

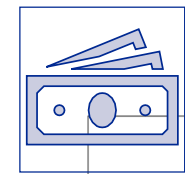
An aerial night view of a city, likely Helsinki, with numerous skyscrapers and buildings illuminated. Overlaid on the city is a complex network of glowing white lines that connect various points, suggesting a digital or business network. The lines are curved and intersect, creating a sense of dynamic connectivity.

BUSINESS FINLAND

EU funding opportunities

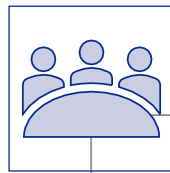
Dr. Eeva Viinikka, Principal Consultant,
Program partner for Business Finland Digitalisation programs
eeva.viinikka@spinverse.com +358 400 244 099

H2020 – the basics in short



Funding

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



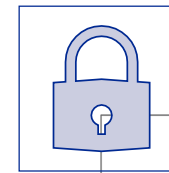
Consortium

- 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.

H2020 Benefits

Externally funded projects are not only about the funding

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

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

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

H2020 has 13 months to go, still several hundreds of open calls

- European Innovation Council (EIC): €1.2 billion (e.g. FTI €100 million)
- A low-carbon, climate resilient future: €3.7 billion
- Circular economy: €1 billion
- Digitizing and transforming European industry and services: €1.8 billion
- Security Union: €1 billion
- Enhancing international cooperation: €550 million
- Actions on food and natural resources: €209 million
- ERC: €2.2 billion

https://ec.europa.eu/info/news/commission-invest-eu11-billion-new-solutions-societal-challenges-and-drive-innovation-led-sustainable-growth-2019-jul-02_en&pk_campaign=rtd_news%C2%A0



Why now?

- Still a lot of calls and funding before H2020 ends
- H2020 rules are known (unlike the next program)
- H2020 proposal and project processes well tested & work smoothly
- Good funding rates (70/100% +25% overhead)
- Nice and agile bottom-up instruments with good hit rates or good funding rates



Every cent of H2020 budgets will be granted to someone
– the beneficiaries include your peers and European competitors!



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



The "traditional" H2020 Calls with detailed call texts

Themes	Open calls /pcs	Deadlines
AI, Cloud, 5G, NGI, Big Data, Blockchain	15	16/01/2020, 22/04/2020
High Performance Computing	3	14/01/2020
Photonics	4	11/12/2019, 22/04/2020
Smart cities and building	9	09/01/2020, 15/01/2020, 29/01/2020, 05/02/2020
Artificial intelligence	8	16/01/2020, 22/04/2020, 27/8/2020
Societal and cyber security	17	27/8/2020
Factories of the future, manufacturing, industries	7	16/01/2020, 05/02/2020, 01/12/2020
Space	16	05/03/2020
Health	8	07/04/2020, 22/04/2020
Transformation and governance	7	12/03/2020
Others	4+	

Ticker	Call topic	deadline
AI, Cloud, 5G, NGI, Big Data, Blockchain		
ICT-38-2020	Artificial intelligence for manufacturing	16/01/2020
ICT-40-2020	Cloud Computing: towards a smart cloud computing continuum	22/04/2020
ICT-41-2020	5G PPP - 5G innovations for verticals with third party services	22/04/2020
ICT-42-2020	5G PPP - 5G core technologies innovation	16/01/2020
ICT-44-2020	Next Generation Media	16/01/2020
ICT-46-2020	Robotics in Application Areas and Coordination & Support	22/04/2020
ICT-47-2020	Research and Innovation boosting promising robotics applications	22/04/2020
ICT-49-2020	Artificial Intelligence on demand platform	22/04/2020
ICT-50-2020	Software Technologies	16/01/2020
ICT-51-2020	Big Data technologies and extreme-scale analytics	16/01/2020
ICT-52-2020	5G PPP - Smart Connectivity beyond 5G	22/04/2020
ICT-54-2020	Blockchain for the Next Generation Internet	16/01/2020
ICT-56-2020	Next Generation Internet of Things	16/01/2020
ICT-57-2020	An empowering, inclusive Next Generation Internet	22/04/2020
ICT-58-2020	International partnership building between European and African innovation hubs	22/04/2020
ARTIFICIAL INTELLIGENCE		
SU-AI01-2020	Developing a research roadmap regarding Artificial Intelligence in support of Law Enforcement	27/08/2020
SU-AI02-2020	Secure and resilient Artificial Intelligence technologies, tools and solutions in support of Law Enforcement and citizen protection, cybersecurity operations and prevention and protection against adversarial AI	27/08/2020
SU-AI03-2020	Human factors, and ethical, societal, legal and organisational aspects of using Artificial Intelligence in support of Law Enforcement	27/08/2020
ICT-49-2020	Artificial Intelligence on demand platform	22/04/2020
DT-TDS-04-2020	AI for Genomics and Personalised Medicine	22/04/2020
DT-TDS-05-2020	AI for Health Imaging	13/11/2019
DT-ICT-12-2020	AI for the smart hospital of the future	22/04/2020
ICT-38-2020	Artificial intelligence for manufacturing	16/01/2020
SC1-DTH-02-2020	Personalised early risk prediction, prevention and intervention based on Artificial Intelligence and Big Data technologies	22/04/2020

Ticker	Call topic	
SOCIETAL AND CYBER SECURITY		
SU-BES01-2018-2019-2020	Human factors, and social, societal, and organisational aspects of border and external security	27/08/2020
SU-BES02-2018-2019-2020	Technologies to enhance border and external security	27/08/2020
SU-BES03-2018-2019-2020	Demonstration of applied solutions to enhance border and external security	27/08/2020
SU-DRS01-2018-2019-2020	Human factors, and social, societal, and organisational aspects for disaster-resilient societies	27/08/2020
SU-DRS02-2018-2019-2020	Technologies for first responders	27/08/2020
SU-DRS03-2018-2019-2020	Pre-normative research and demonstration for disaster-resilient societies	27/08/2020
SU-DRS04-2019-2020	Chemical, biological, radiological and nuclear (CBRN) cluster	27/08/2020
SU-DS02-2020	Intelligent security and privacy management	27/08/2020
SU-DS03-2019-2020	Digital Security and privacy for citizens and Small and Medium Enterprises and Micro Enterprises	27/08/2020
SU-DS04-2018-2020	Cybersecurity in the Electrical Power and Energy System (EPES): an armour against cyber and privacy attacks and data breaches	27/08/2020
SU-FCT01-2018-2019-2020	Human factors, and social, societal, and organisational aspects to solve issues in fighting against crime and terrorism	27/08/2020
SU-FCT02-2018-2019-2020	Technologies to enhance the fight against crime and terrorism	27/08/2020
SU-FCT03-2018-2019-2020	Information and data stream management to fight against (cyber)crime and terrorism	27/08/2020
SU-FCT04-2020	Chemicals: intelligence, detection, forensics	27/08/2020
SU-GM01-2018-2019-2020	Pan-European networks of practitioners and other actors in the field of security	27/08/2020
SU-GM02-2018-2020	Strategic pre-commercial procurements of innovative, advanced systems to support security	27/08/2020
SU-INFRA01-2018-2019-2020	Prevention, detection, response and mitigation of combined physical and cyber threats to critical infrastructure in Europe	27/08/2020
HIGH PERFORMANCE COMPUTING		
EuroHPC-01-2019	Extreme scale computing and data driven technologies	
EuroHPC-02-2019	HPC and data centric environments and application platforms	
EuroHPC-03-2019	Industrial software codes for extreme scale computing environments and applications	
PHOTONICS		
DT-ICT-04-2020	Photonics Innovation Hubs	22/04/2020
ICT-36-2020	Disruptive photonics technologies	22/04/2020
ICT-37-2020	Advancing photonics technologies and application driven photonics components and the innovation ecosystem	22/04/2020

Ticker	Call topic	deadline
FACTORIES OF THE FUTURE, MANUFACTURING, INDUSTRIES		
ICT-38-2020	Artificial intelligence for manufacturing	16/01/2020
DT-FOF-07-2020	Assembly of micro parts (RIA)	05/02/2020
DT-FOF-09-2020	Energy-efficient manufacturing system management (IA)	05/02/2020
DT-FOF-10-2020	Pilot lines for large-part high-precision manufacturing (IA 50%)	05/02/2020
DT-FOF-11-2020	Quality control in smart manufacturing (IA)	05/02/2020
DT-SPIRE-11-2020	Artificial Intelligence and Big Data Technologies for Process Industries (CSA)	05/02/2020
INNOSUP-08-2020	Pan-European advanced manufacturing assistance and training for SMEs	01/12/2020
SPACE		
DT-SPACE-01-EO-2018-2020	Copernicus market uptake	05/03/2020
DT-SPACE-25-EO-2020	Big data technologies and Artificial Intelligence for Copernicus	05/03/2020
DT-SPACE-26-BIZ-2020	Space hubs (support to start-ups)	05/03/2020
DT-SPACE-EGNSS-2-2019-2020	EGNSS applications fostering digitisation	05/03/2020
LC-SPACE-18-EO-2020	Copernicus evolution: Research activities in support of the evolution of the Copernicus services	05/03/2020
LC-SPACE-19-EO-2020	Copernicus evolution: new concept for an innovative and holistic solution for Sentinels calibration & validation	05/03/2020
LC-SPACE-24-EO-2020	Copernicus evolution: Mission exploitation concept for WATER	05/03/2020
LC-SPACE-EGNSS-1-2019-2020	EGNSS applications fostering green, safe and smart mobility	05/03/2020
SPACE-10-TEC-2018-20	Technologies for European non-dependence and competitiveness	05/03/2020
SPACE-27-TEC-2020	SRC - Space robotics technologies	05/03/2020
SPACE-28-TEC-2020	SRC - In-space electrical propulsion and station keeping - Incremental technologies	05/03/2020
SPACE-29-TEC-2020	Satellite communication technologies	05/03/2020
SPACE-30-SCI-2020	Scientific data exploitation	05/03/2020
SPACE-EGNSS-5-2020	EGNSS applications for public authorities' pilot	05/03/2020
SU-SPACE-21-SEC-2020	Space traffic management	05/03/2020
SU-SPACE-EGNSS-3-2019-2020	EGNSS applications fostering societal resilience and protecting the environment	05/03/2020
HEALTH		
DT-TDS-04-2020	AI for Genomics and Personalised Medicine	22/04/2020
DT-TDS-05-2020	AI for Health Imaging	13/11/2019
DT-ICT-12-2020	AI for the smart hospital of the future	22/04/2020
SC1-BHC-06-2020	Digital diagnostics - developing tools for supporting clinical decisions by integrating various diagnostic data	07/04/2020
SC1-DTH-02-2020	Personalised early risk prediction, prevention and intervention based on Artificial Intelligence and Big Data technologies	22/04/2020
SC1-DTH-04-2020	International cooperation in smart living environments for ageing people	22/04/2020
SC1-DTH-14-2020	Pre-commercial Procurement for Digital Health and Care Solutions	07/04/2020
SC1-HCC-10-2020	Towards a Health research and innovation Cloud: Capitalising on data sharing initiatives in health research	07/04/2020

Ticker	Call topic	
TRANSFORMATIONS AND GOVERNANCE		
DT-GOVERNANCE-05-2018-2019-2020	New forms of delivering public goods and inclusive public services	12/03/2020
DT-GOVERNANCE-12-2019-2020	Pilot on using the European cloud infrastructure for public administrations	12/03/2020
DT-GOVERNANCE-22-2020	Citizen-centric public services in local and regional administrations	12/03/2020
DT-TRANSFORMATIONS-02-2018-2019-2020	Transformative impact of disruptive technologies in public services	12/03/2020
DT-TRANSFORMATIONS-12-2018-2020	Curation of digital assets and advanced digitisation	12/03/2020
DT-TRANSFORMATIONS-21-2020	Mentoring scheme for schools: mainstreaming innovation by spreading the advanced ICT-based teaching practices to a wide circle of schools	12/03/2020
DT-TRANSFORMATIONS-23-2020	To set up a digital accessibility observatory as a forum to take stock of market and technological developments, monitor progress in digital accessibility and	12/03/2020
SMART CITIES AND BUILDING		
DT-ICT-09-2020	Boost rural economies through cross-sector digital service platforms	22/04/2020
LC-EEB-07-2020	Smart Operation of Proactive Residential Buildings (IA)	05/02/2020
LC-EEB-08-2020	Digital Building Twins (RIA)	05/02/2020
LC-SC3-B4E-5-2020	Integrated design concepts for energy-efficient ICT in buildings	15/01/2020
LC-SC3-B4E-6-2020	Big data for buildings	15/01/2020
LC-SC3-SA-1-2020	Smart Airports	29/01/2020
LC-SC3-SCC-1-2020	Smart Cities and Communities	29/01/2020
MG-2-11-2020	Network and traffic management for future mobility	09/01/2020
NMBP-36-2020	Monitoring and safety of transport infrastructures (CSA)	05/02/2020
RUR-05-2020	Connecting consumers and producers in innovative agri-food supply chains	22/01/2020
OTHERS		
BG-07-2019-2020	The Future of Seas and Oceans Flagship Initiative	22/01/2020
LC-RUR-11-2019-2020	Sustainable wood value chains	22/01/2020
LC-SC3-EC-3-2020	Consumer engagement and demand response	29/01/2020
SC5-10-2019-2020	Raw materials innovation actions: exploration and Earth observation in support of sustainable mining	03/09/2020

H2020 Calls in funding & tender portal



European
Commission

Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)

English **EN**

Register

Login



SEARCH FUNDING & TENDERS ▼

HOW TO PARTICIPATE ▼

PROJECTS & RESULTS

WORK AS AN EXPERT

SUPPORT ▼

select
programme

Horizon 2020 Framework Programme (H2020)



clear filter ✕

Oct 27, 2017

Artificial intelligence for manufacturing

ID: ICT-38-2020

Type of action:

◦ RIA Research and Innovation action , CSA
Coordination and support action

Deadline Model : single-stage

Opening: **09 July 2019**

Deadline: **16 January 2020 17:00:00 Brussels
time**

Open

How to read the Call text?

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?

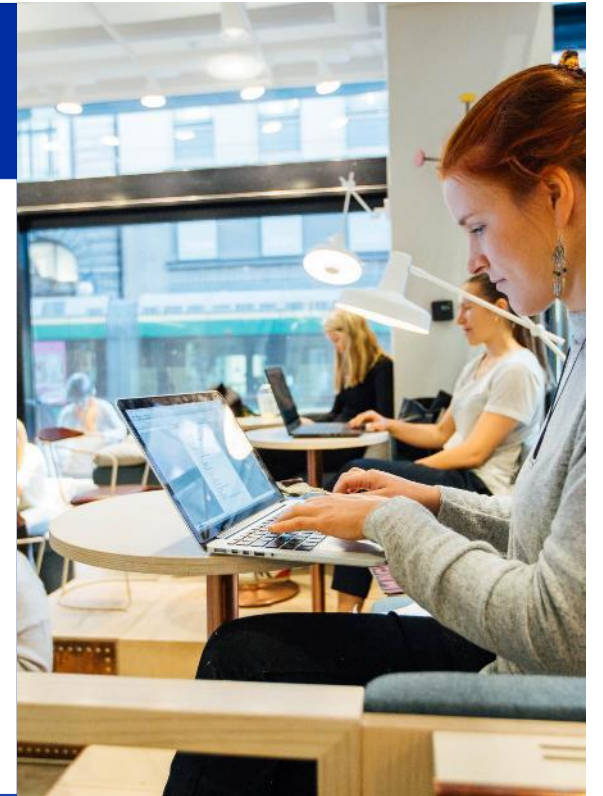
- The proposal needs to respond in ALL the text. If something is missing, you're out.
- The results and actions are delivered by the consortium together. Consider what you can/want to do yourself, then list the partners you need.
- Make decisions and kick off 4-6 months before DL!

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

EIC accelerator Pilot (SME funding)

- For innovative SMEs
- No consortium needed
- Two tracks;
 - Grant max 2,5M€ (70%)
 - Blended; Equity max 15 M€
- 24 month project
- Funding for both finalising R&D and business development
- **This is the only path for an SME to get 2,5M€ without diluting ownership!**

The proposal is like a business plan; To be competitive, you need

Clearly novel and innovative product, even disruptive

High enough maturity:
At least TRL 6

Good business plan and skilful team

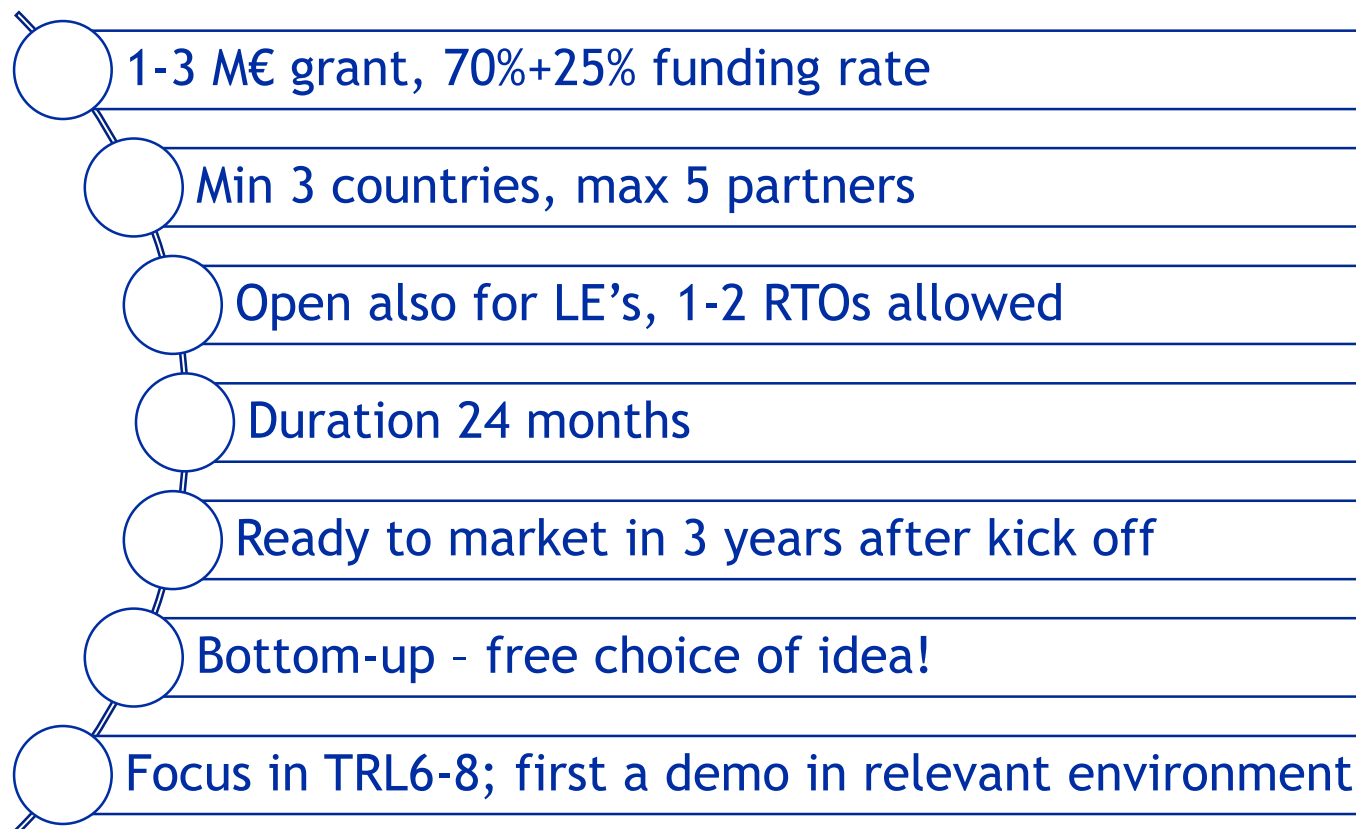
Ambition and chances for international growth

IPR strategy, freedom to operate (FTO)

European benefit – what's in it for the rest of the EU?

H2020 with “free topic”: Fast track to innovation

- For close to market innovations with strong business potential and risk
- 100 M€ annually, the next cut offs
 - 18.2.2020
 - 9.6.2020
 - 22.11.2020

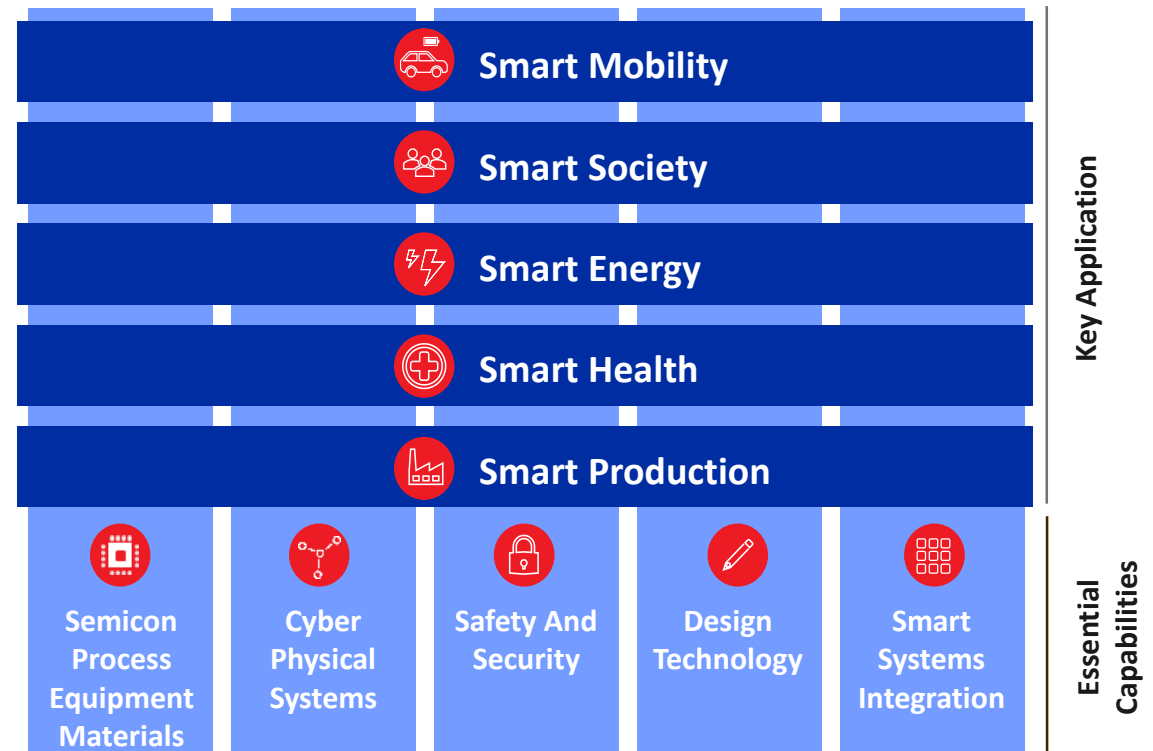


H2020 with relatively free topic:

ECSEL Joint Undertaking Electronics components and systems for European Leadership

Compared to typical H2020 RIA/IA;

- Very large consortiums;
 - typically 30-60 partners
- Very big total budgets; even 100M€
 - In RIA max 15 M€ from H2020 In IAs max 30 M€ from H2020
- Smaller funding rates; 40-70%
 - EU share 20/25/30/35%
 - National share often the same, but depends on the country
- **Higher hit rates; 20-60%**



Eurostars

**National level
decisions and funding**

**Dedicated to research-
performing SMEs.**
Coordinator must
invest 10% to R&D

Bottom-up approach:
No thematic restriction
for the area of
innovation.

**Budget 0.5 k€-6 M€,
funding rates about
50%, max 36 months**

**To the market within 2
years after the project
completion. (excl.
clinical trials)**

**Need 2+ countries in
consortium. EU 28
countries, Turkey, Israel
and South Korea.**

**72 % of the
participants are SMEs,
the rest consists of
RTOs and LEs**

Cut-offs in autumn and
spring

Hit rate about 30%

National funding with relatively free topic: EUREKA Clusters

A typical Cluster project



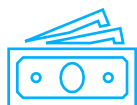
2-14 participants



3-4 countries



average duration
30 months



average project cost
1.5 - 15 M€



Telecommunications



Smart electronics systems



Low carbon energy technologies



Software intensive systems and services



New Cluster on Metallurgy



Micro and Nano electronic technologies and applications



Advanced manufacturing program

Which one matches my needs?



Defined in detail

Free topic within theme

Free topic

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 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, resub 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 RIA
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

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

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

- Thank you for the attention! Take home:
- H2020 provides a multitude of funding opportunities, your competitors already utilize them - review the list of open calls & consortiums!
 - Discuss with Business Finland expert what funding type could match your needs
 - If you plan to Coordinate your own, make the decision early enough!

Take off utilising EU
funding to build
your success?

Experiences from EU projects

—

Case Vaisala

Tomi Salo / 2019-12-02, Scandic Park

VAISALA

Outline

- Vaisala as a company
- Vaisala Industrial Measurements and its strategy
- Experience from near past
- On-going experience

Employs over

1,800

professionals
worldwide



EMEA	Americas	APAC
73%	19%	8%

Has over

30 in
offices



18
countries

39%
of Vaisala
people work
outside of Finland

Serves
customers

in over
150
countries
annually



2018 net sales

348.8 million
euros

EMEA	Americas	APAC
29%	39%	31%

2018 R&D

investments
were

13%

of net
sales

22%

of employees
work in R&D
activities

Committed to using

100%
renewable
electricity by
2020



Industrial Measurements Serves a Variety of Industries

For example:

- Power
- Life Science
- Industrial Drying, e.g. paper
- Electronics and Semiconductors
- Building Automation, e.g. demand controlled ventilation
- Automotive
- Food Industry and Agriculture
- Biogas Industry



Growth Through Product Leadership

Discovering Customers' Needs

Growth Markets



Liquid
Measurements



Life Science



Power



RunWays

Flagship Markets



High-end Humidity



High-end CO₂



Achieving #1 Position in Selected Markets

Application Expertise

Superior Channel

Geographical Reach

Continuously Creating Winning Products

Instruments

Systems

Services

Measurement technologies for
gas and liquid

ESEE – An ENIAC Project

- Environmental Sensors for Energy Efficiency
- 25 partners from five countries
- 1.4.2013 – 31.3.2016
- Vaisala focus
 - Development of optical gas measurement components
 - Development of an optical gas measurement module
- Vaisala results:
 - OPT100 launch spring 2016
 - Paved the way for MGP261



Optimus™ DGA Monitor OPT100

for Power Transformers Online Monitoring

Finally, the world's first maintenance free multi-gas DGA Monitor requiring no consumables of any kind.

- No carrier or calibration gasses to monitor and replace regularly
- No internal column or measurement components to replace periodically
- No fixed filters/filter wheels, membranes or capillary tubes that will wear out and need repair or replacement

How is this possible?

Through the use of Vaisala's patented non-dispersive infrared (NDIR) technology and patented vacuum gas extraction system we are able to achieve the best long term stability, reliability, and measurement performance on the market all with no false alarms and nothing to service or maintain.

Want More?

- The Optimus is shipped fully assembled and ready to be installed quickly - see our Quick Start 6-step Guide
- The Optimus uses a simple to use built in web based UI, no proprietary software to deal with – see the video below
- Interested in seeing an animation on how the vacuum gas extraction and IR technology operate - see the video below

[DATASHEET](#)[STAY UP-TO-DATE](#)[CONTACT US](#)[DATASHEET](#)[CONTACT US](#)

Methane, Carbon Dioxide and Humidity Multigas Probe MGP261

for Smart Control of Biogas Quality

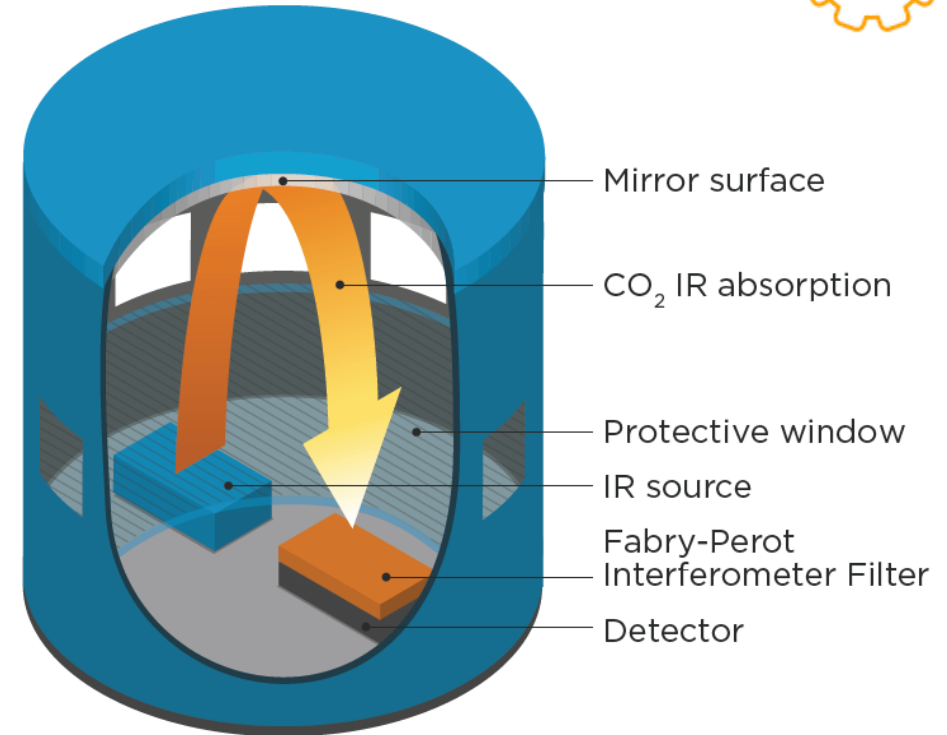
Get more value out of waste by improved decision-making, and by reducing your operating costs. Vaisala CARBOCAP® MGP261 Multigas Probe for Methane, Carbon Dioxide and Humidity helps in improving your process and in protecting the Combined Heat and Power (CHP) engine. The MGP261 probe is compact in size, Ex certified, and can be installed directly into the gas line without the need for sample treatment.

The measurement probe is suitable for applications such as anaerobic digestion of landfill, industrial and municipal waste, wastewater treatment, CHP engine monitoring, as well as active carbon filter monitoring.

APPLAUSE – An ECSEL Project



- Advanced packaging for photonics, optics and electronics for low cost manufacturing in Europe
- 31 partners from 11 countries
- 1.4.2019 – 31.3.2022
- Vaisala has its own Use Case (of six Cases)
- Focus on development of cost-effective concepts for modules of optical water vapor measurement



Structure of the CARBOCAP® sensor.

APPLAUSE – An ECSEL Project



■ WHY

- To co-create: sharing experiences and combining efforts
- To learn: large consortium developing new tools, methods and processes for advanced packaging and assembly

■ HOW

- Networking: find the opportunities for you
- Application: trusting professionals for the PO and FPP creation, and management



Thank You!

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VAISALA

SSH EU Funding Experiences



Our EU Funding History

We have been quite selective in participating in EU funding programs and have turned several down as their **focus has not been aligned with our business.**

We have participated in two different projects.

Horizon 2020 SME Phase 2

- Pure EU funding
- Individual Grant for R&D (and go-to-market)
- 24 month project
- €2.9M total budget
- Grant covers 70% of costs

ECSEL JU Consortium

- EU and national funding
- A €37M project with 38 partners
- EU funding secured just a few days ago
- Must still convince the national funding authority

About the **SME Phase 2** (EIC Accelerator Pilot)

—
“Horizon 2020 SME Phase 2 funding offers Europe's **brightest and boldest companies** the chance to step forward and request funding for breakthrough ideas with the potential to create entirely new markets or revolutionise existing ones”

—
Less than 5% of applicants receive the funding

In the last batch:

- The EU received 1765 proposals
- 174 teams were invited to pitch (9.8%)
- 78 received funding (4.5%)
- Average funding: €1.6M

—
Only a few Finnish awardees

- Over the 6 years of the program, some **60 companies from Finland** have been awarded
- We are the **first Finnish public company** to receive this funding

A long and winding road

First workshop: May 2018



Agreement signed: Sep 2019

01



02



03



04



05



06

FIRST APPLICATION

SECOND
APPLICATION

THIRD
APPLICATION

FIRST
PITCH

QUICK
RESUBMISSION

WINNING
PITCH

October 2018

Score: 12.7/15 (13
needed)

Boomerang!

January 2019

Score: 13.1/15 (13
needed)

Above threshold but
not enough for
invitation to pitch

April 2019

Score: 13.9/15 (13
needed)

Invited to pitch

May 2019

Rejected by a hostile
and biased jury

June 2019

Score: 14.1/15 (13
needed)

Invited to pitch again

July 2019

Some intense
lobbying

Accepted by a more
receptive jury

*IF AT FIRST YOU DON'T SUCCEED, TRY, TRY AGAIN...
...AND GET COACHING, LEARN, AND IMPROVE*

Funding PrivX Is a High-Reward Opportunity



Disruptive Product
PrivX disrupts the status quo in Privileged Access and brings it to cloud era.

Large Market
The market is large and growing rapidly – it is expected to reach **€5 billion** by 2023.

Ambitious Goals
We aim for **€200+ M** in total revenue and 200+ additional jobs.

Can-Do Team
SSH has the technical and commercial capabilities, track record, and appetite for growth to **successfully execute** the project.

Early Traction
The advantages of and **need for PrivX is confirmed** by analysts and customers. Early version of the product has customers and partners.

The funding will contribute to strengthening the European cyber security industry and support digital transformation in Europe.

It Takes a Team

Kaisa: project champion and anchor of pitch team

Niklas: official EU liaison, writing, financials, pitching

Jussi L.: first proposal writing

Markku: proposal writing, pitching, spin doctoring after first pitch

Simo: Spin doctoring after first pitch, creation of the winning pitch slides

Mono: project management, writing, slide writing, spin doctoring, pitching

Some Takeaways

Never, ever apply for (any) funding for just funding's sake

Make sure that the funding supports your strategy

Make it a priority

EU funding is hard to get. Just 5% of applicants win.

Have a project manager in place and ensure they have enough authority to get resources from the organization.

Have a top-level champion.

Be patient

The process can take a long time – EU funding is never a solution for quick cash-flow challenges.

Learn from your mistakes and apply again (and again) – you've done most of the work in the first round.

Get professional help

It is difficult to become a champion without a good coach.

Remember: a consultant is not a rainmaker. You must have the substance and you must have the fire in your belly.



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