

# Horizon 2020 SME Instrument



**SME SUPPORT**

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- *Executive Agency for SMEs (EASME)*



European  
Commission

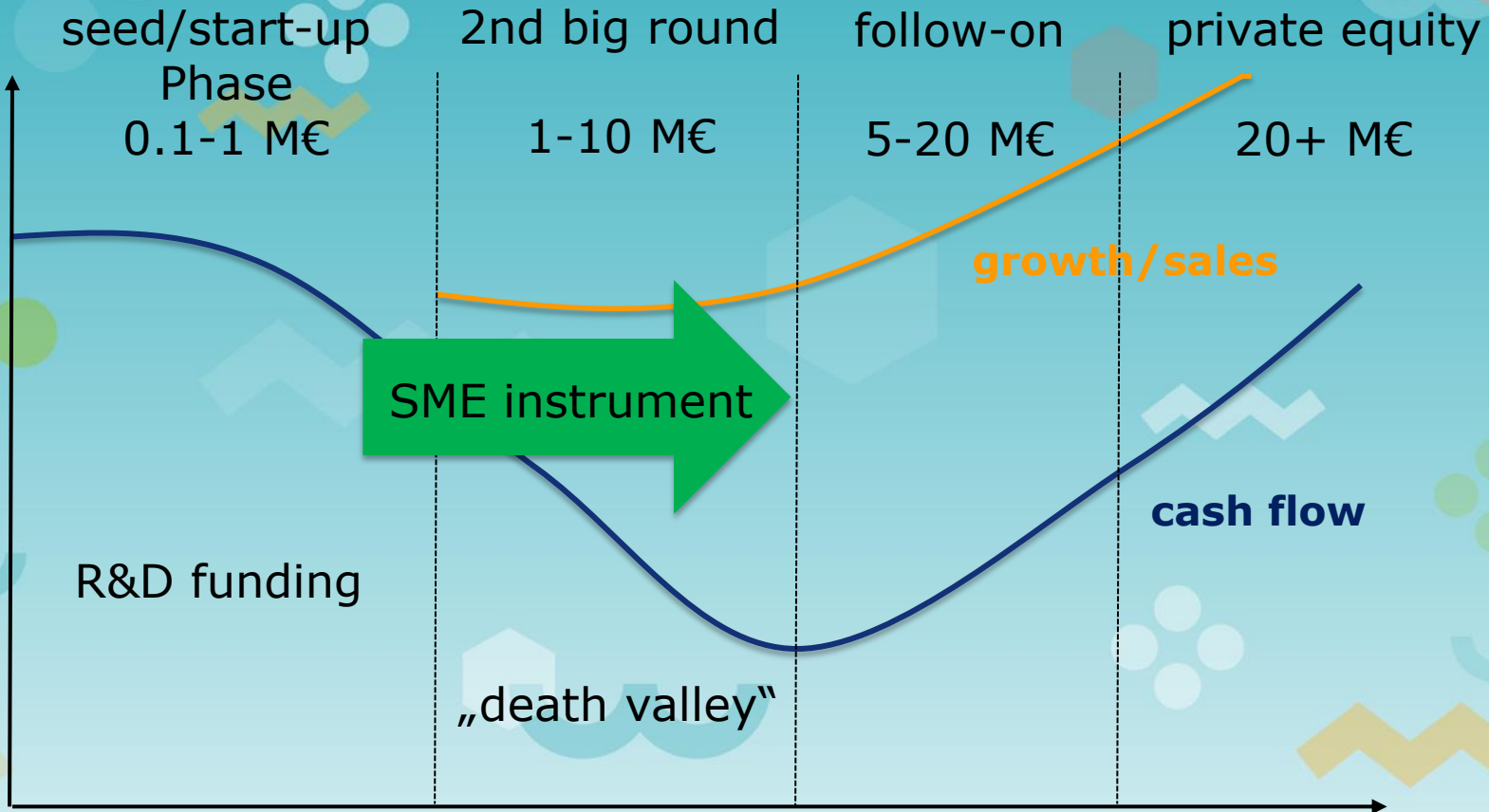


*European  
dilemma:  
Good ideas but  
insufficient  
commercialisation*

Executive  
Agency  
for SMEs

EASME

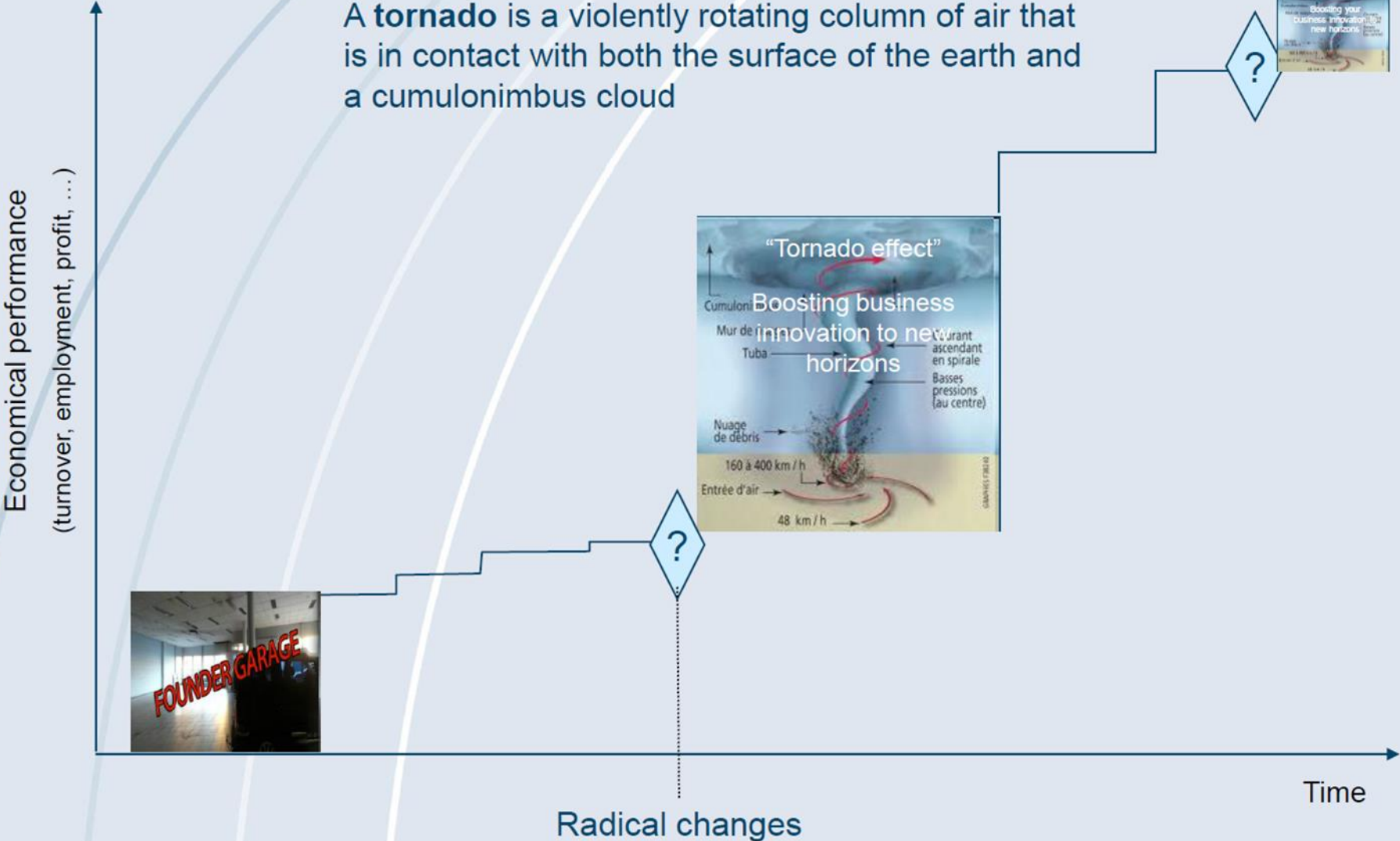
# Where's the funding gap?



# Radical changes in SMEs (“tornado effect”)



A **tornado** is a violently rotating column of air that is in contact with both the surface of the earth and a cumulonimbus cloud



# SME Instrument Target



- SMEs - Single company ok
- Innovative idea – disruptive - demonstration stage
- Clear ambition to grow at EU/global level
- Knowledge of the market and of competitors
- Convincing commercialisation plan



# SME Instrument 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.

# What is Business Innovation Coaching?

- **Consultancy:** *Brings known solution that has worked elsewhere.*
- **Mentoring:** *Is guidance from more experienced person.*
- **Business innovation coaching:**  
*Coach and Manager co-work  
Manager owns solutions*





# Business innovation coaching offer



- 15 days to empower SME
  - **Based on SME life cycle stage**
  - **Based on Needs Analysis - demand driven**
- Addressing
  - **Commercialisation strategy**
  - **Organisation**
  - **Partnerships and cooperation**
- Leaving lasting change inside company.

# What we have achieved in 2014



- **5 cut-offs**
- **8.181 proposals received**  
~25% of whole Horizon 2020
- **822 companies funded**
- **258,5 M€ budget allocated**



## *Map of Beneficiaries*

<http://ec.europa.eu/easme/en/sme-instrument-beneficiaries>

# First lessons learnt



Unsuccessful proposals were:

- to strongly project-oriented,
- not enough on market and competitive solutions
- not enough on the project team and skills available
- Not enough on commercialization strategy
- not really new to the market, not disruptive enough (no "game changer")
- TRL to low



# Why participate?



- Get visibility at European and global level
- Benefit from business innovation coaching
- Enlarge your network
- “De-risking” of private investments



*An example*

<https://www.youtube.com/watch?v=l7ztjrsIc0I>



For more information  
<http://ec.europa.eu/easme/sme/>



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