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Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
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TURKEY_{in}
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

Reflective Workshop

SMEs and Horizon 2020 Bids

Webinar 6, 10:00 – 12:00

2nd February 2021



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MINISTRY OF INDUSTRY
AND TECHNOLOGY





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SMEs and 'Impact' & 'Excellence'

Philip Sowden – SME Key Expert

Webinar 6, 10:00 – 12:00

2nd February 2021



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AND TECHNOLOGY



Philip Sowden (UK)

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

TinH2020 International Team of Experts



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Previous Webinars

- **Webinar 1 (28/03/19)** – introduction to EC, Horizon 2020 and Accelerator (SME Instrument)
- **Webinar 2 (23/07/19)** – Closer look at Technology Readiness Levels and wider EC eligibility requirements
- **Webinar 3 (10/12/19)** – Business Planning; purpose, process and expectations
- **Webinar 4 (01/09/20)** – Accelerator Financial Issues
- **Webinar 5 (28/09/20)** - Q&A session ahead of Accelerator 7th October cut-off

Webinar 6

- Today's **Webinar 6** – As the new ***Horizon Europe*** programme starts, a look back at some of the issues encountered in H2020 bids

All recordings are available on www.turkeyinh2020.eu



€70.2 billion





Key Project Objectives for Turkey

- Support Turkish participation in Horizon2020
- Strengthen capacity in Science, Technology and Innovation
- Facilitate integration of Turkish Research Area (universities, researchers, etc.) into European Research Area by increasing Horizon2020 participation
- Provide range of activities to support businesses – for SMEs, particularly in SME Instrument
- Ran 7th January 2019 to 31st December 2020

Web site: <http://www.turkeyinh2020.eu/>



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- Facilitate integration of Turkish Research Area (universities, researchers, etc.) into European Research Area by increasing Horizon Europe participation 
- Provide range of activities to support businesses – for SMEs, particularly in **Accelerator** 
- Runs from 1st January 2021 to 31st December 2027

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Any differences in the operation of Accelerator?

Official details not yet available...

- May introduce initial 5-page proposal, plus pitch deck and video
- Then longer proposal for full evaluation and presentation to EC judges
- Mentoring support for the longer process
- First Accelerator cut-off 9th June

... as soon as details are confirmed we shall stage free Webinars, plus Project Writing events.



... continues into Horizon Europe until March 2022

Project activities ...

Training Events



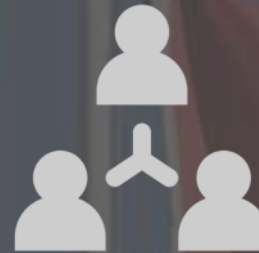
- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Webinars
- Lobbying
- Project Writing Camps

Networking



- Brokerage Events
- International Study Visits
- Award Ceremonies
- Conferences
- Info Days

SME Support



- 1-to-1 Support
- Project Writing Training
- Pitching Workshop
- Feasibility Reports
- Investment Readiness

Tools



- Website
- Helpdesk
- Training Guides

Why Participate in Horizon Europe?

- Financial support
 - Grants to cover final stage project risks
 - Funding to commercialise - EC venture funding
 - Access to private sector venture capital
- Support from mentors
 - Stronger management
 - Better market awareness
 - Commercial experience
- As a company
 - More strategic view
 - Commercial strength
 - More confidence from Turkish investors
 - Product 'endorsed' by EC funding
 - Amplifies national project investment

Key criteria for Accelerator projects...

For SMEs with less than **250** employees and up to **€50m** turnover whose products, services or business models are:

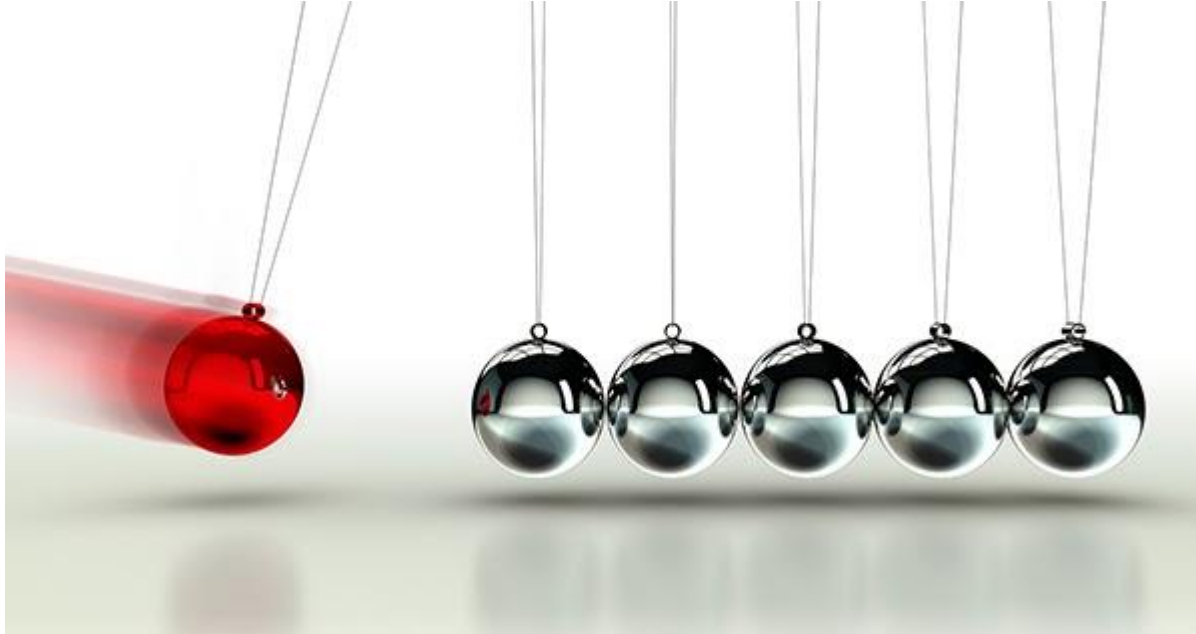
1. Cross-border
2. High growth
3. Disruptive
4. Close to market
5. Scalable
6. At the prototype stage (TRL6 +)

Key Evaluation Criteria for projects...

IMPACT

EXCELLENCE

IMPLEMENTATION



IMPACT

Accelerator - IMPACT

Questions SMEs find hard to answer...

- Is the product needed?
 - *'It is so good, it must be needed'*
- Who says so?
 - *'Everybody we have asked'*
- Where is the proof?
 - *'We have a letter of interest from a potential customer'*
- Who needs it?
 - *'It is relevant to everyone in the sector'*

Accelerator - IMPACT

Questions SMEs find hard to answer...

- How many of them want it?
 - *'There are 20,000 potential customers in this sector in Turkey alone'*
- Where are they?
 - *'We shall sell in Europe, then USA and China'*
- How much will they pay?
 - *'We expect 500% return on costs'*
- Who will sell and service it?
 - *'We shall build a factory to make it and sell it ourselves'*

Accelerator - IMPACT

Can the project demonstrate...

- Qualitative and quantitative impact:
 - How many jobs will it create?
 - How will it increase your turnover?
 - What will the profits be?
 - Will it be exportable?
 - Is it creating new IP
- Will there be a good return on Investment?
- What is the potential for scale-up?
- What risk(s) are you asking the EC to invest in?

Turkish experience - IMPACT

- Good Turkish market for innovative products
- Many SMEs can impact nationally, without exporting

BUT!

- They do not self-question
- Often short-sighted on markets and marketing
- Assume impressive technology alone will bring success
- Forget that majority of decision-makers are not technical/scientific, but accountants and marketers



EXCELLENCE

Accelerator - EXCELLENCE

Questions SMEs find hard to answer...

- Does this product already exist?
 - *'There is nothing like it in the world'*
- Is it disruptive, step-change or incremental?
 - *'We think it is disruptive'*
- What is the product's 'Wow factor'?
 - *'It is cheaper than anything else on the market'*
- Where have you done your research?
 - *'We took a look on the internet'*

Accelerator - EXCELLENCE

Questions SMEs find hard to answer...

- What are the competitive products?
 - *'There is no competition'*
- How will you compete with larger corporations?
 - *'By offering a lower cost product'*
- How will you obtain approval from authorities?
 - *'From initial profits'*
- Have you thought of partnering, licensing or selling outright?
 - *'We want all the profits and will do it ourselves'*

Accelerator - EXCELLENCE

Is the project...

- Beyond the current 'state of the art'?
- Highly innovative?
- Novel, disruptive, or at least step-change?
- Subject to competition? Why is your product better?
- Unique? Does it have a unique selling point?
- Subject to an element of risk going forward?

Turkish experience - EXCELLENCE

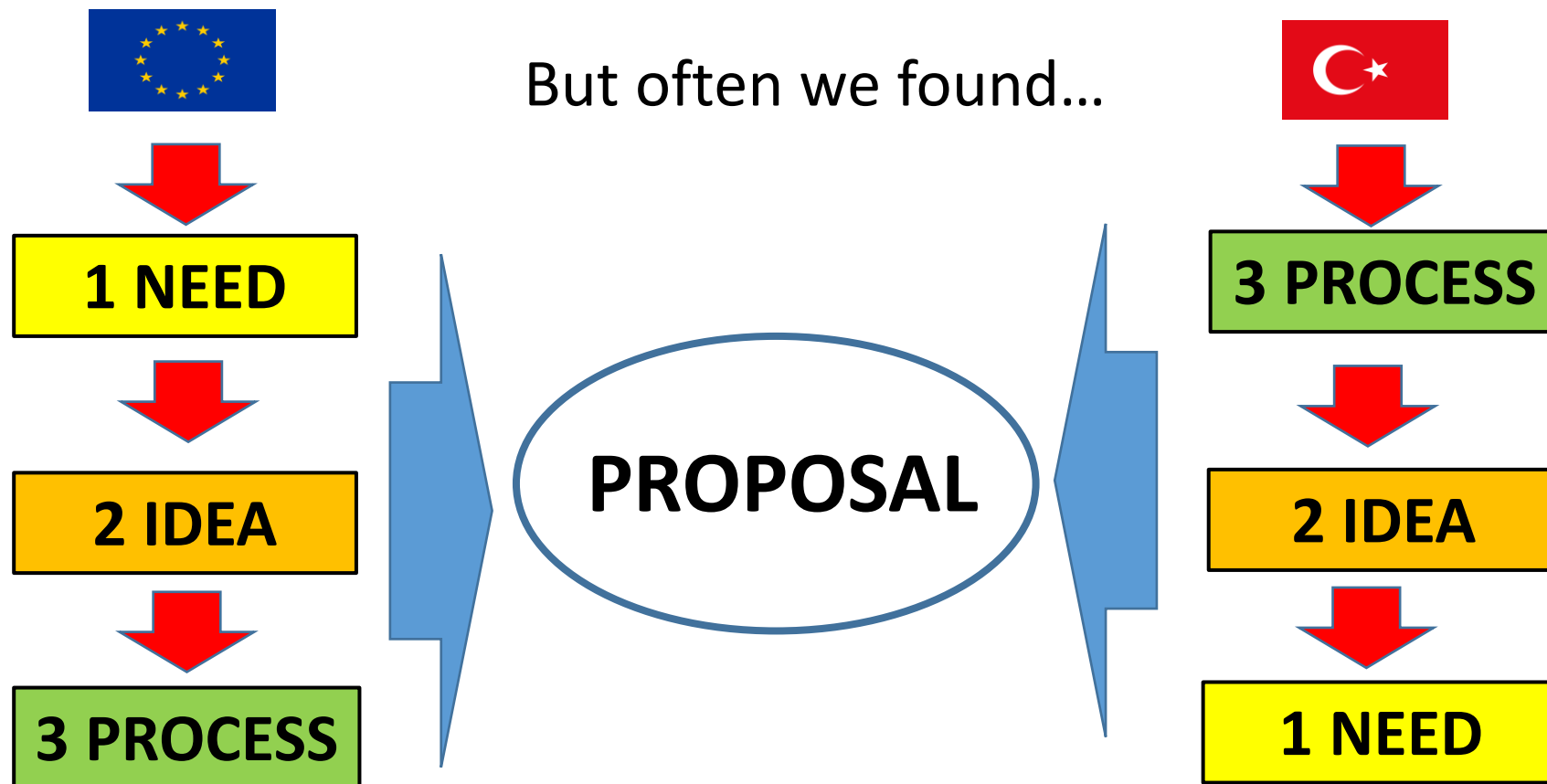
- National success in building innovation capacity
- Excellence in science & technology
- Many high growth SMEs

BUT!

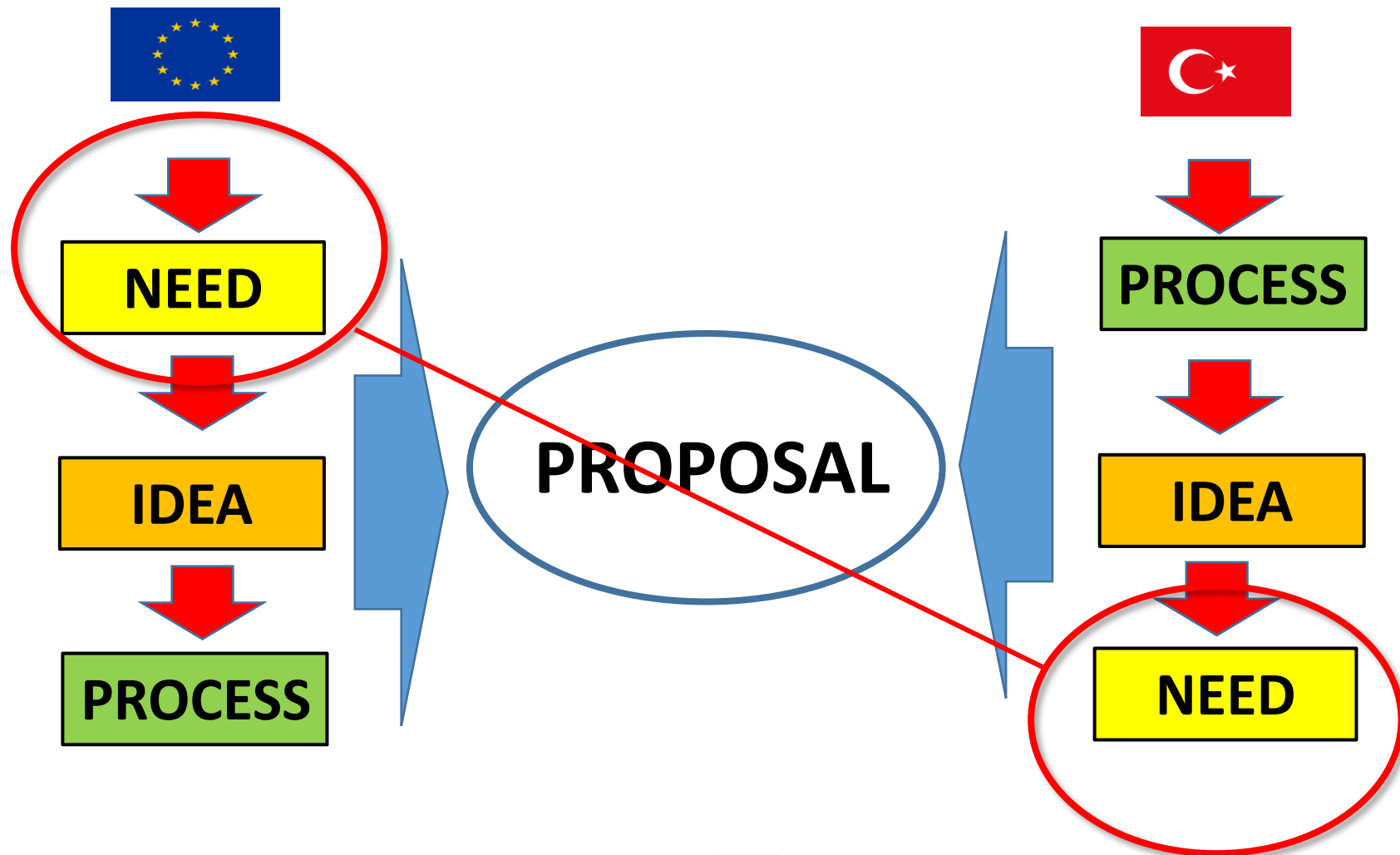
- Focus often on getting more grants, not end products/services
- Poor connection to real market needs
- Often pursue science instead of meeting market needs

So, when it comes to EC proposals...

But often we found...



A problem of perception...



Summary - IMPACT

- Be clear on the targeted customers and markets – research well; be confident and convincing
- Be clear on competitive pricing
- Be clear on how you will sell to, and service, your identified market – own team, partners, agents, etc.
- Try to visit the chosen market(s) and look at competition, exhibitions, potential customers, etc.
- Take wide opinions from potential markets
- Be realistic about product fit with current and projected trends – oil prices, environment, etc.

Summary - EXCELLENCE

- Be sure that there is a proven need
- Be realistic about the product in relation to what is already out there
- Don't convince yourself that the product is disruptive when it isn't
- Invest enough time in researching competition
- Be realistic about the way forward - own manufacture, partnership, licensing, sell the idea
- Cut through 'team hype' and go for reality!

Contact:

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Participant Feedback

Please scan the SurveyMonkey QR code with your
smartphone or tablet opens the survey on the device
so you can take the survey !



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