

This project is co-financed by the  
European Union and the Republic of Turkey

Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından  
finanse edilmektedir



TURKEY<sup>in</sup>  
**HORIZON 2020**  
COOPERATION. INNOVATION. COMPETITIVENESS

# Turkey in Horizon 2020 II

## What can we do for you?

SME Project Writing Training (PWT-SME-1) Workshop

*Odysseas SPYROGLOU*

H2020 Legal & Financial Key Expert

Ankara, 15 April 2019



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# Overview. (Here we are again)

- Pillars of Horizon 2020
- H2020 for SMEs
- TH2020 II Outline
- Our project for SMEs



# The 3 Pillars



## Pillar 1 Open Science

European Research Council

Marie Skłodowska-Curie Actions

Infrastructures



## Pillar 2 Global Challenges and Industrial Competitiveness

Clusters

- Health
- Inclusive and Secure Society
- Digital and Industry
- Climate, Energy and Mobility
- Food and natural resources

Joint Research Centre



## Pillar 3 Open Innovation

European Innovation Council

European innovation ecosystems

European Institute  
of Innovation and Technology

## Strengthening the European Research Area

Sharing excellence

Reforming and Enhancing the European R&I system

Proposed Structure for Horizon Europe  
Image Credit: European Commission



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# European Innovation Council Pilot

The EIC pilot supports top-class innovators, entrepreneurs, small companies and scientists with bright ideas and the ambition to scale up internationally.

It brings together the parts of Horizon 2020 that provide funding, advice and networking opportunities for those at cutting edge of innovation.



# What does EIC offer?

Instrument →	SME-Instrument		FTI	FET-Open	EIC prizes
	Phase 1	Phase 2			
<b>For whom</b>	One or more European <sup>1</sup> SMEs		From 3 to 5 European <sup>1</sup> entities (mostly industrial <sup>2</sup> )	At least 3 entities <sup>3</sup>	At least one entity (which must be European <sup>1</sup> for some of the prizes)
<b>Maximum funding<sup>4</sup></b>	50,000 €	2.5 M€	3 M€	3 M€ (RIAs) 0.5 M€ (CSAs)	Varies for each prize
<b>Total budget 2018-20</b>	163 M€	1421 M€	300 M€	705 M€ (RIAs) 10 M€ (CSAs)	40 M€
<b>Focus</b>	Exploring the feasibility of a business idea (~ 6 months)	Breakthrough innovation & international growth (12-24 months)	Close-to-market innovation	Radically new technologies	6 different topics (major societal issues)



## 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.

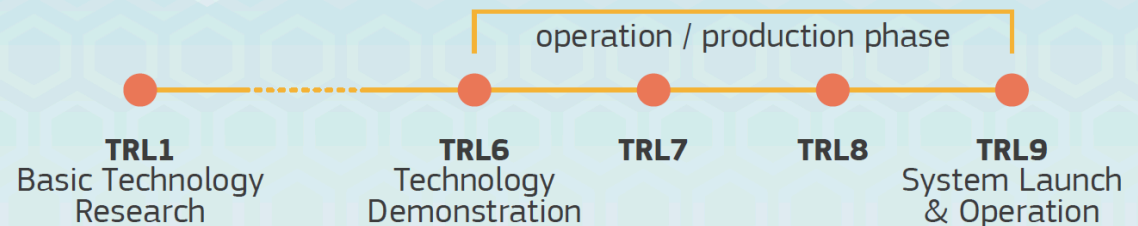
### PHASE 3

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.



# SME Inst: New evaluation process

Submission of Proposals



Remote Evaluation



Ranking of Proposals



Interview



Grant Agreement



# SME Inst: New 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



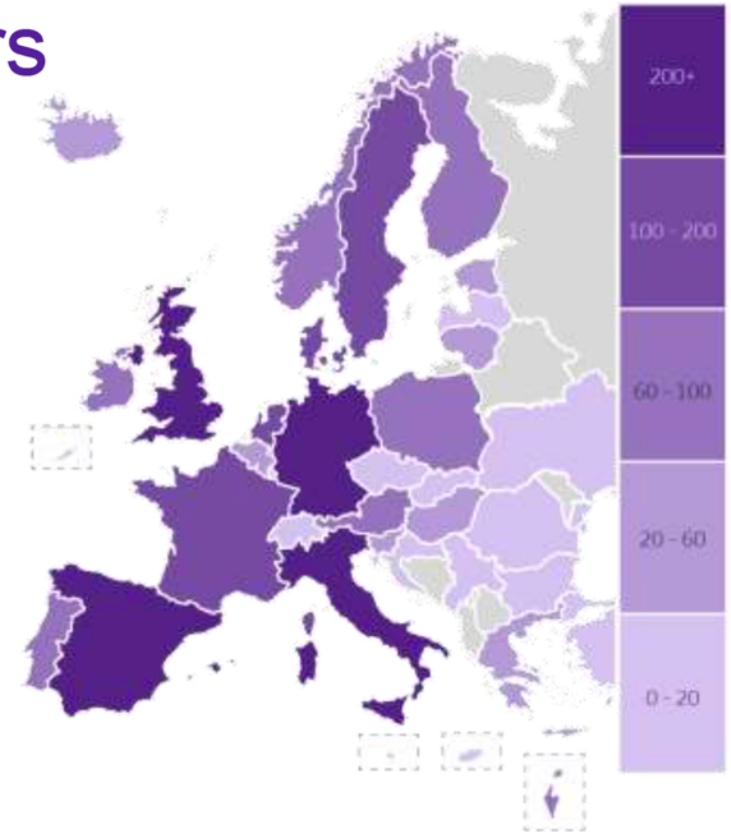
**3018** companies



**1.3** billion

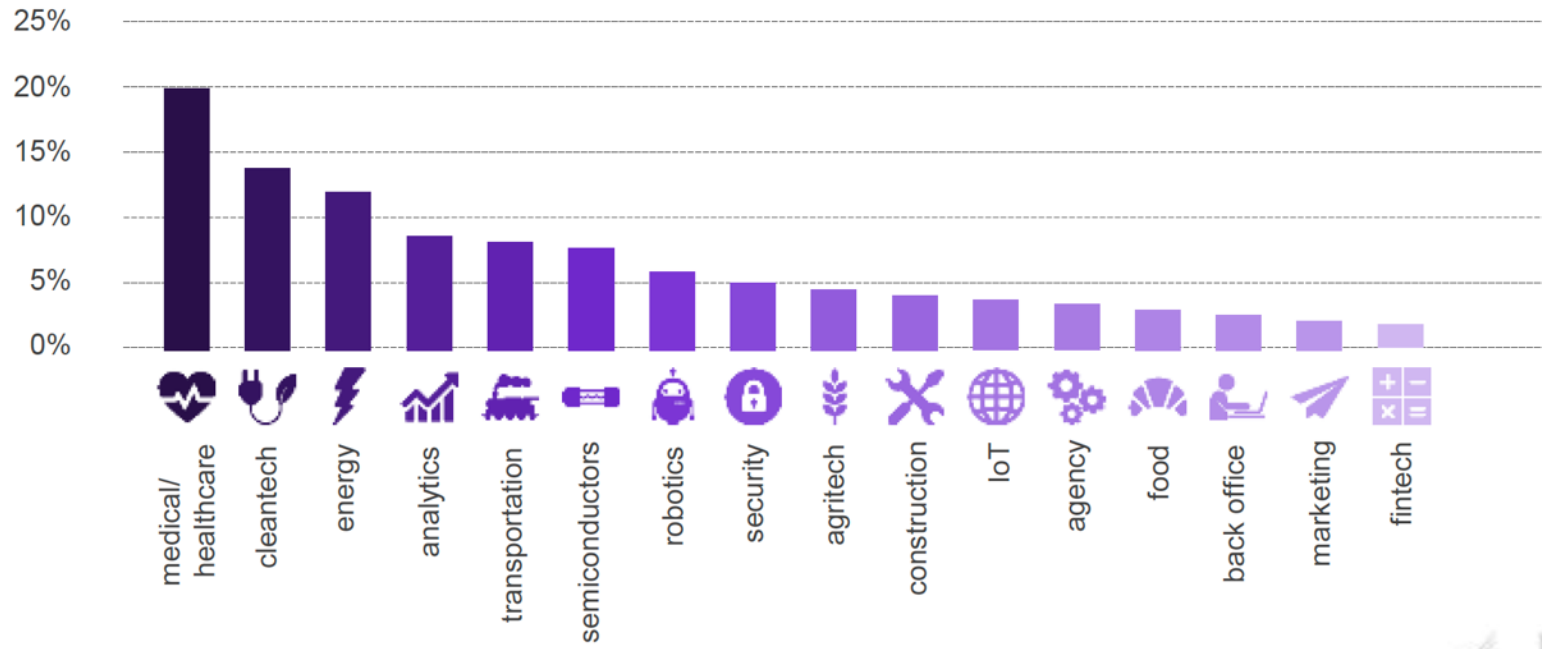


**5% - 8%** success rate



# A few statistics

## Companies by industry



# Success Stories



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### **OPEN CALL**

4 cut-offs per year  
for each Phase



### **FAST & EASY**

10-30 page  
application.  
Results in around  
1 month



### **ACROSS THE BOARD**

Small businesses  
from all industries



### **TRANSPARENT**

Independent experts,  
clear selection criteria,  
constructive feedback



### **HIGHLY COMPETITIVE**

Acceptance rate:  
8% for Phase 1  
4.8% for Phase 2



### **MARKET- ORIENTED SELECTION**

Focused on impact,  
unique ideas,  
team's capacity



### **HIGH-RISK**

20% of funded SMEs  
are pre-revenue  
companies



### **LEARNING EFFECT**

Coaching in Phase  
1 boosts market  
readiness and  
doubles chances for  
Phase 2



### **CONNECTING BUSINESSES**

More than 100  
events linking  
entrepreneurs,  
investors, large  
companies and more



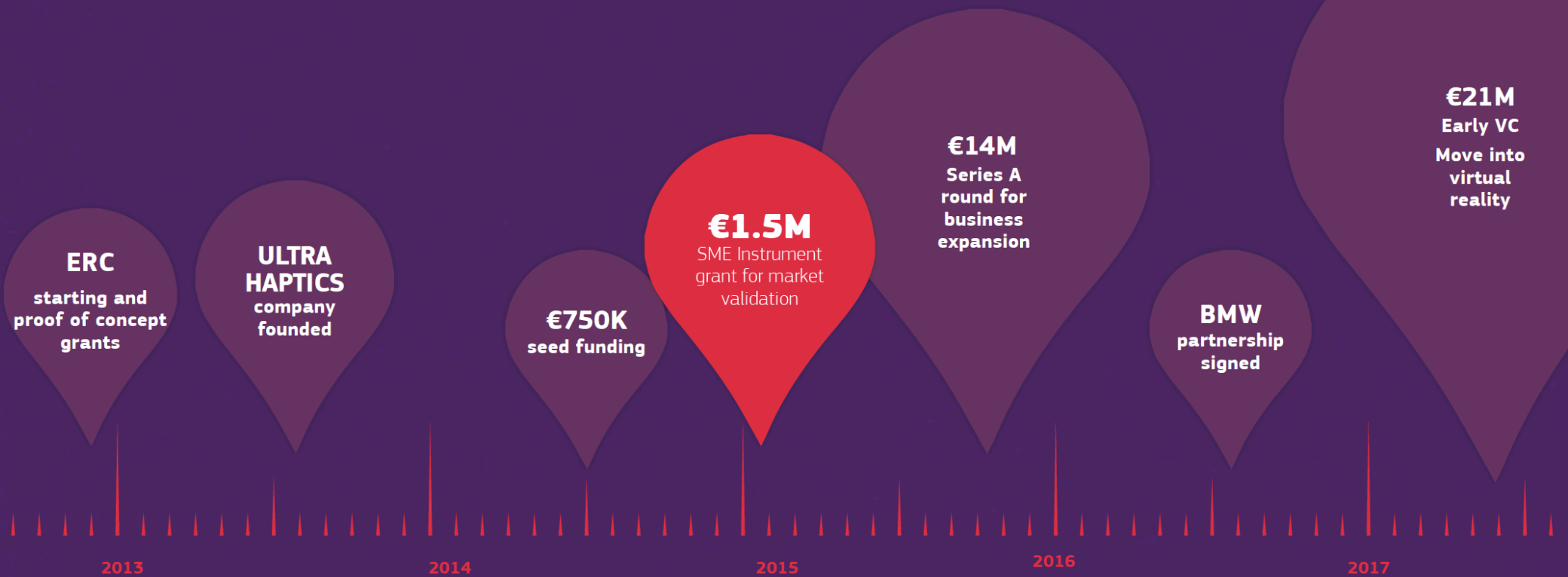
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*Ultrahaptics is a company that is now four years old. We produce feeling and sensations in mid-air, using focused ultrasonics, which we use us to create buttons, sliders, switches and so on that allows us to create machines and creating objects in virtual and augmented reality. The company received a Horizon 2020 SME Instrument grant 3 years ago which was instrumental in transforming the company from a small technology university spin-out into a commercial business that now employs 80 people*

**STEVE CLIFFE, ULTRAHAPTICS**

SME Instrument accelerated the development of our first diagnostic test for pancreatic cancer, it created investor confidence and thereby supported the financing of the company after the grant. It also created confidence among clinical collaborators (leading cancer centers) and supported our agreement efforts in this area. All of this was necessary to be able to be listed on Nasdaq.

**MATS GRAHN, IMMUNOVIA**

**IMMUNOVIA**  
company  
founded

2014

**€4.2M**  
share issue for  
technology  
optimization  
and proof of  
concept

2015

**€4.2M**  
SME Instrument  
grant for clinical  
validation

company grows  
**2-40**  
employees

2016

**IPO**  
**€6.7M**  
from IPO on  
Nasdaq First North  
Clinical validation  
of the pancreatic  
cancer test

2017

**€24M**  
from extra share issue  
further validation and  
upscaling of production  
of the pancreas cancer  
test

2018

**IPO**  
**€214M**  
company valuation  
after IPO on  
NASDAQ  
main list





Disclaimer | Leaflet | OpenStreetMap, Credit: EC-GISCO, © EuroGeographics for the administrative boundaries

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# Fast Track to Innovation Pilot

THE ULTIMATE BOOST FOR OUTSTANDING BUSINESS INNOVATORS WITH A NEED FOR SPEED...

## PREPARE YOUR PROPOSAL

Build your industry-intensive consortium\*  
minimum 3 partners - maximum 5 partners  
(all based in the EU and / or in Horizon 2020  
associated countries)

Proposal



Outstanding Business Innovation Concept  
(high-readiness level / TRL 6, meaning  
demonstrated in a relevant environment)

Continuous open call  
until end 2016

6 months time-to-grant

## DEVELOP YOUR INNOVATION

Receive an EU grant of EUR 1 million to 3 million  
(70% of funding, 100% of funding for non-profit entities)

From Mature R&D  
Demonstration  
Market-Oriented  
R&D  
to Market-Mature Innovation

12-24 months for implementation

## HIT THE MARKET!

Start your commercial activities



The Market  
Market-Maturity to Market  
Launch



Market-ready result  
(finished product, service,  
process/ TRL 9)

At most 36 months from grant to market

## NEXT CALLS:

21 February 2019  
23 May 2019  
22 October 2019

19 February 2020  
09 June 2020  
27 October 2020



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# FET Open: Future Emerging Technologies

- Novel ideas for radically new technologies
- Radical vision
- Breakthrough technological target
- Ambitious interdisciplinary research

## NEXT CALLS:

FETOPEN-01-2019-2020

18 September 2019

13 May 2020

FETOPEN-03-2019-2020 (CSA)

08 October 2019

14 October 2020



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# One more thing: Eurostars



- Project Leader: R&D SME from Eurostars country (36)
- 3 – 4 participants (Min=2)
- 2 – 3 Countries
- Project Duration: 3 years
- Average Project 1,4m
- 75% Funding (TR SMEs)



Co-funded by EUREKA member countries and the European Union Horizon 2020 Framework Programme

<https://www.eurostars-eureka.eu/>



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# What we offer in this project

## 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

## SMEs Support



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

## Tools



- Website
- Helpdesk
- Training Guides



# Especially for SMEs

- 50 SMEs x 20h one-to-one Project Writing Support
- 12 Project Writing Trainings for SMEs (1-day)
- 6 Project Writing Camps for SMEs (1-day)
- 9 SME Instrument Webinars
- 1 Pitching Workshop for SMEs
- 10 Feasibility Reports for Innovative SMEs
- 1 Investment Readiness Training



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Teşekkür ederim!

Thank you!



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