



Oulu Capital
of Northern
Scandinavia



Horizon 2020 SME Instrument

Miksi hakea rahoitusta SME Instrumentista

Rahoitusinstrumentti tarjoaa tukea 70% yrityksen tuotekehitykseen tai liiketoimintasuunnitelman rakentamiseen

- Pk- yrityksille ja Startupeille, joilla hyvä markkinoita "hajottava" idea
 - Pk-yrityksen määritelmä
 - alle 250 työntekijä
 - liikevaihtoa alle 50M€ tai Taseen loppusumma alle 43M€
- Yritys voi hakea rahoitusta yksin
- Mukana voi olla kumppaneina toisia yrityksiä ja alihankkijan roolissa esim. tutkimuslaitoksia tms. Tämä ei ole vaatimus.
- EU rahoittaa yrityksiä, joilla on uudenlainen idea sekä halu ja kyky kansainvälistyä
 - Odotuksena on, että rahoituksen myötä yritykseen syntyy merkittävää kasvua ja uusia työpaikkoja.
- **Ohjelma tarkoitettu parhaista parhaille → Kilpailu on kova... mutta lopputulos palkitseva!**

SME Instrument on kolmivaiheinen

Yritys voi hakea rahoitusta vaiheittain tai suoraan vaiheeseen 2

- **Phase 1 (50 000 €)**
 - Kaupallistamissuunnitelma (esim. konsepti ja toteutettavuus, käyttäjien osallistaminen, partnereiden haku) kesto 6 kk , EU tuki 70 %,hankkeen kokonaisbudjetti 71 428€
Lopputuloksena liiketoimintasuunnitelma
- **Phase 2 (0,5MEur – 2,5MEur)**
 - Toteuttaminen: mm. kehitys, pilotointi ja muut toimenpiteet jotka auttavat innovaation investointikelpoisuutta ja sen tuomista markkinoille (mahd. myös t&k) (projektin kesto 12-24kk, EU tuki 70%)
- **Phase 3 (Valmennus 0€)**
 - Kaupallistaminen
 - Valmennusta, konsulttipäiviä ja messumatkoja.
 - Ei suoraa rahoitusta
- Tuesta maksetaan 40%-50% etukäteen sopimuksen allekirjoittamisen jälkeen.

Kuinka alkuun?

- Hakemus täytetään sähköisesti Participant Portalissa:
 - <http://ec.europa.eu/research/participants/portal/desktop/en/home.html>
- Tekesin ohjeistus hakemukseen
 - <https://www.horisontti2020.fi/globalassets/tekeseu/horisontti-2020/teollisuuden-johtoasema/innovointi-pk-yrityksissa/eic-sme-instrument-annotated-template.pdf>
- Haku auki ympäri vuoden, mutta ne arvioidaan vasta cut off-päivän jälkeen
- Cut off-päivät 2018
- Phase 1

	Phase 2
– 08 February 2018	- 10 January 2018
– 03 May 2018	- 14 March 2018
– 05 September 2018	- 23 May 2018
– 07 November 2018	- 10 October 2018

Key elements of the evaluation(phase 2)

Criterion 1 – Impact

- The proposal indicates in a convincing way that there will be **demand/market** (willing to pay) for the innovation when the product/solution is introduced into the market
- The **targeted users or user groups of the final product/application**, and their needs, are well described and the proposal provides a realistic description of why the identified groups will have an interest in using/buying the product/application, compared to current solutions available
- The proposal provides a realistic and relevant analysis of **market conditions, total available market size and growth rate**, competitors and competitive solutions and key stakeholders, clear opportunities for market introduction
- It is described in a realistic and relevant way how the innovation has the **potential to boost the growth of the applying company**
- The proposal demonstrates the alignment with the overall strategy of the participating SME(s) and the **need for commercial and management experience**, including understanding of **the financial and organisational requirements** for commercial exploitation as well as key third parties needed
- The innovation /solution has **a clear European dimension** both with respect to commercialisation and with respect to competitor /competition evaluation
- The strategy plan **for commercialisation is described in a realistic and relevant way**, including approximate time to market/deployment. Activities to be further developed after phase 2, including additional **dissemination measures, are well outlined**
- Measures to ensure "freedom to operate" (possibility of commercial exploitation) are realistic and there is a convincing **strategy of knowledge protection**, including current **IPR filing status, IPR ownership and licensing issues**. Regulatory and/or standard requirements are well addressed
- Overall perception including **other pertinent factors (e.g. communication)** not covered by the above questions (25% weight in the assessment)

Criterion 2 – Excellence

- **The innovation aims new market opportunities** addressing EU/global challenges
- The included feasibility assessment demonstrates the **technological/practical/economic viability** of the innovation.
- The proposal provides a **realistic description of the current stage of development** (TRL 6 - see note 1- or similar for nontechnological innovations) and added value of its innovation as well as very good understanding of **the competing solutions**. Includes good **comparison with state-of-the-art**, known **commercial solutions, including costs, environmental benefits, gender dimension-** see note 2-, ease-of-use and other features. Note1: Technology Readiness level (TRL) is a measure used to assess the maturity of evolving technologies. Please see part G of the General Annexes. Note 2: In relation to the project content, e.g. gender studies, clinical trials, etc.
- The **objectives** for the project as well as the **approach** and activities to be developed **are consistent with the expected impact** (commercialisation/deployment). Specifications for the outcome of the project and criteria for success are well defined
- The **expected performances of the innovation are convincing** and have the potential to be relevant from a **commercial point of view** (Value for money). It is potentially better than alternatives
- The proposal reflects a **very good understanding of both risks and opportunities related to a successful market introduction** of the innovation, both from a technical, commercial point of view.
- Overall perception including other pertinent factors not covered by the above questions (25% weight in the assessment)

Criterion 3 - Quality and efficiency of implementation

- The proposal demonstrates that the project has the **relevant resources** (personnel, facilities, networks, etc.) to develop its activities in the most suitable conditions. If relevant, describes in a realistic way **how key stakeholders / partners / subcontractors could be involved** and why and how they were selected (subcontractors must be selected using best value-for-money principles). (Where relevant/) Participants in a consortium are complementary
- **The team has relevant technical/scientific knowledge/management experience**, and a very good understanding of the relevant market aspects for the particular innovation. If relevant the proposal includes a **plan to acquire missing competences**, namely through partnerships or subcontracting (subcontractors must be selected using best value-for-money principles)
- Taking the project's ambition and objectives into account, the proposal includes a **realistic time frame and a comprehensive implementation** description
- The **work package descriptions and major deliverables and milestones are realistic and relevant**, including appropriateness of the allocation of tasks and resources, risk and innovation management
- Overall perception including other pertinent factors not covered by the above questions (25% weight in the assessment of this criterion)