



*Business Support on Your Doorstep*

## **Enterprise Europe Network Romanian National Meeting**

### **SMEs Instrument: how can the Network help SMEs?**



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## SMEs Instrument: how can the Network help SMEs?

- SMEs Instrument at glance
- When & how helping SMEs

*Case study: the experience in supporting a phase 1 proposal*

- Hints



## SMEs INSTRUMENT AT GLANCE

The instrument is structured in three phases, with the aim of transforming **disruptive ideas** into concrete, innovative solutions with a European and global impact.



**Phase 1:  
Concept and  
feasibility  
assessment**

**Input: Idea/Concept:  
"proposal Business  
Plan"  
(~ 10 pages)  
10% budget**

**Activities:  
Feasibility of concept  
Risk assessment  
IP regime  
Partner search  
Design study  
Pilot application  
etc.**

**Output: "Business  
plan"**

**Lump sum: 50.000 €  
~ 6 months**

**Phase 2:  
R&D, demonstration,  
market replication**

**Input: "Business plan"  
plus description of  
activities under Phase  
2 (~ 30 pages)  
88% budget**

**Activities:  
Development,  
prototyping, testing,  
piloting,  
miniaturisation,  
scaling-up, market  
replication,  
research**

**Output: "investor-  
ready Business plan"**

**0.5-2.5 M€ EC funding  
~ 12 to 24 months**

**Phase 3:  
Commercialisation**

**Promote instrument as  
quality label for  
successful projects  
Facilitate access to  
private finance**

**Support via networking ,  
training, information,  
addressing i.a. IP  
management,  
knowledge sharing,  
dissemination**

**SME window in the EU  
financial facilities (debt  
facility and equity  
facility)**

**Possible connection to  
Procurement**

**No direct funding**



## Call overview 2016-2017 - TOPICS

- [Open Disruptive Innovation](#)
- [Nanotechnologies advanced materials or advanced manufacturing and processing technologies](#)
- [Dedicated support to biotechnology SMEs](#)
- [Engaging SMEs in space research and development](#)
- [Innovative SMEs in the healthcare biotechnology sector](#)
- [ICT solutions for Health, Well-Being and Ageing Well](#)
- [Sustainable and competitive agriculture, forestry, agri-food and bio-based sectors](#)
- [development - deployment and market replication for blue growth](#)
- [innovation potential for a low carbon and efficient energy system](#)
- Transport and Smart Cities Mobility
- Climate action, environment, resource efficiency and raw materials
- inclusive, innovative and reflective societies (new business models)
- SMEs in security research and development

TOTAL BUDGET 2016: €353.4 m

TOTAL BUDGET 2017: €385.9 m



## Why participate

- Rank among the best European SMEs
- Get visibility at European and global level
- Receive high-quality business coaching
- Benefit from networking opportunities
- Get support for follow-up financing



## Evaluation: thresholds

### Phase 1

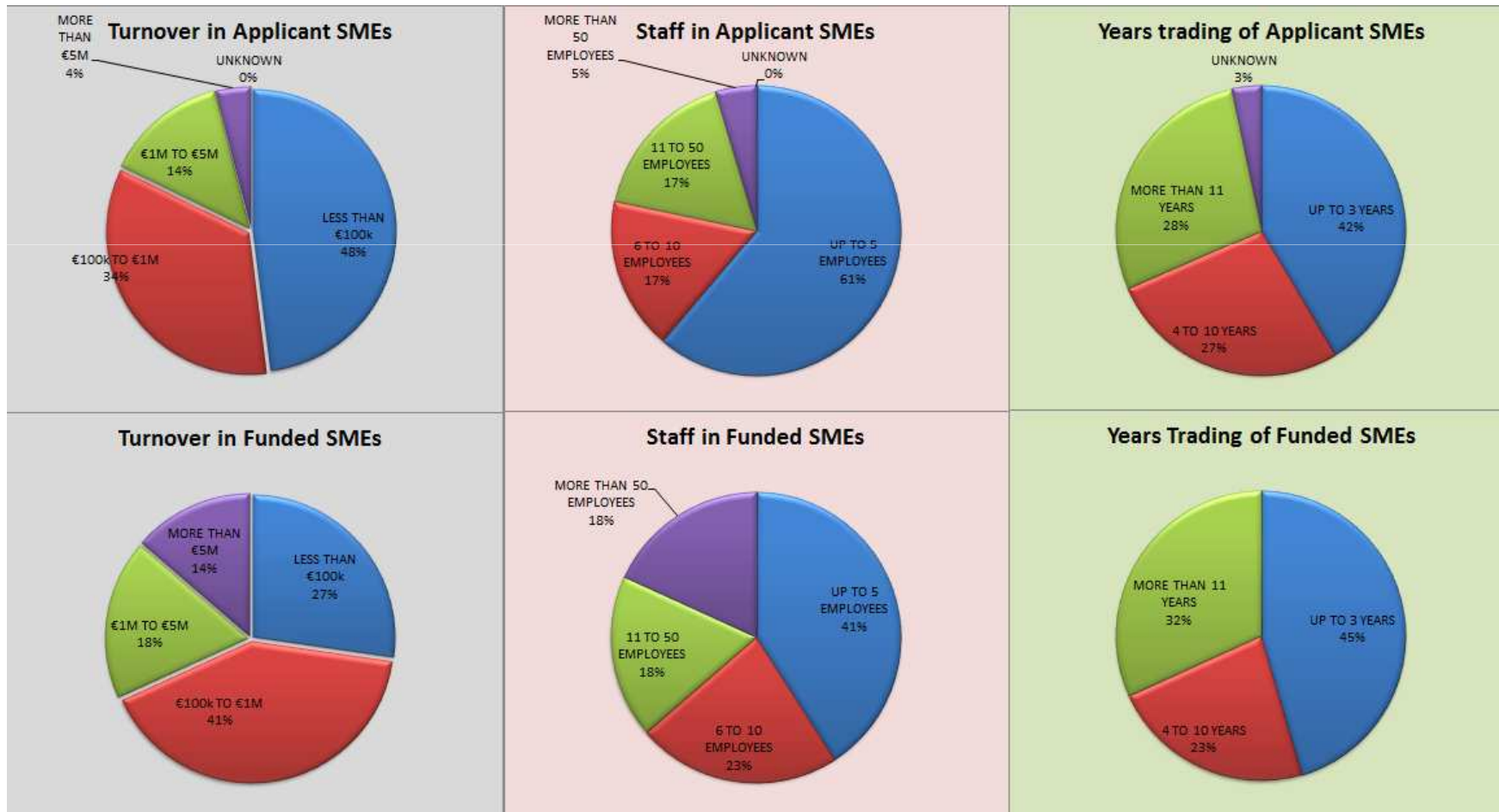
- 4 out of 5 for each individual criteria
- 13 out of 15 overall

### Phase 2

- 3 out of 5 for individual criteria
- Except 'Impact': 4 out of 5
- 12 out of 15 overall

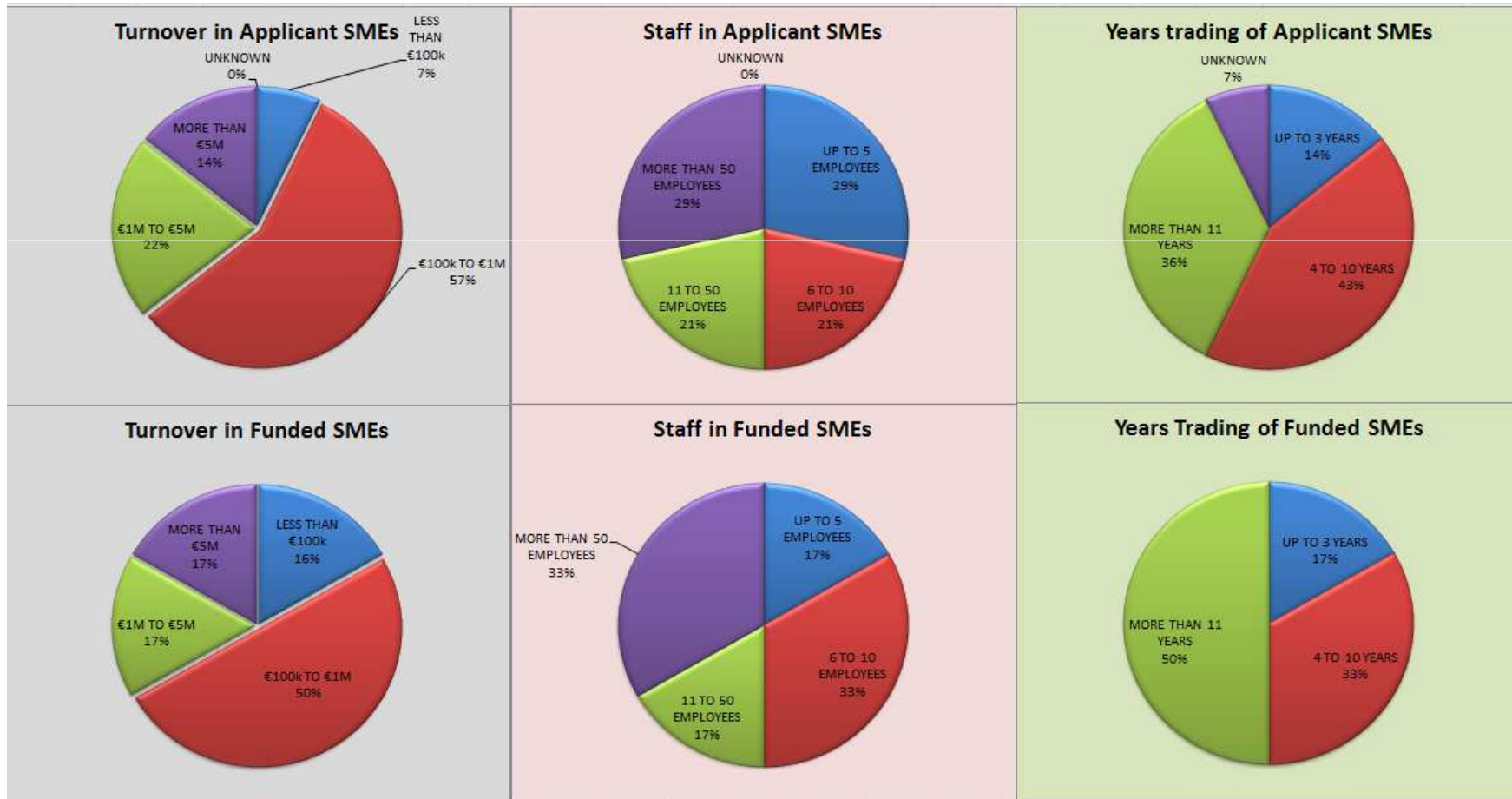
For criterion 'Impact' a weight of 1,5 is given to establish the ranking

# Phase 1- type of SMEs: turnover, staff, years of trading





# Phase 2- type of SMEs: turnover, staff, years of trading





## What's on in Romania (\*)

- No successful applicants in 2014 & 2015 in phase 1 and phase 2
- 147 participations from 128 companies
- 88% applied to phase 1
- 12 % applied to phase 2 directly
- 8 companies re-submitted at different cut-off dates (\*\*)

(\*) Source: proposals listed as "rejected" in CORDA – H2020 Data Warehouse

(\*\*) estimation from proposals listed as "rejected"



## Reading the data

Most probable reasons for "rejections":

- Low focus on the opportunity
- Insufficient quality of the proposals
- Without convincing description of the company
- Without enough information on competing solutions
- Not innovative enough
- Without commercialisation concept (TRL too low)
- Just trying ones' luck



## WHEN & HOW HEPLING SMEs

- Network partners can help SMEs before the submission, if clients contact them for advice and information (*excluding writing proposals*)
- Network Partners can and should help successful beneficiaries of the SMEs Instrument once GAs have been signed and companies are potential clients of KAM services



## Before submission

- Keep in mind: "EU projects" is not a companies' business and first check if they had ever seen and fill in a formulaire!
- Clarify the contents of Work Programme, drive companies to match their idea to the most appropriate topic
- Make clear that Innovation is a must and the idea has to be close to the market (at least TRL 6)
- Explain that the description of current scenario and expected impact must be convincing (numbers are very welcome to quantify elements of the analysis)
- Do a critical reading of their proposals: are that clear and well explained? Are graphs and tables explanatory? Is expertise and skills of staff included and appropriate?



## After evaluation and selection

- NCP informs Network Partners on successful beneficiaries



- Offer company KAM services (EEN senior experts) *and*
- Accompany the SME in the choice of the coach *and*
- Facilitate coaching & support closure of coach assignment *and*
- Work with coach to empower SME towards successful innovation



## CASE STUDY

**Who:** ICT small company from Turin

**What:** phase 1

**Topic:** Greener and more integrated transport, including logistic

**Idea:** addressing requirements of a recent EU Directive imposing more strict and harmonised controls on the cold chain in sectors such as pharmaceuticals and food

**Innovative solution:** analyse the feasibility/marketability of IT tools and communication platform applied to monitor the whole cold chain

**Potential results:** address the EU Directive and improve the way pharma and food are transported, stocked and distributed to retailers. Impact on the quality of



## What did the Network

1. Gave support **in the preparation of the proposal** to:
  - Focus on the best topic – higher % of success
  - Advise to improve the description of the work to be implemented – i.e. the proposal of business plan
  - Gave instructions on the form to be fill in and the PP interface
  - Did a final reading to check that all requirements were addressed

**The proposal was retained for funding !**





## 2. Develop the KAM services:

- Introduce coaching concept to beneficiary
- Conduct Needs Analysis
- Propose coaches with matching profile
- Facilitate coach-SME relationship
- Evaluate coaching service
- Manage process via "case tracker"

**The SME submitted its business plan and it is currently plan a phase 2 !**



## Which are tools for KAMs

- Automatic alert of (new) beneficiaries
- Coach database
- Integrated, powerful case tracker
- Pre-defined procedures
- Intranet (background information)
- Forum (latest news)



## HINTS

- Have strong relations with NCP, get from them info on SMEs that applied, successfully or not: they can be your potential clients!
- Focus on your staff: are there in house staff capable to digest work programmes and call texts to provide professional advice to SMEs/clients with innovative potential?
- Have strong knowledge of programmes requirements and forms to be filled in, get familiar with the IT Tools
- Coordinate at national level and organise ad hoc training and info session on topics of common interest
- Speak one-voice to your policy makers/stakeholders whenever this is needed



## The new Seal of Excellence

A **quality label** awarded to project proposals submitted under H2020, which

- succeeded the selection
- with a passing mark not sufficiently high to be in the list of first ranked proposals

The "seal" may open the door to alternative sources of funding public or private, national, regional, European or international.

### **MORE INFO:**

<http://ec.europa.eu/research/regions/index.cfm?pg=home>



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# Thank you for your attention!!!

## Questions?

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specific questions on the SMEs Instrument?

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