



European
Commission

EASME

Executive Agency for Small and Medium-sized Enterprises



SME SUPPORT



ENERGY



ENVIRONMENT



MARITIME

Horizon 2020 - **SME Instrument**

*Investing in the best European SMEs to
generate new global leaders*

Marco Cecchetto - EASME

Executive
Agency
for SMEs



SME Instrument

We are looking for high growth, highly innovative SMEs with global ambitions that want to disrupt the established value networks and existing markets.

SME Instrument (budget EUR 3 billion) is a component of the Horizon 2020 programme (budget EUR 80 billion)

SME Instrument: only for-profit SMEs



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SME Instrument



The SME Instrument support is structured in three 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.



Phase 1. Concept & Feasibility Assessment

The European Union will provide €50 000 in funding, and carry out a feasibility study to verify the viability of the proposed disruptive innovation or concept.

The SME will draft an initial business proposal (around 10 pages).

SMEs are recommended to apply for Phase 1, but may also apply for subsequent phases depending on the progress of their proposals.



Phase 2. Demonstration, Market Replication, R&D

Assisted by the EU, the SME will further develop its proposal through innovation activities, such as demonstration, testing, piloting, scaling up, and miniaturisation. It will also draft a more developed business plan (around 30 pages).

Proposals will be based on a business plan developed on phase 1 or otherwise. The EU aims to contribute between €0.5 million and €2.5 million.



Phase 3. Commercialisation

SMEs will receive extensive support, training, mentorship and facilitating access to risk finance as the project is further polished into a marketable product:

- overseas trade fair participation programme
- business community and academy

Additional support and networking opportunities will be provided by Enterprise Europe Network (EEN).

The EU will not provide additional direct funding in this phase.



Coaching services



The coaching approach is built on a philosophy of "sense and solve"

Three distinct coaching services are available:

- **Business development:** focused on the identification, analysis and evaluation of potential business opportunities;
- **Organisation:** aimed at mobilizing the resources of the SME to ensure the efficiency and performance of the company's organisation;
- **Cooperation:** to support SMEs in planning and implementing innovation partnerships and project consortia.



Selected companies: examples

Immunovia AB, a Swedish health company from Lund, received an SME Instrument Phase 2 grant for a project on early diagnosis of pancreatic cancer

https://www.youtube.com/watch?v=p_fulQI70M4

Anderlini Meccanica from Italy has developed a new innovative metal powder coating system for metal tubes manufacturing industry.

<https://www.youtube.com/watch?v=mzbH3YNIKrQ>



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Tips for your application



Write to convince evaluators to INVEST in your business. Four evaluators will look at different aspects of your proposal: the technology, market knowledge, commercialisation plan, and the financial angle.

Each of the evaluators will look at 3 criteria: **IMPACT**, **EXCELLENCE**, and **IMPLEMENTATION**. Make sure your proposal is well balanced and covers all the aspects for each evaluation criteria

Seek advice from National Contact Points , your local branch of the Enterprise Europe Network or other structures, such as incubators



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When?

Dates to remember in 2016



Horizon 2020's SME Instrument

Looking for Europe's next innovation leader

DATES TO REMEMBER IN 2016



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2014 ACHIEVEMENTS

2014 has been challenging for the **40 people** in charge of managing the SME Instrument at the Executive Agency for SMEs:

1 245 
evaluators recruited

 **8 029**
proposals evaluated

24% of all Horizon 2020 proposals !

€255 MILLION
allocated to

827 innovative SMEs



726
projects funded

- **592** business plans (Phase 1)
- **134** innovation activities (Phase 2)

Best time to grant

<3 MONTHS



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Thank you!

For more information go to:

<http://ec.europa.eu/easme/sme/>

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