

You are determined to grab the wheel of successful innovation...

- You represent one single SME or a consortium of SMEs
- You have a radically innovative idea that can create value at the EU level
- You want to make your business grow in Europe and beyond

...but you are still looking for support to help you go from idea to market, such as ...

- ... financing to develop your idea into a groundbreaking product, service or business model that works?
- ... a strategy or more skills and competences to export your innovation successfully?
- ... EU-wide promotion of your innovative business activities, which can help you to tap into new market and financing opportunities?

Go for the **SME Instrument**, € 3 billion over the period 2014-2020 to support Europe's best innovative SMEs!

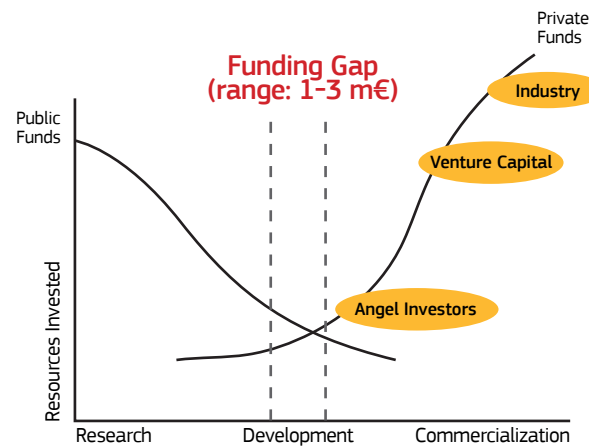
- Visit the **Horizon 2020 Participant Portal**, and check out the area in which your SME could get support...
- Prepare a **brief business plan**...
- After an independent review, the **best ideas** will receive EU funding and support

The **SME Instrument** is a new initiative under Horizon 2020, the EU Framework Programme for Research and Innovation.

http://ec.europa.eu/research/horizon2020/index_en.cfm

KI-01-13-595-EN-C

The **SME instrument** has been designed to help fill a financing gap for business innovators with international ambitions.



IT OFFERS...

- ✓ **Funding** to find out whether your innovative idea can translate into market success
- ✓ **Financial support** for the development of your innovative ideas at an early, high-risk stage
- ✓ Concrete and easy **business support and coaching** from design to market, on the basis of a business (innovation) plan
- ✓ Guidance on how to identify and attract **private investors**

The **SME Instrument** is the tool to give your business a boost!

Find out more at http://ec.europa.eu/research/sme_funding



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The SME Instrument

Your highway to innovation

Research and Innovation



The SME Instrument

SEAMLESS BUSINESS INNOVATION SUPPORT FROM IDEA TO MARKET...

PHASE I

Grant of € 50,000 (lump sum) + coaching support

Concept & Feasibility Assessment
Idea to Concept



Idea > Business Plan

PHASE II

Grant of € 0.5 Million to € 2.5 Million (70% of funding)* + coaching support
*as a general rule

Demonstration Market Replication R&D
Concept to Market-Maturity



Elaborated Business Plan



Commercialisable Output

PHASE III

Risk Finance (Private/Public)

Commercialisation
Market-Maturity to Market Launch



Market Success

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

Apply at any time!

6 months

12-24 months

ACTIVITIES SUPPORTED

PROOF OF CONCEPT

- ✓ Prove Technical and Commercial Viability
- ✓ Explore IP Regime
- ✓ Design Study
- ✓ Develop Pilot Application
- ✓ Risk Assessment

DEMONSTRATION OF COMMERCIAL POTENTIAL via

- ✓ Prototyping
- ✓ Testing
- ✓ Piloting
- ✓ Miniaturization
- ✓ Scaling-up
- ✓ Application Development

GO-TO-MARKET

- ✓ EU Quality Label (Promotion & Networking with Financiers/Clients)
- ✓ Investment Readiness Training
- ✓ SME window in the EU Financial Facilities (debt & equity backed by EIB/EIF)
- ✓ Link to Public Procurement Networks