

Go2Space-HUBs

COIMBRA • MADRID • TALLINN



European
Commission

Horizon 2020
European Union funding
for Research & Innovation



What's new in HEU for SMEs?

Info session 1, May 26th, 14-16 CET

**Anna Nikodym-Bilska
Dariusz Janusek**



AGENDA

14:00 - 15:30 Presentation

- I. What's new in Horizon Europe for SMEs.
Horizon Europe Scheme, new instruments for SMEs
- II. EIC Accelerator rules
- III. EIC Accelerator evaluation process
- IV. What's new in proposal preparation – the new portal

15:30 – 16:00 Q&A

26.05.2021





Anna Nikodym-Bilska

Expert/Evaluator in H2020, calls for EASME, REA, SESAR JU.

Area: Security, U-Space

- [Linked in](#)
- anna.nikodym@easygranting.com

Anna Nikodym-Bilska has been working for RTOs, as well as Defence and Security sector private companies since 2004. Anna has been involved in international project cooperation with key partners, EU bodies and NATO agencies. She has taken part in FP7 and H2020 projects and is a H2020 expert/evaluator for REA and EASME. She provides SMEs training and workshops in successful application to H2020.

She is a TOP 500 INNOVATORS Programme alumna (Science-Management-Commercialization Program studies, UC Berkeley, 2013) and since 2015 has coordinated a cooperation platform for TOP 500 INNOVATORS researchers, business and industry.

Key competences: commercialisation, project and risk management, business development in R&D organisations science to business.





Dariusz Janusek

Entrepreneur and member of the EIC ACCELERATOR Jury.

Technical area: bioengineering.

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CEO&Co-founder of SensoriumLab medtech company, entrepreneur and scientist. Experienced in applied research in the field of non-invasive, optical and electrical methods for medical diagnostics.

Principal investigator or member of research teams in national and international research projects. Founder of a PERPROT company specialized in electronic system design, manufacturing and sale.

Expert in SME Instrument program and EIC Accelerator Jury member. Co-founder and first vice-president of the Association of TOP 500 Innovators connecting both scientists as well as commercialization specialists from research institutes from all over Poland. Gained strong entrepreneurship background from Stanford University US and University of Cambridge UK.

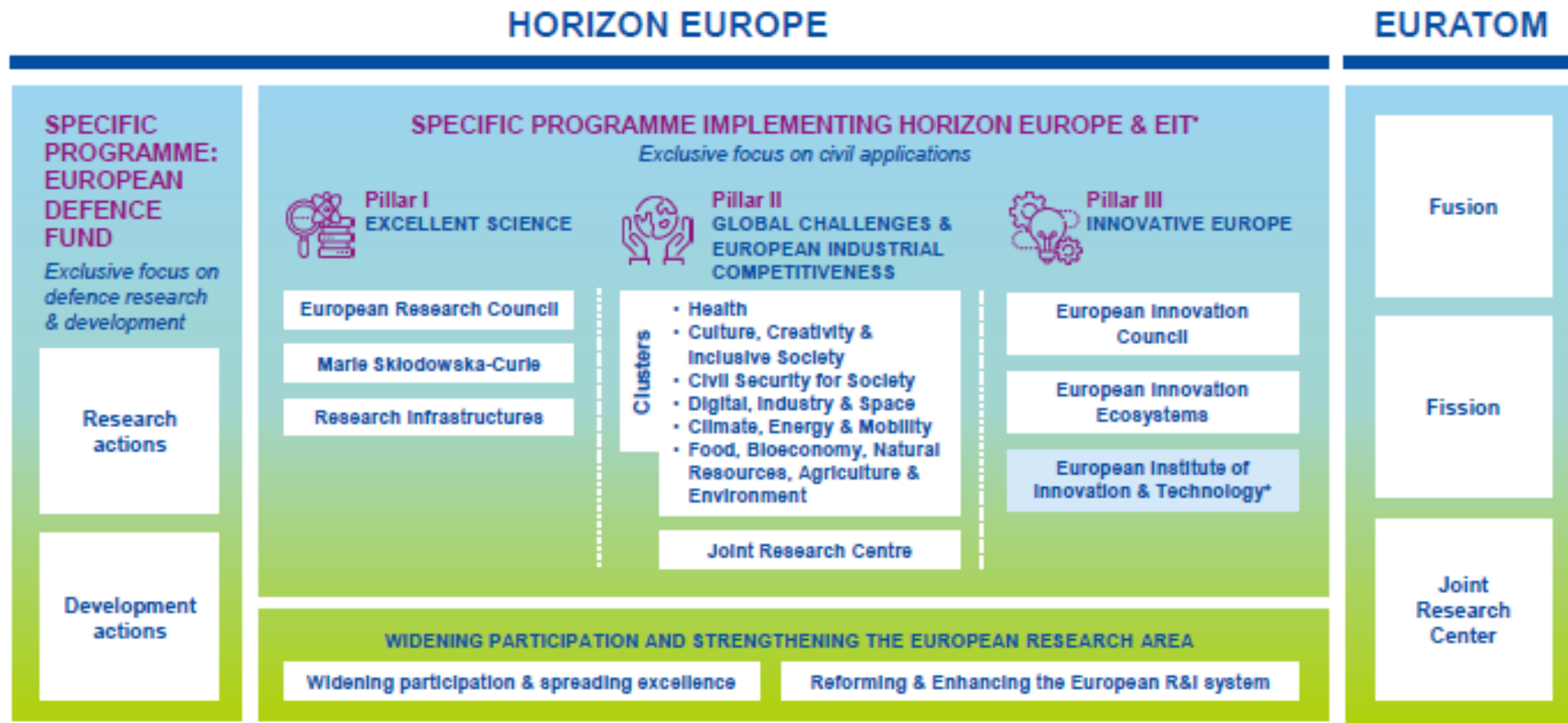




I. What's new in Horizon Europe for SMEs



Horizon Europe Scheme, new instruments for SMEs



* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme



HORIZON EUROPE Pillar 3

INNOVATIVE EUROPE: stimulating market-creating breakthroughs and ecosystems conducive to innovation

European Innovation Council (EIC)

- Support to innovations with breakthrough and market creating potential - **€ 10.1 bn**

European Innovation Ecosystems (EIE)

- Connecting with regional and national innovation actors - **€ 0.5 bn**

European Institute of Innovation and Technology (EIT)

- Bringing key actors (research, education and business) together around a common goal for nurturing innovation - **€ 3.0 bn**



EIC Pathfinder

For advanced research on breakthrough / game-changing technologies

Pathfinder Open: bottom-up approach; no predefined topics

Pathfinder Challenges: top-down challenge-driven calls for tackling specific issues by portfolios of projects



EIC - Transition

For transforming research results into innovation opportunities;
follow up results from Pathfinder and ERC Proof of Concept

Transition Open: no topic prescription
Transition Challenges: selected challenges



EIC - Accelerator

For individual companies to develop and scale up breakthrough innovations with high risk and high impact

Grant Funding
Equity Funding
Business Acceleration Service



EIC

EIC Fund: VC fund – EC shareholder / Bridging equity funding gap at early stage / Crowding in other investors

Business Acceleration Service: access to advice, to business partners and to innovation ecosystems & peers



II. EIC Accelerator rules



Who can apply?

Start-ups and SMEs seeking to scale up high impact innovation with the potential to create new markets or disrupt existing ones

Innovations building on scientific discovery or technical breakthroughs
(„**deep tech**“)

Innovation where **significant funding** is needed over a **long timeframe** and are **too risky** for private investors alone



What support can you receive?

Grant and investment

If you need support for development (TRL 5/6 → 8), Deployment and scale-up (TRL 9).

Grant first

If you need innovation still requires significant work to validate and demonstrate in relevant environments to assess its commercial potential.

Grant only

If you can prove that you have sufficient financial means for deployment and scale-up (TRL 9).

Investment only

If you are looking to fill the funding gap for rapid scale-up of your high-risk innovation and you don't need a grant.



Grant vs Investment

Investment

- min. EUR 0,5 milion, max. EUR 15 million,
- Usually in the form of direct equity or quasi-equity,
- Maximum 25% the voting shares of the company,
- „patient capital“ (7–10 years perspective)

Grant

- Max. EUR 2,5 million,
- Eligible cost are reimbursed up to a maximum of 70%,
- Innovation activities supported should be completed within 24 months,
- Small mid-caps are not eligible for grant (but can apply for investment only)



Tailored-made services for all EIC beneficiaries

Access do advise

- coaching, mentoring, expertise and training

Access to business partners

- corporates, investors, distributors, procurers, clients & more

Access to innovation ecosystems & peers

- EIT KICs, incubators, innovation agencies, associations, stock exchanges, EEN, IPR Helpdesk



The evaluation process - 7 guiding principles

- 1. Timelines:** continuously open call for ideas – innovation can submit their ideas whenever they wish. Just-in-time evaluations.
- 2. Support services for innovators:** AI-based IT platform and business coaching to help applicants to further develop and improve their initial idea and draft their proposal.



The evaluation process - 7 guiding principles

- 3. Enhance the quality of evaluation:** limit resubmissions of rejected proposals: drastic reduction in the number of proposals to evaluate, allowing more time to evaluate every proposal.
- 4. Reward Effort:** create a „second Chance“ for very good to excellent proposals failing to get funding at the interview.



The evaluation process - 7 guiding principles

- 5. Encourage radical ideas and risk-taking attitude:** avoid forcing consensus between evaluators, allow dissent. This novel approach acknowledges that choices made during the various stages of the evaluation process cannot be 100% objective. GO/NO GO decisions.
- 6. Enhance transparency:** provide detailed feedback to applicants (even if evaluators dissent).



The evaluation process - 7 guiding principles

- 7. Promote innovativeness and disruptiveness:**
new state-of-the-art Artificial Intelligence-based platform for the submission and evaluation of EIC proposal.



Calls and timelines

Continuously Open Call

- Short application
- Call opens as from adoption of the work programme
- Remote evaluation results within 2-4 weeks

Accelerator Open and Challenges

- Full application
- Cut-off dates in 2021: June 16 and October 6
- Choose between Open and Challenges
- Remote evaluation results within 5 weeks
- Interviews 9 weeks after cut-off



III. EIC Accelerator evaluation process



The evaluation step by step

You have a disruptive/deep tech idea with a potential to scale up

Tell your story and submit your short application to be assessed by remote evaluators

EIC helps to prepare your **business plan** and draft a proposal with AI tool and coaching

You submit your full proposal

Your full proposal is assessed by remote evaluators

You pitch your innovation in front of EIC Jury Members

If selected, you sign the Grant Agreement

In case of investment component you enter a due diligence proces + compliance checks

At the end of the proces, you sign the Investment Agreement



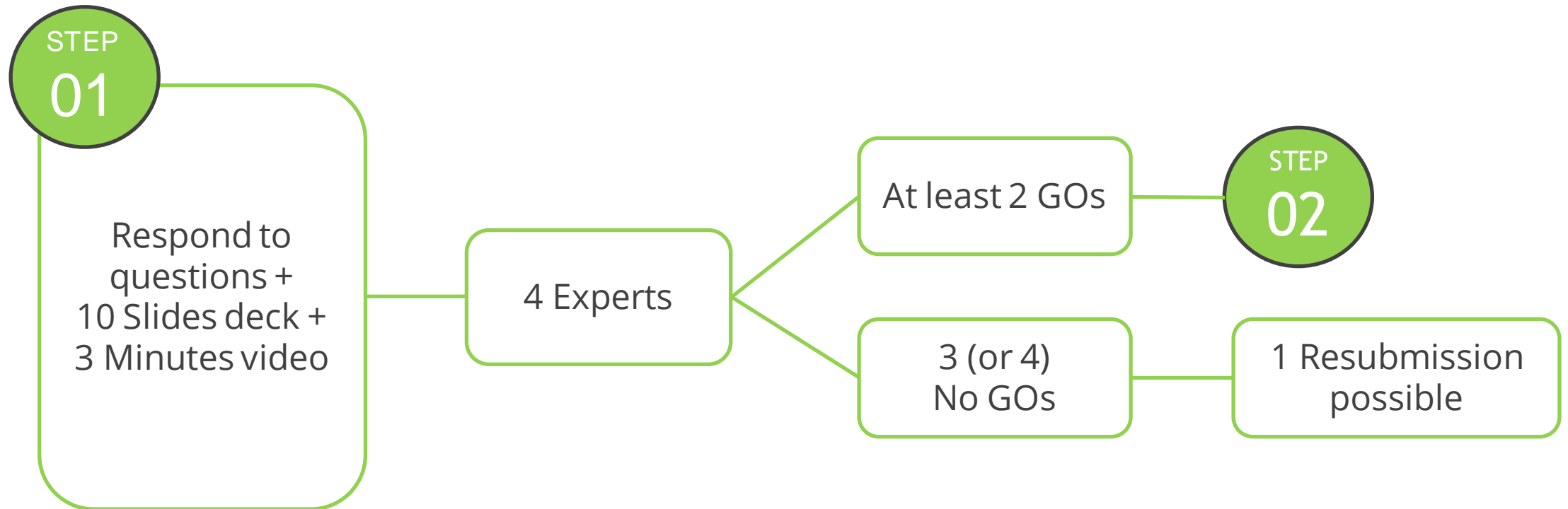
Short Application: *your idea*



- Respond to a set of questions on the EIC AI-based IT platform
- Submit a 10 slides presentation
- Submit a 3 minutes video pitch



Short application: evaluation process

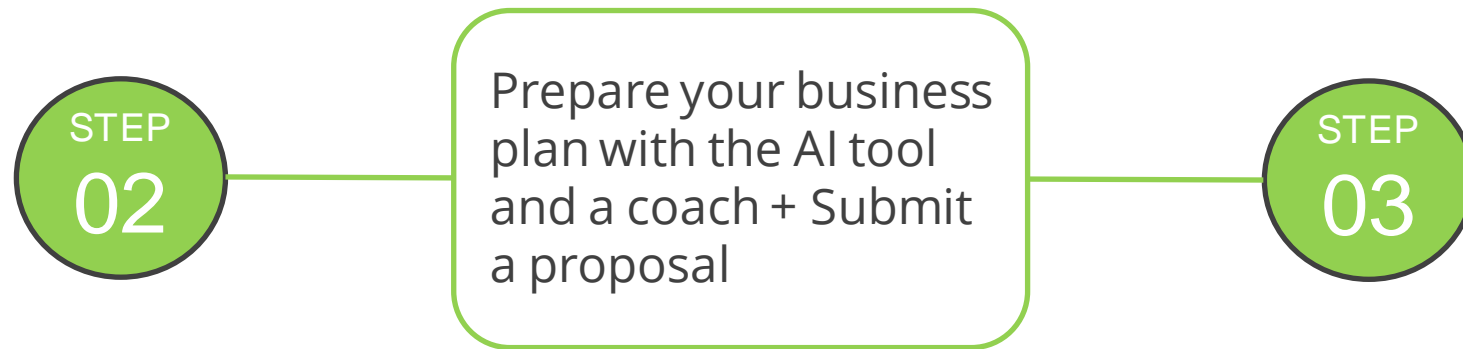




Full proposal: your business plan



- Prepare a business plan supported by the EIC AI-based platform and with the help of an EIC business coach (not mandatory)
- Submit your full proposal





Full proposal: remote evaluation process

STEP
03





Krok
04

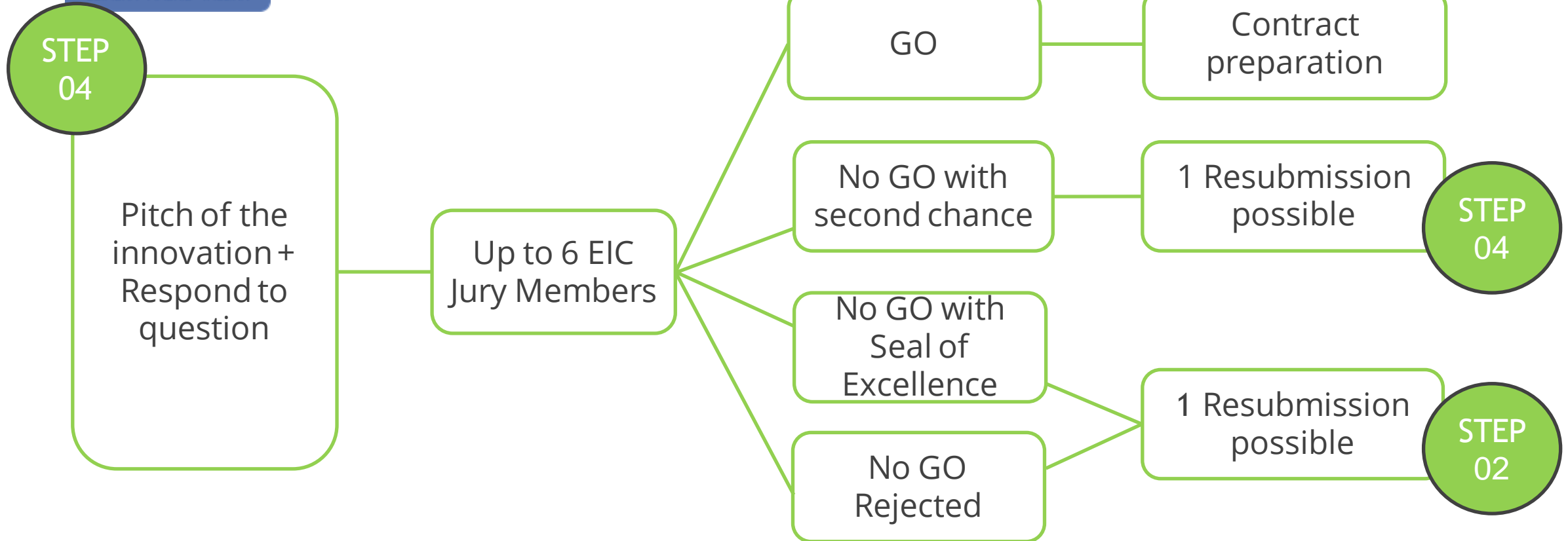
Interview: pitch your innovation



- Presentation: 10 min
- Q&A 30 min
- Jury decision 25 min



Interview: evaluation process





Seal of Excellence



- Awarded to applicants with GO on all criteria at remote evaluation and GO „excellence” and „impact” by the jury
- Seal of Excellence companies receive access to EIC Business Acceleration Service
- Seal of Excellence companies receive support from Enterprise European Network to secure other funding
- To be eligible for Seal of Excellence applicants must give consent to share basic data to other finding & support bodies



Resubmission rules - Short application



1. If rejected one time

One resubmission allowed at any time

2. If rejected a second time

No new submission will be allowed for 12 months, at which point you may only submit a new or significantly improved proposal to the short application stage



Resubmission rules - Full proposal



1. If rejected one time

One resubmission directly to the remote evaluation at one of the following two cut-offs, but with an improved proposal

2. If rejected a second time

No resubmission will be allowed for 12 months, at which point you may only submit a new or significantly improved proposal to the short application stage



Interview rejection



1. If rejected one time but you get a second chance

Resubmission of a revised application directly to one of the next two interviews. The application must address the specific issues identified by the jury. Permitted only once.

2. If rejected one time but you get a Seal of Excellence

One resubmission directly to the remote evaluation at one of the following two cut-offs, but with an improved proposal.

3. If rejected a second time

No resubmission will be allowed for 12 months, at which point you may only submit a new significantly improved proposal to the application stage (short application).



AI-based Platform for Applicants and Experts





IV. What's new in proposal preparation - the new portal



Welcome to the EIC AI Platform



Discover the main applications to help you develop your project from your idea to the market

Step 1

Step 2



5 steps of application

- Step 0: Discovery/Diagnostic modules
- Step 01: Short application
- Step 02: Preparation of full application
- Step 03: Submission and remote evaluation
- Step 04: Face to face Interviews



Discovery and Diagnostic Modules

- **The Discovery module** will allow you to search for the best available funding opportunities at regional, national and EU level, not only for grants but also for investment funding and loans.
- **The Diagnostic module** (mandatory before starting the submission) will provide you with an assessment of your concept/idea against a large number of scientific publications, patents and successful European projects. At this step, you will have to answer a series of questions regarding the problem you want to solve, the solution you have, its features and the targeted market.



Questions

What?

- What type of solution do you have in mind ?**
- What is the purpose of your project ?**
- Acronym of your proposal
- Describe your solution*

Why?

- Describe the problem to be solved or the need(s) to be satisfied *

How?

- Idea or technology based? **
- Functions/Use cases
- Add features
- Please describe between 1 to 3 main deliverables. A deliverable is a distinct output of the project, meaningful in terms of the project's overall objectives.*
- Indicate your current TRL (Technology Readiness Level)**
- Indicate the TRL you intend to achieve at the end of your project**

Who?

- Who? **
- What is your sector of activity ?**
- Your winning team (optional)

For whom?

- Describe your targeted market*

For what impact?

- Indicate your current MRL (Market Readiness Level)**
- Indicate your Time-to-Market in years ?**
- Describe the potential societal or industrial application*



Short Application

What will be assessed?

- **Excellence:** Degree of novelty; timing for the innovation.
- **Impact:** scale-up potential; financial needs; broader impact.
- **Level of risk, implementation, and need for Union support:** Team capability and motivation.



Full proposal

What will be assessed?

- **Excellence:** Technological feasibility (TRL 5/6 min); IPR; timing; degree of novelty.
- **Impact:** scale-up potential; financial needs; market analysis including competitive analysis; commercialization strategy; key partners, broader impact.
- **Level of risk, implementation, and need for Union support:** team, clear implementation plan; high investment risk; market risks assessed and mitigated.



Submission and remote evaluation

You will need to:

- answer a list of questions in the form of an on-line questionnaire;
- define the type of funding (Grant and investment, grant only, grant first, investment only) you are applying for;
- propose a set of milestones to be used as a basis for the EIC to manage the funding for your innovation .

All personal data and information in your application will be kept strictly confidential. If you wish, you will be able to share some data and information with potential investors. You will also need first to agree to share your data with other funding bodies in case your proposal is awarded a Seal of Excellence.

With your full application you will also need to submit a pitch deck in pdf format. This pitch deck will also be used if your proposal is successful and you are invited to the interview



Face to face Interviews

The face-to face interviews will take place either in Brussels or remotely (video conference tool).

An invitation letter will be sent one or two weeks before the interview date and will include:

- date, and time of the interview - interview times will not be changeable;
- address and directions where the interview will take place or details about the virtual meeting;
- instructions on how to appoint up to three company representatives for the interview and what information must be provided in order to demonstrate their role in the project



More info

- <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-eic-2021-acceleratoropen-01>
- <https://accelerator.eisma.eu/login?ReturnUrl=%2F>
- https://eisma.ec.europa.eu/index_en



Support before the short application

- NCPs

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp>

- EENs

<https://een.ec.europa.eu/>



Q&A

Thank you!

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