Catalysing European Innovation
The first two years of implementation of the SME Instrument

Oliver Kozak
European Agency for Small and Medium-sized Enterprises (EASME)
Different forms of H2020 SME support

20% Budget to SMEs in LEITs & Societal Challenges

- Cooperative Projects 13%
- Eurostars II
- Fellowships
- Risk Capital Support

SME Instrument 7% = 2.6 Mrd €

Fast Track to Innovation
Effectiveness of European innovation projects perceived by participating SMEs:

Source: SMEpact 2010, 77f.
SEED

MARKET FIT

EXPANSION

GROWTH

Recruiting

Product-Market Fit

Recruiting, Sales, New Markets

ACQUISITIONS/MERGERS

STRATEGIC ALLIANCES

PE

IPO

PUBLIC MARKET

FF

ANGELS

ANGEL SYNDICATIONS

SEED CAPITAL

EARLY STAGE VC

STRATEGICS

VC

VENTURE DEBTH

INVESTMENT BANKERS

LAT\u00a0ER\u00a0ST\u00a0AGE\u00a0VC

SME instrument

TEAM

OPPORTUNITY

TRACTION

SCALABILITY

OF

BUSINESS

GROWTH

PROFITABILITY

Courtesy to Katja Bergmann, Moore Venture
The SME Instrument is a seed accelerator programme at European level

So far: 2479 small companies, 979 M€ funding to scale-up and grow their business

Application process: open to anyone, but highly competitive. Y Combinator, TechStars: application acceptance rates 1-3%. SMEI 6%.
Focus: small teams/companies, not on individual founders. Start-ups/companies shall « graduate » at deadline (SMEI: ~2 years).
During this time, they receive intensive mentoring and training, and they are expected to iterate rapidly.
Primary value to the entrepreneur: derived from mentoring, connections, recognition of being chosen to be a part of the accelerator.
The SME Instrument
SEAMLESS BUSINESS INNOVATION SUPPORT FROM IDEA TO MARKET...

PHASE 1
50,000 € + Coaching
Concept & Feasibility Assessment
Idea to Concept

PHASE 2
0,5M-2,5M € + Coaching
Demonstration Market Replication R&D
Concept to Market-Maturity

PHASE 3
Services
Commercialisation Market-Maturity to Market Launch

...YOUR HIGHWAY TO DELIVER INNOVATION ON THE MARKET!

Apply at any time!

6 months

12-24 months

Market Success
Success Rates

<table>
<thead>
<tr>
<th></th>
<th>average</th>
<th>maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>primo</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>resubmission</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>after Phase 1</td>
<td>11%</td>
<td>17%</td>
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Business Community Phase 3

- Partnership building:
  - SMEI Community
  - Friends of the "SME Instrument"
  - Access to finance
- Networking opportunities
- Visibility
- Links to other finance opportunities
interactive map on https://sme.easme-web.eu
SPRIT DESIGN - INNOVATION AND BRAND GMBH

http://www.spiritsdesign.com

Project: CARR-e: Lightweight and versatile electric vehicle applied to urban logistics
Project Acronym: Carr-e
Project type: Phase 1

Spirit Design has designed Carr-e, an innovative urban electric vehicle that exploits the technical components of e-bikes and applies them to a 4-wheeler cargo so to exploit a $125.25M (by 2020) business opportunity. We are an internationally leading strategic design company born in 1993 in Vienna. European cities are expected to reach 75% of the total population by 2020, besides Urban Freight Transport (UFT) represents 8% to 16% of the total. Urgent is the need of countermeasures to avoid road congestions, lower environmental pollution, from greenhouse gases (25% due to transport) to noise. Besides, e-commerce heavily relies on UFT and B2C sales are growing at a rate of 14% per year, urban logistics need to find solutions that are cost-effective, productive, efficient and environmentally sustainable. Consequently, we propose Carr-e, which exploits electric power-assisted cycles to create a 4-wheeler, innovative pedelec (pedal electric cycle) designed for UFT that needs no driving license and no homologation. Carr-e includes a modular architecture to provide flexible driver protection in a highly space-saving way. Carr-e is designed so that batteries can be easily charged and not recharged. Carr-e is supported by the interest of main UFT stakeholders. POST AG, OAMTC and REWE and will be manufactured by the KSR Group. Carr-e will accumulate by 2020 a turnover of $125.25M and 32 new employees, ROI of 4.71%. Carr-e contributes to the EC goal for UFT of "CO2-free city logistics in urban centres by 2030." Carr-e has been designed to address UFT issues: •Reduction of urban environmental pollution •Increase of the cargo companies' delivery efficiency •An extension of B2B market applications for public administrations, SME business and corporations, tourism agencies or large-sized recreational areas thanks to its modularity •Energy efficient and low-cost solution for a wider range of cargo •No need to spend time to recharge batteries

Topic: Small business innovation research for Transport and Smart Cities Mobility
Total budget: 714,293 €
EU Contribution: 50,000 €
Call ID: H2020-SMEININST-1-2016-2017
Participants:
• SPIRIT DESIGN - INNOVATION AND BRAND GMBH (Coordinator) - Austria

Last update: 21/03/2017

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interactive map on https://sme.easme-web.eu
Topics per country
Matching "Urban".

interactive map on https://sme.easme-web.eu
SME Instrument companies in urban context

Detection of explosives and harmful substances at urban soft targets - Smartphone-based navigation aid for cognitively-or visually-impaired persons - Protection of urban drinking water infrastructure against CBRN threats - Mobile ticketing system for urban transport - Lightweight electric vehicle - Public transportation management - Remove pharmaceutical pollutants from urban wastewater - Vertical wind turbine for urban environments - Unmanned aerial vehicle for vigilance, control and critical urban infrastructure protection - Vertical urban farming - Video analytics to analyse complex scenes - Drone alarm and protection system for urban contexts - Protection of urban soft targets and critical infrastructure against lightning strikes - Car Share and Urban Mobility Systems - Near Field Communication mobile devices - Unlocking urban barriers for disabled people - Modular Shelter Unit for Rapid Installation - Cyber attack protection - Monitoring for urban gas pipelines - Detection of errors in the structural design of critical urban infrastructure - Urban protection aviation copter - Energy generation system for urban distributed power
And if you fail.....

.....apply again! Results show that resubmissions have double chances to succeed!
Thank you very much for your attention

@H2020SME

http://ec.europa.eu/easme/sme