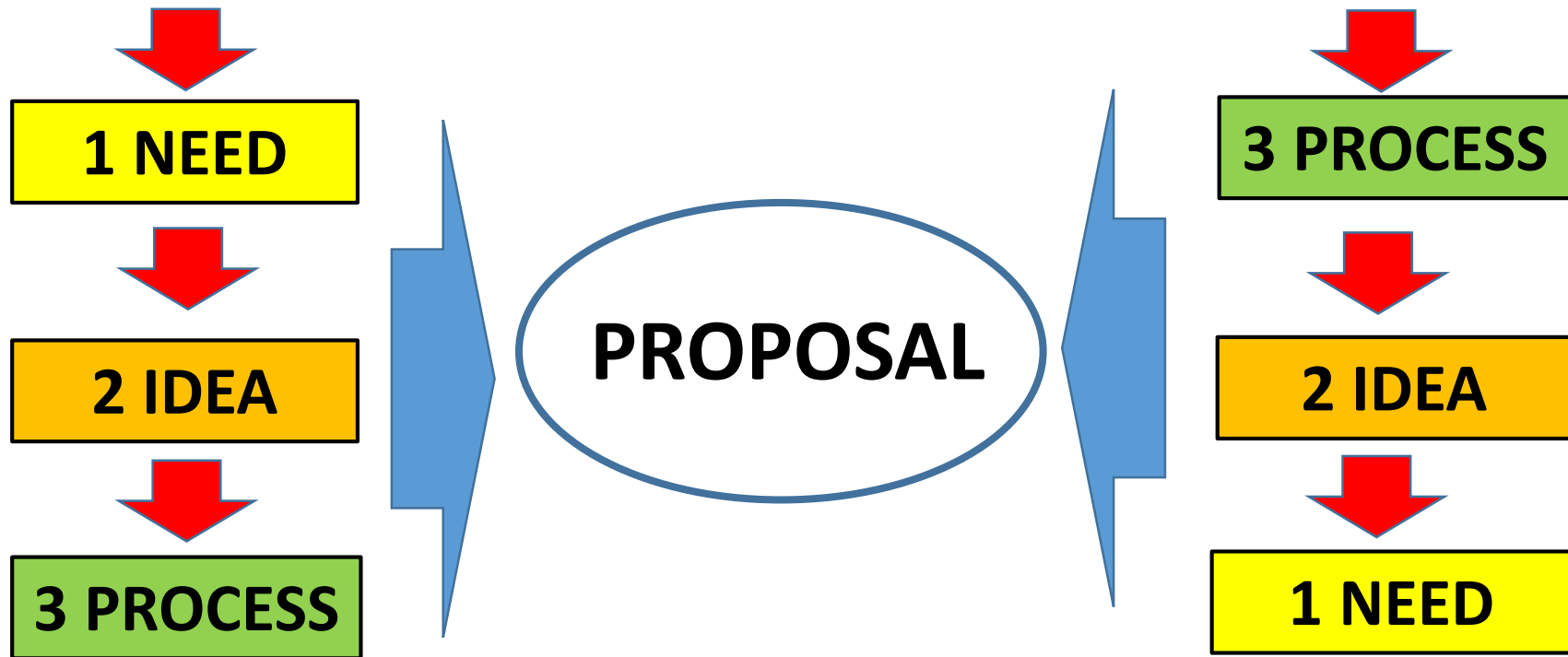
EXCELLENCE: Does your project have high innovation potential beyond 'State of the Art'?

IMPACT: Does your project meet the pressing needs of European and global markets?

IMPLEMENTATION: Does your project have a coherent and efficient workplan?

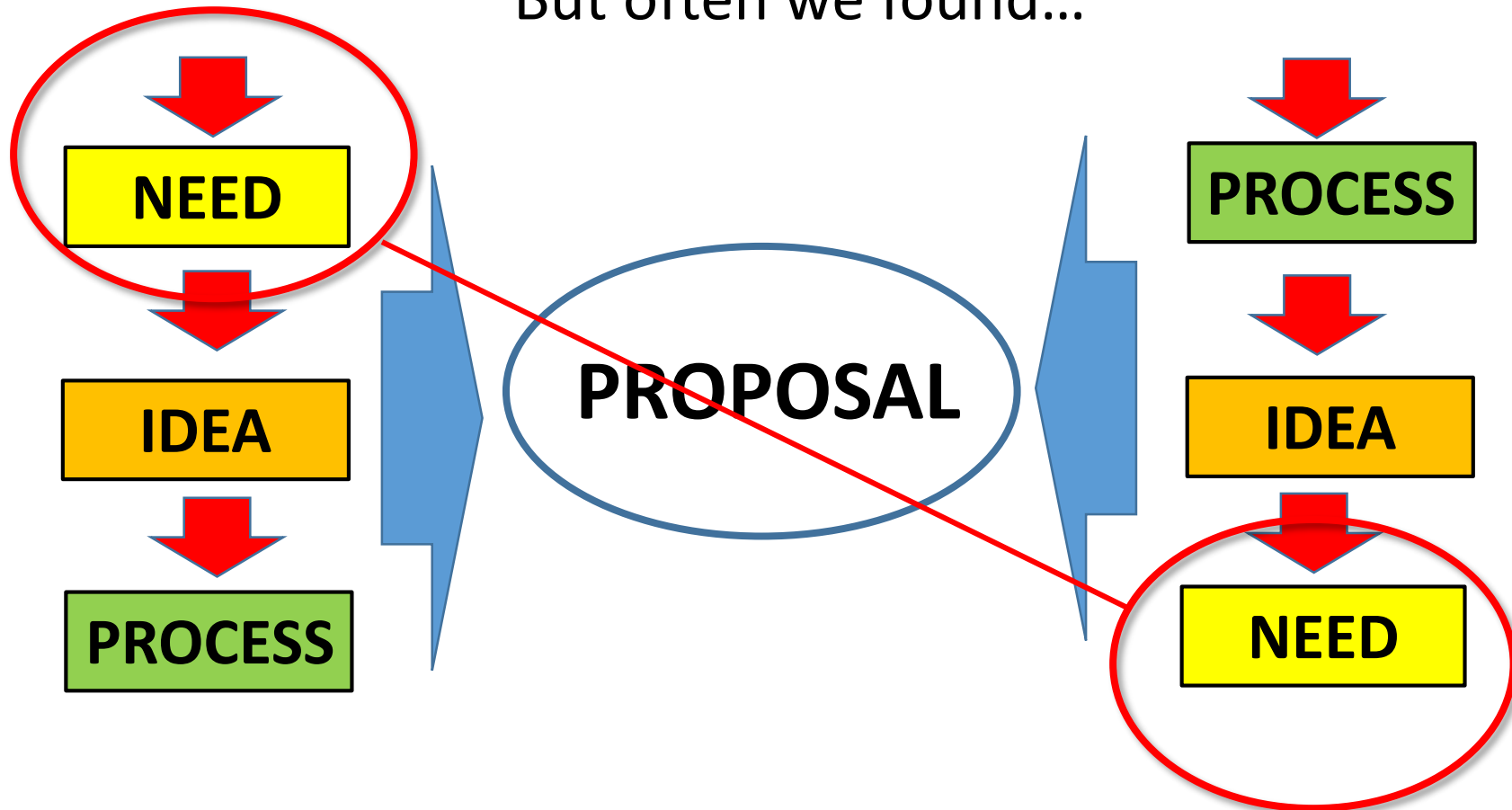
Interpreting these in proposals...

But often we found...



Interpreting these in proposals...

But often we found...



Is SMEI for me and my business?

- Are you an SME?
- Has your company successfully commercialised a product?

Project checklist

- What customer/market needs will this project solve? Evidence?
- Is the project highly innovative?
- Is it above current state of the art?
- Does it have the potential to disrupt existing markets in your sector?
- Is the project at TRL 6 or above?
- Is the management team on board with the project?
- IP protection, or a clear IP strategy in place?
- Anticipated project cost level?

What SMEI is not!

- Not an easy option
- Not for companies with no clear strategy or business plan
- Not for pursuing academic research
- Not for companies with no clear knowledge of markets and customer needs
- **Must be driven by business over technology!!**

Turkey in H2020 Phase II Project...

...will provide a range of courses to help achieve more SMEI success:

- Project writing support for 50 SMEI applicants
- Training on project writing for 12x50 participants
- Project writing 'camps' for 6x20 participants
- 9 Webinars for SMEs, ideally new to SMEI
- Pitching workshop for 30 participants
- Enhanced proposals for 10 'Seal of Excellence' winners
- Investment readiness training for 30 delegates

Contact

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Thank you for participating



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