



EASME

Executive Agency for Small and Medium-sized Enterprises

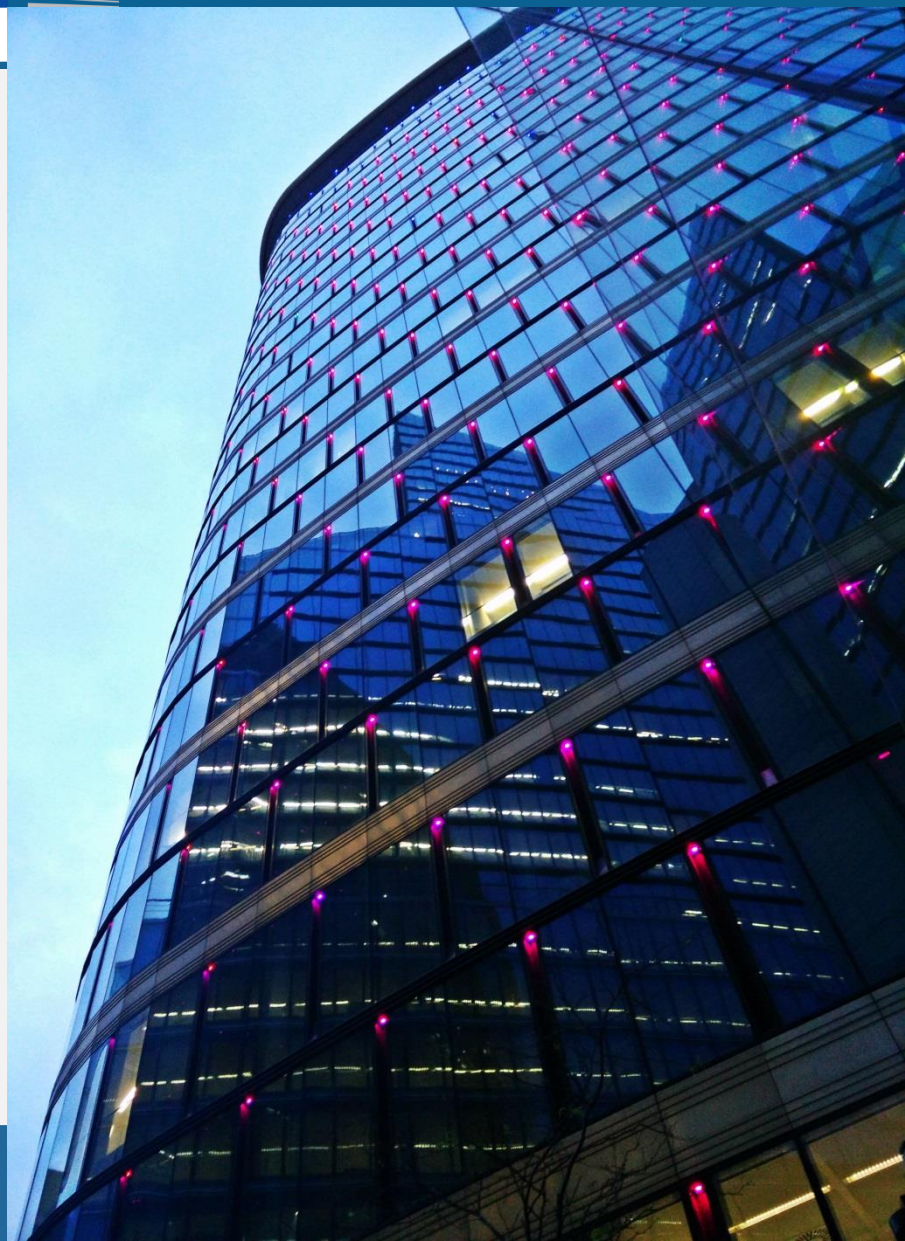
SME Instrument- Horizon 2020

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Caratteristiche dell' SME Instrument

- ✓ Indirizzato unicamente a **PMI (singole & in consorzio)**
- ✓ Indirizzato a **PMI innovative** con una forte volontà di crescere e internazionalizzarsi
- ✓ **Competitivo** e con una **dimensione EU**
- ✓ Orientato al mercato – attività **close-to-market**
- ✓ Costituito da **3 Fasi + coaching**
- ✓ Possibilità di **entrare** nella **fase 1** e/o **fase 2**



Piccole e medie imprese (PMI) – Chi può applicare?

- ✓ **For profit** – PMIs
- ✓ **Definizione** di PMI – Recommendation 2003/361/EC
 - ✓ **<250** occupati e
 - ✓ **<€50** milioni di fatturato (**turnover**) e/o
 - ✓ **<€43** milioni di bilancio annuo (**balance sheet**)
- ✓ PMIs in **Stato Membro** o **Paese Associato** ad H2020



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PHASE1

Concept & feasibility study

Idea to concept

The European Union will provide

€50 000 in funding

Get results in **2 months** and
funding in **4 months**



PHASE2

Demonstration, market replication, R&D and product development

Concept to Market-Maturity

The EU may contribute 70% of total project cost,
between **€0.5 and €2.5 million***

Get results in **4 months** and
get funding in **8 months**

BUSINESS SUPPORT for market launch

Participants at both phases will receive world-class **coaching** benefit from **networking opportunities** with top level investors and potential partners and get support to **launch their product** on European and international markets.

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Fase 1 - Valutazione e fattibilità

- ✓ **Oggetto:** predisposizione di uno studio fattibilità
- ✓ **Contributo:** €50.000
- ✓ **Modalità:** proposta di 10 pagine con un Business Plan iniziale
- ✓ **Tempi di realizzazione:** circa 6 mesi
- ✓ **Target:** PMI (singole e/o in consorzio)
- ✓ **Risultato:** studio di fattibilità con un Business Plan più elaborato
- ✓ **Coaching:** fino ad un massimo di **3 giorni**



Fase 2 - R&D, dimostrazione



- ✓ **Oggetto:** progetti innovativi – attività di dimostrazione/ analisi/test/sviluppo di prototipi, ecc.
- ✓ **Contributo:** indicativamente tra 0,5 e 2,5 M di €
- ✓ **Modalità:** proposta di 30 pagine con un Business Plan completo
- ✓ **Tempi di realizzazione:** 1-2 anni
- ✓ **Target:** PMI (singole e/o in consorzio);
- ✓ **Risultato:** idea innovativa con un Business Plan completo, piano commercializzazione
- ✓ **Coaching:** fino ad un massimo di **12 giorni**



Coaching & Mentoring

- ❑ Empowerment delle PMI per un efficiente commercializzazione della loro innovazione;
- ❑ Metodologie e tecniche per potenziare la capacità delle PMI di affrontare le sfide dei diversi stadi di sviluppo dell'impresa.

Coach esperti suggeriti dalla Rete EEN e scelti dalle stesse PMI

- ❑ Fase 1: massimo **3 giorni**;
- ❑ Fase 2: massimo **12 giorni**.



Franco Malerba

- Many years in large and small industry,
- space agencies (ESA, ASI)
- Astronaut mission 1992
- Founder of Genova Startup



Business Acceleration Services

<https://ec.europa.eu/easme/en/business-support>

- ✓ **Academy:** learn and share with peers
- ✓ **Finance partners' events:** pitching and networking with international investors
- ✓ **On-line matchmaking:** exclusive community of financial and business partners
- ✓ **Business partners' events:** exclusive one-day visit to largest EU corporates venues
- ✓ **Business European Trade Fairs:** 8 big events around EU in 2018
- ✓ **Overseas Trade Fairs:** commercialization to scale up on the global market
- ✓ **Community:** "family feeling" to maximise impact of the Programme



2018-2020

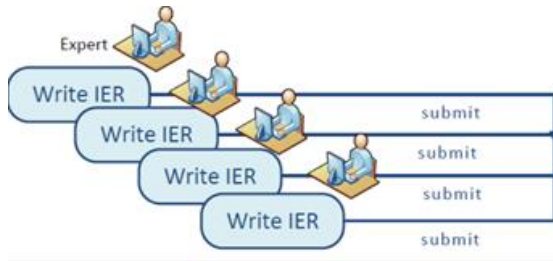
The SME Instrument under the European Innovation Council - EIC

- ✓ **The SME Instrument will be fully bottom-up. The link between application and (remote) evaluation will be made via keywords.**
- ✓ **New threshold for Phase 2 – 13 points out of 15**
- ✓ **Interviews in Phase 2 - (12-16 February, 16-20 April, 25-29 June and 12-16 November, 2018)**
- ✓ **The budget is constantly increasing :**
 - 2018: 480 M€**
 - 2019: 552 M€**
 - 2020: 601 M€**
 - Reference 2017: 386 M€**



I tre criteri di valutazione

- ✓ **Impact**
- ✓ **Excellence**
- ✓ **Quality and Efficiency of the Implementation**



La valutazione

- ✓ **Quattro** esperti indipendenti per ciascuna **proposta**
- ✓ Ogni **esperto** valuta i **tre diversi criteri**
- ✓ Il punteggio finale: **valore mediano** dei punteggi individuali.
- ✓ Fase 1: soglia **13** – soglia **per criterio 4**
- ✓ Fase 2: soglia **12** – soglia **per criterio 3** - criterio **impact**
soglia è 4



Elementi chiave 1/3

Impact

- ✓ Mercato – targeted users
- ✓ Condizioni del mercato – competitors – market share
- ✓ Piano di commercializzazione
- ✓ Utilizzo dei risultati ottenuti/Proprietà intellettuale
- ✓ Dimensione europea
- ✓ Crescita economica e lavoro creato



Elementi chiave 2/3

Excellence

- ✓ Prodotto/processo/servizio innovativo
- ✓ Obiettivi specifici/descrizione innovativa
- ✓ Descrizione del livello di sviluppo tecnologico - TRL
- ✓ Valore aggiunto/ confronto con i competitors
- ✓ Potenziale commerciale
- ✓ Rischi e opportunità

Technological Readiness Level



- ✓ TRL 1 – basic principles observed
- ✓ TRL 2 – technology concept formulated
- ✓ TRL 3 – experimental proof of concept
- ✓ TRL 4 – technology validated in lab
- ✓ TRL 5 – technology validated in relevant environment
- ✓ **TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)**
- ✓ TRL 7 – system prototype demonstration in operational environment
- ✓ TRL 8 – system complete and qualified
- ✓ TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)

SME Instrument - TRL 6 e 



Elementi chiave 3/3

Quality and efficiency of the implementation

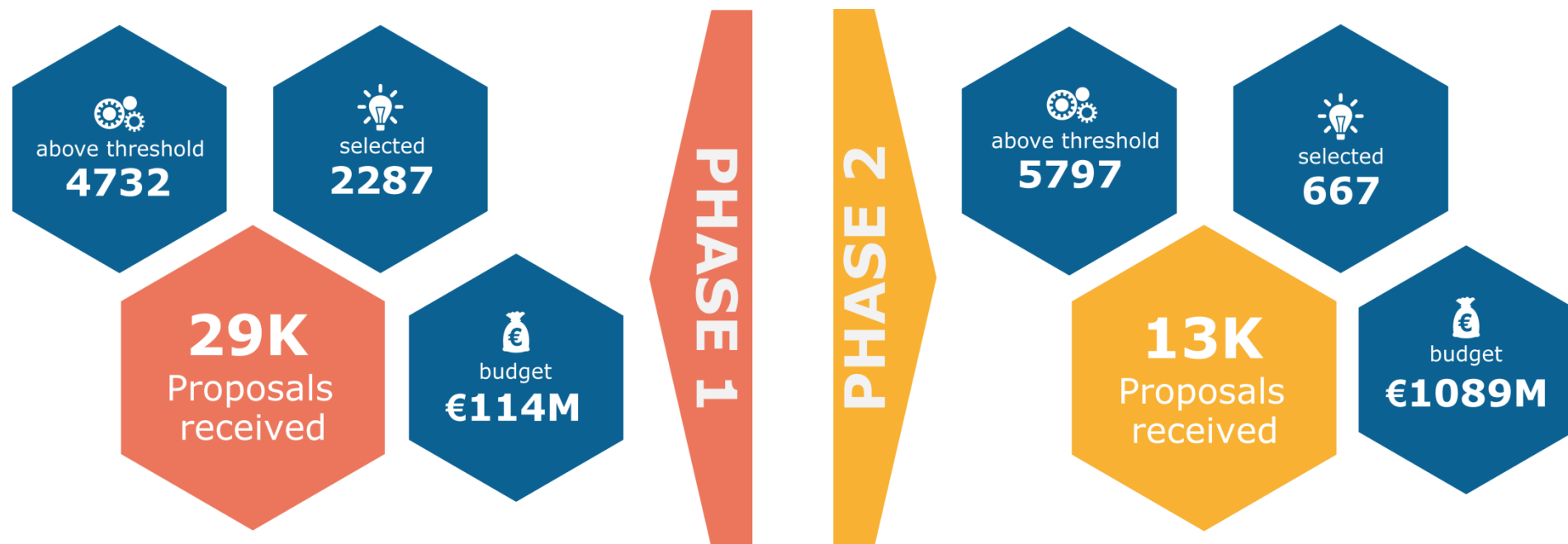
- ✓ Credibilità del piano di lavoro
- ✓ Scelta delle risorse interne all'azienda
- ✓ Scelta dei partner
- ✓ Caratteristiche dell'impresa o del consorzio
- ✓ Organizzazione e caratteristiche del team
- ✓ Risorse impegnate

Results



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2014 -2017 - Total Figures



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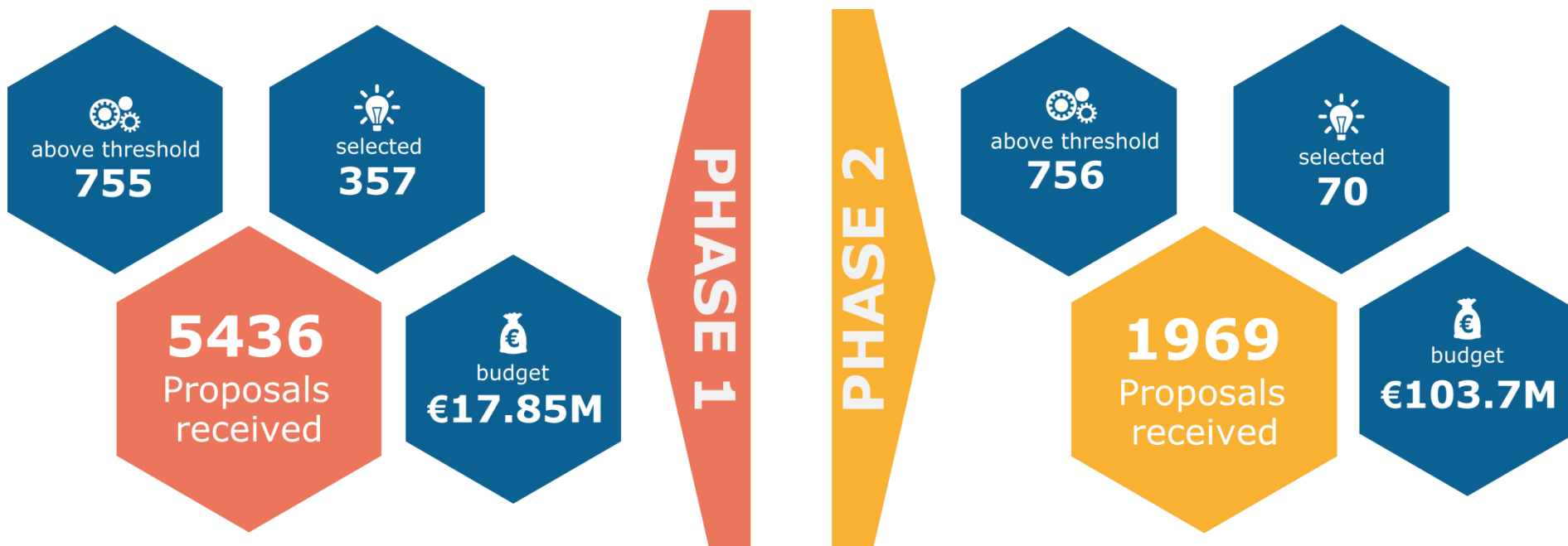
Results (IT)



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2014 -2017 - Total Figures



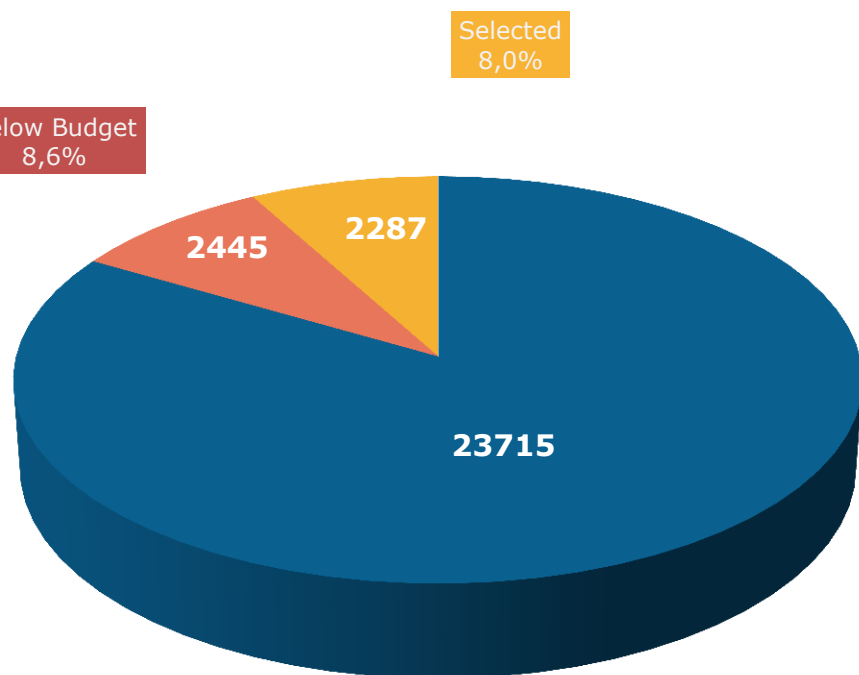
Results



Phase 1



General

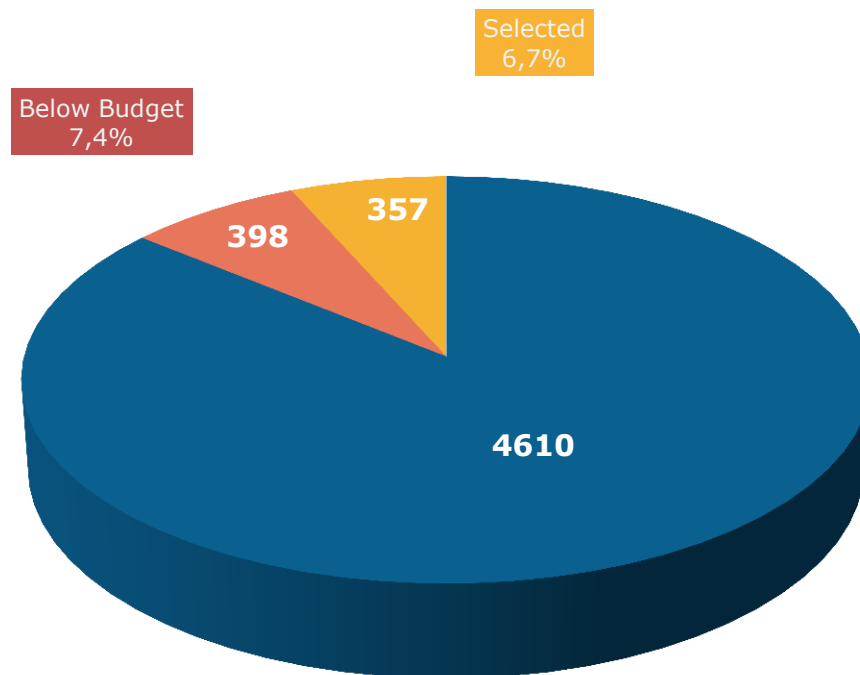


Success Rate : 8%

Below
Threshold
83,4%

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Italy



Success Rate : 6,7%

Below
Threshold
85,9%

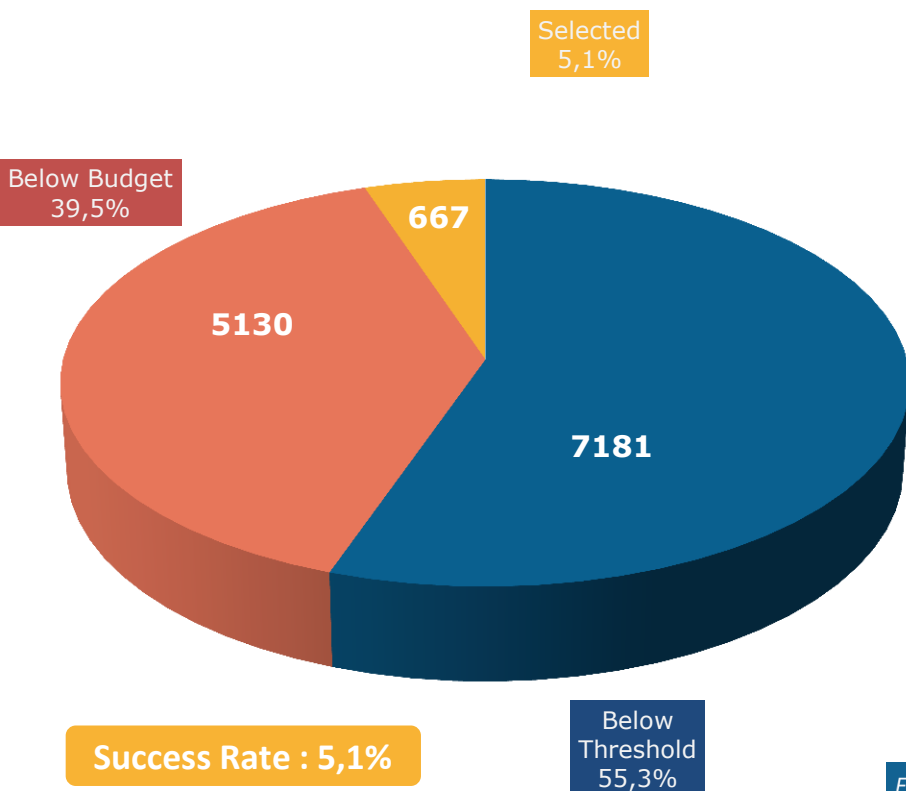
Results



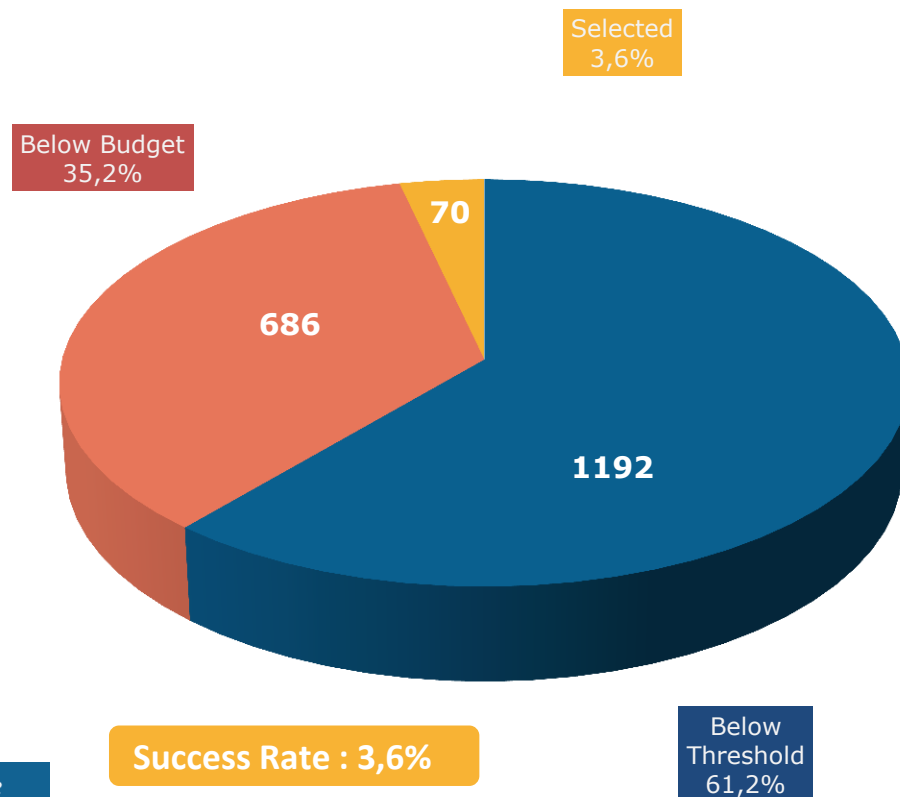
Phase 2



General



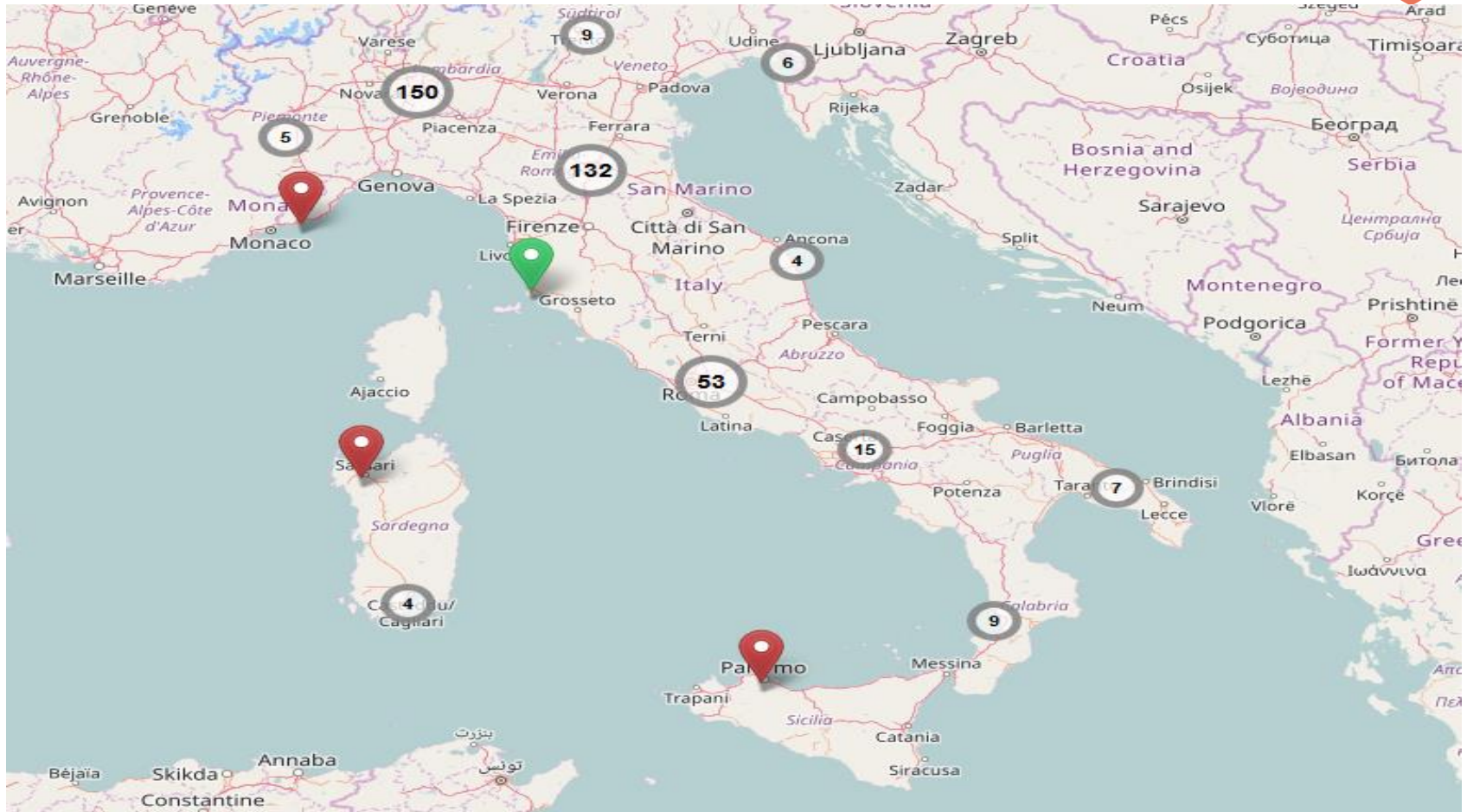
Italy



Results



Geographical distribution - Phase 1

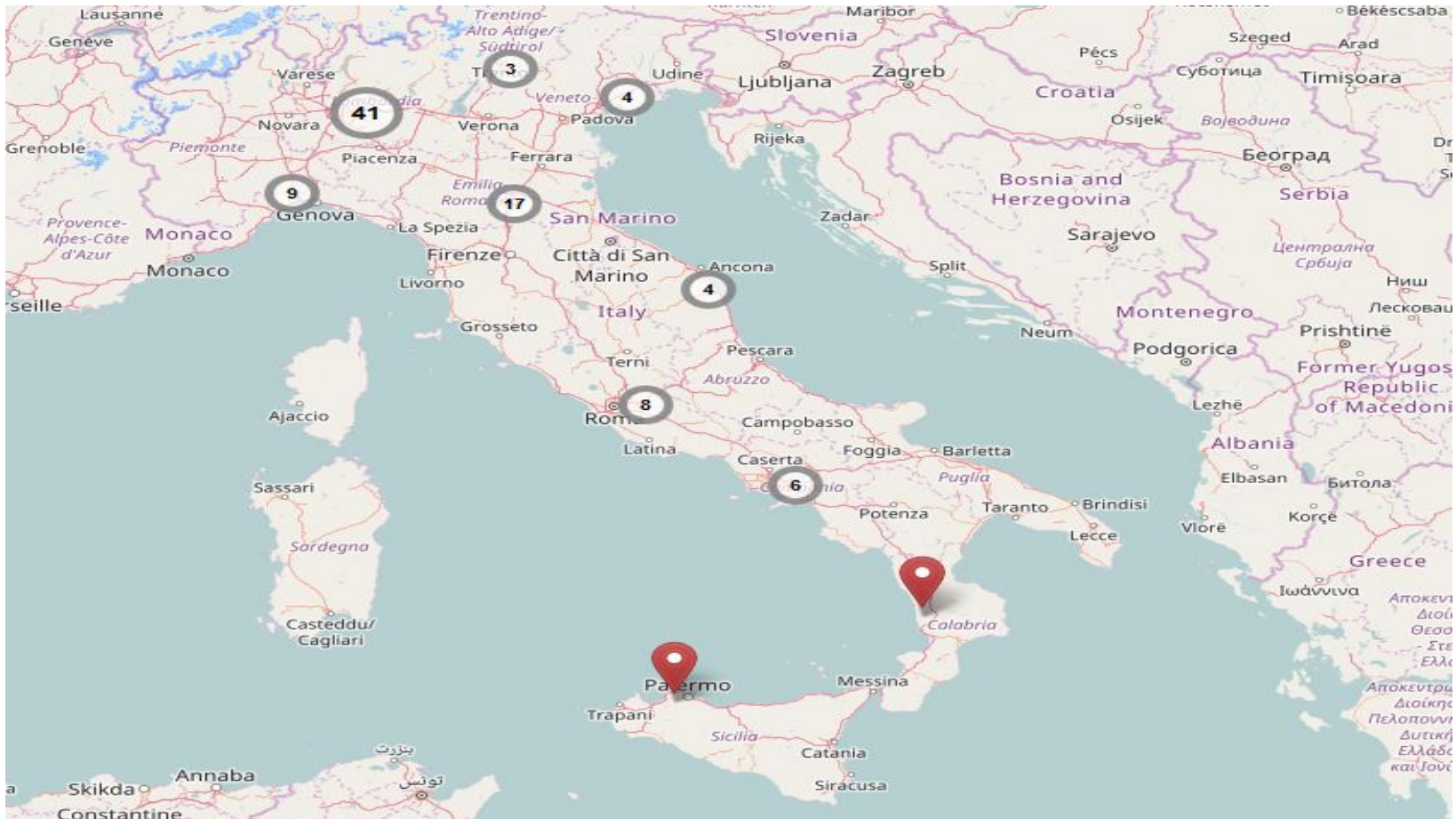


Results



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Geographical distribution - Phase 2



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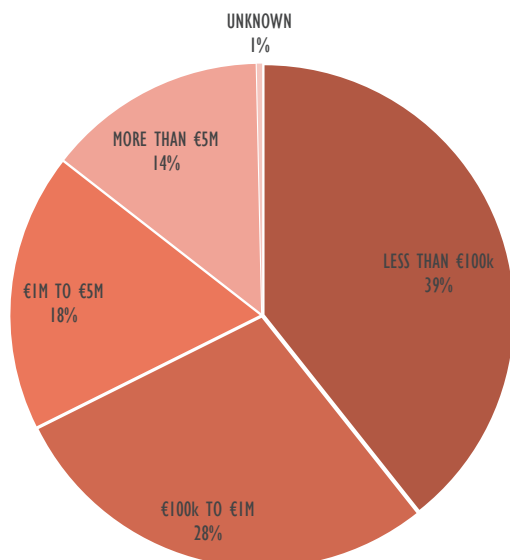
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Funded SMEs in numbers

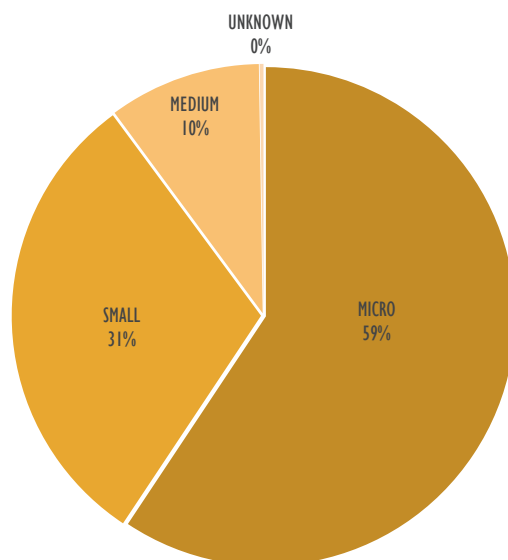
Phase 1 – 2014-2016



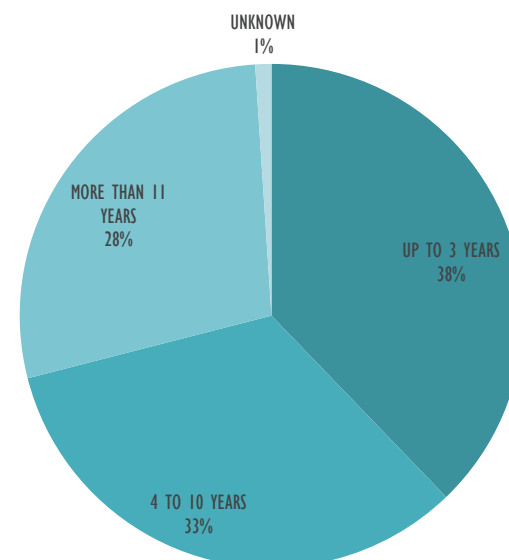
Turnover



Staff



Years trading





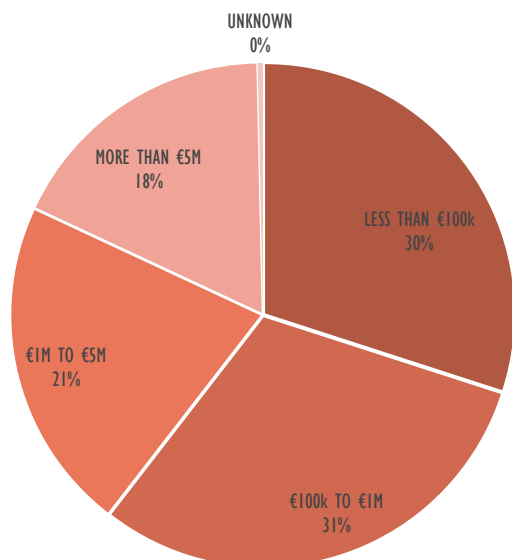
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Funded SMEs in numbers

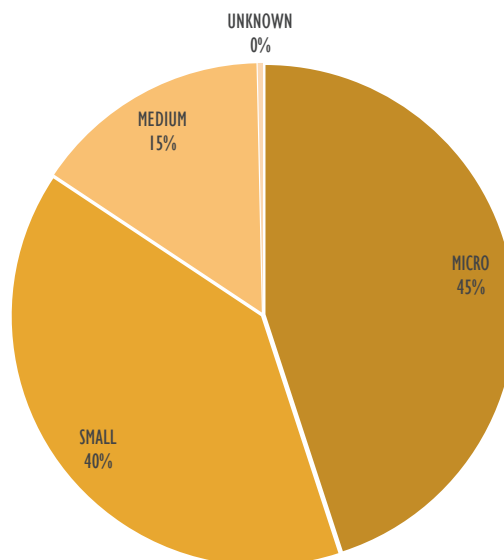
Phase 2 – 2014-2016



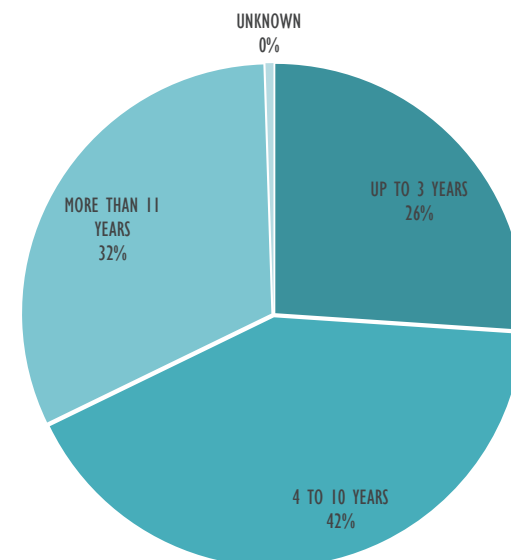
Turnover



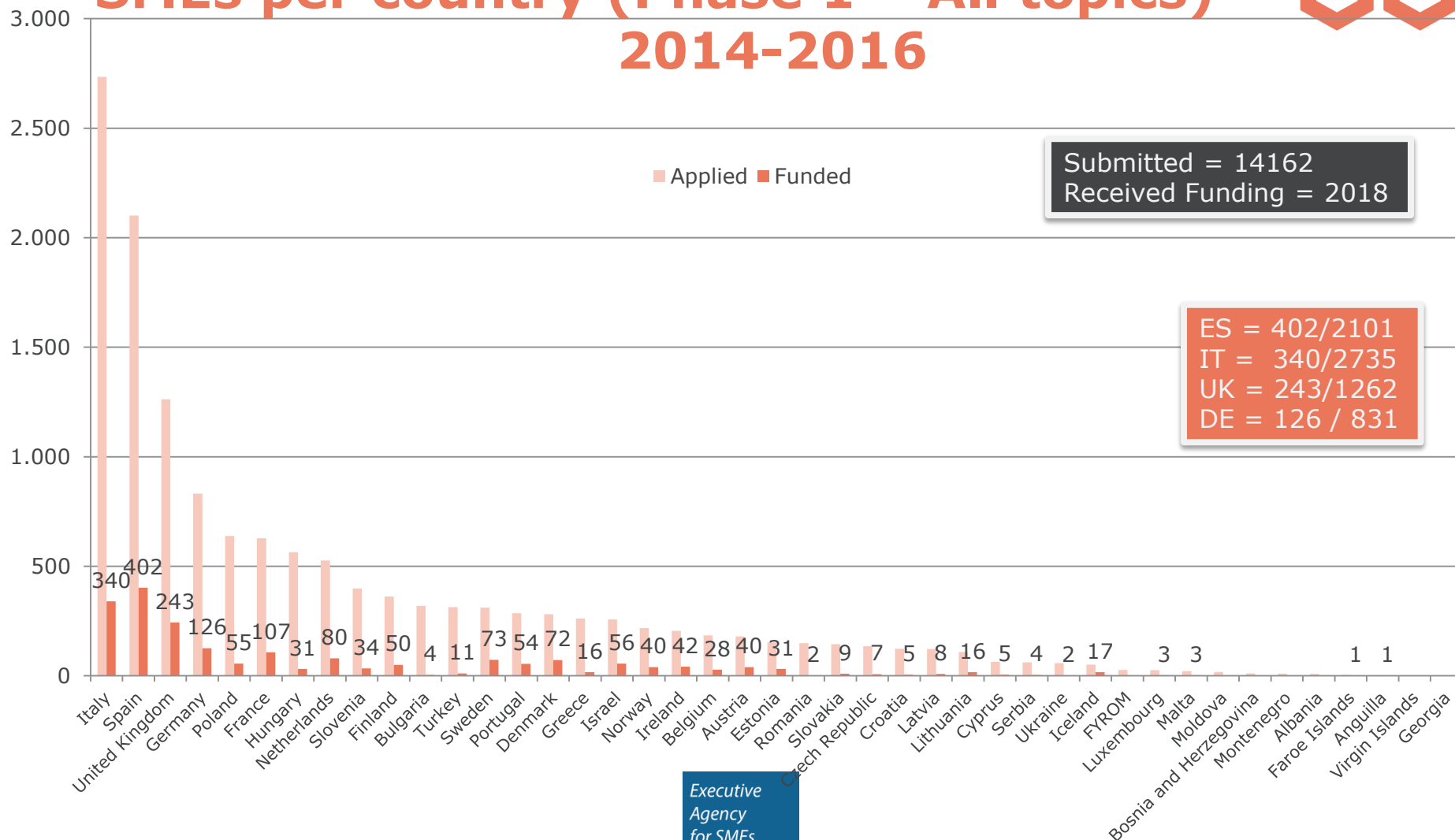
Staff



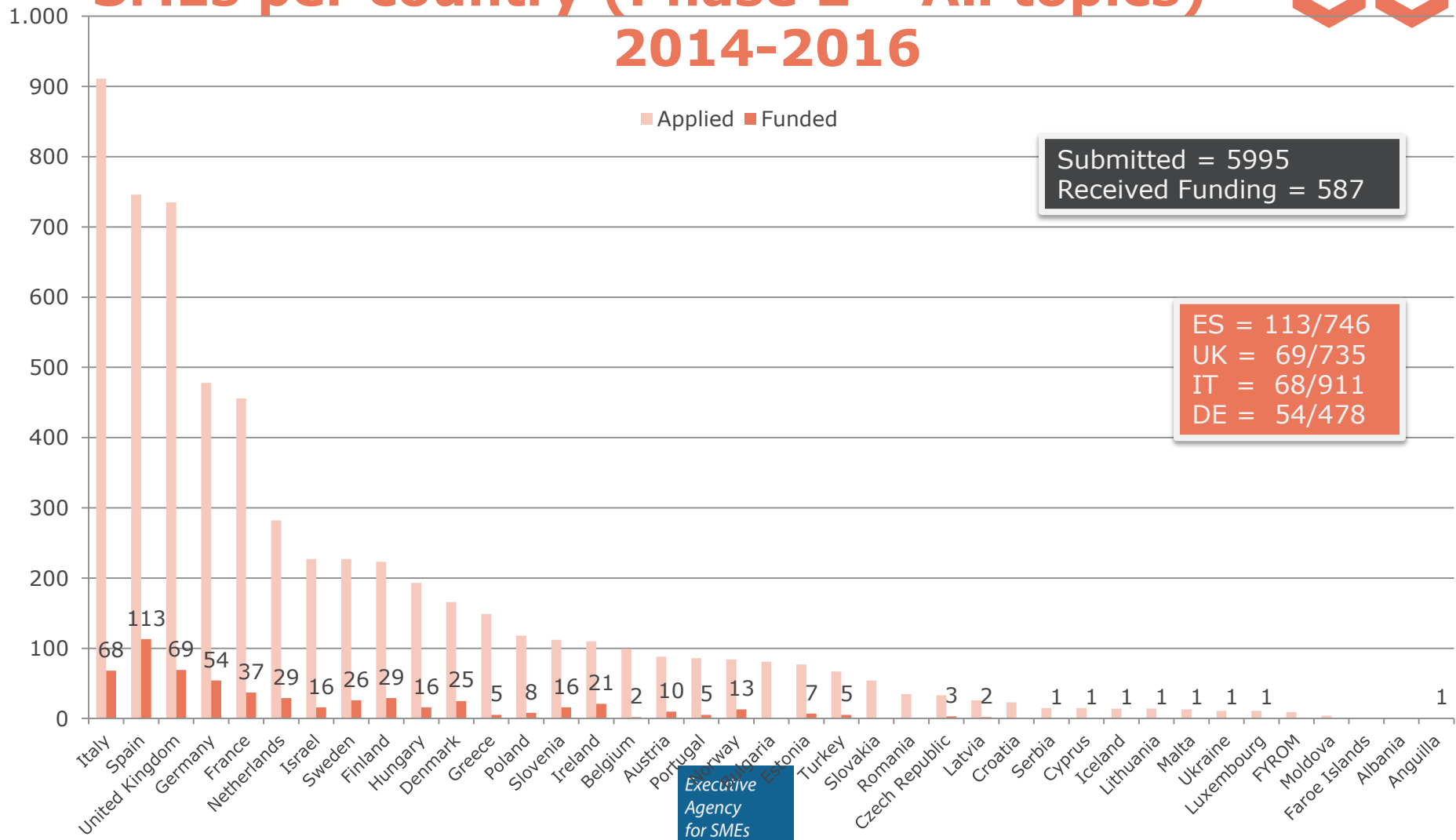
Years trading



SMEs per country (Phase 1 – All topics) 2014-2016



SMEs per country (Phase 2 – All topics) 2014-2016



Osservazioni



Perché' una proposta è al di sotto della soglia?

- ✓ Solo **aspetti tecnologici/scientifici**
- ✓ Scarse **opportunità e prospettive** di mercato
- ✓ Poche **risorse** impiegate
- ✓ **Subcontracting** – descrizione incompleta
- ✓ Poco **potenziale innovativo**
- ✓ Il **TRL** non dimostrato
- ✓ Il **topic** non corretto

Suggerimenti



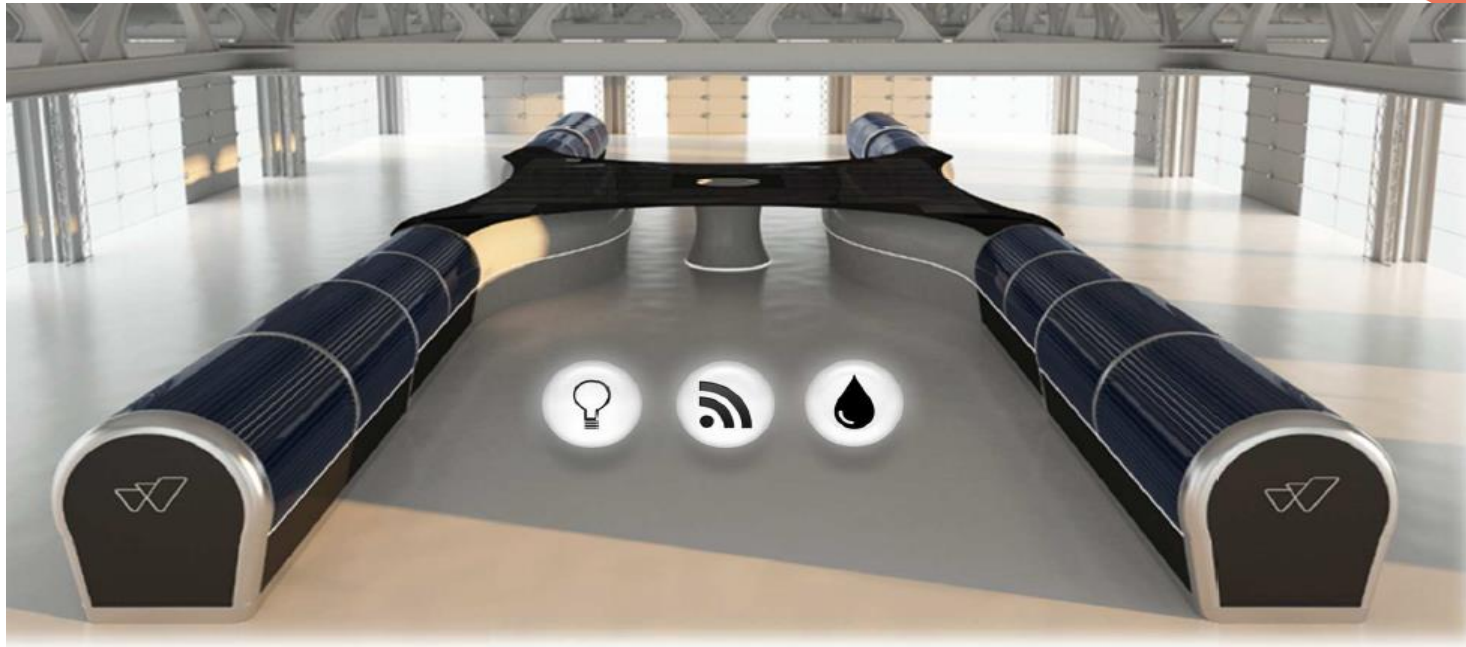
Cosa verificare prima di presentare una proposta?

- ✓ **Attinenza** allo scopo del programma
- ✓ **Livello di maturità** della idea
- ✓ Esistenza di **programmi UE più idonei**
- ✓ Proposta **convincente e accattivante**
- ✓ Proposta che risponde a tutti i **criteri di valutazione**
- ✓ Proposta che include dati e proiezioni **realistiche**
- ✓ Proposta **completa**, scritta con un **linguaggio chiaro e corretto**



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Who are the winning SMEs?



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Am

Spa

Examples of disruptive proposals – SO2SAFE



ENZYMATIC SO₂ BIOSENSOR FOR RAPID FOOD SAFETY MONITORING

www.biolanmb.com



BIOLAN
accurate · easy · smart



Examples of disruptive proposals – BIOCURE

Novel Biomaterial for Improved and Cost-efficient Wound Healing based on eggshell membrane



www.biovotec.com



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phase

1

08 February 2018

03 May 2018

05 September 2018

07 November 2018

13 February 2019

07 May 2019

05 September 2019

06 November 2019

12 February 2020

06 May 2020

02 September 2020

04 November 2020





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phase

2

10 January 2018

14 March 2018

23 May 2018

10 October 2018

09 January 2019

03 April 2019

05 June 2019

09 October 2019

08 January 2020

18 March 2020

19 May 2020

07 October 2020





Additional info:

- National Contact Point for SMEs

<http://bit.ly/1LsdMEn>

- Enterprise Europe Network

<http://een.ec.europa.eu/about/branches>

- Any questions:

EASME-SME-HELPDESK@ec.europa.eu

- Twitter SME Instrument
@H2020SME #SMEInstrument

- EASME website

- <http://ec.europa.eu/easme/en/horizons-2020-sme-instrument>
- <https://ec.europa.eu/easme/node/750>
- <https://ec.europa.eu/easme/en/question-sme-instrument>

- IPR Helpdesk
<https://www.iprhelpdesk.eu/>



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Questions?

EASME on Twitter  @H2020EE • @H2020SME • @EEN_EU • @EU_ECOINNO

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