

Instrumento PYME H2020. La esencia...

Gracias por su atención

Dr. Luis J. Guerra (@LGuerra_CDTI)
División de Programas de la UE
CDTI. Ministerio de Economía y Competitividad

<http://eshorizonte2020.es>
@EsHorizonte2020

EASME busca PYME europeas....

Con una propuesta de valor disruptiva ...



- en base a un prod/proc/serv en **TRL6**,
- Tenga una **demanda** de mercado identificada,
- Un **equipo** multidisciplinar que conozca muy bien su **mercado**.
- Pueda generar un crecimiento **exponencial** (y sostenible) vs su competencia.
- Plantee un **plan de actividades** detallado y con un **presupuesto** bien justificado para acercarla a mercado...

Y que sean capaces de demostrarlo en
10-30 páginas

Memoria técnica-administrativa

Part A

Fase 1

	A. Costs of the feasibility study/Direct and indirect costs of the action	Total costs	Reimbursement rate %	Maximum EU contribution	Maximum grant amount
Form of costs	Lump sum				
	50 000	71 429	70 %	50 000	50 000

Fase 2

European Commission - Research - Participants
Proposal Submission Forms

Table Of Contents Validate Form Save And Close

Proposal ID: SEP-210264983 Acronym: LANZ Go to: ?

3 - Budget for the proposal

Participant	Country	(A) Direct personnel costs/€	(B) Other direct costs/€	(C) Direct costs of sub-contracting/€	(D) Direct costs of providing financial support to third parties/€	(E) Costs of linked contributions not used on the beneficiary's premises/€	(F) Indirect Costs/€ (=0.25(A+B-E))	(G) Special unit costs covering direct & indirect costs	(H) Total estimated eligible costs/€ (=A+B+C+D+F+G)	(I) Reimbursement rate (%)	(J) Max. grant / € (=H*I)	(K) Requested grant / €
LEGOLAS S.L.	ES	0	0	0	0	0	0	0	0	100	0	0
Total		0	0	0	0	0	0	0	0		0	0

COSTES DIRECTOS

Costes relacionados de manera directa con la acción y que por ello pueden ser imputados de manera clara (completa o parcialmente).

Tipos:

- Costes de personal,
- Costes de Subcontratación
- Otros Costes Directos: Viajes, Equipos, Otros bienes y servicios

Guía Financiera estará recogida en el Annotated Grant Agreement: http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

Part B

List of participants


Participant No	Participant organisation name	Country
1 (Coordinator)		SPAIN

1. EXCELLENCE	2
1.1 OBJECTIVES.....	2
1.2 RELATION TO THE WORK PROGRAMME.....	4
1.3 CONCEPT AND APPROACH.....	4
1.4 AMBITION.....	7
2. IMPACT.....	10
2.1 EXPECTED IMPACTS.....	10
2.2 MEASURES TO MAXIMISE IMPACT.....	17
3. IMPLEMENTATION.....	21
3.1 WORK PLAN – WORK PACKAGES, DELIVERABLES AND MILESTONES.....	21
3.2 MANAGEMENT STRUCTURE AND PROCEDURES.....	28
3.2 RESOURCES TO BE COMMITTED	31

Fase 1

	A. Costs of the feasibility study/Direct and indirect costs of the action	Total costs	Reimbursement rate %	Maximum EU contribution	Maximum grant amount
Form of costs	Lump sum				
	50 000	71 429	70 %	50 000	50 000

Fase 2


European Commission - Research - Participants
Proposal Submission Forms

[Table Of Contents](#)
[Validate Form](#)
[Save And Close](#)

Proposal ID **SEP-210204983** Acronym **LANZ** Go to

3 - Budget for the proposal

Participant	Country	(A) Direct personnel costs/€	(B) Other direct costs/€	(C) Direct costs of sub-contracting /€	(D) Direct costs of providing financial support to third parties/€	(E) Costs of inkind contributions not used on the beneficiary's premises/€	(F) Indirect Costs/ € (=0.25(A+B-E))	(G) Special unit costs covering direct & indirect costs	(H) Total estimated eligible costs/€ (=A+B+C+D+F+G)	(I) Reimbursement rate (%)	(J) Max. grant / € (=H*I)	(K) Requested grant / €
LEGOLAS S.L.	ES	0	0	0	0	0	0	0	0	100	0	0
Total		0	0	0	0	0	0	0	0		0	0

COSTES DIRECTOS

Costes relacionados de manera directa con la acción y que por ello pueden ser imputados de manera clara (completa o parcialmente).

Tipos:

- Costes de personal,
- Costes de Subcontratación
- Otros Costes Directos: Viajes, Equipos, Otros bienes y servicios

Guía Financiera estará recogida en el Annotated Grant Agreement: http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

List of participants

Participant No	Participant organisation name	Country
1 (Coordinator)		SPAIN

1.	EXCELLENCE	2
	1.1OBJECTIVES.....	2
	1.2RELATION TO THE WORK PROGRAMME.....	4
	1.3CONCEPT AND APPROACH.....	4
	1.4 AMBITION.....	7
2.	IMPACT	10
	2.1EXPECTED IMPACTS.....	10
	2.2MEASURES TO MAXIMISE IMPACT.....	17
3.	IMPLEMENTATION	21
	3.1 WORK PLAN – WORK PACKAGES, DELIVERABLES AND MILESTONES	21
	3.2 MANAGEMENT STRUCTURE AND PROCEDURES.....	28
	3.2 RESOURCES TO BE COMMITTED	31

Excellence

The innovation aims **new market opportunities** addressing **EU/global** challenges

The objectives for the project, as well as the approach and activities to be developed, are **consistent** with the expected impact. Specifications for the outcome of the project and **criteria for success** are well defined

The proposal provides a realistic description of the current stage of development, added value of its innovation as well as **very good understanding of the competing solutions**. Includes good comparison with state-of-the-art, known commercial solutions, including costs, environmental benefits, gender dimension, ease-of-use and other features.

The expected performances of the innovation **are convincing** and have the potential to be relevant from a commercial point of view (**Value for money**). **It is potentially better than alternatives**.

The proposal reflects a very good understanding of both **risks and opportunities** related to a successful market introduction of the innovation, both from the technical and commercial point of view.

1.1 Objectives

Apuesta por nosotros?



1.2 Relation to the WP

1.3 Concept and approach

a) Concept

b) Methodology

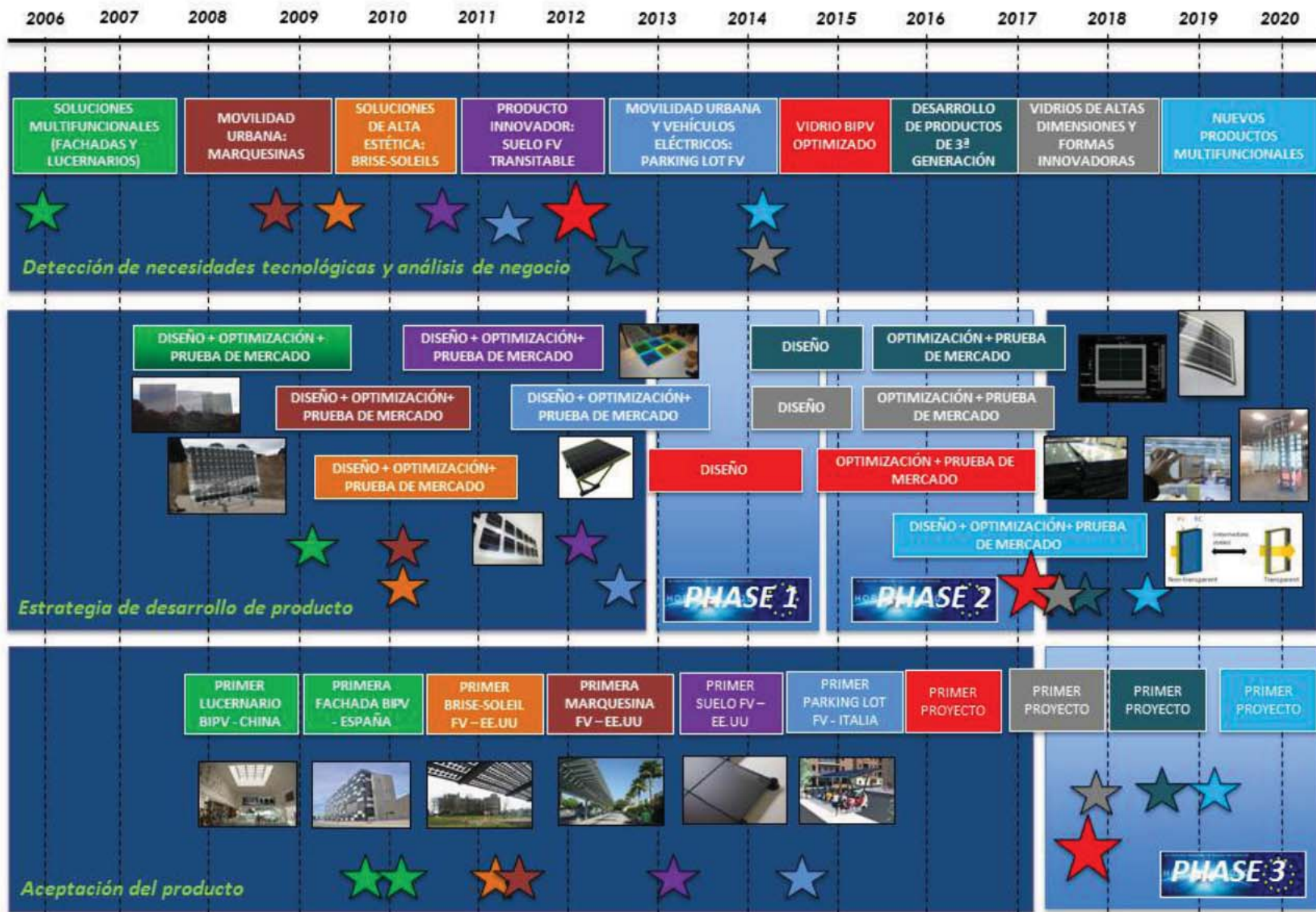


1.4 Ambition

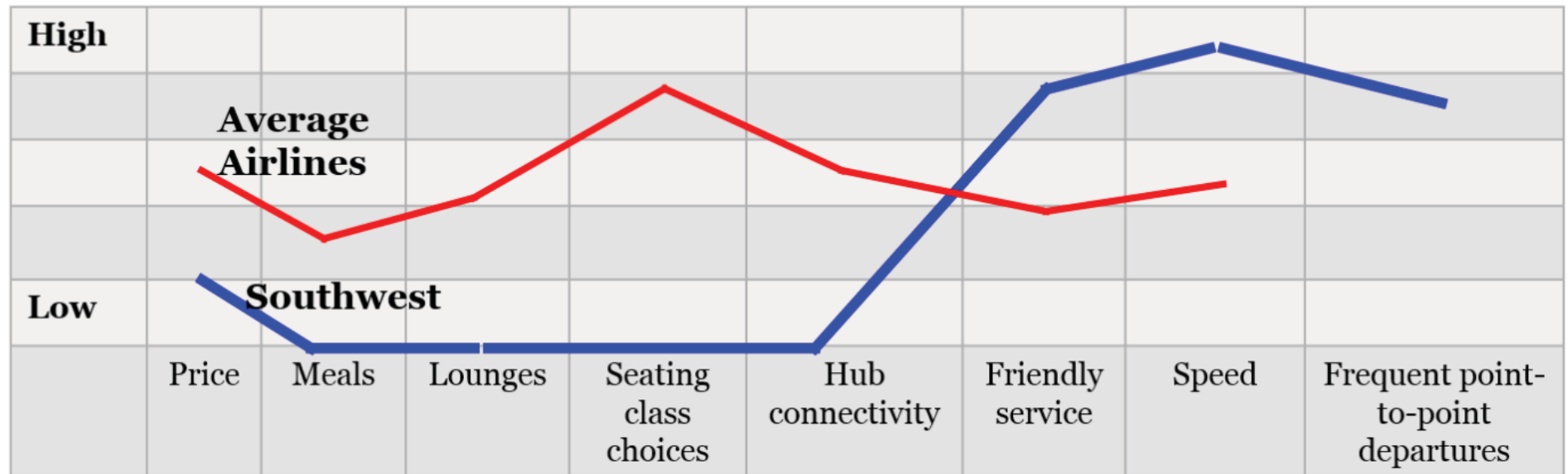


Apuesta por nosotros?





1.4 ADDITION



Southwest created a Blue Ocean of profitable new demand with a value curve that uses **Eliminate-Reduce-Raise-Create (ERRC)** framework, and is **focused** and **different from competitors**.

All competitive factors meaningful to customers, and operational processes in place.

Excellence

The innovation aims **new market opportunities** addressing **EU/global** challenges

The objectives for the project, as well as the approach and activities to be developed, are **consistent** with the expected impact. Specifications for the outcome of the project and **criteria for success** are well defined

The proposal provides a realistic description of the current stage of development, added value of its innovation as well as **very good understanding of the competing solutions**. Includes good comparison with state-of-the-art, known commercial solutions, including costs, environmental benefits, gender dimension, ease-of-use and other features.

The expected performances of the innovation **are convincing** and have the potential to be relevant from a commercial point of view (**Value for money**). **It is potentially better than alternatives**.

The proposal reflects a very good understanding of both **risks and opportunities** related to a successful market introduction of the innovation, both from the technical and commercial point of view.

1.1 Objectives

Apuesta por nosotros?



1.2 Relation to the WP

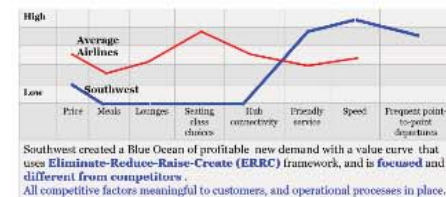
1.3 Concept and approach

a) Concept

b) Methodology



1.4 Ambition



Impacto

Note: **WHERE APPROPRIATE**, the application should make reference to the successfully finalised Phase 1 project.

The proposal indicates in a **convincing way** that there will be **demand**/market (**willing to pay**) for the innovation when the product /solution is introduced into the market.

The targeted users or user groups of the final product/application, and their needs, are well described and the proposal provides a **realistic description** of **why the identified groups will have an interest in using/buying** the product/application, compared to current solutions available.

The proposal provides a realistic and relevant **analysis of market conditions**, total available market size and growth rate, competitors and competitive solutions and key stakeholders, clear opportunities for market introduction.

The innovation has a **clear European dimension** both **with respect to commercialisation** and with respect to competitor/competition evaluation.

It is described in a realistic and relevant way how the innovation has the potential to boost the **growth** of the applying **company**.

The proposal demonstrates the alignment with the **overall strategy of the participating SME(s)** and the need for commercial and management experience, including understanding of the financial and organisational requirements for commercial exploitation as well as key third parties needed.

The strategy **plan for commercialisation** is described in a realistic and relevant way, including approximate **time to market**/deployment. **Activities** to be further developed **after phase 2**, including additional dissemination measures, are well outlined.

Measures to ensure "**freedom to operate**" (possibility of commercial exploitation) are realistic and there is a **convincing strategy** of knowledge protection, including current IPR filing status, IPR ownership and licensing issues. Regulatory and/or standard requirements are well addressed.

2 Impact

2.1 Expected impact

a) User/market



b) Company + Annex IV



2.2 Measures to maximize impact

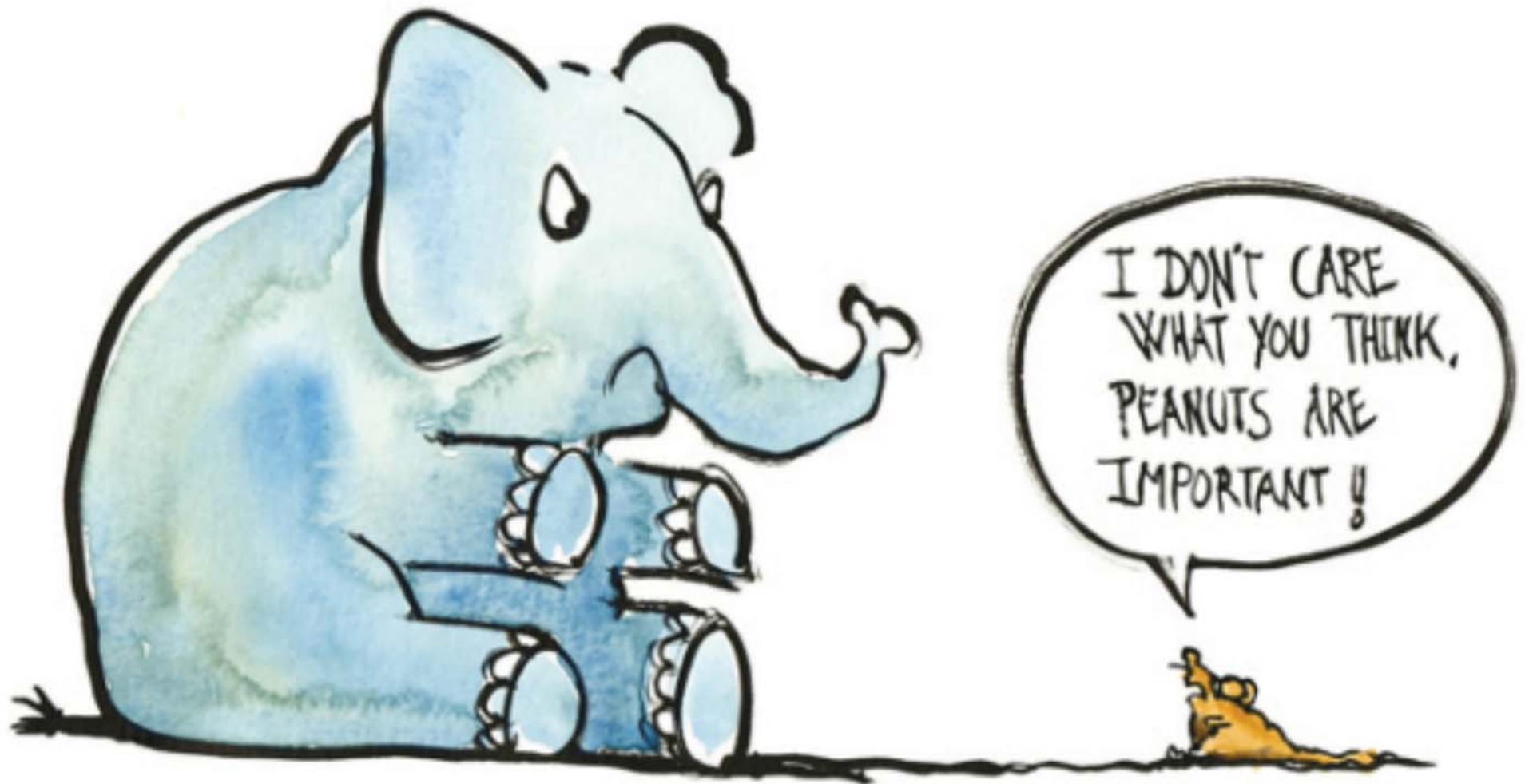
a) Dissemination/exploitation of results



b) IP, knowledge protection and regulatory issues.



Conocimiento de TU mercado.



y tu competencia



Pensando como tu cliente



Propuesta de valor.



MERCADONA
SUPERMERCADOS DE CONFIANZA



Histórico



Proyección 5 años



Ahora
tú vas
a crecer

¿Seguro?

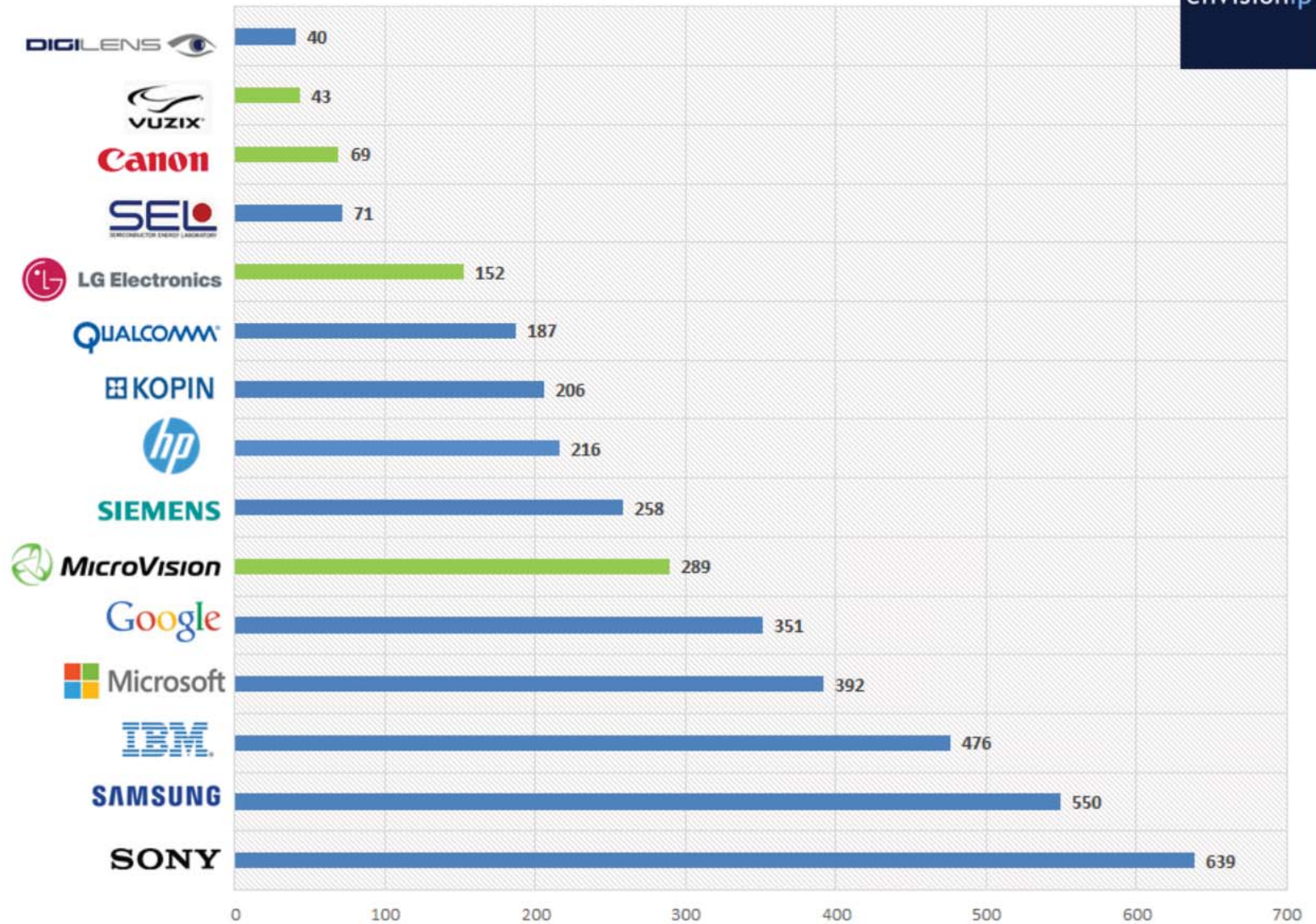
Estrategia comercial-canales



Freedom to operate

Augmented Reality and Head-Mounted Display US Patent Holders (2015)

envisionip



Implementation

F2 The work package descriptions and major deliverables and milestones **are realistic and relevant**, including appropriateness of the allocation of tasks and resources, risk and innovation management.

Taking the project's ambition and objectives into account, the proposal includes a **realistic time frame** and a **comprehensive implementation** description.

The proposal **demonstrates** that the project **has** the relevant **resources (personnel, facilities, networks, etc.) to develop its activities** in the most suitable conditions. If relevant, describes in a realistic way how key stakeholders / partners / subcontractors could be involved (and why and how they were selected (**subcontractors must be selected using best value-for-money principles**)). (Where relevant/) Participants in a consortium are complementary.)

The team has relevant **technical/ scientific knowledge /management** experience, and a very good understanding of the relevant market aspects for the particular innovation. If relevant the proposal includes a plan to acquire missing competences, namely through partnerships or subcontracting (**subcontractors must be selected using best value-for-money principles**)

3.1 workplan-work packages, deliverables and milestones.



Riesgos de implementación y de mercado
WP dedicado a explotación desarrollo negocio

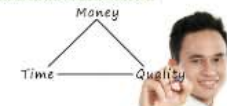
Coherencia con las barreras de mercado-objetivos proyecto
Deliverables claro por tarea.

3.4 Resources

+ 2.1b Company

+ Annex IV

Visión global de todo el presupuesto.
Se describe y se justifican todos los gastos.
Se describen las necesidades utilizadas para su cálculo:
amortizaciones, precios individuales, etc.
Se relaciona cada gasto con el WP y los temas del WP.
"Other direct cost" vs "subcontrataciones".



4. Annex IV

4.1 Consortium

4.2 Third parties



12



Riesgos de implementación
y de mercado

WP dedicado a explotación
desarrollo negocio

Coherencia con las barreras
de mercado-objetivos
proyecto

Deliverables claro por tarea.

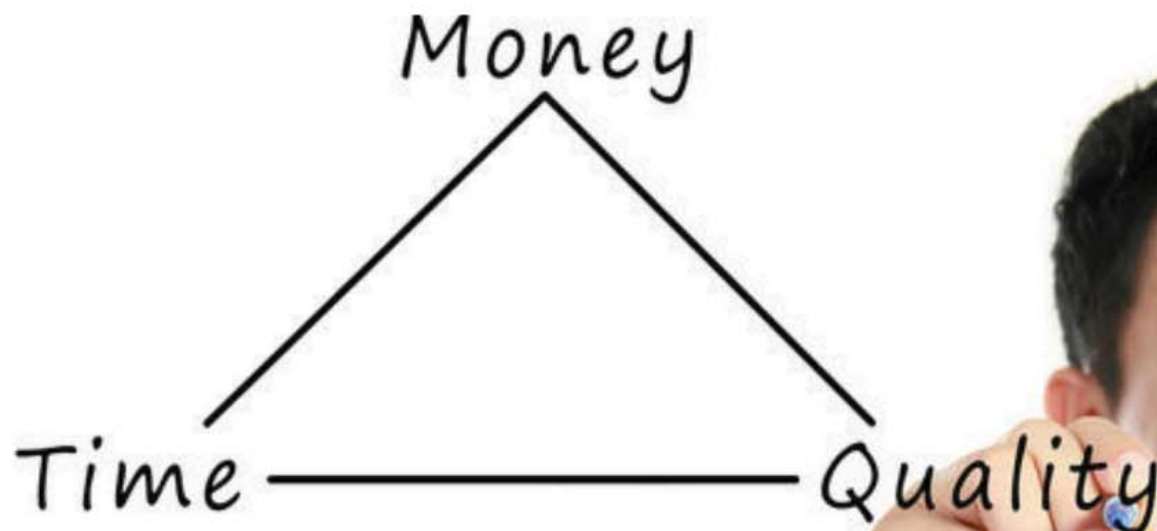
Visión global de todo el presupuesto.

Se describe y se **justifican** todos los gastos.

Se describen las **hipótesis** utilizadas para su calculo;
amortizaciones, precios individuales, etc.

Se **relaciona** cada gasto con el **WP** y las **tareas** del WP.

"Other direct cost" vs "subcontrataciones"





F2

[https://ec.europa.eu/easme/sites/easme-site/files/
documents/evaluator_part_3_2016_subcontracting.pdf](https://ec.europa.eu/easme/sites/easme-site/files/documents/evaluator_part_3_2016_subcontracting.pdf)

Implementation

F2 The work package descriptions and major deliverables and milestones **are realistic and relevant**, including appropriateness of the allocation of tasks and resources, risk and innovation management.

Taking the project's ambition and objectives into account, the proposal includes a **realistic time frame** and a **comprehensive implementation** description.

The proposal **demonstrates** that the project **has** the relevant **resources (personnel, facilities, networks, etc.) to develop its activities** in the most suitable conditions. If relevant, describes in a realistic way how key stakeholders / partners / subcontractors could be involved (and why and how they were selected (**subcontractors must be selected using best value-for-money principles**)). (Where relevant/) Participants in a consortium are complementary.)

The team has relevant **technical/ scientific knowledge /management** experience, and a very good understanding of the relevant market aspects for the particular innovation. If relevant the proposal includes a plan to acquire missing competences, namely through partnerships or subcontracting (**subcontractors must be selected using best value-for-money principles**)

3.1 workplan-work packages, deliverables and milestones.



Riesgos de implementación y de mercado
WP dedicado a explotación desarrollo negocio

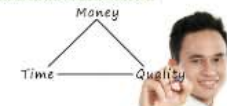
Coherencia con las barreras de mercado-objetivos proyecto
Deliverables claro por tarea.

3.4 Resources

+ 2.1b Company

+ Annex IV

Visión global de todo el presupuesto.
Se describe y se justifican todos los gastos.
Se describen las hipótesis utilizadas para su cálculo:
amortizaciones, precios individuales, etc.
Se relaciona cada gasto con el WP y los temas del WP:
"Other direct cost" vs "subcontrataciones".



4. Annex IV

4.1 Consortium

4.2 Third parties



12

¿Serás tú el siguiente?

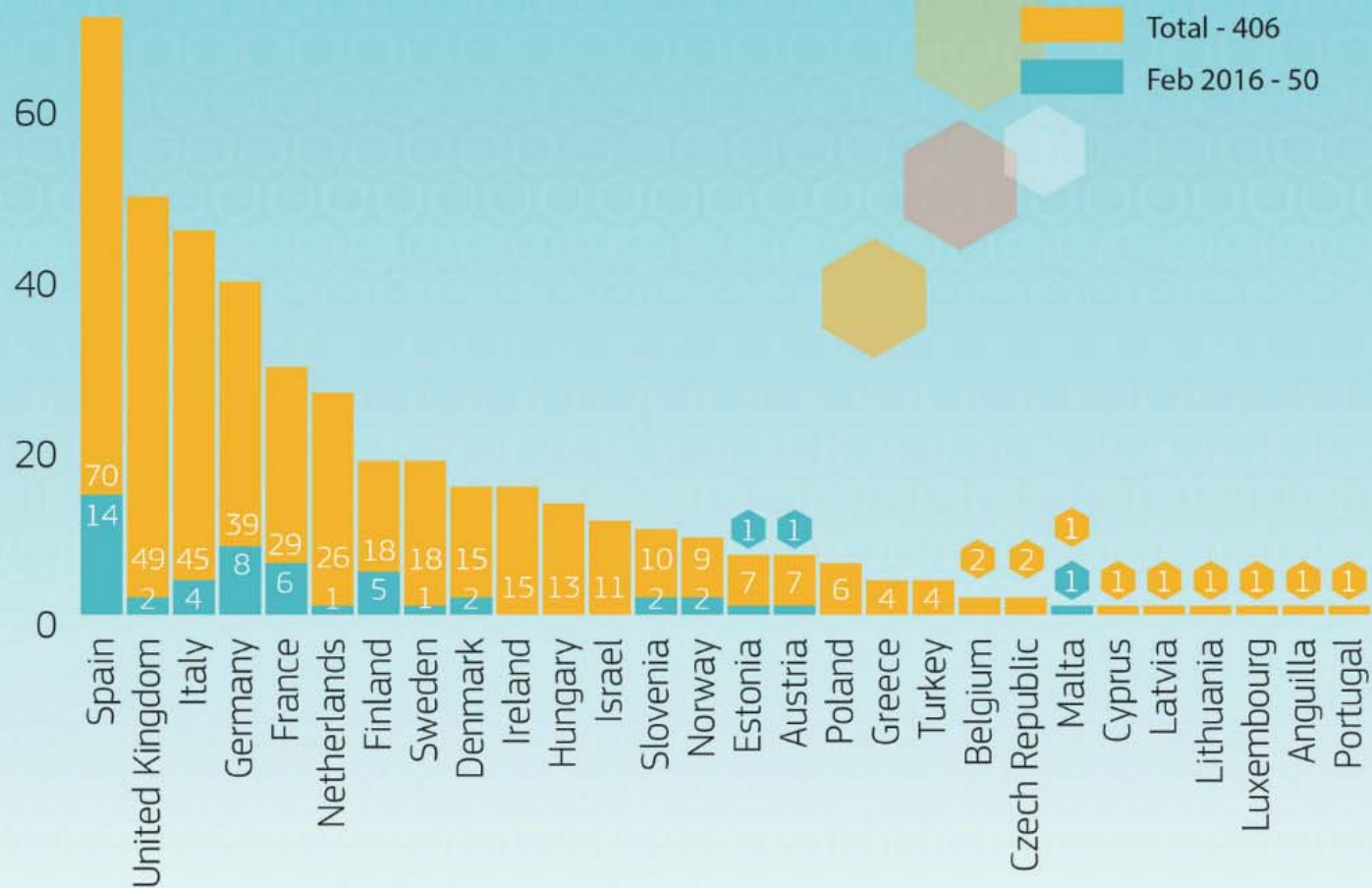


Horizon 2020's SME Instrument

Looking for Europe's next innovation leader

3 February 2016 Cut-off Results - Phase 2 | SMEs funded per country

ALL PARTICIPATING
COUNTRIES



Instrumento PYME H2020. La esencia...

Gracias por su atención

Dr. Luis J. Guerra (@LGuerra_CDTI)
División de Programas de la UE
CDTI. Ministerio de Economía y Competitividad

<http://eshorizonte2020.es>
@EsHorizonte2020