

AIM HIGHER



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Eurostars-2

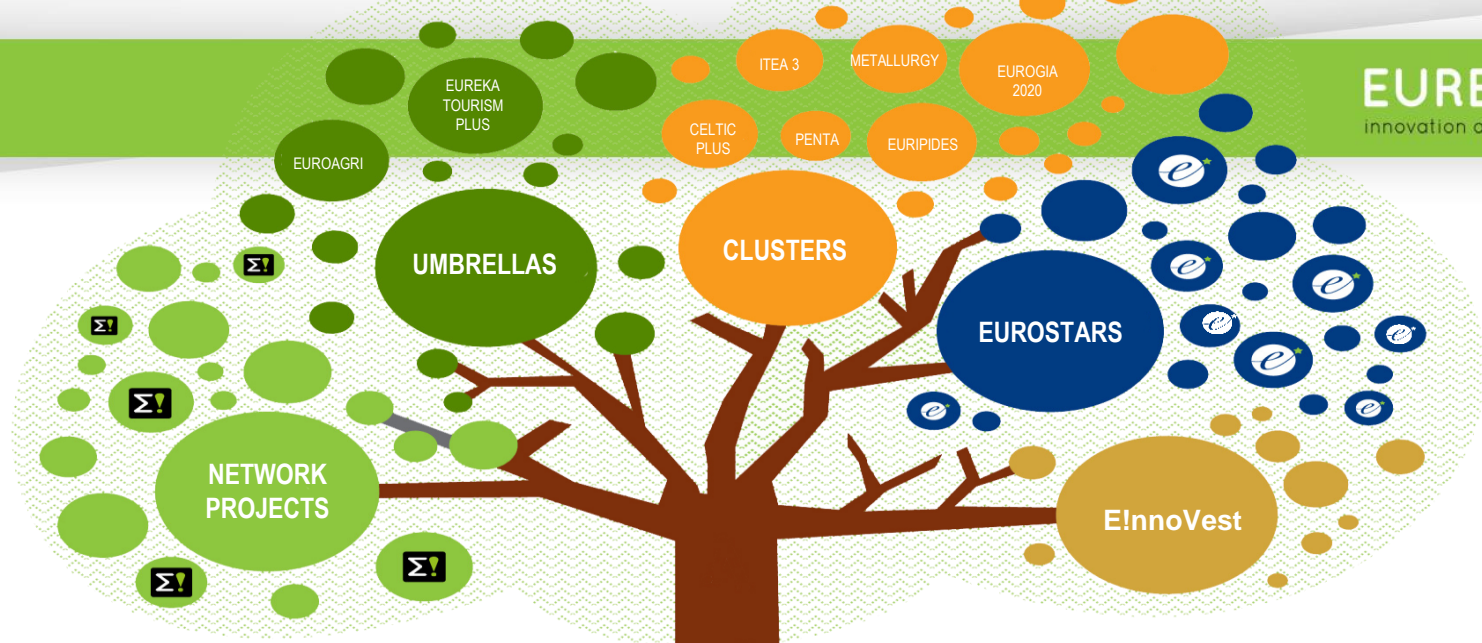
Accelerator-Industry Co-Innovation Workshop

6th February 2018



Eurostars is a joint programme between more than 30
EUREKA member countries and the European Union





EUREKA instruments

Over 40 countries



**Joint
programme**
between
EUREKA
and EU



Dedicated
to **R&D-**
performing
SMEs



Market-
oriented



Bottom-up



**International
cooperation**

36 countries

 Austria	 Greece	 Poland
 Bulgaria	 Hungary	 Portugal
 Belgium	 Iceland	 Romania
 Canada	 Ireland	 Slovak Republic
 Croatia	 Israel	 Slovenia
 Cyprus	 Italy	 South Africa
 Czech Republic	 Latvia	 South Korea
 Denmark	 Lithuania	 Spain
 Estonia	 Luxembourg	 Sweden
 Finland	 Malta	 Switzerland
 France	 The Netherlands	 Turkey
 Germany	 Norway	 United Kingdom



1.148 billion

Eurostars total public budget 2014-2020



75%

+

25%



EUROSTARS
COUNTRIES
CONTRIBUTION



EU
CONTRIBUTION



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Eurostars-2 in numbers

EUREKA 
innovation across borders

PROJECTS SUBMITTED
CUT-OFF 1-7

30%
SUCCESS RATE

PROJECTS FUNDED
CUT-OFF 1-7



2,329

NUMBER OF APPLICATIONS



699



NUMBER OF APPROVED PROJECTS



7,393

NUMBER OF APPLICANTS



2,216



NUMBER OF PARTICIPANTS



3 BILLION €

TOTAL COSTS OF
APPLICATIONS



1 BILLION €

TOTAL COSTS OF
APPLICATIONS FUNDED



40

COUNTRIES INVOLVED

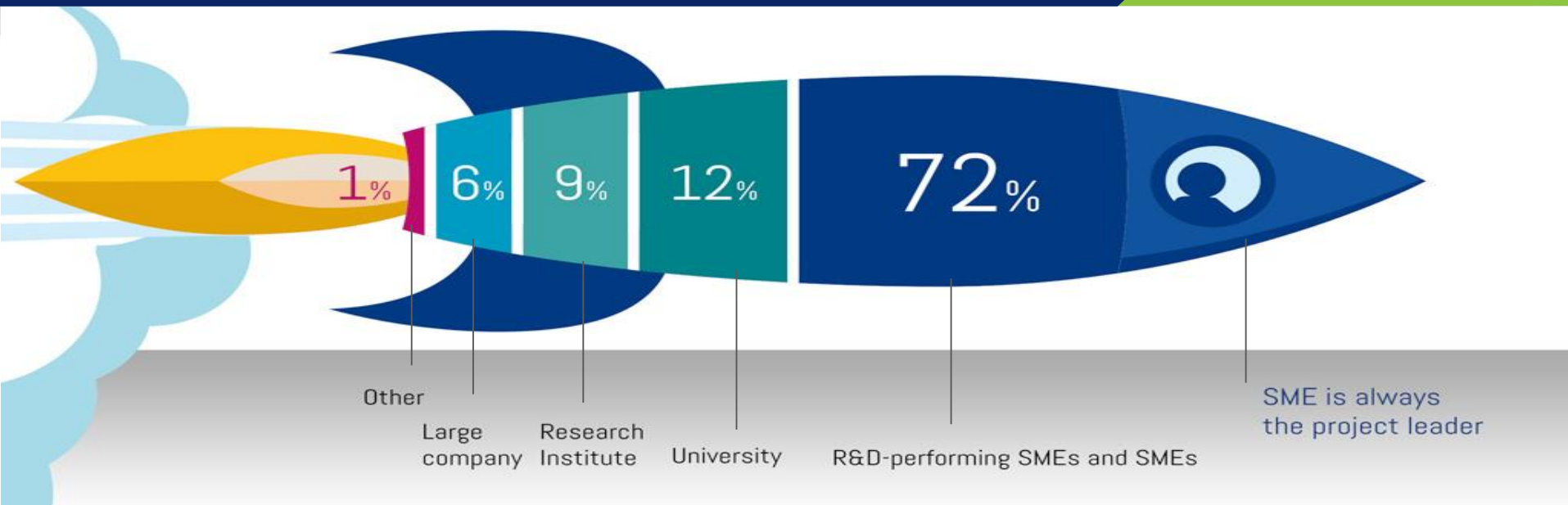
480 MILLION €

ESTIMATED PUBLIC
FUNDING





SMEs in the driving seat



EUROSTARS SME PROFILE



50%

At least 50% of the job done by SMEs



64%

R&D-performing SMEs



< 50

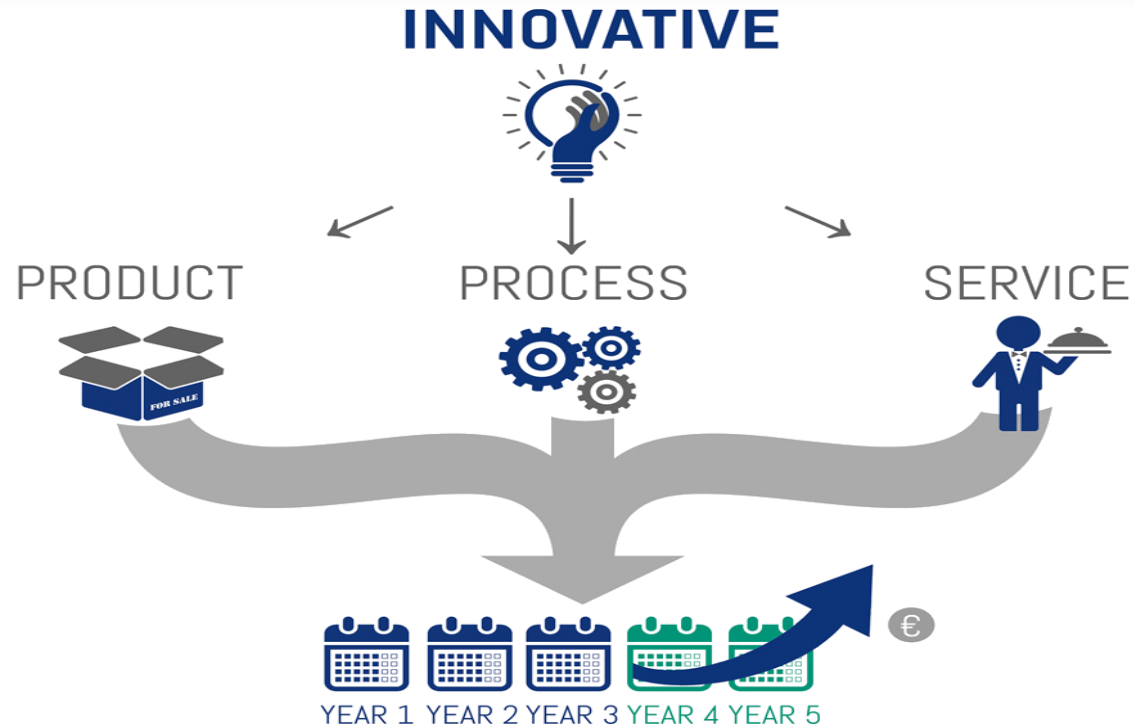
83%

SMEs have less than 50 employees



40%

SMEs workforce is dedicated to R&D activities



Market introduction is foreseen within 2 years after project completion



3 participants



2 countries

average duration



30 months

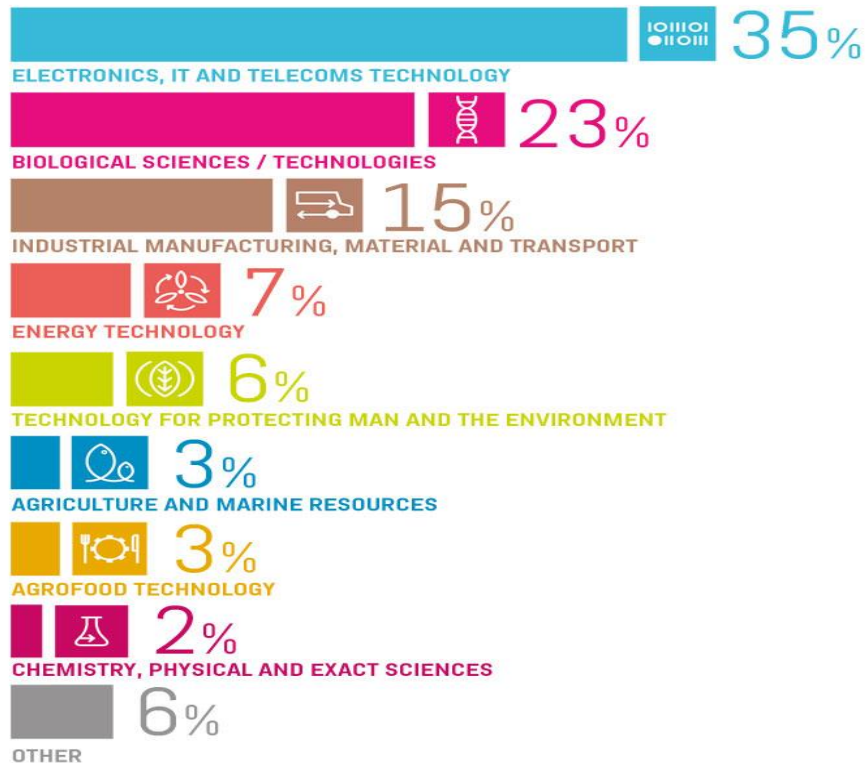
average project cost



€1.4 million

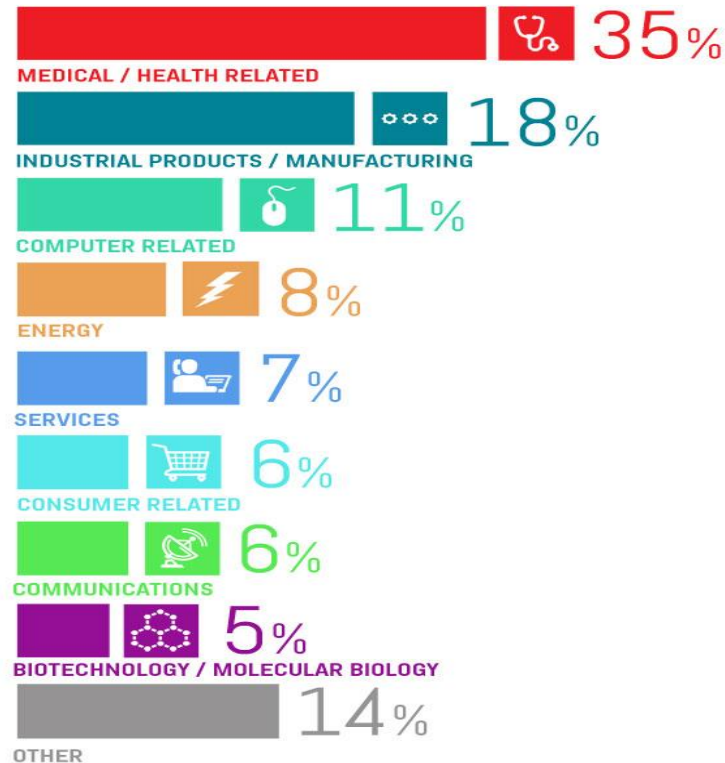
TECHNOLOGICAL AREAS

PROJECTS SUBMITTED



MARKET AREAS

PROJECTS SUBMITTED





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Reasons to participate

EUREKA 
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You need access to someone else's science/technology



You have a solution for someone else



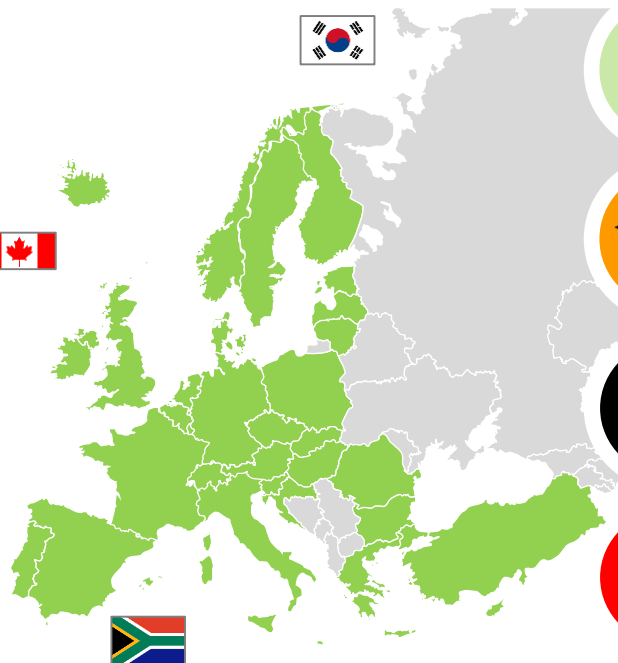
Access skills you don't have



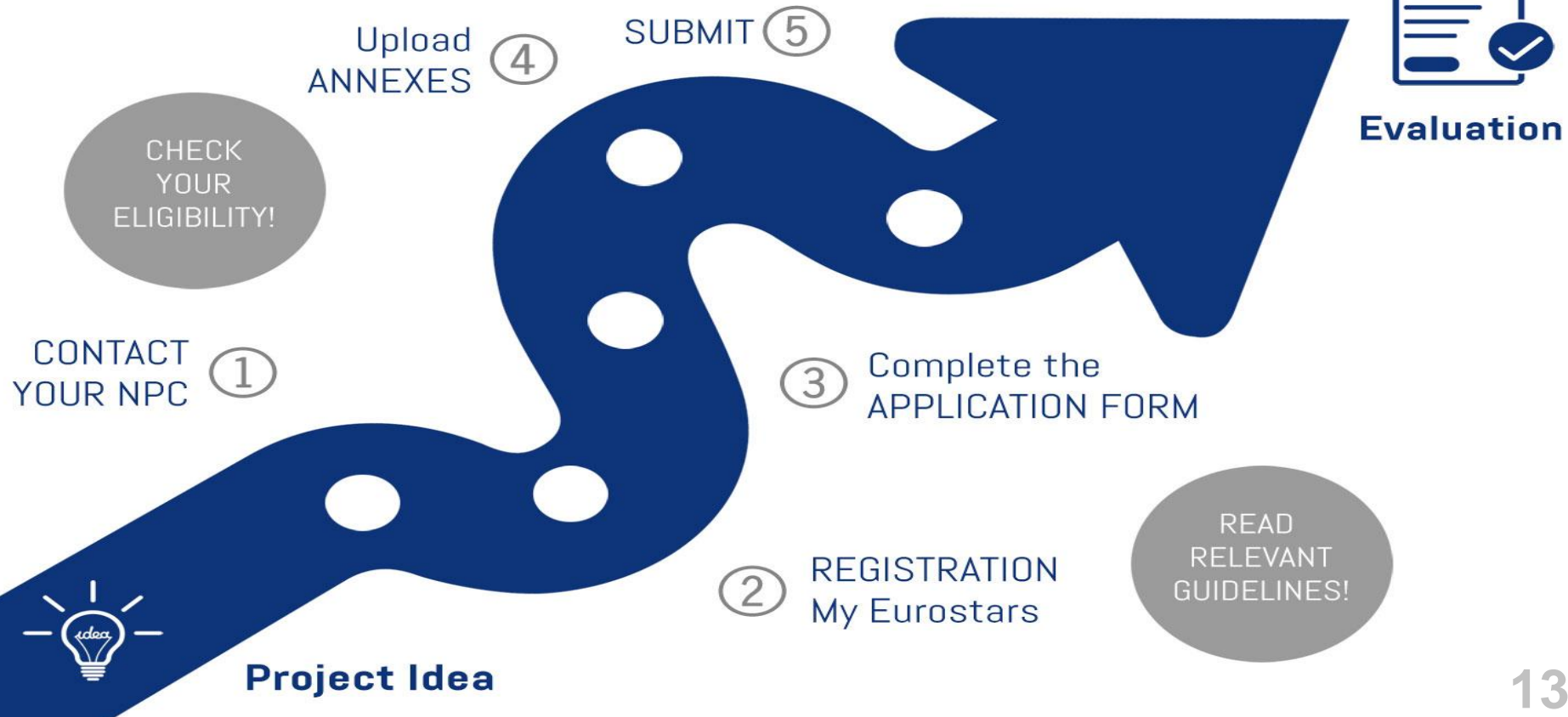
Requires collaboration across the value chain



Share Risks







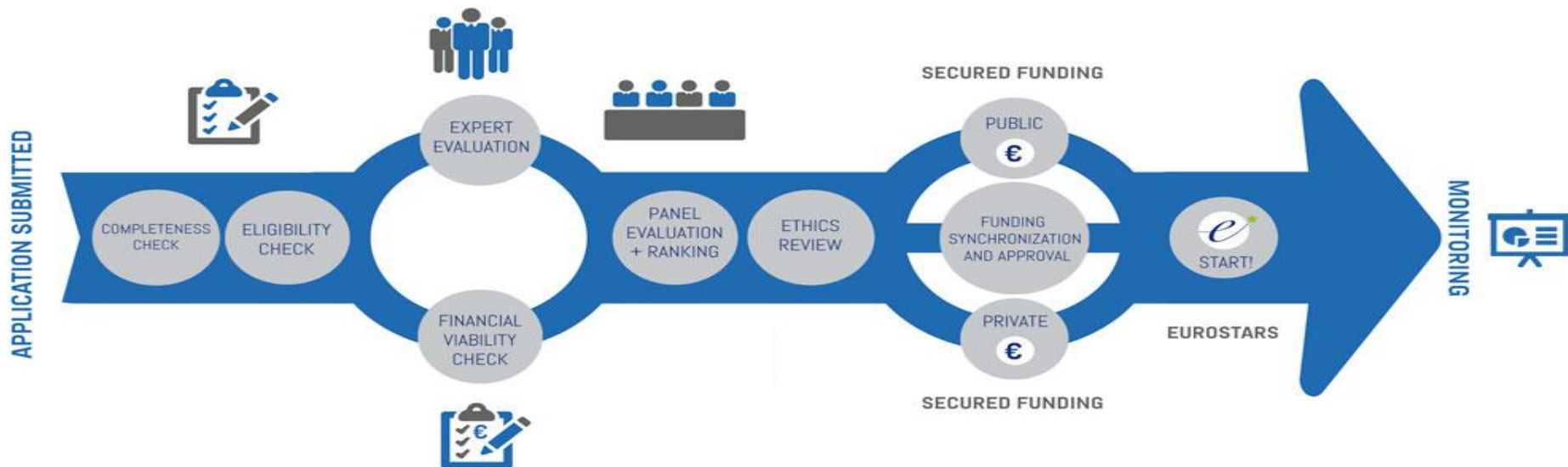


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Evaluation

EUREKA

innovation across borders





Project leader is an **R&D-performing SME** from a Eurostars country



At least 2 Participants

- Autonomous entities
- Legal entities from **at least 2 Eurostars countries**



SMEs are in the **driving seat**

International balance



Project duration is max. **3 years**

Market introduction within **2 years**



QUALITY AND EFFICIENCY OF THE IMPLEMENTATION: BASIC ASSESSMENT

- Quality of the consortium
- Added value through co-operation
- Realistic and clearly defined Project management & planning
- Reasonable cost structure



EXCELLENCE: INNOVATION AND R&D

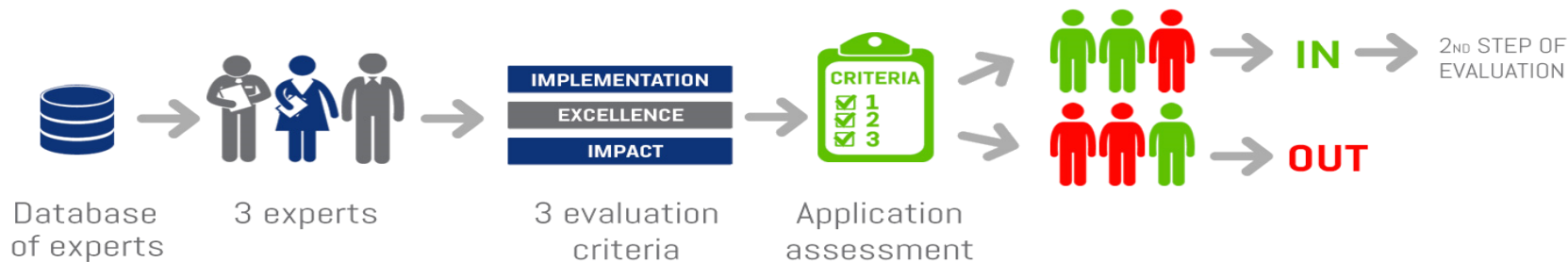
- Degree of Innovation
- New applied knowledge
- Level of Technical Challenge
- Technological achievability & Risk



IMPACT: MARKET & COMMERCIALISATION

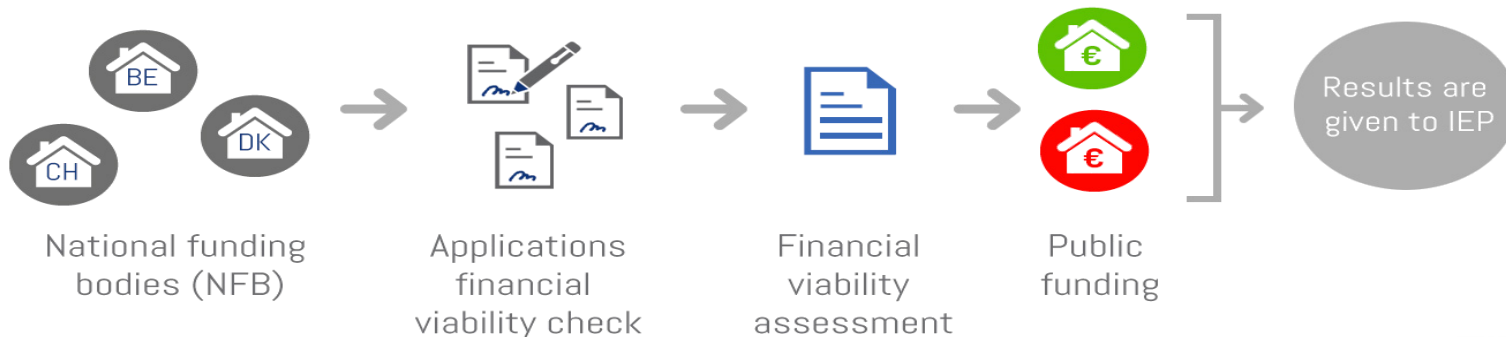
- Market size
- Market access and risk
- Competitive advantage
- Clear and realistic commercialisation plans
- Time to market

ON EUROPEAN LEVEL



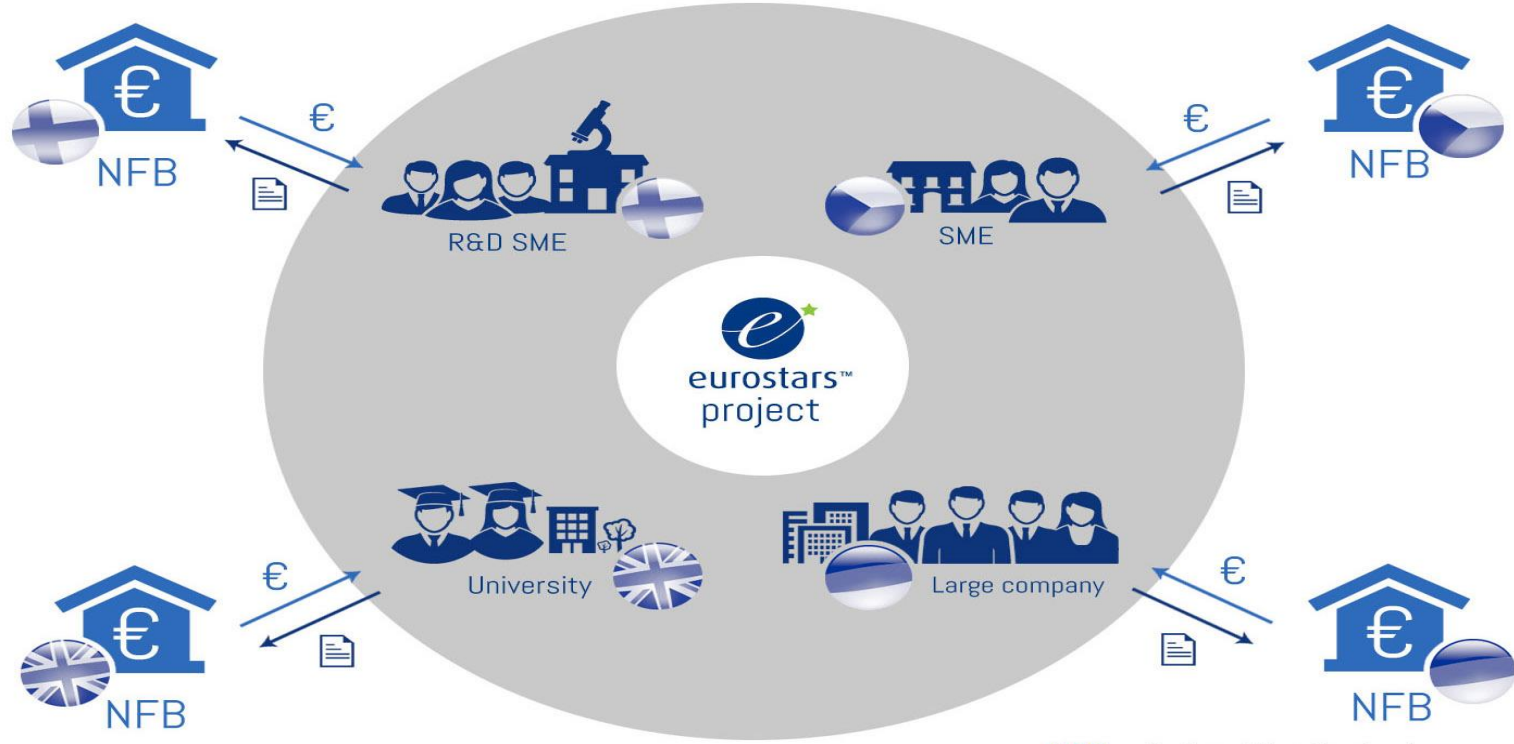
SIMULTANEOUSLY

ON NATIONAL LEVEL





- Only projects rated **above the quality thresholds** are recommended for funding
- The funding of projects is following the ranking list until **national budget exhaustion**
- The funding of partners is based on **the national funding rules**



NFB = National funding body

- Consideration for all Eurostars projects on the ranking list
- Verifies the respect of ethical principles and legislation
- Each project application must:
 - ✓ Identify and describe any potential ethical issues
 - ✓ Detail how they plan to address them

Human embryos & fetuses

Human beings

Human cells or tissues

Personal data

Animals

Non-EU countries

Environment, health & safety

Dual use

Misuse and security

Ethics clearance

The project proposal does not raise ethics issues or the ethics issues have been properly addressed

VERY LIKELY

Conditional clearance

The ethics report will list 'ethics requirements' which become contractual obligations.

They may include:

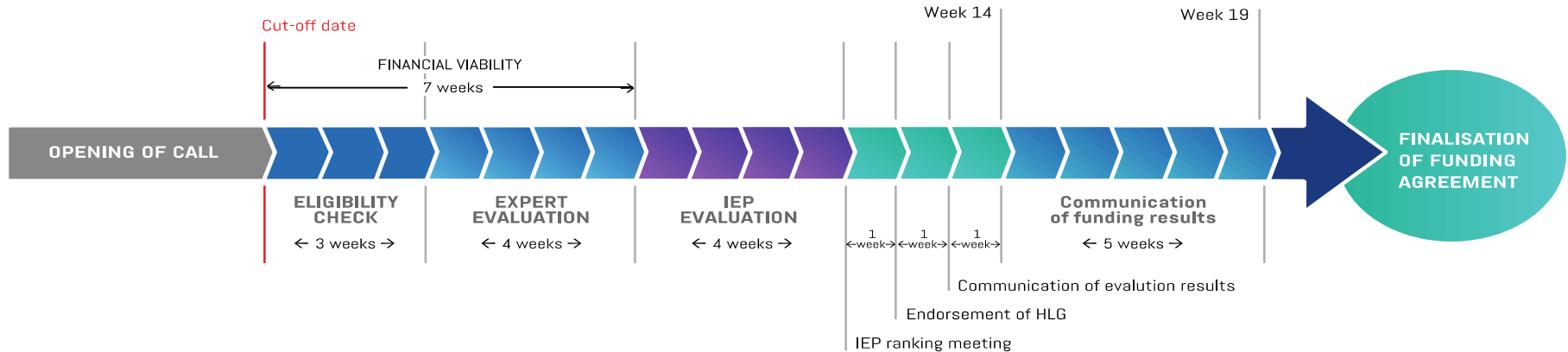
- supplying further information/documents
- adjusting methodology so as to comply with ethical principles and relevant legislation
- an ethics check
- appointing an independent ethics advisor or ethics board (possibly with a task to report on compliance with ethics requirements)

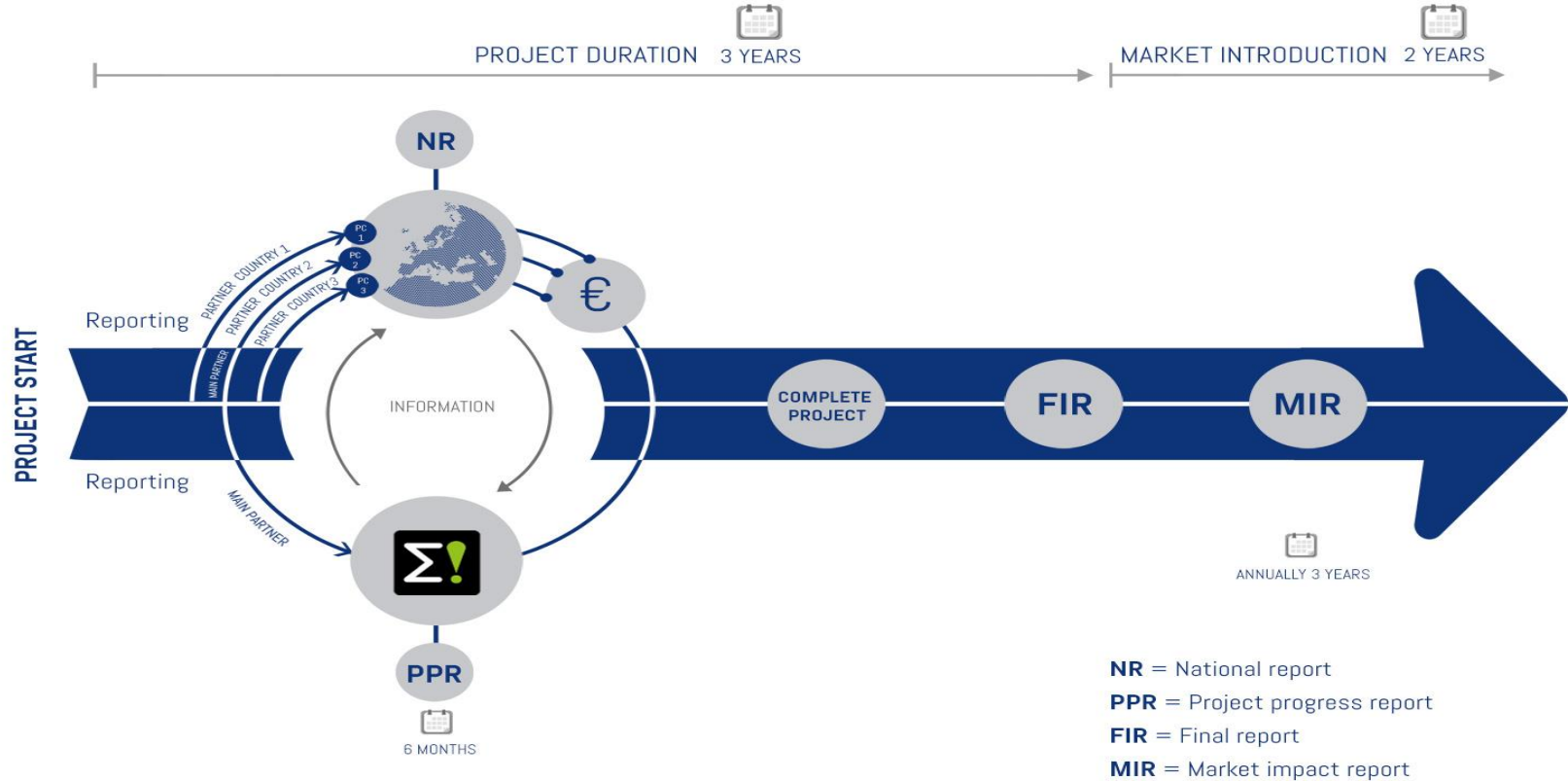
LESS LIKELY

No ethics clearance

When a project proposal shows major ethical flaws, it will not be given ethics clearance, meaning that the proposal may not be eligible for funding and will be rejected

Time-to-contract is within 4 to 7 months





NR = National report
PPR = Project progress report
FIR = Final report
MIR = Market impact report

- Be available
 - > Allow time for necessary preparation (partner search, project proposal, consortium agreement...)
- Build up a « win-win » cooperation
 - > Show complementarities and added value of trans-national partnership during and after the project
- Show partnership's ability to meet its commitments
 - > Demonstrate each party's management, scientific and technical skills as well as its available financial resources for the project
- In austerity, tax payers money is a scarce resource
 - > Demonstrate the fact that you have good financial health and have considered all of your options.
 - > If you are too risky, you might not be able to access support.

- Set clear, measurable and verifiable objectives
 - > Define success indicators for technological performance as well as the commercial and financial targets to achieve
- Demonstrate clearly why the projects should be financed
 - > Highlight the risks and the strategic character of the project in terms of expected commercial and financial impact
 - > Is it value for money?
- Be technologically ambitious while remaining realistic
 - > Define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its results

- Point out the innovative nature of the proposal submitted
 - > Present new industrial applications and their impact on the industry sector and relevant markets
- Describing the technology is the easy bit there is more...
 - > Who are you? Describe the benefits of this partnership, the added value that each organisation brings?
 - > Focus on the project methodology (objectives, means, results)
 - > Appropriate and realistic cost breakdown
 - > Analyse the risks. How will you mitigate against them?

- Don't forget your market (it sounds strange, but people do)
 - > Product plans, exploitation plans, commercialisation strategy.
 - > Analysis and comparison with state of the art.
 - > Barriers to market entry? Competitive advantages?
 - > Realistic market share? Will you actually make ROI?
 - > Or how to protect it – Good IPR analysis/strategies are rare
- Fill in the project application carefully and ensure it is clear
 - > Promote the key elements the evaluators are looking for and ask an objective party to read it
 - > Proof read it – this is the cheapest way of making it better.
- Don't allow yourself to be surprised by anything
 - > Do your homework
 - > Speak to your National Project Coordinator (NPC)



**Cut-Off 1 to
Cut-off 6**

**1927
Applications
2014 to 2016**

580

Approved projects

86%
Of shortlisted projects

30% overall

Cut-Off 7

**402
Applications
2 March 2017**

119

Approved projects

66%
Of shortlisted projects

30% overall

Cut-Off 9

**01/03/2018
20:00 BRU**

Cut-Off 10

**13/09/2018
20:00 BRU**

Camilla Del Latte
Eurostars Project Officer



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Cut-off 9: **1 March 2018**
Good luck!



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