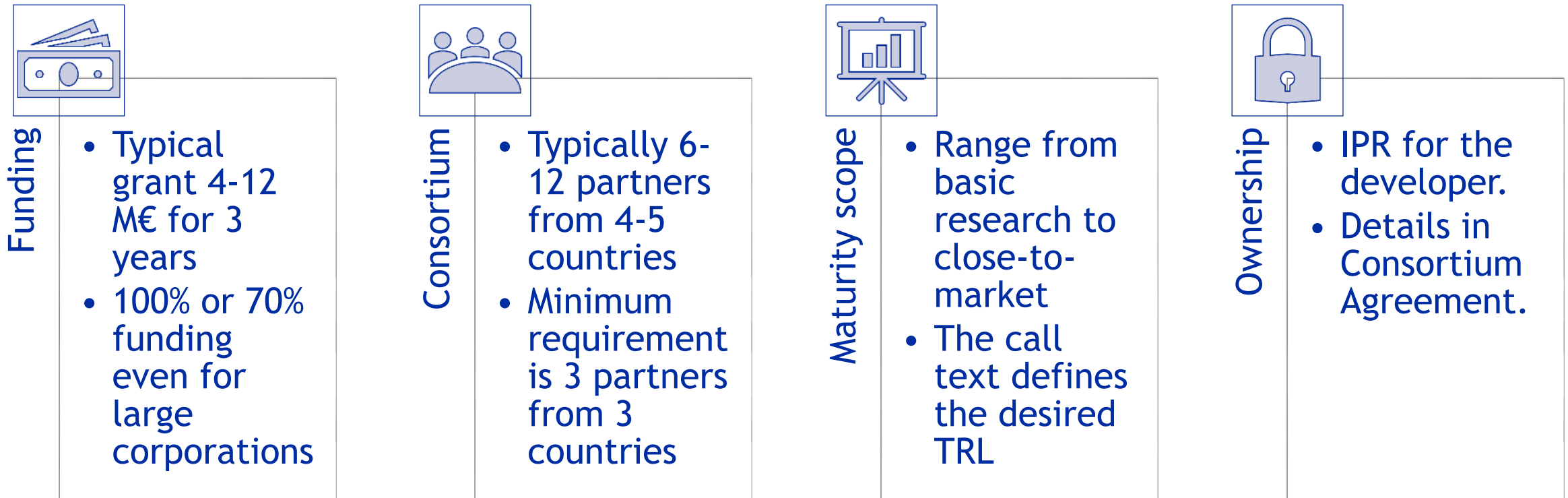# BUSINESS FINLAND

Big picture of EU-funding, how to find a suitable call, how to get onboard in a project?

AI Business breakfast 5.2.2020

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H2020 – the basics in short

Funding
- Typical grant 4-12 M€ for 3 years
- 100% or 70% funding even for large corporations

Consortium
- Typically 6-12 partners from 4-5 countries
- Minimum requirement is 3 partners from 3 countries

Maturity scope
- Range from basic research to close-to-market
- The call text defines the desired TRL

Ownership
- IPR for the developer.
- Details in Consortium Agreement.

Within 2014-2020 H2020 program's total volume is about 87B€

H2020 Benefits

Externally funded projects are not only about the funding

Lower risk in long term R&D
- Longer term R&D with both opportunities and risks
- Public funding for things you might not afford otherwise

Partners
- Build your European value chain
- Assess and engage your future business partners

Positive PR
- Communication and dissemination provide positive publicity
- Participate in solving bigger challenges

R&D experts & sites
- Access to publicly funded R&D sites and pilot facilities
- Your capability validated by neutral and respected R&D player

Markets
- Finding new customers
- Creating new markets
- Influencing regulations and standards

Note: H2020 includes technology roadmaps, market signals and industrial lobbying. The Calls may provide a hint where the markets and your competitors are going

Types of European funding opportunities in short

Traditional H2020 Calls

- Call text describes in detail what kind of research and results can get funded
- Good funding rates and grants
- 500+ calls still open in 2020

H2020's instruments with relatively free topic

- Fast Track to Innovation FTI
- EIC Accelerator Pilot (was SME2)
- MSCA
- ERC

H2020 partnerships

- Funding from combined sources (H2020, national, industry)
- For ICT enablers, ECSEL-JU is the most relevant
- For SMEs, Eurostars is relevant

EUREKA and ERA-NETs

- One application channel, trans-national decisions
- National eligibility and funding
- Eureka Cluster Calls (Penta, ITEA etc)
- ERA-NET Cofund Calls

EU funding outside H2020

- CEF, TEN-T
- LIFE+
- Pesco/PADR
- ERDF Structural funds
- etc

Technology readiness level defines which call suits for you

H2020 TRL definitions

https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

- TRL 1 – basic principles observed
- TRL 2 – technology concept formulated
- TRL 3 – experimental proof of concept
- TRL4 – technology validated in lab
- TRL 5 – technology validated in (industrially*) relevant environment
- TRL 6 – technology demonstrated in (industrially*) relevant environment
- TRL 7 – system prototype demonstration in operational environment
- TRL 8 – system complete and qualified
- TRL 9 –actual system proven in operational environment (Competitive manufacturing*)

* In the case of Key Enabling Technologies
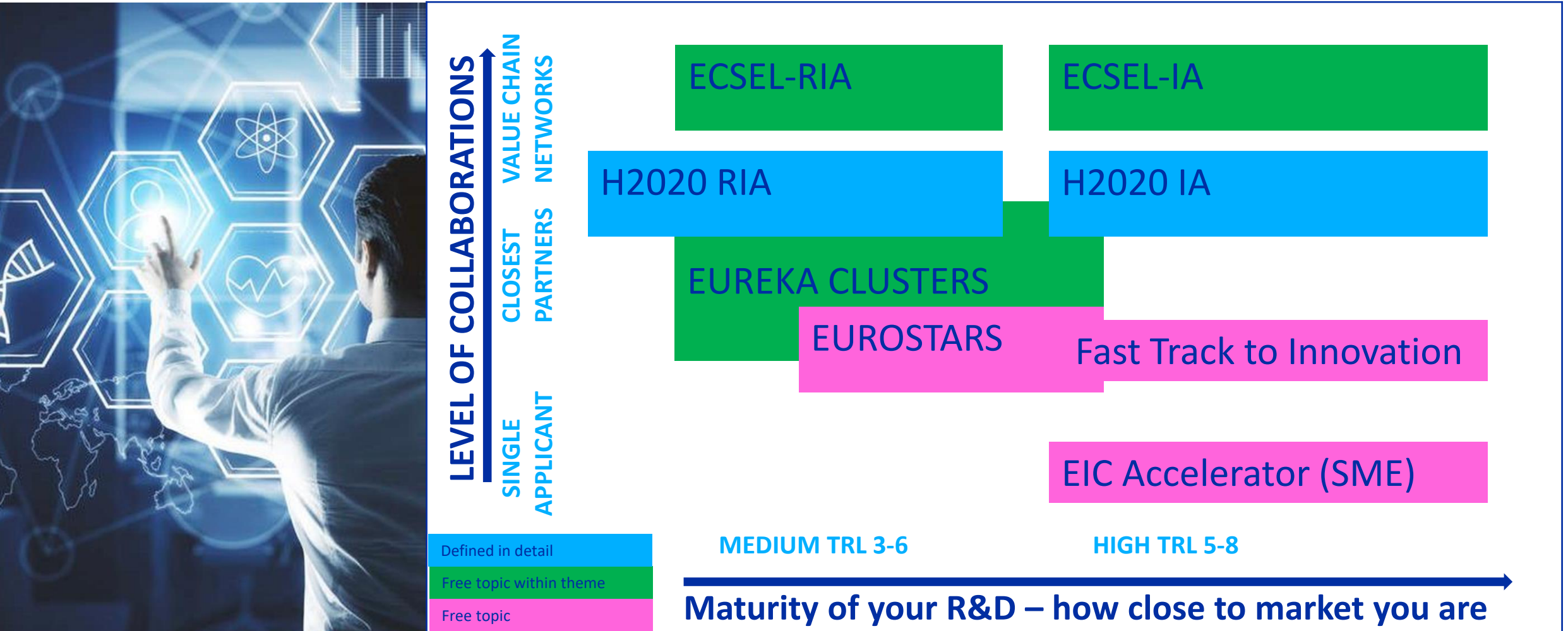
The instruments with "free" topic

Feature	EIC accelerator pilot	Fast Track to Innovation FTI	EuroStars
To whom?	Strong innovation and business potential, high risk included	Strong innovation and business potential, still risk included	Have an innovation that needs R&D
Source	H2020	H2020	National funding; Business Finland
Max grant/ budget	2,5M€/3,6M€ (equity max 15M€)	3M€/4,3M€	0,5-6M€, average 1,4M€ (COO takes 50%)
Funding rate	70% +25%, option for blended	70% +25% (RTOs 100%+25%)	Defined by Business Finland/ national funding agency.
Consortium	Single applicant	Min 3 countries. 3-5 partners, RTOs max 1/3 or 2/4-5.	Min 2 countries, typically 3-4 countries EU, Canada, Turkey and South Korea
Coordinator	SME	Large Enterprise (preferably)	R&D intensive SME (must)
Duration	24M	24M	12..36M, average 29
Funding scope	Topic is free; both R&D and business development are must	Topic is free; both R&D and business development are must	Topic is free; R&D is funded
TRL scope	TRL6-8	TRL6-8	Not defined clearly, assume TRL4-6
Application dates	8.1.2020. 18.3.2020, 19.5.2020, 7.10.2020	22.2.2020, 9.6.2020, 27.10.2020	12.9.2019, 2020 not launched but probably 03/2020, 09/2020
Launch to market	As the project ends	In 3 years from project start	In 2 years from project end
Pros	High funding rate, resub not limited	High funding rate, esub not limited	30% get funded
Cons	5-15% get funded, need high enough TRL when starting	5-15% get funded, need high enough TRL when starting?	Low/no funding for Large Enterprises. Coordination must be by SME

Big consortiums for value chain building

Feature	H2020 RIA	H2020 IA	ECSEL-JU RIA	ECSEL-JU IA
To whom?	Anyone with research	Anyone with close to market R&D	Anyone with research needs	Anyone with close to market R&D
Source	H2020	H2020	H2020 + national funding	H2020 + national fundin
Max grant/ budget	Typically 4-15 M£	Typically 4-15 M£	15M€+15M€/even 60M€ budgets	30M€+30M€ grant/even 100M€ budgets
Funding rate	100% +25%	70% +25%	50%...100%, depends on org & country	40%...100%, depends on org & country
Consortium	Min 3 countries (typically 5-15 partners)	Min 3 countries (typically 5-15 partners)	Min 3 countries (typically 30-50 partners)	Min 3 countries (typically 30-50 partners)
Coordinator	RTO or company	Company, big enough	Large Enterprise (preferably)	Large Enterprise (preferably)
Duration	Typically 36M	Typically 36M	Typically 36M	Typically 36M
Funding scope	Defined in the Call text in very detail	Defined in the Call text in very detail	Relatively free topic within the larger focus of ECS	Relatively free topic within the larger focus of ECS
TRL scope	TRL 3..6, defined in the Call	TRL5..8, defined in the Call	TRL 3-5	TRL5-8
Application DL	Defined in the Call text	Defined in the Call text	PO in May and FPP in September	PO in May and FPP in September
Pros	High funding rate, numerous benefits	High funding rate, numerous benefits	High hit rate, 20..40% , very good VC building platform	High hit rate, 20..60% , very good VC building platform
Cons	5-15% get funded, one proposal matches one call	5-15% get funded, one proposal matches one call	Low funding rates, complex building and decision making process	Low funding rates, complex building and decision making process

How to read the H2020 Call text?

Its all in Funding and tenders portal..

The Call text defines e.g.

- Requested activity and results
  - Specific challenge (= context, motivation)
  - Scope (= the activities in your project)
  - Expected impacts (= the results to deliver)
- Max grant for your project (typically 3-15 M€)
- Funding rate; RIA 100%+25%, IA 70%+25%
- TRL, i.e., how close to market you are
- Consortium requirements
  - Typically min. 3 partners & 3 countries
- Duration; typically 36 months
- Single stage or two stage proposal process
- Deadline (= sharp!)

What's essential in it?

- The proposal needs to respond in ALL the text. If something is missing, you're out.

- The results and actions are delivered by the consortium together. Consider what you can/want to do yourself, then list the partners you need.

- Make decisions and kick off 4-6 months before DL!
  - 1-3 months to build the consortium
  - 3 months for writing

Process from idea to product, using FTI
Cut offs 19.2., 9.6. or 22.10.2020

From idea to product	Time
In-house R&D	2016?-
FTI idea development	Now - 02/2020
FTI proposal building decision	01-02/2019
FTI proposal building process	03-06/2020
Decision by EC estimated	08-09/2020
Grant negotiations estimated	08-10/2020
Project kick off estimated	10-11/2020
Pre-payment, usually 25% of grant	10-11/2020
Project ends	10-11/2022
New product launched at latest	2023

Proposal building process to 9.6.2020 DL
Select topic: Novelty & innovation, strong business opportunity, some risk
Crystallize the idea: Create a one-pager for selling it to your boss & partners
Contact & engage partners: Value chain, partners for your future businesses
Finalise project concept, distribute work with partners
Consortium meeting
First draft of the proposal text & budget
Partners inputs to the draft & budget
Full draft prepared, comments and inputs
Consortium meeting (F2F/Skype) on final division of budget and work
Polish, Refine, Review, Proofread and edit full proposal
Submit the proposal

H2020 Proposal & practicalities

Funding & tender portal

- **PIC Code**
- **(SME validation)**
- **Opening the proposal in portal**
- **Inviting the partners**
- **Updating partner profiles**
- **Budgets**
- **Uploading Part B**
- **Submitting the proposal**

"Part B", the proposal of 70 pages

- Excellence, e.g.,
  - Objectives
  - Relation to the work programme
  - Concept and approach
  - Ambition

- Impacts, e.g.,
  - Expected Impacts
  - Communications, dissemination and exploitation of results
  - IP and regulatory issues

- Implementation, e.g.,
  - Work plan
  - Management, risks
  - Consortium as whole
  - Resources to be committed - budget

- Partners
- Partner descriptions
- Subcontracting
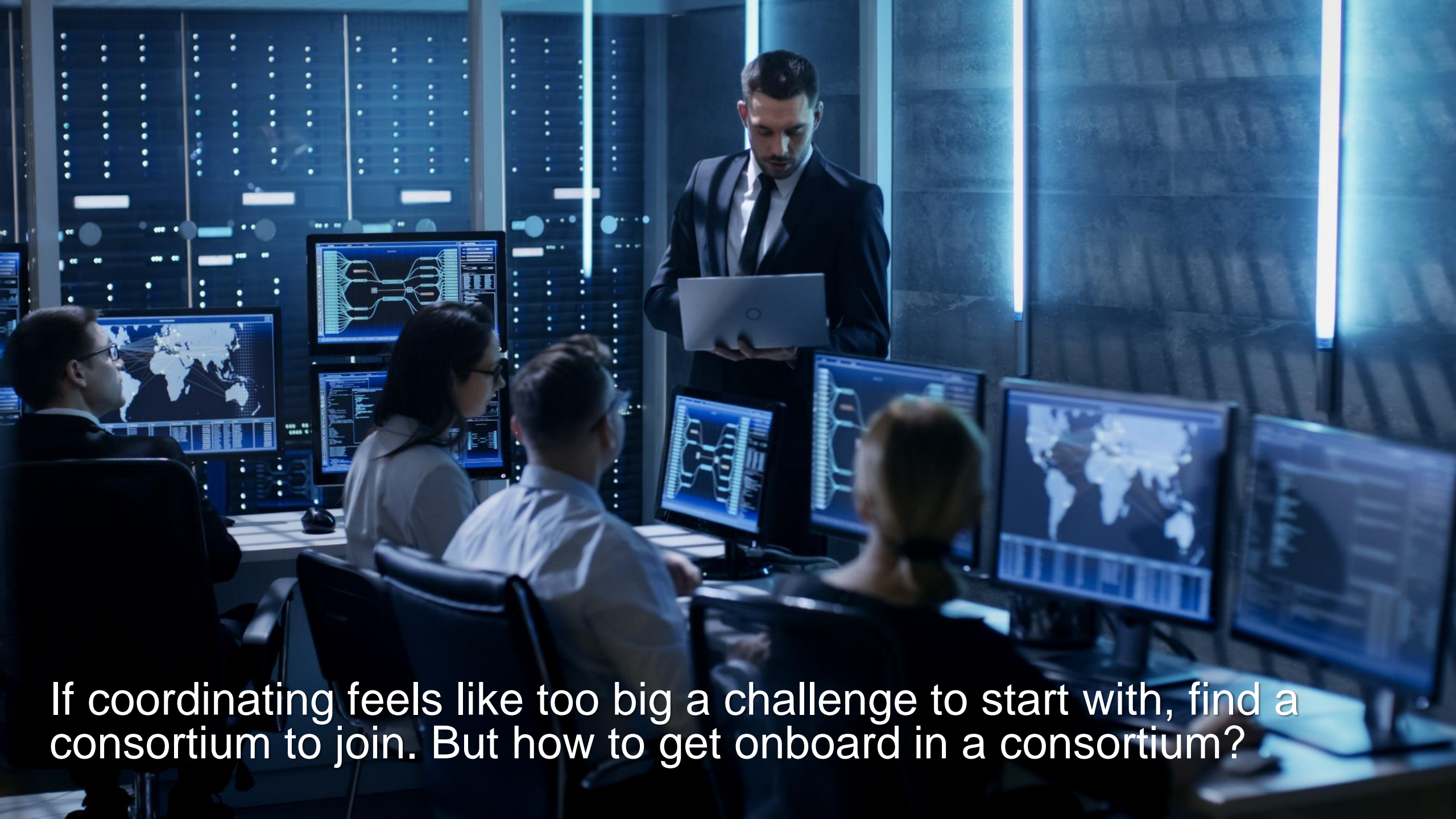
If coordinating feels like too big a challenge to start with, find a consortium to join. But how to get onboard in a consortium?

How to get onboard?
Along with the "H2020 usual suspects", the RTOs

Contact the research players active in your topic/sector and tell you'd like to join their EU project consortium

- University or VTT research group
- The non-Finnish RTOs

Hints and tips for companies, if you join

- Do only things that really benefit your R&D and business. It is ok to negotiate.
- Your resourcing should be min. 1 FTE for the whole 3 years + travelling + R&D materials or similar
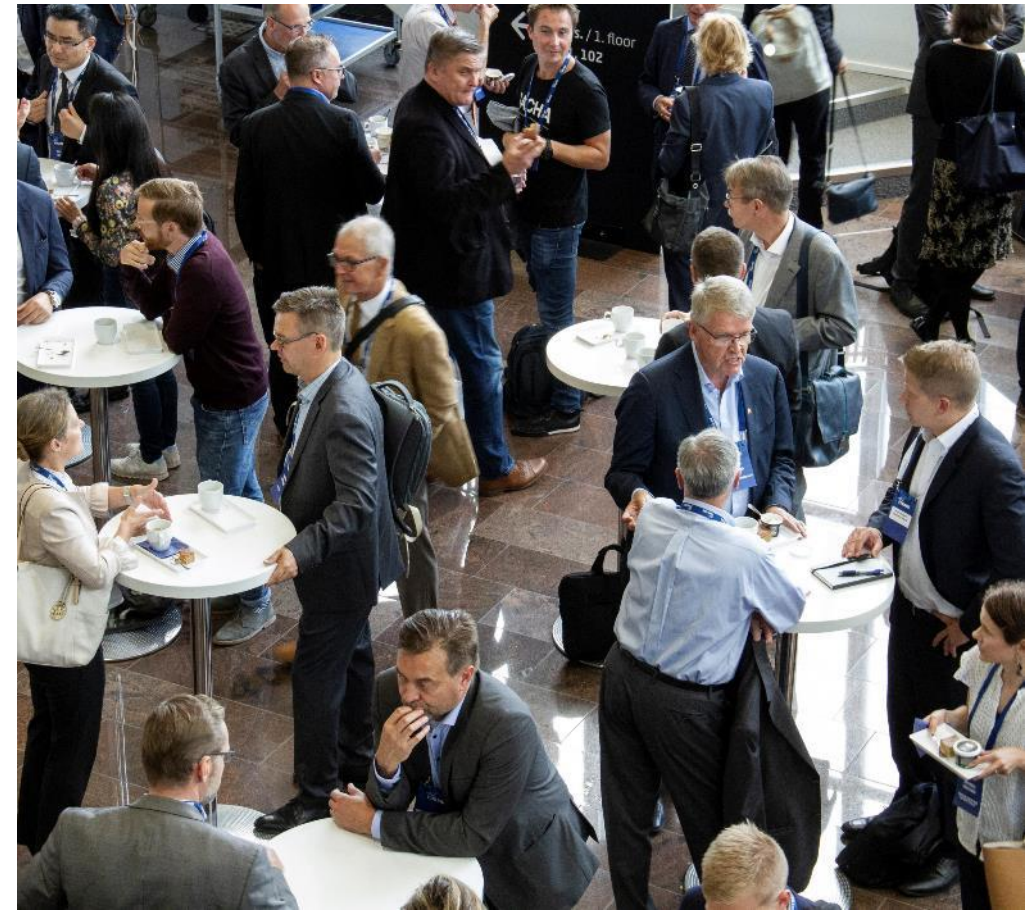
How to get onboard?
Participate in the infodays and brokerage events!

e.g. ITEA PO Days 8-9.9.2020 in Helsinki

- Check the project idea posters and pitches
- For the interesting ones, contact the coordinator
- Pitch your own capabilities at SME pitching session
- Introduce yourself to the fellow next to you ☺
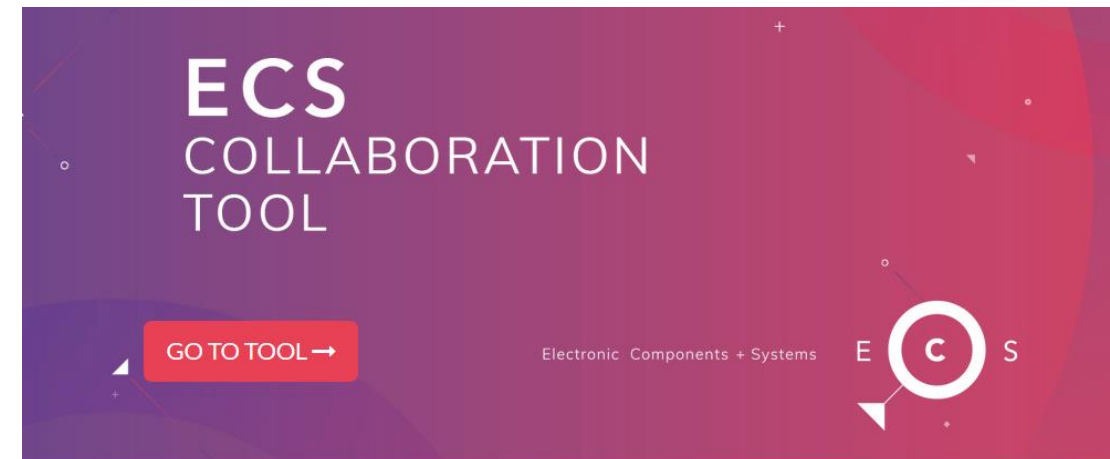
How to get onboard?
Utilize online brokerage tools!

ECS Collaboration tool

- Free platform managed by Artemis-IA
- All electronics components and system topics up to block chain and AI
- Create your own profile
- Search & scan the project ideas, request to joint the interesting ones
- Introduce your own idea

https://ecscollaborationtool.eu/

If you want to have a list of 50+ ECSEL/Penta project ideas and their coordinators' contact info, add your email on the list!

How to get onboard?
Along with your friends who already have a project

Those onboard in a project/proposal consortium often get invited in the next ones, too

- Download "H2020 organisations" from Cordis to know who has received H2020 funding
  https://data.europa.eu/euodp/fi/data/dataset/cordisH2020projects
- Search for organisations you already work with, or would like to work with
- If you find one, contact & tell them you'd be interested in working with in an EU project and if they build/get onboard in a new consortium, you would be happy to join
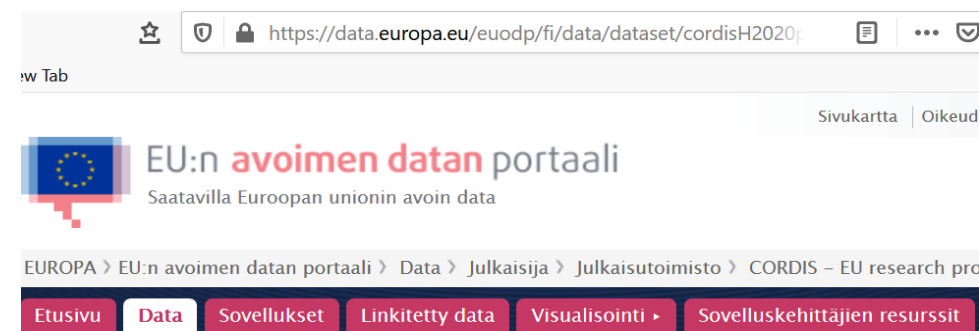
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Thanks!

**Take home:
There's a multiplicity of opportunities.
BF experts would be glad to help and advise!**

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