

## Project description

The overarching goal of EMPOWA is therefore to identify women entrepreneurs, raise their awareness of the SME Instrument and support their successful participation in the programme.

EMPOWA will identify and map women entrepreneurs with their own innovative companies and the potential to submit successful applications within the Horizon 2020 SME Instrument.

EMPOWA will develop a strategy with which to raise awareness of the SME Instrument and the services provided by the partners to female entrepreneurs.



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# CHECKLIST FOR A SUCCESSFUL SME INSTRUMENT PROPOSAL

## Target Group

Women entrepreneurs that fit the SME Instrument Profile

Female entrepreneurs with innovative products and ideas.

## Objectives of the project

The main driver behind EMPOWA's objectives is the creation and protection of jobs in the European Union, thus fostering competitiveness and sustainable growth.

The mega trends of demographic change and female shift make it even more important to identify women entrepreneurs and raise their awareness of the EU's support structures.

Women must be integrated into our society's technological development in the same way as men.

The future will be more and more technology-oriented at all levels of daily life and as women represent half the population, it is essential to encourage their contribution to such developments.

- ✓ Keep in mind all the **objectives** of the Work Programme 2018-2020 and assess if your project is in line with them → breakthrough innovation with the potential to create entirely new markets or revolutionise existing ones; a clear ambition to grow at international level; a demonstrated knowledge of your target market; a convincing business plan;
- ✓ **What does your SME need money for?** → check for the most suitable programme;
- ✓ Assure your **success** → check for SME Operational Capacity, financial viability, Network and Partners', consider the right TRL / R&D capacity, the Management capacity and Experience;
- ✓ Consider the **3 evaluation criteria** : impact, excellence, and implementation. Proposals should be well balanced, covering all the aspects for each evaluation criteria;
- ✓ Does your project really have **impact**? → build a truly substantial impact; Address a real and recognised market need; demonstrate a value proposition;
- ✓ Is the project truly **excellent**? → try to be truly innovative, addressing real, recognised needs and problems. Go beyond the state of the art, be feasible, realistic but ambitious;
- ✓ **Make sure the project is in line with your company's strategy**;
- ✓ **IPR** → you own whatever you develop. Try to solve IPR issues at the beginning of the project;
- ✓ **Consult your local NCPs and the NCP networks**;
- ✓ **TIME** → Do not submit at the last minute and do not hesitate to submit several versions

