

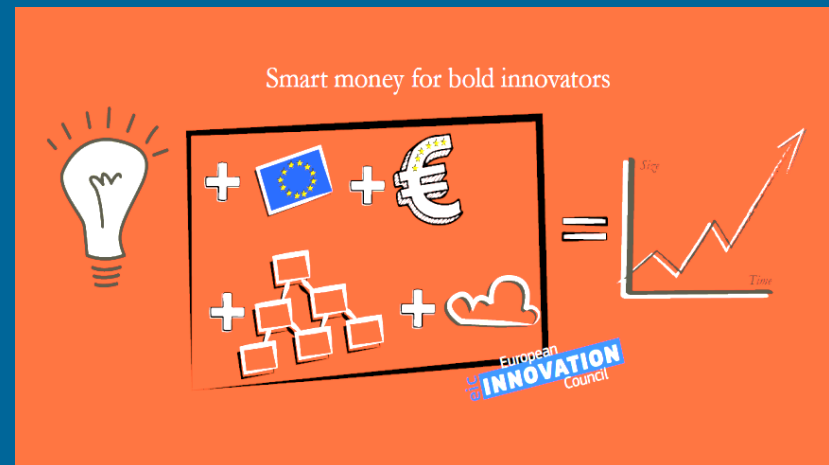
The European Innovation Council

The European Innovation Council (EIC)

Objective: Strengthen breakthrough innovations and boost the number of high-growth companies

Focus on people and companies with ideas for :

- **Radically new**, breakthrough products, services, processes or business models
- That **open up new markets** with the potential for rapid **European and global-scale growth** (high risk, need for significant investment)
- Take shape at the **intersection** between different technologies, industry sectors and scientific disciplines



Who is the EIC pilot aimed at

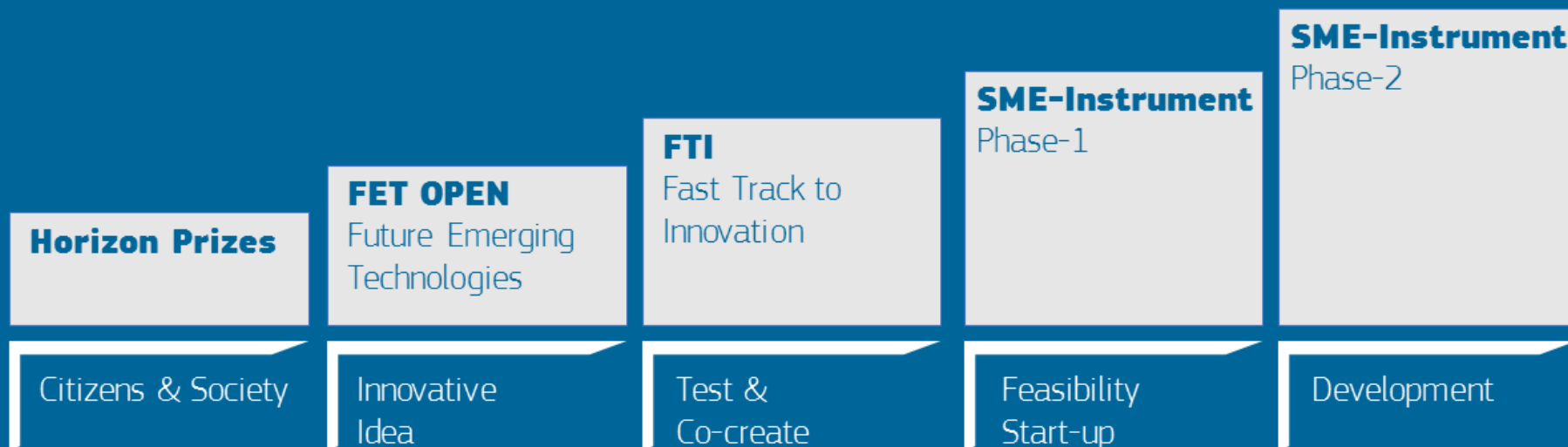
The EIC pilot focuses competitive funding for innovators, start-ups and companies with ideas and innovations which:

- are **radically different** from existing products, services or business models
- are of a '**high risk – high gain**'-nature for investors
- have the potential to **scale up internationally**

The EIC pilot is able to support ideas from any area of technology or business sector, including novel combinations of technologies and business models. Support is available from feasibility stage (e.g. proof of concept or development of business plans) to development to scale up stages.

Brings together 4 different schemes

- **2.7 billion Euros** over three years (2018 – 2020)
- Open for **novel ideas**



The SME Instrument



Phase 1

€50 000

for concept and feasibility study

Concept & Feasibility Assessment

- A lump sum of € 50000 in EU funding and 3 days of coaching
- Feasibility study
- Initial 10 page business proposal to be submitted
- 70% funding rate
- Around 6 months in duration

Phase 1



Phase 2

€0.5 – €2.5 million

for demonstration, market replication, R&D and product development



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Innovation Project

- **Develop project through innovation strategy**
- **Around 1-2 years in duration**
- **Between €0.5 million and €2.5 million in EU funding (exceptions apply) and 12 days of coaching**
- **Draft a more developed, 30 page business plan**
- **70% funding rate**
- **TRL 6 or above recommended**

Phase 2



Coaching & **Business support**

for market launch

Coaching & Business Support

(not part of the evaluation but **compulsory since June 2016**)

- **No direct funding**
- **Extensive support and coaching (3 days for Phase 1 beneficiaries and 12 days for Phase 2)**
- **Facilitate access to risk finance**
- **Additional support and networking opportunities (EEN)**

What's new in the SMEI

- **Full bottom-up selection approach** – the removal of pre-defined topics will allow entrepreneurs from all sectors of the economy to apply with their market-creating innovations.
- **Overhaul of the submission forms** – the structure and content of these forms have been adapted in order to simplify the submission process for entrepreneurs and adopt a business-oriented language that is more adapted to their reality.
- **Pool of expert-evaluators** – the number of expert-evaluators in the pool with an investor profile has been significantly increased in order to better consider market and investment related elements in the evaluation.
- **Face-to-face interviews with selected Phase 2 applicants** – the introduction of this additional step after the remote evaluation will give expert-evaluators a better grasp of the proposals and make sure that only the best and most disruptive innovation ideas pass the cut.

Phase 2 | cut-offs | Phase 1

10 January
14 March
23 May
10 October

2018

08 February
03 May
05 September
07 November

09 January
03 April
05 June
09 October

2019

13 February
07 May
05 September
06 November

08 January
18 March
19 May
07 October

2020

12 February
06 May
02 September
04 November



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