



European
eic INNOVATION
Council BETA

SME INSTRUMENT

**ACCELERATOR-INDUSTRY CO-INNOVATION
WORKSHOP**

Tools and strategies to enhance industry-academia cooperation in the particle accelerator community

Manuel MENDIGUTIA
European Commission
EASME

Research and
Innovation





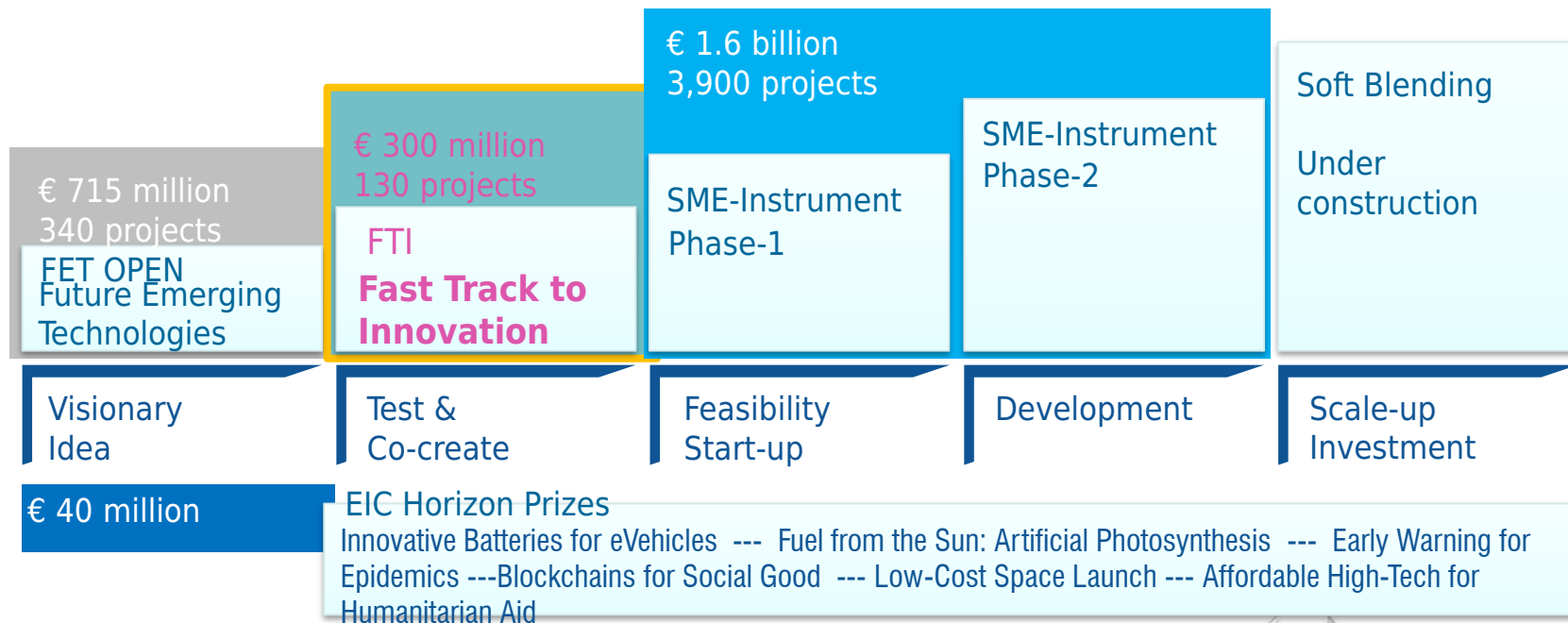
"Europe has excellent science, but we lack disruptive market-creating innovation. This is what is needed to turn our best ideas into new jobs, businesses and opportunities."

Carlos Moedas
European Commissioner for
Research, Science and Innovation

#EU_EIC  **@Moedas**

Comprehensive package - 4 schemes in 1

Business acceleration services & coaching for SMEs



Accelerating Innovation in Europe

SME INSTRUMENT

In the air since mid-2014

- Highly innovative SME or Startup. 1 applicant OK.
- Potential for high growth.
- Ambition for global scale.
- Ready to the market (TRL 6 min.)

seed/start-up **2nd big round** **follow-on** **private equity**

Phase

0.1-1 M€

1-10 M€

5-20 M€

20+ M€

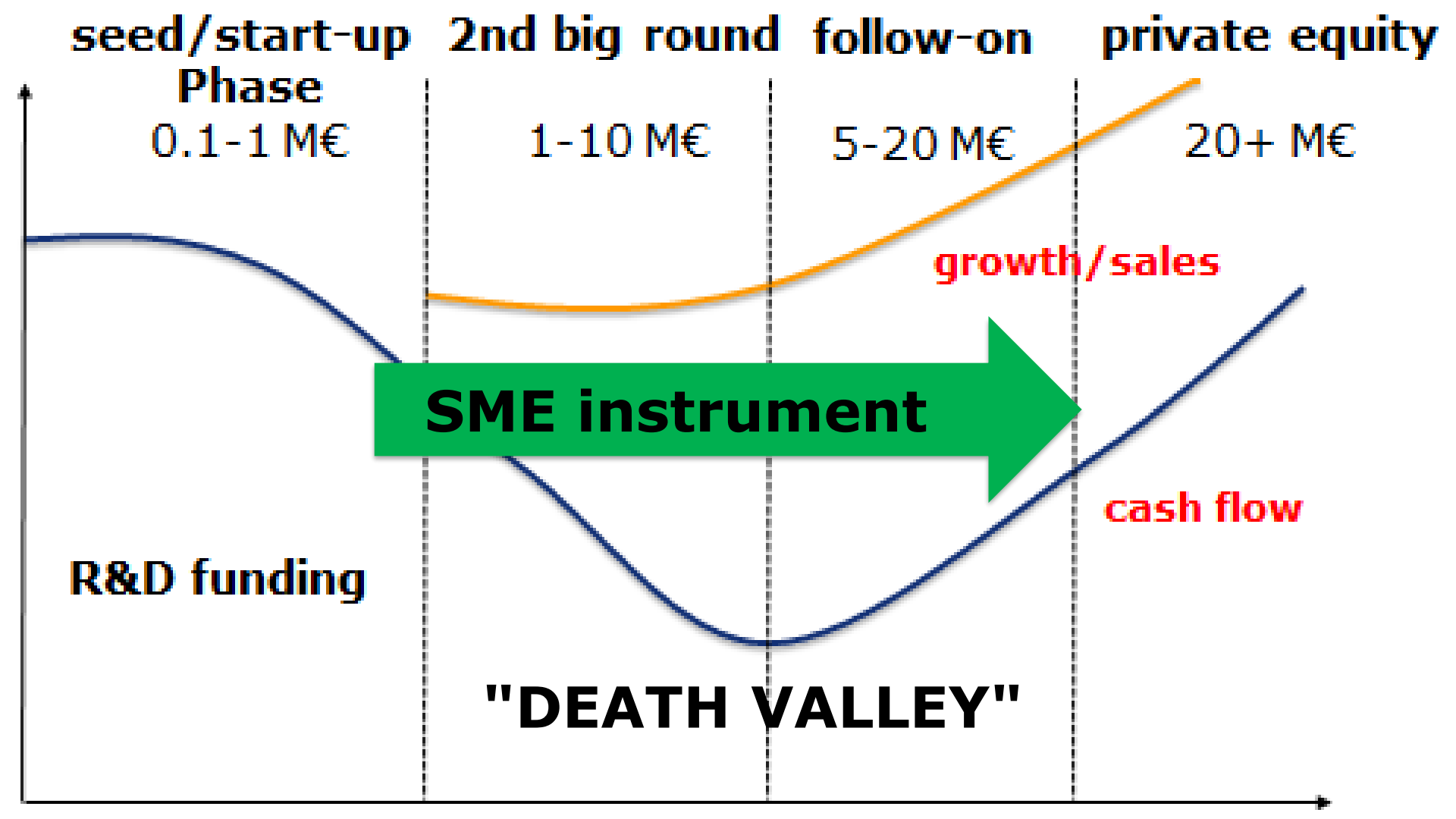
growth/sales

cash flow

SME instrument

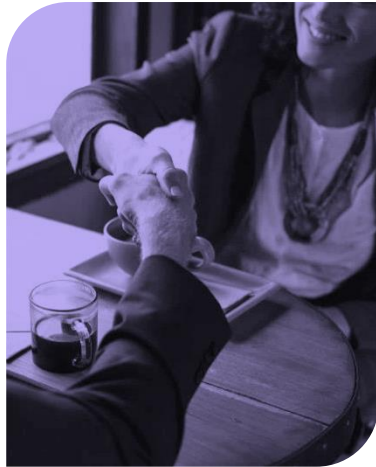
R&D funding

"DEATH VALLEY"



SME Instrument: Smart Money

Equity Free
Funding



Business
Coaching



Acceleration
Services



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.

SME Instrument: The evaluation process

Submission of Proposals



Remote Evaluation



Ranking of Proposals



Interview (Phase 2 only)



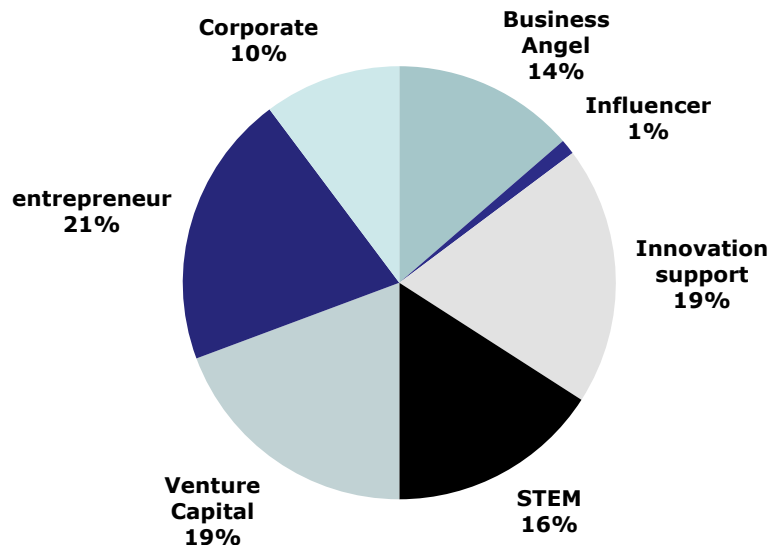
Grant Agreement



SMEI Phase 2 Current Jury Composition

+ 1000 experts. List published every year.

Pitching jury: 88 members from 26 countries



Portfolio Performance



SME Instrument in numbers



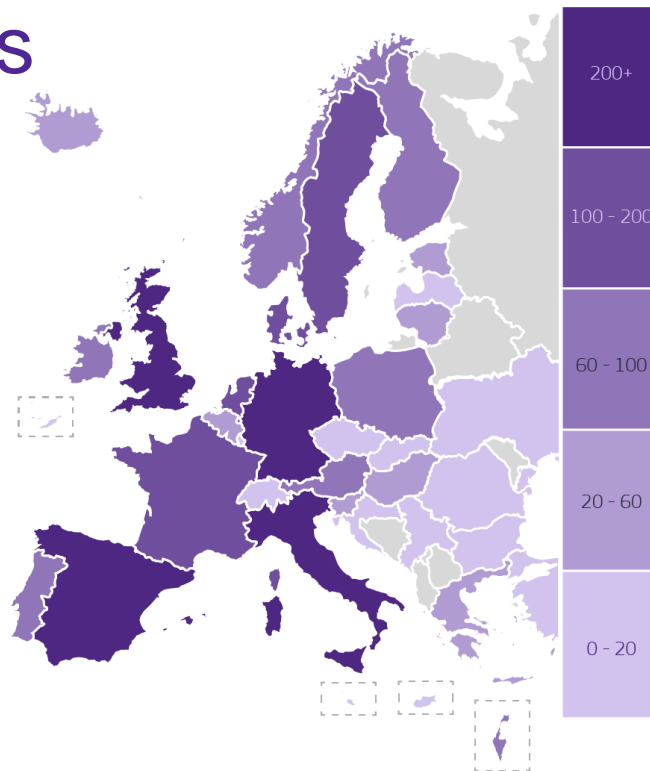
~3900 companies
860 in Phase 2



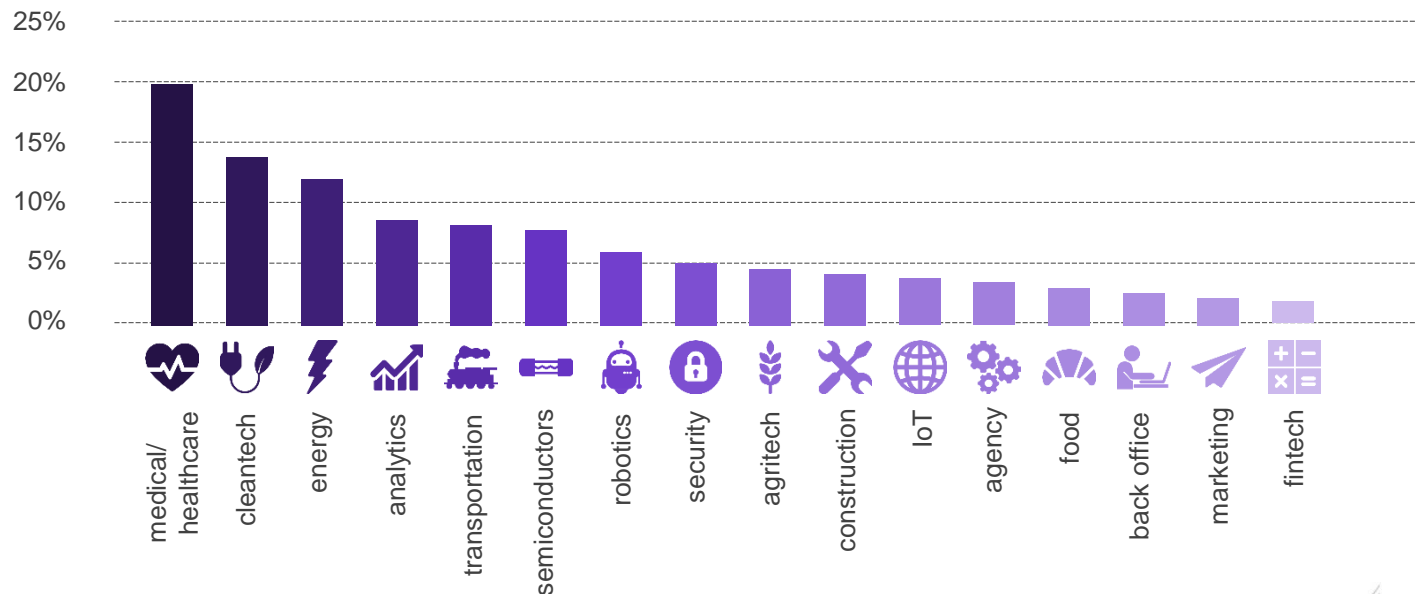
1.6 billion



5% - 8% success rate



Companies by industry



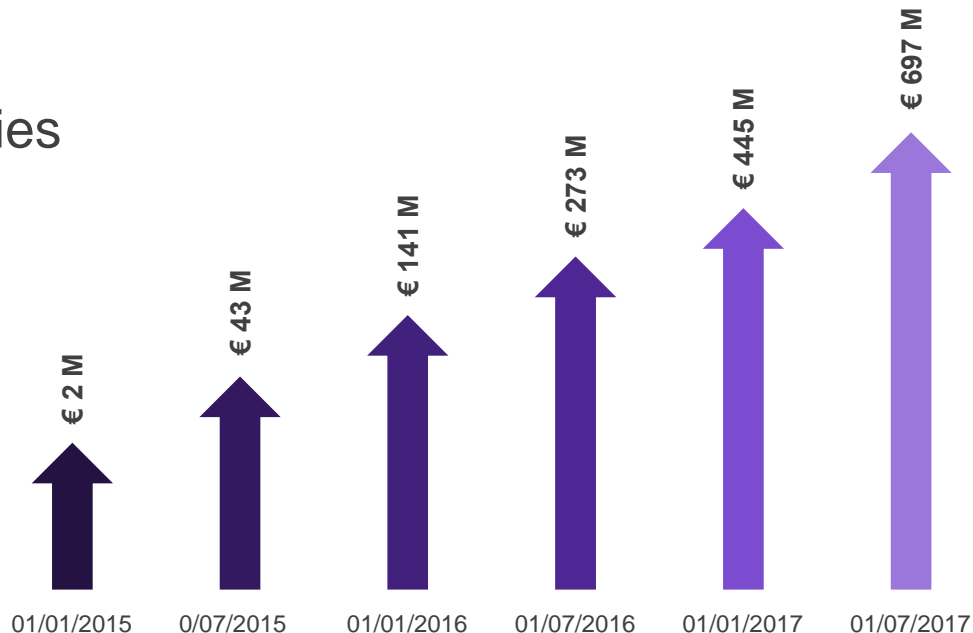
Private equity investments



119 SMEI Companies



697 million



Exits



18 acquisitions

since 2014



6 IPOs

Since 2014



250 million

private equity funding in
2017



1 billion

Private follow-on
investments in total

Examples of companies supported



SME Instrument

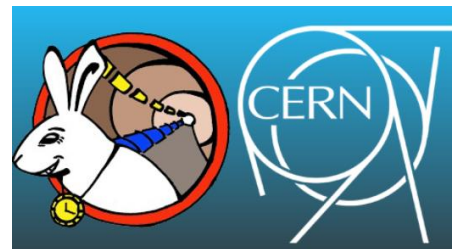
Worldtiming Ultra Accurate World Timing Services

SEVEN Solutions, Spain

The project aims at distributing ultra-accurate and traceable timing based on Galileo System Time (GST) through optical fibers.

The solution is part of the White Rabbit (WR) Project which is lead by CERN and follows an “Open Hardware” strategy.

It is an extension of Ethernet. It provides sub-nanosecond synchronization over 1G Ethernet networks with timing and data transfers among its different elements.



The families in

Ada Health
'Alexa for health'

Phase 2 in

40M€ funded

Website: adahealth.com



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Elon Musk's Boring Co. flamethrower is real, \$500 and up for pre-order



50 Cent realizes he's a Bitcoin millionaire thanks to sales of a 2014 album



Nike just released its first shoe with an all-foam bottom



Snapchat VP of Product Tom Conrad will disappear from tech



Mo'Nique calls for a boycott of Netflix

Berlin's Ada Health raises \$47M to become the Alexa of healthcare

Posted Oct 31, 2017 by [Mike Butcher \(@mikebutcher\)](#)



Ada Health, the AI-driven app which works a little like an 'Alexa for health', has raised a \$47M (€40M) funding round led by Access Industries, Len Blavatnik's global investment group. Joining the round in the Berlin-HQ'd startup was lune Fund and Berlin-based

1 truc maison pour améliorer l'audition



Ce moyen d'une simplicité enfantine améliore considérablement la capacité auditive et fait sorte que les sons soient plus clairs même à 70%
for ada: [http://adahealth.com](#)

AdChoices

Crunchbase

Ada Health

OVERVIEW

Ada Health is breaking new ground across medical reasoning and artificial intelligence. Ada Health is an



SME Instrument supporting disruptive innovation

Ultrahaptics, UK

Disrupt 100 – Ultrahaptics named one of the most disruptive tech companies.

<http://2017.disrupt100.com/>

Company creates a novel haptic feedback system that allows users to feel sensations in their bare hands while interacting in mid-air with a touchless sensing system.

Phase 2 grant € 1.5 million in 2015

May 2017: £17.9 million Series B round

<https://www.ultrahaptics.com/>



World's largest plastic films' solar collector

Heliovis, Vienna

The innovation reduces the capital expenditures for the mirror field of solar thermal power plants by 55 %. The solar power plant was inaugurated on 23 June 2017 in Albacete in Spain
Company founded in 2009

Phase 2 November 2015: 2M€ grant

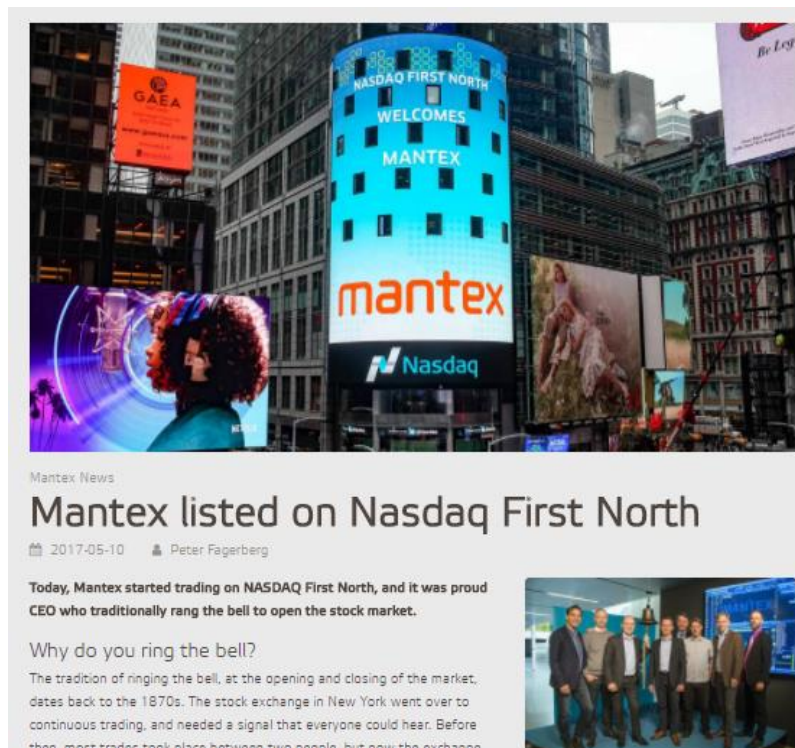
Website: heliovis.com



SME Instrument as a funding bridge

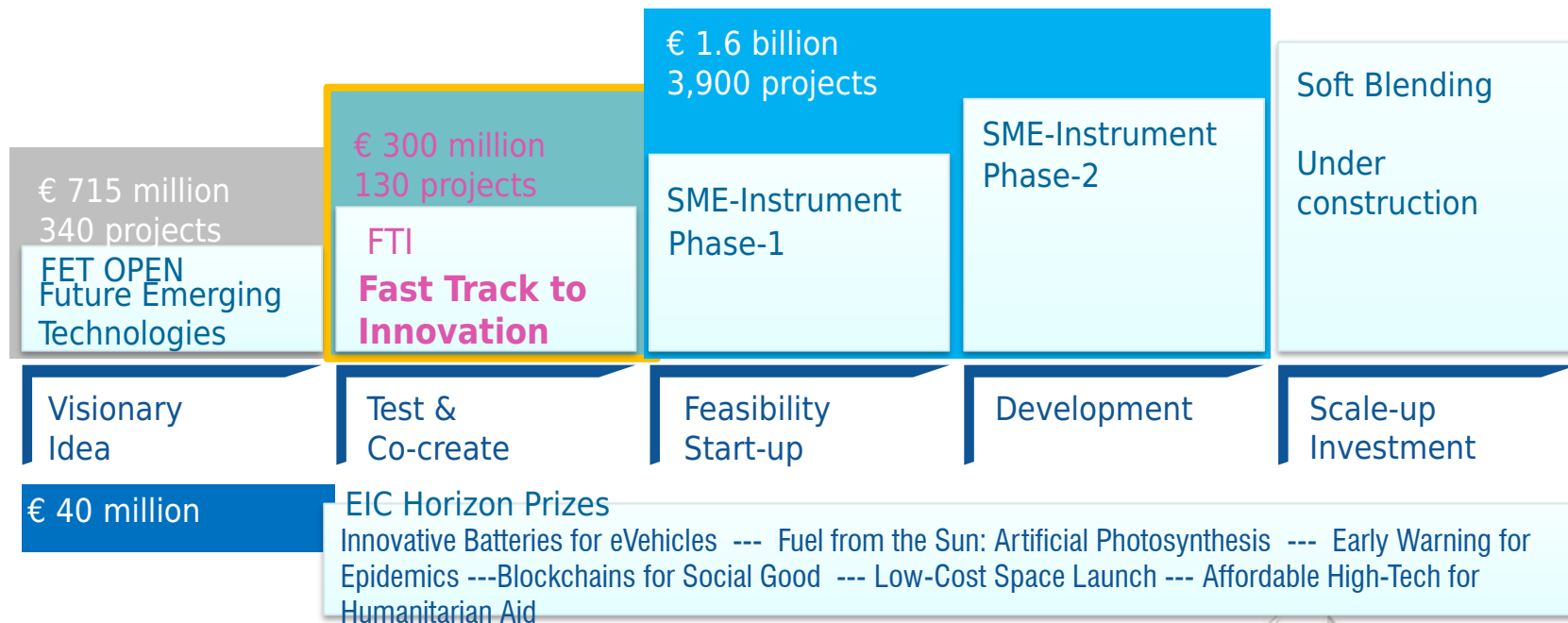
MANTEX, Sweden

Measure organic materials – inside and out, and detect foreign objects, and a lot more besides.



Comprehensive package - 4 schemes in 1

Business acceleration services & coaching for SMEs



1st Opportunity: Go for further EU funding

SME Instrument (Ph 2)

The SME Instrument acts as an **accelerator programme** at EU level, offering funding, business coaching and business acceleration services to innovative **SMEs** with **global ambitions**.

It supports high-risk, high-potential SMEs to develop and **bring to the market** new innovative products, services and business models that could drive **economic growth**.

Fast Track to Innovation

Fast Track to Innovation is a fully **bottom up** measure in Horizon 2020 to promote **close-to-market**, industry driven innovation with a strong potential for **growth**.

Overview

SME Instrument (Ph 2)

- Technology readiness > 6
- Yearly budget > **€500** Million
- Bottom-up, close-to-market
- Open common call
- **4** cut-offs per year
- Simple business plan (<30pages)
- Time-to-grant 6 months
- **Face to face** interview
- Grant up to €2.5 Million
- **Single SMEs**
- 12 days coaching

Fast Track to Innovation

- Technology readiness > 6
- Yearly budget = **€100** Million
- Bottom-up, close-to-market
- Open common call
- **3** cut-offs per year
- Simple business plan (<30 pages)
- Time-to-grant 6 months
- **Remote** evaluation
- Grant up to €3 Million
- **Consortia** 3 to 5 members
- Mandatory **Industry** involvement
- 12 days coaching

Tips for success

- Prepare well (high competition for both)
- Build a good consortium for FTI (Go alone for SMEI)
- Analyse how criteria and subcriteria are defined (not the same)
- Write convincingly, cover all sub-criteria
- Test your pitch with business, technology and finance people
- Use realistic figures: market size, turnover & jobs for 3 years
- Invest in a snappy title and a catchy abstract
- Use the full 30 pages – delete the hints in the template
- Form matters - test your proposal, review the language
- Do not wait until the last day to submit

SME Instrument (Ph 1)

- 08 February 2018
- 03 May 2018
- 05 September 2018
- 07 November 2018

Fast Track to Innovation

- 21 February 2018
- 31 May 2018
- 23 October 2018

SME Instrument (Ph 2)

- 14 March 2018
- 23 May 2018
- 10 October 2018
- 09 January 2019



ec.europa.eu/easme/sme



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