



European Innovation Council (EIC) Pilot 2019-2020

- Several innovation support schemes
- Enhanced Accelerator (SME Instrument Phase 2)
- Pathfinder
- Fast Track to Innovation (FTI)
- FET Open and Inducement Prizes
- Support Actions

https://ec.europa.eu/research/participants/data/ref/h2020/wp/2018-2020/main/h2020-wp1820-eic_en

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EIC Accelerator Pilot

- The SME Instrument is now the EIC Accelerator, offering optional equity investment in addition to a grant.
- Innovative companies can apply for a grant only or up to 17.5 million euro in combined grant and equity financing to scale-up quickly and effectively.

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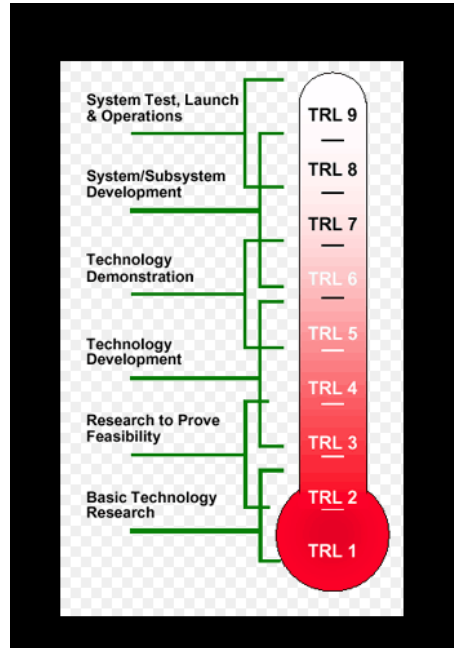




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Technology Readiness Level



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Type of SME suited to SME Instrument

- Strong innovation at prototype stage (TRL 6)
- Large international business led opportunity
- Rapid growth prospects
- External investment already secured
- Innovative project that requires large investment for Commercialisation

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The Green Deal 19 May 2020

- Increasing the EU's climate mitigation and/or adaptation ambition;
- Supplying clean, affordable and secure energy;
- Transitioning of industry to a clean and/or circular economy (including waste prevention and/or recycling);
- Building and renovating in an energy and resource efficient way;
- Accelerating the shift to sustainable and smart mobility;
- Transition to a fair, healthy and environmentally-friendly food system;
- Preserving and restoring ecosystems and biodiversity

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Successful Applications

- Demonstrate a **disruptive/novel** innovation,
- Have a clear ambition to grow at EU level, will **generate revenues and create jobs**.
- Demonstrated knowledge of target market / **convincing commercialisation** plan.
- Explain the market conditions and the evolution of **the competition** including concrete and realistic figures on the **market share and sales price**.
- Show at least **3 years of projection of sales** volume, turnover and number of jobs created.
- Demonstrate that your project has a **European or international market**
- **Intellectual property** - Protection very important and must be explained

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Excellence

- Emphasise the **innovative/disruptive** elements of the project rather than R & D
- Steps planned to take the innovation to market – **Commercialisation plan**
- **Risks and opportunities** associated with taking product to market
- Objectives should have a link with impact eg Work Programme and KPIs

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Impact

- **Market size** and proportion you are seeking to capture
- Demonstration of **willingness to pay** eg letters of support
- **market conditions and growth-rate**, competitors and competitive offerings
- Realistic and relevant description of how the innovation has the **potential to scale-up the applicant company**
- Alignment with **Strategy for commercial exploitation**
- **European and Global dimension** of innovation with respect to both commercialisation and assessment of competitors and competitive offerings
- **IPR Strategy** including Freedom to Operate and regulatory activities

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Implementation

- Evidence that the applicant company **cannot leverage sufficient investments** from the market and/ or, particularly for applicant companies requesting blended finance support, evidence that the applicant company is **deemed 'non-bankable'** by the market, in view of the activities to be developed
- **Technical and commercial** experience of the Team
- **Resources** available human, personnel, facilities, **Subcontracting** (best value for money etc) to deliver the results
- **Realistic** timeframe for delivery

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Why do proposals not get funded?

- Not convincing when **describing the company** (you have to explain why your company will succeed and not your competitor);
- Not providing enough information on **competing solutions**;
- Having a **too low level of innovation**, planning to develop a product that already exists on the market;
- Proposing an idea **without any concept for its commercialisation**;
- Just **trying their luck** (it is not a lottery!)

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Challenges

- High number of re-submissions
- Evaluation and selection process
- Seal of excellence
- Enhancing business acceleration services
- Evaluator training particularly in relation to TRL9 activities

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Cut off dates 2020

- 19 May Green Call
- 7 October

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Female Entrepreneurship

- To contribute to a more gender balanced European Innovation Ecosystem
- Applies to deadlines 19 May and 7 October 2020
- 20% of the budget will be awarded to SMEs that have Women at CEO or equivalent level at the time of application, interview and award of the Grant

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Support from NCPs

- Finding best fit for a company in Horizon 2020
- Proposal Review prior to submission

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