

EMPOWA
HORIZON 2020



Women entrepreneurs in Horizon 2020: SME Instrument Application How to write a competitive proposal

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13.11.2018

How to write a good proposal

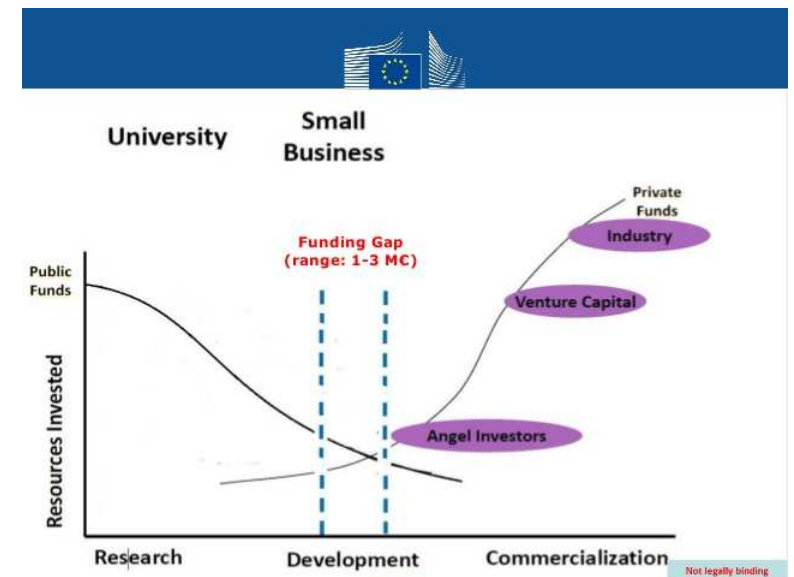
Identifying the right idea

SME Instrument

- You are a single company or a small consortium of SMEs
- Your idea is radically innovative (disruptive) with an added value on an international basis
- The company and / or the idea has a large growth potential

But you still need support

- To bring the idea to market
- To define the end product design
- To open the doors of the potential market
- ...



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Innovation close to market

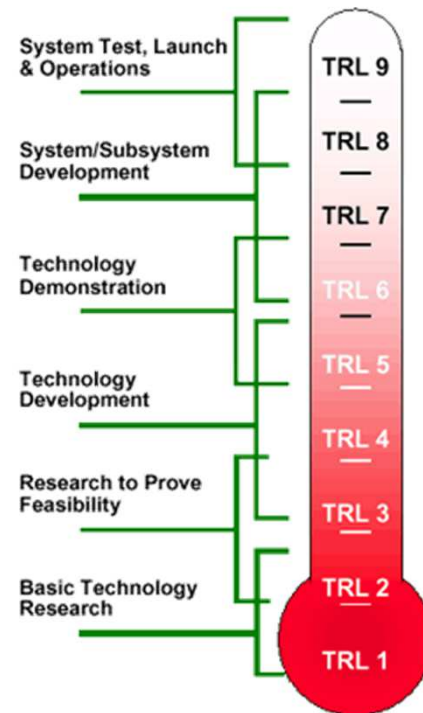
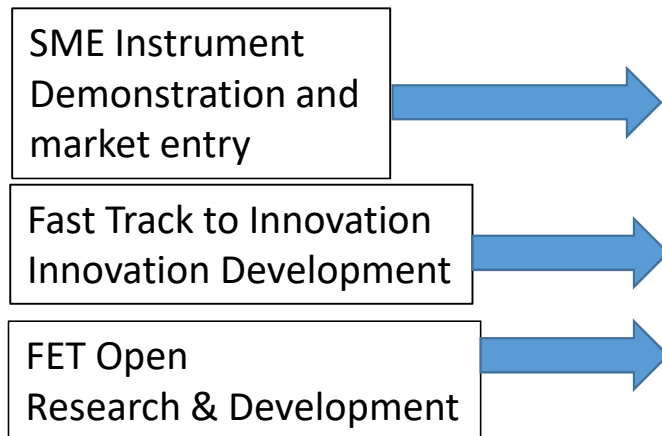
What is innovation in the SME instrument

- The product, process or service is better than those available on the market.
- It is almost ready to be put to market
- The customers' needs can be proven
- It has an international impact
- The business model behind the innovation is highly promising



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Innovation close to market



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Phases in SME Instrument

European
Commission

Phase 1: Concept and feasibility assessment

Input: Idea/Concept:
"Business Plan I"
(~ 10 pages)

Activities:
Feasibility of concept
Risk assessment
IP regime
Partner search
Design study
Pilot application
etc.

Output: elaborated
"Business plan II"

Lump sum: 50.000 €
~ 6 months

Phase 2: R&D, demonstration, market replication

Input:
"Business plan II" plus
description of
activities under Phase
II (~ 30 pages)

Activities:
Development,
prototyping, testing,
piloting,
miniaturisation,
scaling-up, market
replication

Output: investor-ready
"Business plan III"

Output based payments:
1 to 3 M€ EC funding
~ 12 to 24 months

Phase 3: Commercialisation

Promote instrument as
quality label for
successful projects
Facilitate access to
private finance
Support via networking,
training, information,
addressing i.a. IP
management,
knowledge sharing,
dissemination
SME window in the EU
financial facilities (debt
facility and equity
facility)

No direct funding

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Cut-Offs in 2019 - 2020

Phase 1:

13 February 2019

07 May 2019

05 September 2019

06 November 2019

12 February 2020

06 May 2020

02 September 2020

04 November 2020

Phase 2:

09 January 2019

03 April 2019

05 June 2019

09 October 2019

08 January 2020

18 March 2020

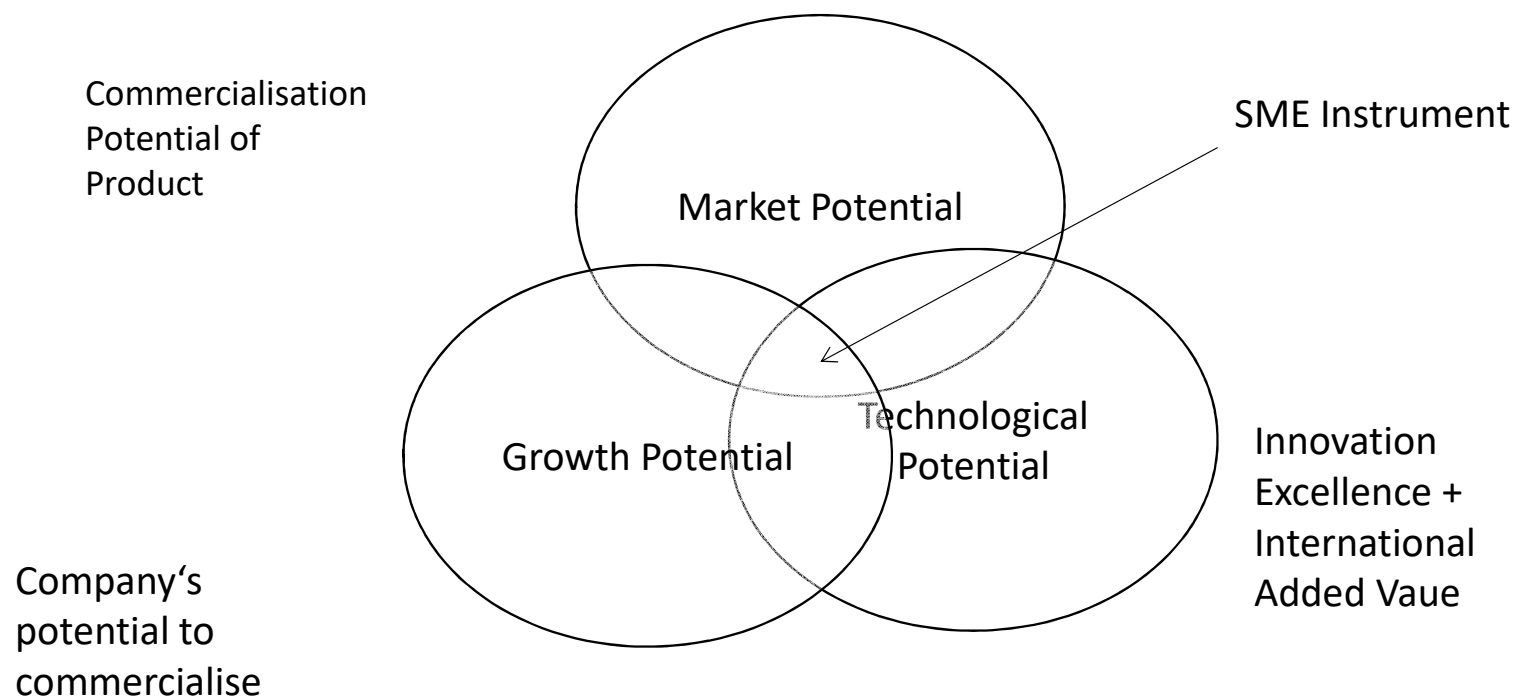
19 May 2020

07 October 2020

Budgets: 525 Mio. EUR for 2019, 570 Mio. EUR for 2020, 85 % for phase 2

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Considerations on Project Idea



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Facts to take into considerations

Evaluation Process

- There are three to four evaluators:
Business Experts, Capital Venturists, Coaches, Business Angels, Scientists
- It is not a scientific proposal! Scientists are the minority.
- There are the Evaluation Criteria Excellence, Impact and Implementation as in all H2020 proposals
- The proposal must cover all aspects, innovation excellence, potential of the company (ies) to implement the plan and business and / or societal impact
- But the Impact counts twice! The business and market story behind the innovation has the highest importance for the overall result
- Always think about the evaluators reading the proposal. You must attract their attention. Everything must be said in the proposal, they may not contact you.

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Facts to take into considerations

Proposal template

- There are three Chapters in proposal part 1 representing Excellence, Impact and Implementation. There are page restrictions. Do not exceed these.
- There is a part 4 with room to describe facts and plans of the company
- There are questions and headlines in the proposal template. Stick to them. Evaluators use a tight evaluation scheme based on the template points.
- The impact section must contain a convincing commercialisation plan. This part is evaluated first. It must get at least 4 points to be successful (13 of 15 overall)
- The proposal must contain all project elements. There is a short time to grant, so there are no negotiations.

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Parts of the Proposal

Abstract as Business card

Proposal number: /91364
Proposal acronym: MMT
Duration (months): 3
Proposal title: Moving Marketing Technology – Autonomous infotainment display that creatively combines digital media with robotics to produce innovative public engagement
Activity: SMEInst-01-2016-2017

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	IBG TECHNOLOGY HANSESTADT LUBECK GMBH	DE	71,429	100.00%	50,000	100.00%
Total:			71,429		50,000	

Abstract:

MMT (Moving Marketing Technology) is an innovative, highly customisable mobile information and advertising display that autonomously moves in public spaces that allows promoters and advertisers to interact with their markets in a new and innovative way. As is the highly innovative nature of the technology, we expect for MMT to advance the European digital signage market as well as create other new markets. Initially, the MMT solution will be used at destination locations such as airports, shopping venues and sporting/event arenas, with uses such as: providing visitors with bespoke information (with language support) or for directing foot-flow of crowds; in retail to meet-and-greet representatives to direct visitors, for example in a hospital or university. MMT will also be used as a product marketing device to reach customers in a new way, and to help with engaging and e-learning. Furthermore, as a customisable technology, the possibility of being utilised in many innovative ways beyond that which we have planned for it, thus, we expect for other SMEs to innovate and integrate MMT technology in unique ways to other markets. For us to be commercially successful, we plan for SME Inst-01 grant funding to finalise our enhancements to MMT; prove the market value of robotic digital media displays and demonstrate its capability to reliably operate autonomously. As a unique to the market technology, we expect for MMT to become an industry standard and launch us into being a market leader, therefore it is key for us to plan this market entry strategy carefully to ensure success is maximised. This feasibility study will allow us to: complete a market study; scope the commercial legislative pathway in Italy; find a local partner; plan the work to be completed during Phase 2 and include a full related business plan that includes a non-register.

Evaluation Summary Report

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Parts of the Proposal

Proposal template

Excellence

Challenge and solution

- The innovation meets customers needs
- The innovation is a real progress compared to the state-of-the-art (state of the Art and market are described in 2!).

Approach

- The project is at least TRL 6. There is no research and development
- In-Depth description of current stage of development
- Objectives of phase X

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Parts of the Proposal

Proposal template

Impact (most important)

Entering the market

- Description of potential users and connection already established
- Description of target market
- Survey of competitors and competitive solutions
- Market barriers

Business model

- Overall business model of the company
- Stakeholders
- Revenue model, how can the company earn money and grow

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Parts of the Proposal

Proposal template

Impact (most important)

Financing

- Current financial situation
- Impact of innovation on situation of the company (profit, loss)
- Estimation of funding requirements, co-financing

IPR and legal framework

- Legal and regulatory requirements, standards
- IPR situation, freedom to operate
- Strategy of knowledge management

Communication and access to research data

- Dissemination of innovation
- Use of scientific data in the project and publication of scientific data (if necessary)

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Parts of the Proposal

Proposal template

Implementation

Team

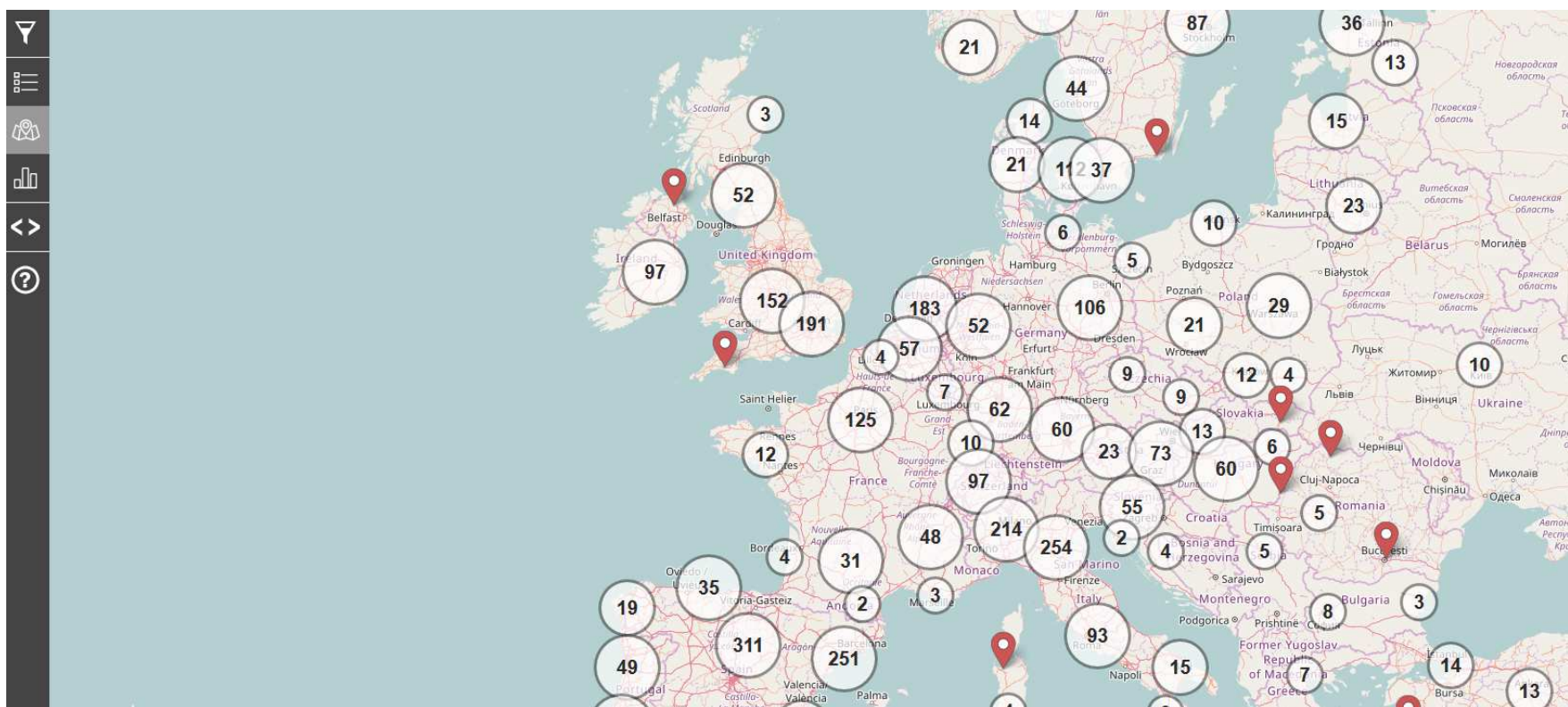
- Persons involved and roles
- Role of partners, if it is a cooperation project

Workpackages, Deliverables, Milestones, Risk

Use of resources

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Funded Projects



<https://sme.easme-web.eu/>

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Examples



Potum sitienti dare



WATIFY - Most eco-efficient and cost-effective solution for nitrate polluted water treatment

Dr. Ruth Canicio
CEO and member of the
new board of the CWP
(Catalan Water Partnership)

Spain, Phase 2
€923.062

<http://hydrokemos.com/en/>

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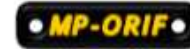
Examples



MP-ORIF Innovative
biocompatible material
for medical implants in
trauma

Dr. Alisa Buchman
CTO MMATECH Ltd.

Israel, Phase 2
€1,161,785



mma-tech.com/

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Examples



Inish Mini for On-Site
Rapid Detection of
Bacteria in Beer Directly
from the Tap

Vivienne Williams CEO
Cellix Limited

Ireland, Phase 2 €
1,121,690

<https://cellixltd.com/>

„More than machinery we need humanity. More than cleverness we need kindness and gentleness. Without these qualities, life will be violent and all will be lost.... “

(Charles Chaplin in The Great Dictator, 1940)

<http://www.empowa.eu/>

Suggestions, Points to discuss or questions?

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