



*Borsch Ventures Polyteda Cloud

Horizon 2020 SME Instrument

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DISCLAIMER: recommended for funding, not yet

 Phase 1 |  Phase 2



- * 12 proposals from Ukraine, most written by myself and team. 2 passed the threshold - both ours.
- * First proposal submitted from Ukraine ever, and first above the threshold, first that is recommended for funding
- * Polyteda Cloud “Innovative Cloud-Based PV Workflow for Semiconductor Foundries” (1.2M) - under Open Disruptive Innovation call Phase 2
- * 4 tries, 98 iterations of proposal, 10months of work. We competed with 259 companies over Europe, ~10 got funded.
- * Success rate in our cut off was 5.8% (6.2% for Phase 1 beneficiaries)

* Our experience (only Phase2)

- * халяви немає
- * if you decide to apply - long process 6months+
- * polish the language
- * Find data/market studies
- * commit time/team to work on it
- * allocate enough time prior to deadline
- * don't give tasks to your assistant

*** Mistake#1: Do not underestimate the workload**

- * Study the programme conditions/ideology
- * Read the call info
- * Check whether the industry focus aligns
- * “disruptive” innovations
- * Revenues+jobs
- * TRL level
- * legal requirements

*** Mistake#2: Define
whether the
company/project really
fits the call/programme
in the first place**

answer all the questions/address each and every point of proposal template:

- * Gender
- * IP
- * Ethics
- * Commercialization
- * Communication

*** Mistake#3: Do answer everything**

budget is key

- * know the regulations
- * know the costs type,
- * think of subcontractors if any,
- * Know your taxes, potential payment schedule etc

There is little flexibility, but in general you will work under budget you submitted (even if project starts in 4-6 months after)

*** Mistake#4: Do work
on budget**

- * Know EU strategies/policy/priorities
- * have- European/international dimension;
- * horizon 2020 is not a charity and funds potentially global business that generates revenues and create jobs

* Hint#1: Know EU
strategies/policy/prioriti
es

- * is not just about the best product/technology but convincing commercialization strategy -
- * Develop a solid biz plan: know your competitors, know your customer, know your market, know your product/technology, build longer term commercialization strategy, have go to market&sales strategy (if you don't know - phase 2 is not for you)

*** Hint#2: not only
good/best technology
but business**

*start ASAP = now.

Success rate is falling down, competition increases, more and more good proposals with no budget increase

*There will never be more time than now to prepare a project

***Hint#3: Start ASAP
(=now)**

- *try-fail-repeat - Keep trying, it is real. Feedback from an expert, resubmitted proposals are more successful, seek external advice, speak to those who won (info is public), learn
- *it is real

***Hint#4: Keep trying**