

**BUSINESS  
FINLAND**

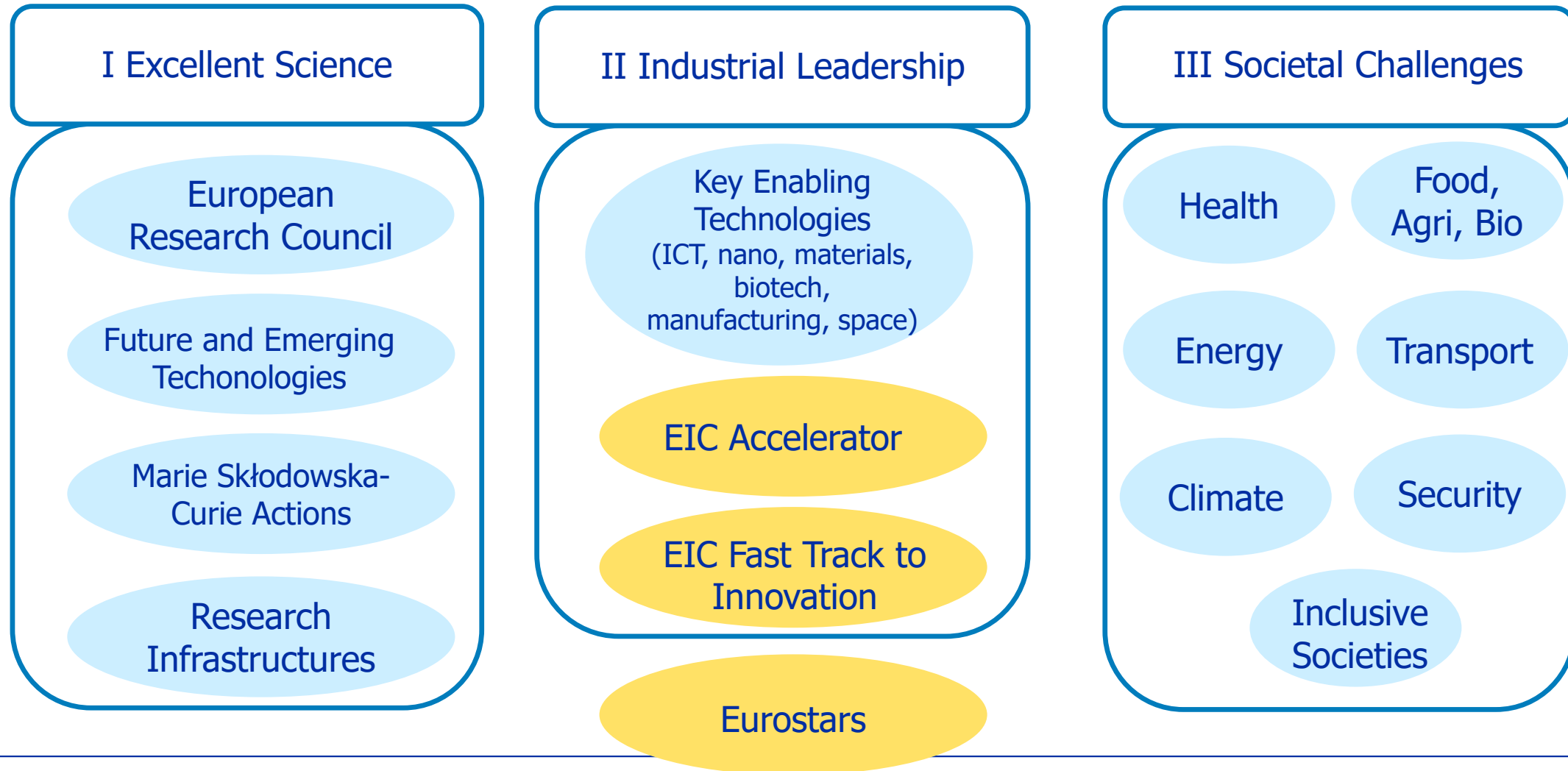
**Horizon 2020 funding (2014-2020);  
what , why and how?**

**European Innovation Council (EIC);  
EIC Accelerator & Fast Track to Innovation**

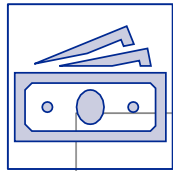
Health Tuesday 3.3.2020

Heini Günther, Horizon 2020 SME NCP

# Horizon 2020 – What? Structure and Themes

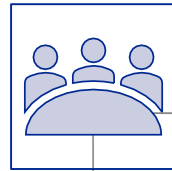


# H2020 – how? The basics in short/main principles:



## Funding

- Typical grant 4-12 M€ for 3 years
- 100% or 70% funding even for large corporations



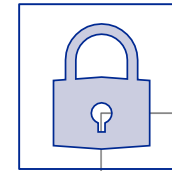
## Consortium

- Typically 6-12 partners from 4-5 countries
- Minimum requirement is 3 partners from 3 countries



## Maturity scope

- Range from basic research to close-to-market
- The call text defines the desired TRL



## Ownership

- IPR for the developer.
- Details in Consortium Agreement.

# H2020 – why?

Externally funded projects are not only about the funding...

## Partners

- Build your European value chain
- Assess and engage your future business partners

## Positive PR

- Communication and dissemination provide positive publicity
- Participate in solving bigger challenges

## R&D experts & sites

- Access to publicly funded R&D sites and pilot facilities
- Your capability validated by neutral and respected R&D player

## Lower risk in long term R&D

- Longer term R&D with both opportunities and risks
- Public funding for things you might not afford otherwise

## Markets

- Finding new customers
- Creating new markets
- Influencing regulations and standards

Note: H2020 includes technology roadmaps, market signals and industrial lobbying. The calls may provide a hint where the markets and your competitors are going



# Why now?

- Still some calls and funding before Horizon 2020 ends
- H2020 rules already known, proposal and project processes well tested & work smoothly
- Good funding rates (70/100% +25% overhead)
- Nice and agile bottom-up instruments with good funding rates

## And at the same time...

- Look into the future -> **Horizon Europe (2021-2027)**
- Planning starting now (!) – remember to share your ideas for future RDI themes and needs with shadow committee members  
<https://www.businessfinland.fi/ajankohtaista/uutiset/horisontti2020/2020/varjokomiteat/>
- Bigger budget & lots of new possibilities available
- First calls open in the beginning of 2021



**Every cent of H2020 budgets will be granted to someone**

**– the beneficiaries include your peers and European competitors!**



# Types of European funding opportunities in short

## Traditional H2020 Calls

- Call text describes in detail what kind of research and results can get funded
- Good funding rates and grants
- Some calls still open in 2020
- NEW! Green Deal calls open in Sept 2020 and close in Jan 2021

## H2020's instruments with relatively free topic

- Fast Track to Innovation FTI
- EIC Accelerator Pilot (SME Instrument 2 + equity)
- MSCA
- ERC

## H2020 partnerships

- Funding from combined sources (H2020, national, industry)
- Health; IMI2 Innovative Medicines Initiative (EU and pharmaceutical industry joint undertaking; call 2020 open!)
- For ICT enablers; e.g. ECSEL-JU
- For SMEs, Eurostars is relevant

## EUREKA and ERA-NETs

- One application channel, transnational decisions
- National eligibility and funding
- Eureka Cluster Calls (Penta, ITEA etc), e.g. <https://www.eurekanetwork.org/content/precision-medicine-rapid-imaging>
- ERA-NET Cofund Calls; e.g. ERA-NET PerMed (call 2020 open!)

## EU funding outside H2020

- CEF, TEN-T
- LIFE+
- Pesco/PADR
- ERDF Structural funds
- etc.



# What is the European Innovation Council?

EUROPEAN INNOVATION COUNCIL eic

## The European Innovation Council

**One stop shop** for breakthrough & disruptive innovators

**Open** to all innovators, in any field, at any time

**Highest potential** innovators selected on basis of ideas and team

**Agile funding** from idea to investment

**Pathfinder grants** for advanced research on emerging technologies

**Accelerator funding** for innovative start-ups (<€2.5 million grant, <€15 million equity)

**Crowding in private investment** (VC, Invest EU)

**Building ecosystems** and communities

**Access** to mentoring and advisory services and to knowledge partners (e.g EIT)

**Expert Programme Managers** to engage with projects and communities

**Prizes** for breakthrough technologies

# Why the European Innovation Council?



**eic** European **INNOVATION** Council

**EMPOWERING EUROPEAN INNOVATORS**

**The EIC story**

*"Europe does not yet have a world class scheme to support the very best innovations in the way that the European Research Council is the global reference for supporting excellent science. So I would like us to take stock of the various schemes to support innovation and SMEs under Horizon 2020, to look at best practice internationally, and to design a new European Innovation Council."*

**Carlos Moedas, European Commissioner for Science & Innovation, June 2015.**

Research and Innovation



# EIC accelerator Pilot (individual SMEs)

- For innovative, high-flying SMEs with European and global ambitions - aiming at fast international growth
- Only ground-breaking concepts at the last stage before scale-up!
- Bottom up call ("free" topic, with exceptions \*) \*\*)
  - Grant 0,5 - 2,5M€ (70%)
  - Blended; Equity max 15 M€
- 12-24 month project
- Funding for both finalising R&D and business development (activities including trials, prototyping, validation, demonstration, testing in real-world conditions, market replication etc.)
- **Cut offs**
  - **18.3.2020**
  - **19.5.2020 \*) only Green Deal topics \*\*)**
  - **7.10.2020 \*\*) 25 % Women Innovators in face-to-face interviews**

The proposal is like a business plan; to be competitive, you need:

Clearly novel and innovative product, even disruptive

High enough maturity:  
At least TRL 6

Good business plan and skilful team

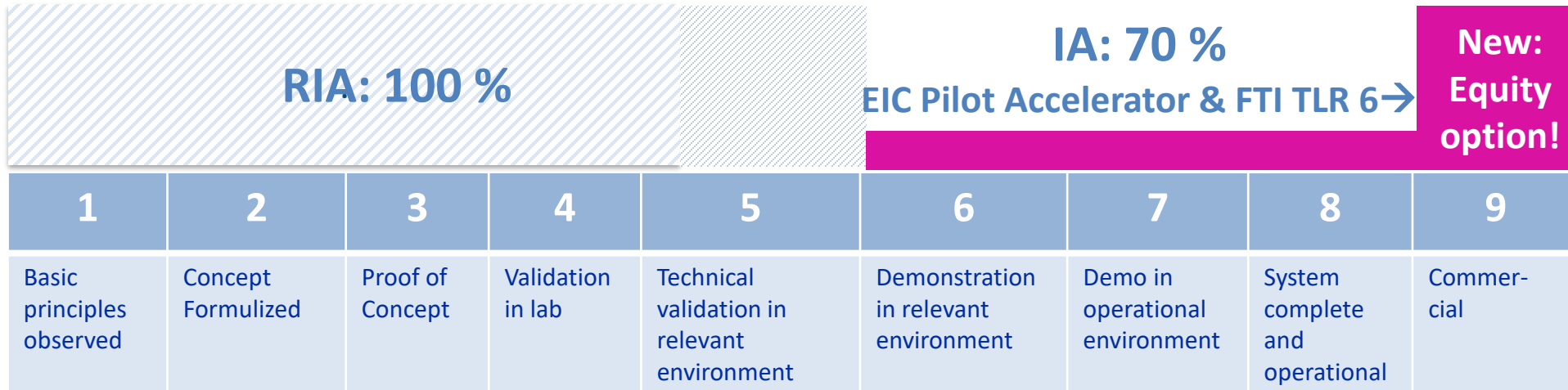
Ambition and chances for international growth

IPR strategy, freedom to operate (FTO)

European benefit – what's in it for the rest of the EU?

Key Issues; high innovativeness, competitive advantage, scalability, market size, growth potential, team and resources, European added value... and **"non-bankability"!**

# Technology Readiness Levels (TRL)



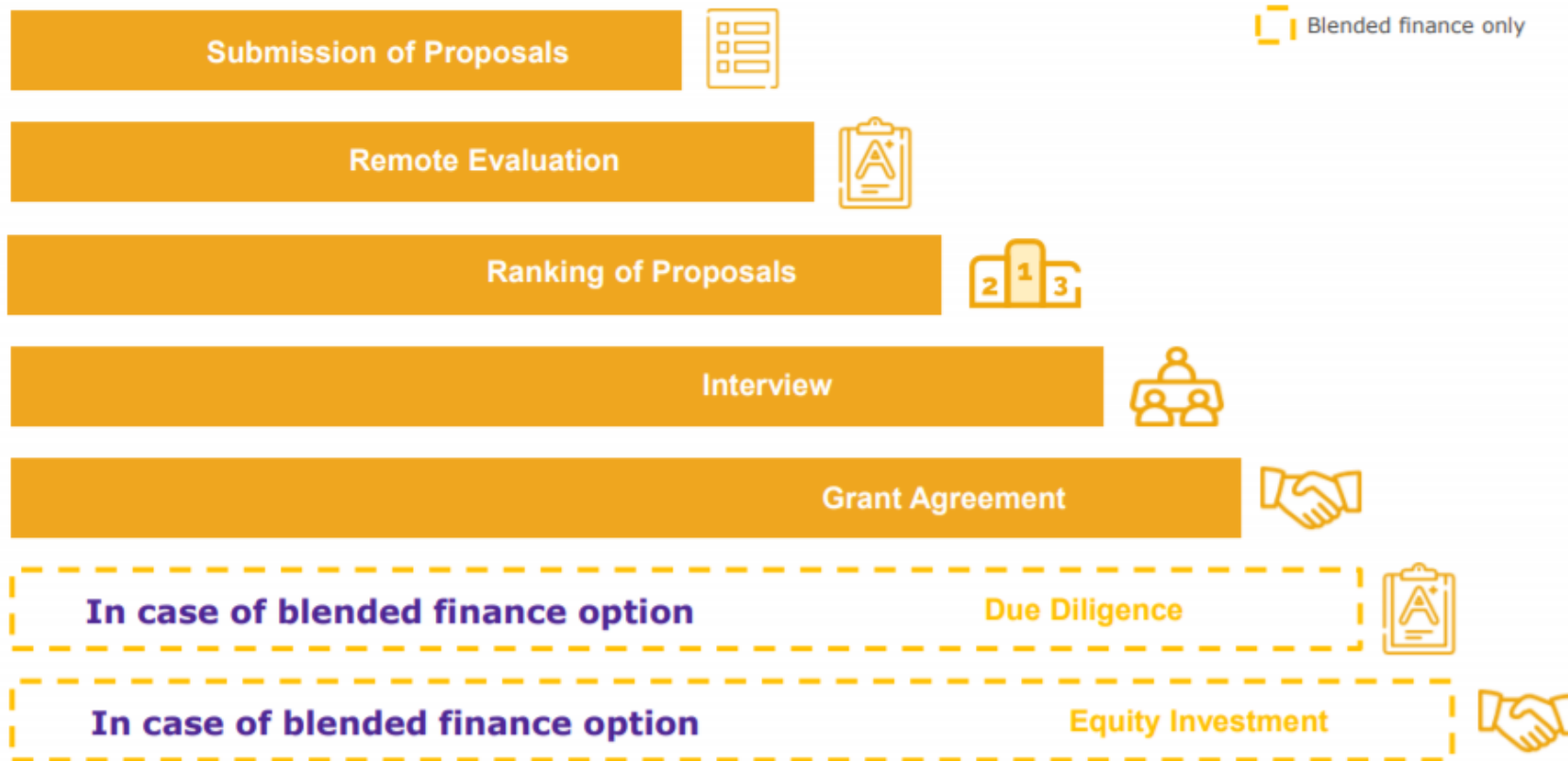
- Accelerator projects can include activities from TRL6
  - TRL 6-8 funded with grant
  - TRL 9-> funded only with equity
  - Use of equity is at the discretion of the company. It's primary purpose is to enable more efficient commercialization; however, it can also be used to cover the 30 % own funding for the grant phase.

# Application Process - links

- [Funding and Tender Opportunities Portal](#)
- [EIC Accelerator Guidelines for Applicants](#)
- [EIC Accelerator \(Phase 2\) proposal template](#)
  - (always download latest template from Portal)
- [Self-evaluation form](#)
- [EIC Accelerator \(Phase 2\) Model Grant Agreement](#)
- [EIC Pilot Work Programme](#)
- [EASME's Essential Tips for an EIC Accelerator Application](#)

The screenshot displays the Horizon 2020 Framework Programme (H2020) website interface. The top navigation bar includes links for 'SEARCH FUNDING & TENDERS', 'HOW TO PARTICIPATE', 'PROJECTS & RESULTS', 'WORK AS AN EXPERT', and 'SUPPORT'. The main header features the text 'Horizon 2020 Framework Programme (H2020)' and a globe icon. The search results page is titled 'Funding and tenders' and shows '2 results'. The search filters on the left include a search bar, a 'Match whole words only' checkbox, and radio buttons for 'GRANTS' (selected) and 'TENDERS'. The 'Filter by submission status' section has buttons for 'FORTHCOMING', 'OPEN', and 'CLOSED'. The 'Filter by programme (only for grants)' section shows 'H2020' selected. Below this, there are dropdown menus for 'Filter by programme part' (set to 'Industrial Leadership') and 'Filter by focus area' (set to 'Select a Focus area...'). The search results on the right list two grants: 'SME instrument EIC-SMEInst-2018-2020' with an opening date of 07 November 2017, and 'SME instrument EIC-SMEInst-2018-2020' with an opening date of 06 June 2019. Each result includes a 'Grant' label, the title, the types of action, the programme, and an 'Open for submission' link.

# Accelerator Pilot Step-by-step





# Tips for a Successful Proposal

- A good application is **clear, concise and easy to understand**, and tells a logical story
- **Start with a bang!** Problem – Solution – Competitive Advantage
- In addition to quality content, **the appearance** should be professional (language and layout)
- All parts of the application (Excellence, Impact and Implementation) must be strong
- **Justify your text, don't assume** - the reviewer is an expert in the industry and/ or business, but doesn't know everything
- Don't repeat the same text too many times
- **The summary and introduction are read first** – make them clear and understandable, sell the project right from the start!
- Use **graphs and pictures** when they clarify and add value
- Reserve enough time to perfect your application – competition is tough!
- Ask NCPs and other trusted outsiders to read and comment on your proposal.

# EIC Accelerator (SME Instrument)- statistics (2014-2019)

FI: ICT (39 mio.) Eco-innovation/raw materials, Energy, **Health (10 mio.)**, Construction & transport, **Biotechnology (8 mio.)**, Security, Engineering& technology, **ICT for Health (6 mio.)**

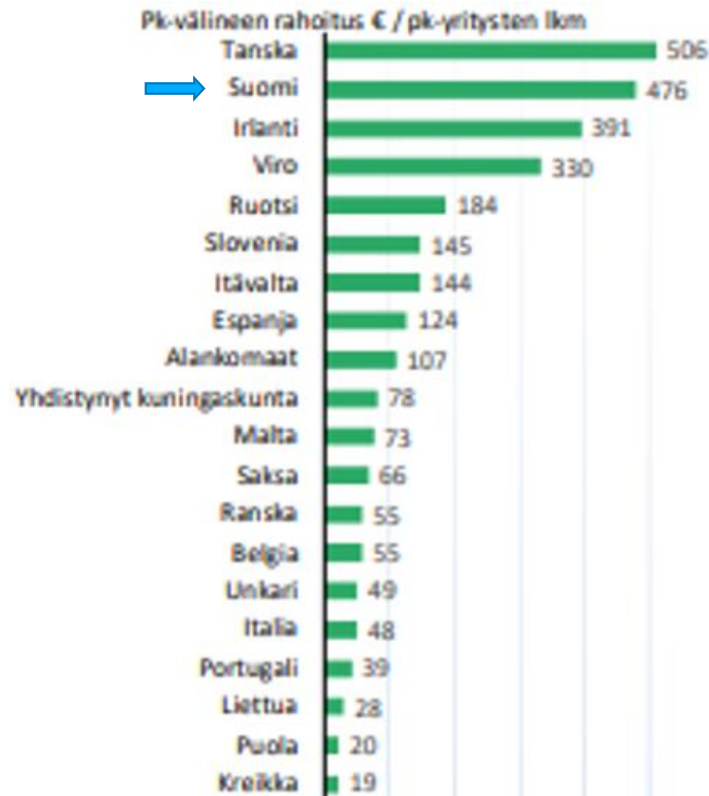


116,96M€ ALLOCATED

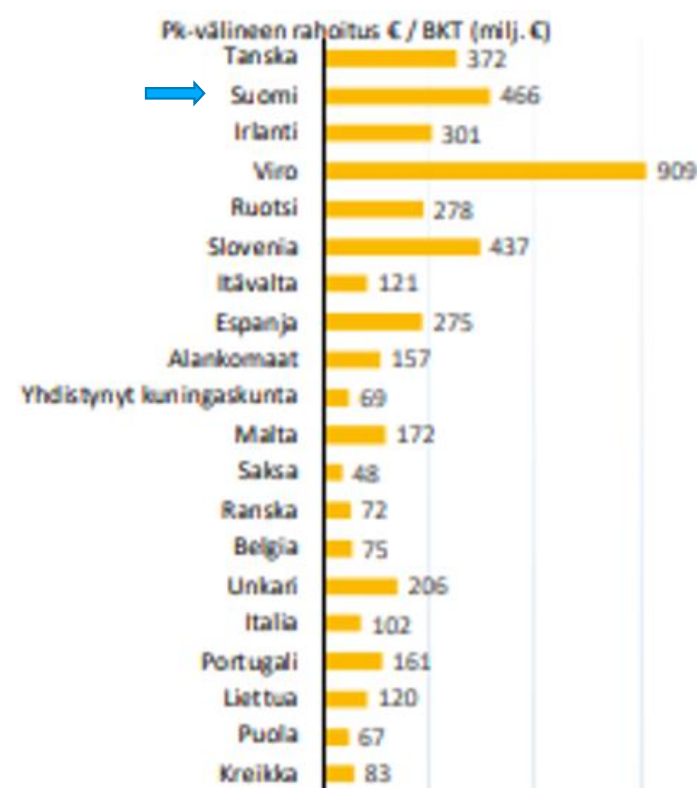


66 PROJECTS COORDINATED

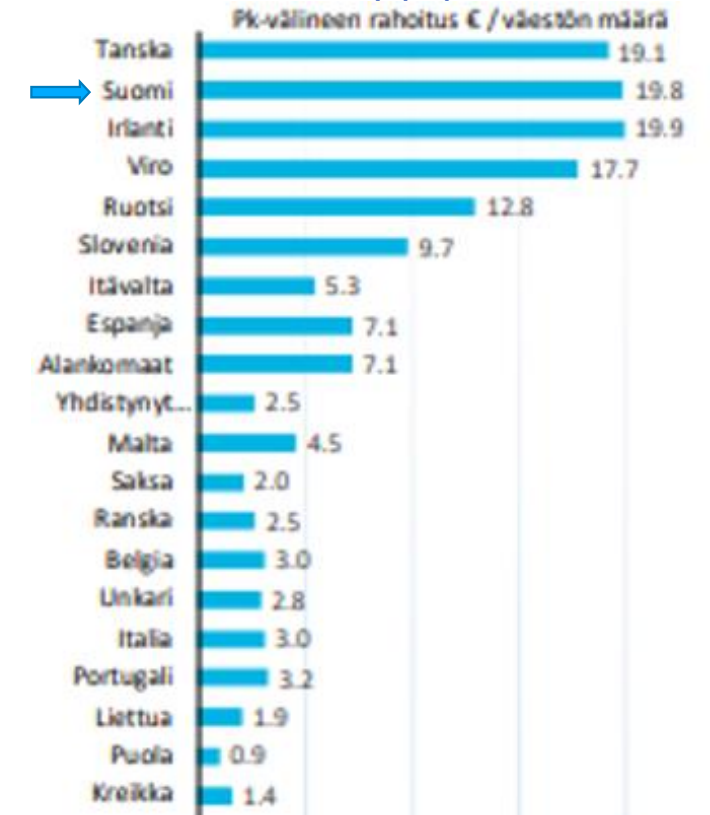
€ mio./SMEs in the country



€/country GNP (€ mio.)



€/country population



# Fast Track to Innovation - basics

- Funding: 1-3 M€
- Funding rate 70 % with grant
- Small industrial consortia (3-5 participants), for all types of entities:
  - At least 60% of overall budget to industry or
  - **Min 2** industry partners out of a consortium of 3-4
  - **Min 3** industry partners out of a consortium on 5
- Funds breakthrough innovation projects to accelerate market up-take, TRL6-8
- Funding intended for piloting, test-beds, systems validation in real world working conditions, validation of business models, pre-normative research, standard setting etc.
- Remaining cut-off dates for 2020:
  - **9.6.2020**
  - **27.10.2020**



# EIC - Smart Money

## Funding



## Global Business Coaching & Mentoring



## Business Acceleration Services





# NCP\* at your Service

- Communicate about upcoming calls and events
- Coach on the relevant topics and instruments
- Assist with the application process
- Read and comment on proposals
- Organize pitching training
- Follow Finnish participation in the programme
- Utilize our Brussels contacts and networks



# Horizon 2020 SME NCPs

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# Follow Us & Get in Touch!

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HORISONTTI 2020

EU:n tutkimus- ja innovaatio-ohjelmat



@Eutifi #H2020 #HorizonEU #HEurope

# HORIZON EUROPE – THE 100 B€ EU R&I FRAMEWORK PROGRAMME 2021-2027\*

PRELIMINARY STRUCTURE, BUDGET NOT AGREED

