Horizon 2020 SME instrument and Fast Track to Innovation

Blue Growth Workshop
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European Innovation Council 2018-2020

European Innovation Council (EIC) 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.
Focus on innovators, startups and companies with ideas and innovations for:

- Radically new, breakthrough products, services, processes or business models
- That open up new markets with the potential for rapid European and global-scale growth (high risk, need for significant investment)
- Take shape at the intersection between different technologies, industry sectors and scientific disciplines

EIC Objective: Strengthen breakthrough innovations and boost the number of high-growth companies
EIC brings together, adapts and aligns innovation schemes addressing different communities in a bottom-up approach:

- **SME Instrument**: close-to-market projects of single SME or a consortium of SMEs (new: no set topics; evaluation criteria; face-to-face interviews in Phase 2)
- **Fast Track to Innovation (FTI)**: close-to-market projects of consortia with industry participation (new: evaluation criteria)
- **FET Open**: early stage research by consortia exploring novel ideas for radically new future technologies (NRC)
- **Six EIC Horizon Prizes** for breakthrough innovations bringing major benefits to society
- **Cross-cutting**: coaching, mentoring (for SME beneficiaries), monitoring progress with innovation radar

**Total Budget: € 2.7 billion**
SME Instrument targets:

- Profit SMEs (EU definition)
- Highly innovative businesses
- Potential and ambition to grow fast
- European and global impact

“As part of the Horizon 2020 programme, the European Commission is hand-picking potentially disruptive businesses to invest and support as part of the SME Instrument. Your business could receive up to €2.5 million in funding, and world-class business coaching.”
## SME Instrument targets TRL 6 or above

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<th>TRL</th>
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<tbody>
<tr>
<td>Technology Readiness Level</td>
<td>Idea</td>
<td>Basic research</td>
<td>Technology formulation</td>
<td>Applied research</td>
<td>Small scale prototype</td>
<td>Large scale prototype</td>
<td>Prototype system</td>
<td>Demonstration system</td>
<td>First kind commercial system</td>
<td>Full commercial application</td>
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**SME Instrumentet**

**Innovation action**

**Research & Innovation action**

(Pre-commercial stage)
Who can participate in the SME Instrument race?

Bottom up approach

Individual SMEs

<table>
<thead>
<tr>
<th>Company category</th>
<th>Staff headcount</th>
<th>Turnover</th>
<th>Balance sheet total</th>
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<tbody>
<tr>
<td>Medium-sized</td>
<td>&lt; 250</td>
<td>≤ € 50 m</td>
<td>≤ € 43 m</td>
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<tr>
<td>Small</td>
<td>&lt; 50</td>
<td>≤ € 10 m</td>
<td>≤ € 10 m</td>
</tr>
<tr>
<td>Micro</td>
<td>&lt; 10</td>
<td>≤ € 2 m</td>
<td>≤ € 2 m</td>
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VC can own up to 49% of a SME
Big enterprises can own up to 25% of a SME

Others can participate as third parties, e.g. Research Institutes and big enterprises - based on «best value» and non «conflict of interest»
SME Instrument

Business Support and Acceleration Services

- Oversea Trade Fairs
- Matchmaking with new business partners
- Privileged access to finance solutions
  - Investor gatherings
- Interactive peer learning academy
- Mentoring
New! EIC SME instrument

Thematically open

European dimension

Focus on business case

Interview and pitching with investors
Why should you apply?

1. High financing = 70% of total cost
2. Easy admin: Apply alone
3. Rank among the best European SMEs
4. Receive high-quality business development coaching
5. Visibility: at European and Global level
6. Exclusive: Benefit from networking opportunities
7. Get support for follow-up financing
8. Access to risk capital
9. Not financed? Apply again!

https://ec.europa.eu/easme/sme-instrument-beneficiaries
Cut offs 2018

FASE 1
- 8 FEB
- 3 MAI

FASE 2
- 10 JAN
- 14 MAR
- 23 MAI
- 5 SEPT
- 10 OKT
- 7 NOV
3 years of the programme
31k applications
400 coaches deployed
2,457 SMEs supported
€882m in funding
62 PARTICIPANTS

33,72M€ ALLOCATED
Topics per country
Located in NO. In Phase 2.
Stor uttelling i EU – Startfôr for marine arter

• Trønderbedriften Planktonic fikk stor uttelling med 14 millioner til sitt prosjekt i Horisont 2020 – SMB-instrumentet

• Stort marked for fôr til marine arter

• Planktonic hadde løsningen – EU plukket de som en av de mest innovative

• Mer attraktiv for investorer? Investinor investerer
SEAFARM DEVELOPMENT

"Preventiv løsning mot lakselus"

Se vår animasjonsfilm
• **Target:** Industry driven consortia seeking quick market uptake of new solutions
• Interdisciplinary, across sectors & technologies
• Application: 30 pages
• Max. Financing: €3 MEUR (per project)
• 70 % financing for «for-profit» companies
• 100 % financing for «non-profit» actors
• Activities supported:
  • Testing
  • Piloting
  • Test-beds
  • System validation in real-world working conditions
  • Business model validation
  • Pre – Normative research
Fast Track to Innovation

• Industry driven and close to market
• Bottom up within Societal Challenges and LEIT
• From demonstration stage to market uptake
• €100M available per year (ca. 40 projects)

Cut offs 2018
21 February
01 June
23 October
What kind of projects can be supported?

- Disruptive
- Highly innovative
- Cross sectorial
- Likely to succeed commercially
- Maximum 3 years from project initiation to commercialisation

Only 3-5 participants from min. 3 different H2020 countries (MS and AC)
NB: 60% from industry (2 or 3 partners)
How can WE assist you in your H2020 project?

- Needs Analysis: **Idea – Goal & Strategy**
- Information on suitable EU’s H2020 schemes
- Sparring partner on Society Challenges and EU strategies
- Topic opportunity identification
- Innovation project Assessment
- Identify your unique selling points
- IN representative in Brussels
Enterprise Europe Network –

World’s largest support Network for SMEs

3000 LOCAL EXPERTS

600+ LOCATIONS

60+ COUNTRIES WORLDWIDE
A broad range of services for growth-oriented companies

BEFORE PROJECT IS FINANCED
- Partnership database
- Brokerage events

AFTER PROJECT IS FINANCED
- KAM – Coach & Mentoring
- Business Support and Acceleration Services
- Access to finance and funding

Also for SMEs not applying H2020
What can **Innovation Norway** offer?

### Competence
- H2020 Courses and seminars
- Tailor-made Programmes: Global Growth H2020 Energy
- Other IN Seminars: Go Global International Business Development

### Advisory
- Internationalisation Advisors
- Business Modelling
- Innovation Norway Export Center services
  - E-commerce
  - Customs and taxes
  - International contracts
  - Delivery and payment terms
  - Product requirements / labeling (e.g. CE)
  - Rules of competition /tenders
  - Logistics and documentation
  - Import / export restrictions
  - VAT regulations in the EU

### Network
- Partner search for EU projects
- Access to IN offices abroad
Tusen takk!
www.innovasjonnorge.no