

Huippuwebinaari: Ajankohtainen EU-rahoitus yrityksille

Laura Koponen, Janne Kaukojärvi



About Spinverse

Innovation for growth and a better world

We are the Nordic leader in innovation consulting. We drive our customers to growth and solving global challenges with innovations.

We help our customers to collaborate, get funding and achieve impact with their innovative projects: digitalisation, sustainability, and growth companies are the key enablers.

2004
Established

2.3 B€
Large scale
Innovation
Programmes
coordinated

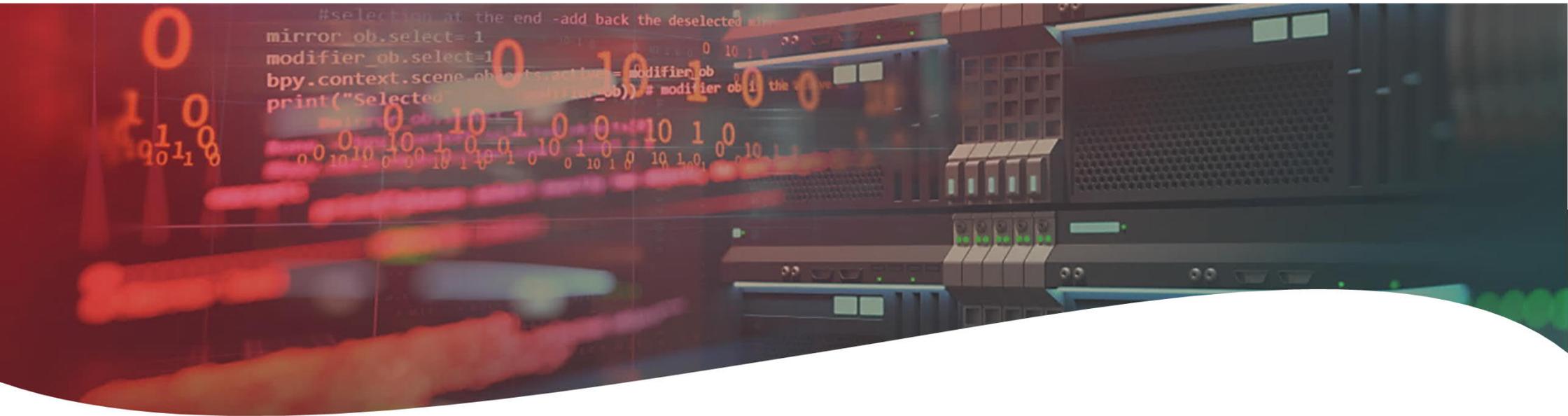
500 M€
EU funding for
our customers

500+
Companies
engaged in
ecosystems

+60
Team of Experts
in our offices in
Helsinki, Berlin,
Stockholm

Laura Koponen and Janne Kaukojärvi





EU funding - what's in it for you

Laura Koponen, Spinverse Oy



Before we start. Think about a topic you would like to get funding for and post it in the chat

- I'll do a short demo later in the presentation to show for a few topics if there is funding for that topic using our AI funding search tool :
- www.spinba.se

Why?
Why funding?
How much is there?

What?

How?

So what?

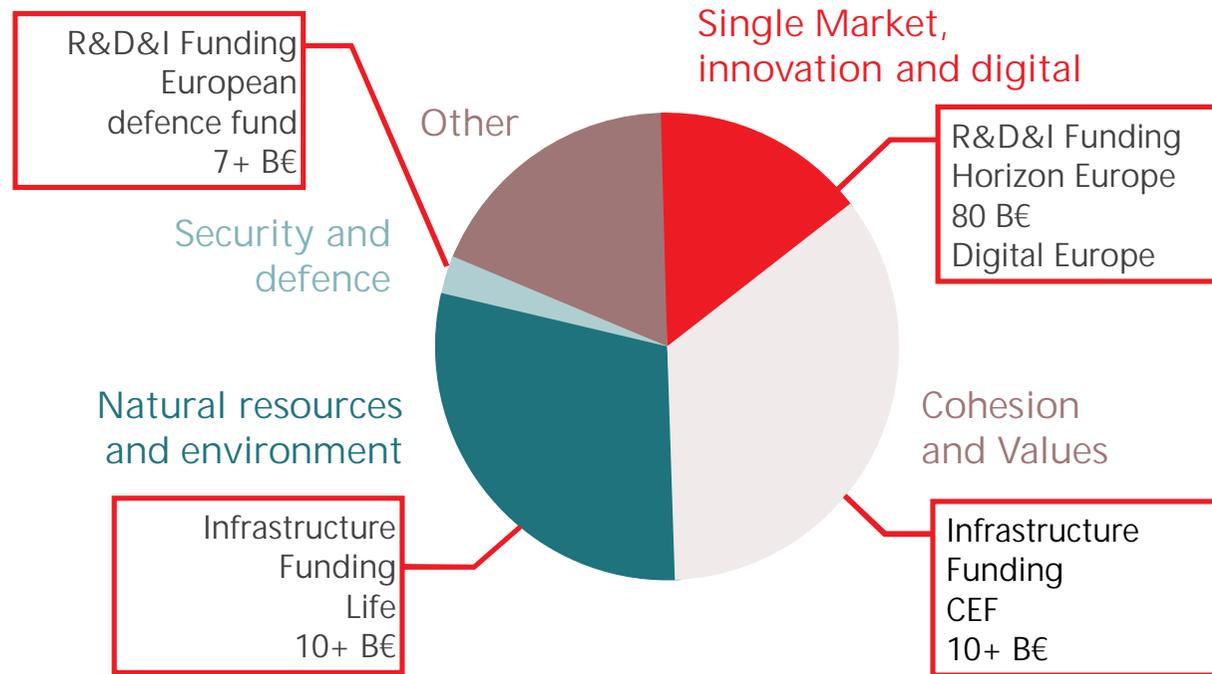


100 B€+ of funding relevant to you 2021-2027

What is your fair share?

1 EU Multiannual Financial Framework

in total 1000 B€ (2018 prices)



2

Next Generation EU

750 B€

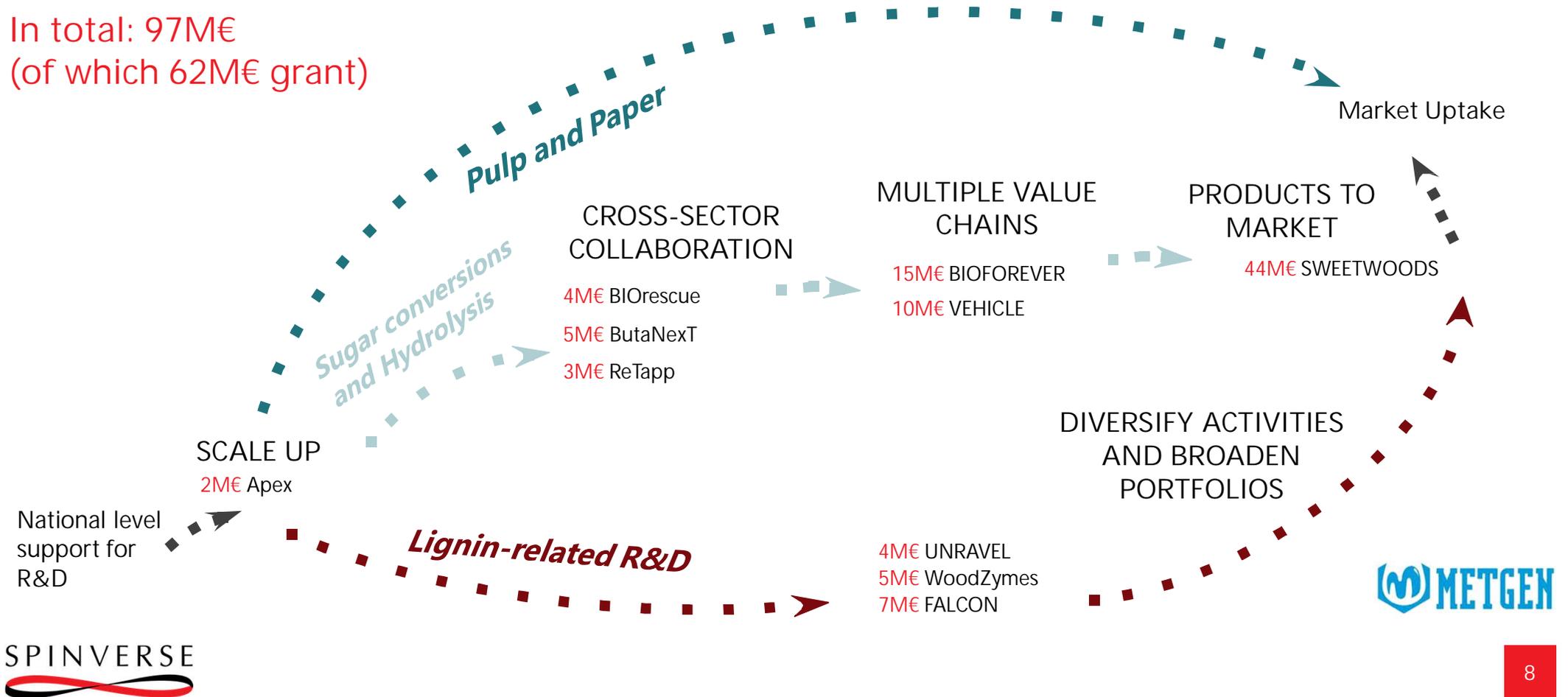
3

Innovation Fund

10 B€

Case example of strategic thinking METGEN Oy AND PUBLIC FUNDING

In total: 97M€
(of which 62M€ grant)



Why?

What?

What do they fund?
SME instrument

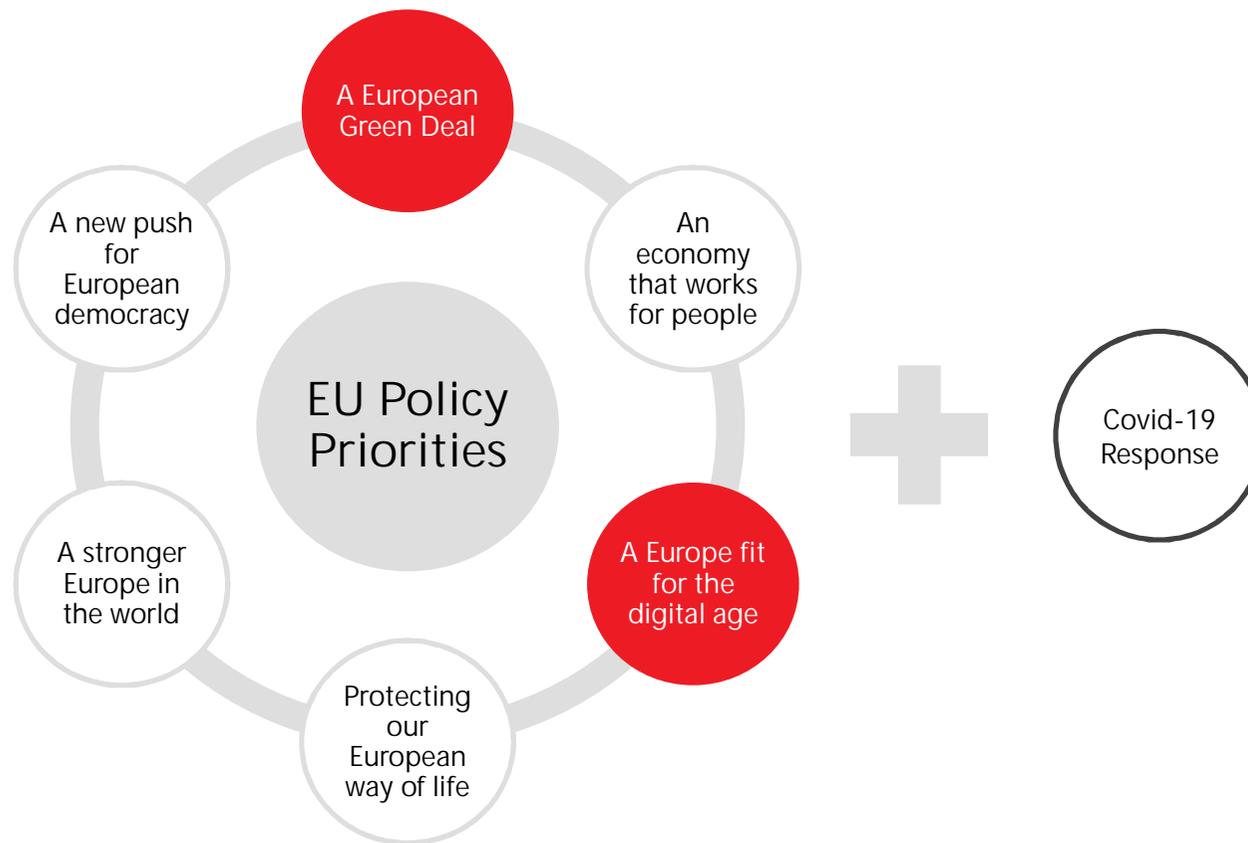
How?

So what?



Political Guidelines that Affect Everything

Building and leading industry driven open innovation projects are based on 6 key elements



In a nutshell: What can you get funding for? Technology Readiness Level Perspective



R&D Collaboration

Focus: **Gaining new skills and ideas working with Universities and RTOs**

Instrument: Horizon

Number of partners: 5-10

Led by RTOs and Universities



Product Development

Focus: **Co-creation with your customers and subcontractors**

Instrument: Horizon, CEF, Life

Number of partners: 5-10

Led by the partner in the middle of the value chain



Industrial Scale-up

Focus: **Funding for final phase of new commercial product / industrial investment**

Instrument: Innovation Fund, Horizon Partnerships, CEF, Digital Europe

Number of partners: 1-10

Led by the investing partner

Project size (M€): Increases, Funding rate: Decreases

Note! All attributes are typical ones, most often small and bigger ones are possible

If you are an SME – there are even more opportunities



Innovation to Market

Focus: Finalizing R&D with partners and/or customers. Demonstration projects

Instrument: Eurostars

Number of partners: 2-4

Project size: 0.5-6 M€, for you 100k€-2M€

Funding rate: 50-100%

Project duration: 1-3 years

Led by innovative, R&D performing SME



Scale-up

Focus: Development, demonstration and scaling-up of high-risk ideas

Instrument: EIC Accelerator

Number of partners: 1

Project size: 2.5 M€ + optional equity up to 15 M€

Funding rate: 70% (on grant)

Project duration: 1-2 years

Led by innovative, high growth SME



Growth Acceleration

Focus: Non-dilutive funding, post series B/C to accelerate growth

Instrument: EIB Venture Debt

Number of partners: 1

Ticket size: 7.5-50 M€

Funding rate: 50% total investment costs

Project duration: 4-6 years

Led by the investing partner

Why?

What?

What do they fund?
Horizon Europe

How?

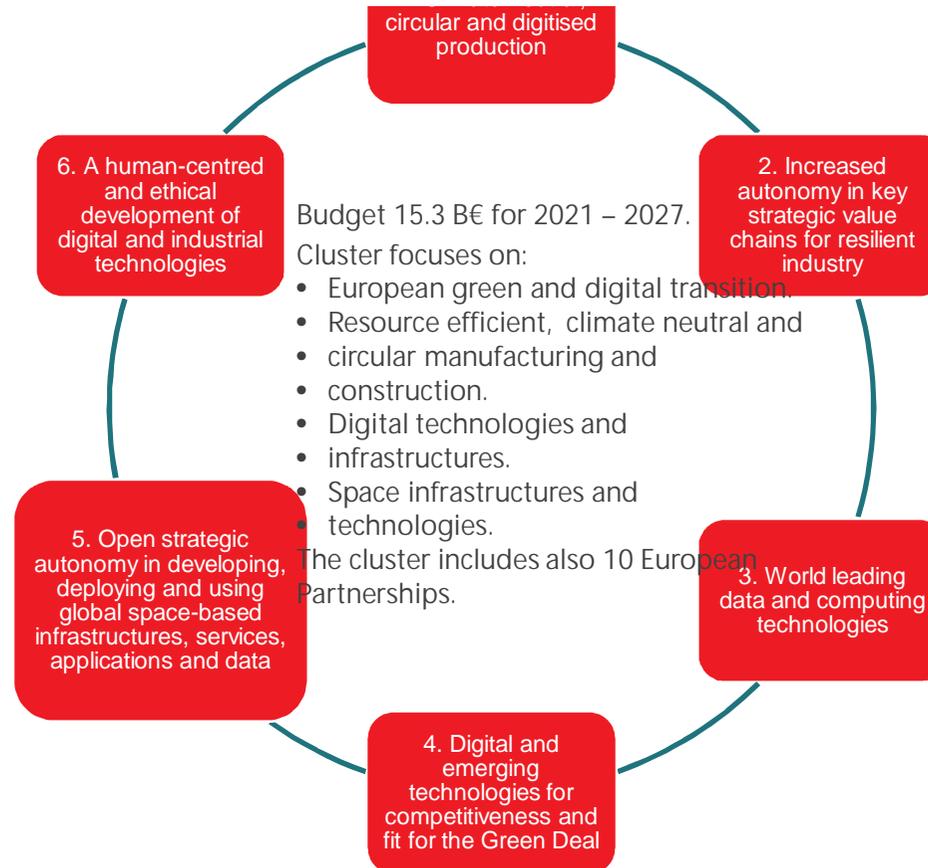
So what?



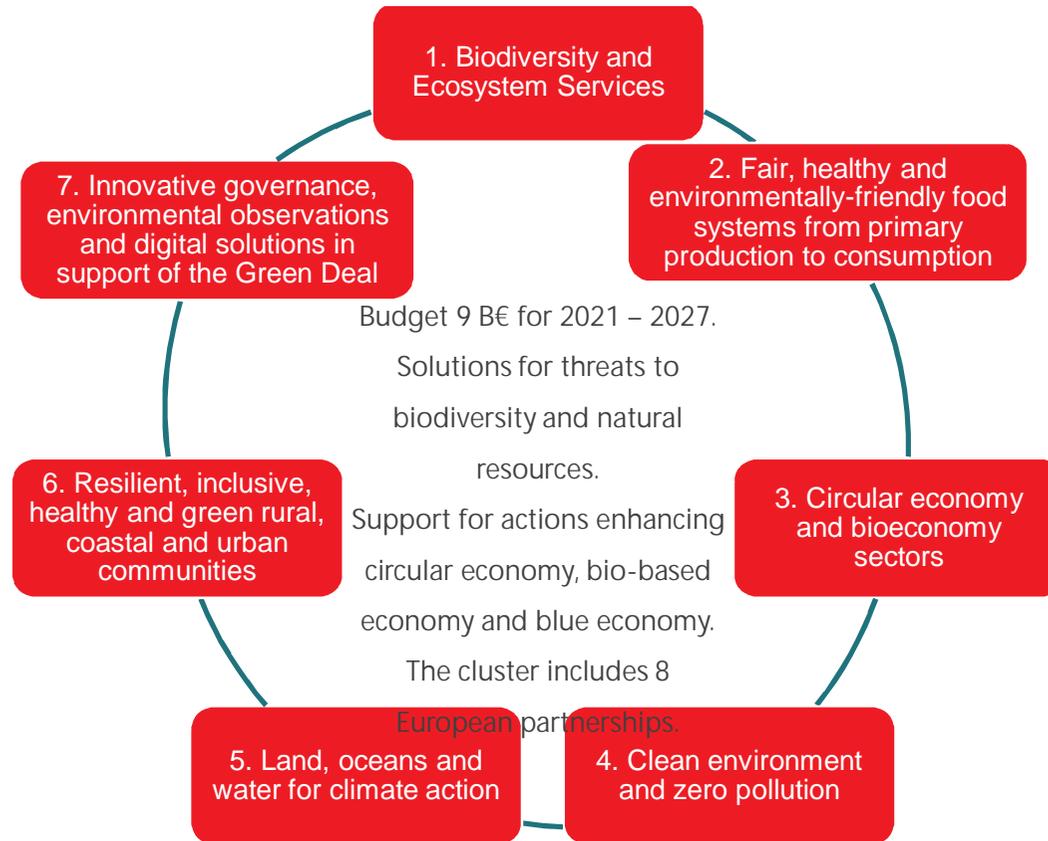
Overall Structure of the Horizon Europe:



Cluster 4 Digital, Industry and Space

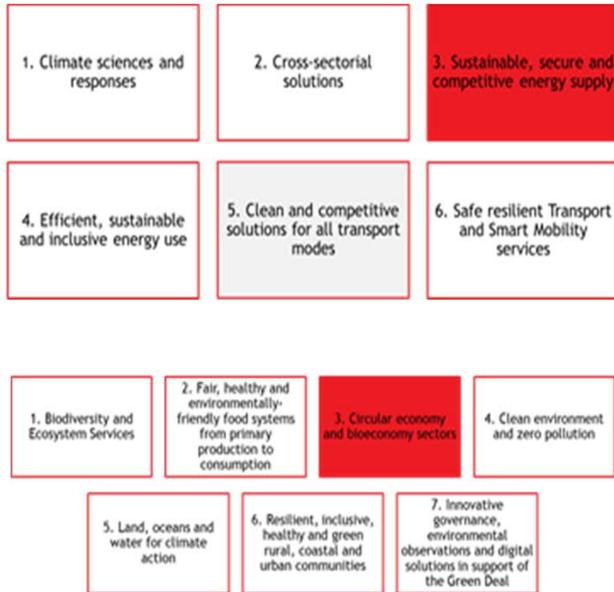


Cluster 6 Food, Food, Bioeconomy, Natural Resources, Agriculture and Environment



Part 1: So, now I know the big themes that will be funded. So what?

Funding Themes in Pillar 2 Themes



Work programme lists the themes and the related open calls



Calls are like invitation to tender

- Innovative solutions to over-packaging, single use plastics, and microplastic pollution
- Digitalisation of battery testing, from cell to system level....
- Increasing the circularity in textiles, plastics and electronics...
- Unleashing the innovation potential of public transport as backbone of urban mobility
- Innovative biomethane production as an energy carrier & a fuel
- Coupling off-grid wind energy with power-to-X
- 100% renewable heating, cooling and power in buildings
- Large scale thermal energy storage for district heating and cooling
-

Horizon Europe Pilar 2 in a Nutshell

84.9 B€ shared, 28B€ of it to climate actions, 13B€ to Digital

Exact topics to be funded are defined in Work Programmes

The WP consists of call texts that define the topic and desired technology readiness level

Project Management

R&D&I projects require a firm hand in dealing with all the necessary tasks and requirements: Spinverse can manage all aspects of the project ensuring full compliance leading the project in the right direction.



Organised in six thematic clusters

Three of these are relevant for you

Work with the best partners: Projects Typically 6-12 partners from 4-5 countries

Minimum requirement is 3 partners from 3 countries

IPR for the developer

Details are defined in the Consortium Agreement.

Timeline for calls

Aug/2020: All relevant call drafts are out.

Calls expected to open late 2020 / early 2021 with deadlines Q1-2020 onwards

What?
Example time!

How?

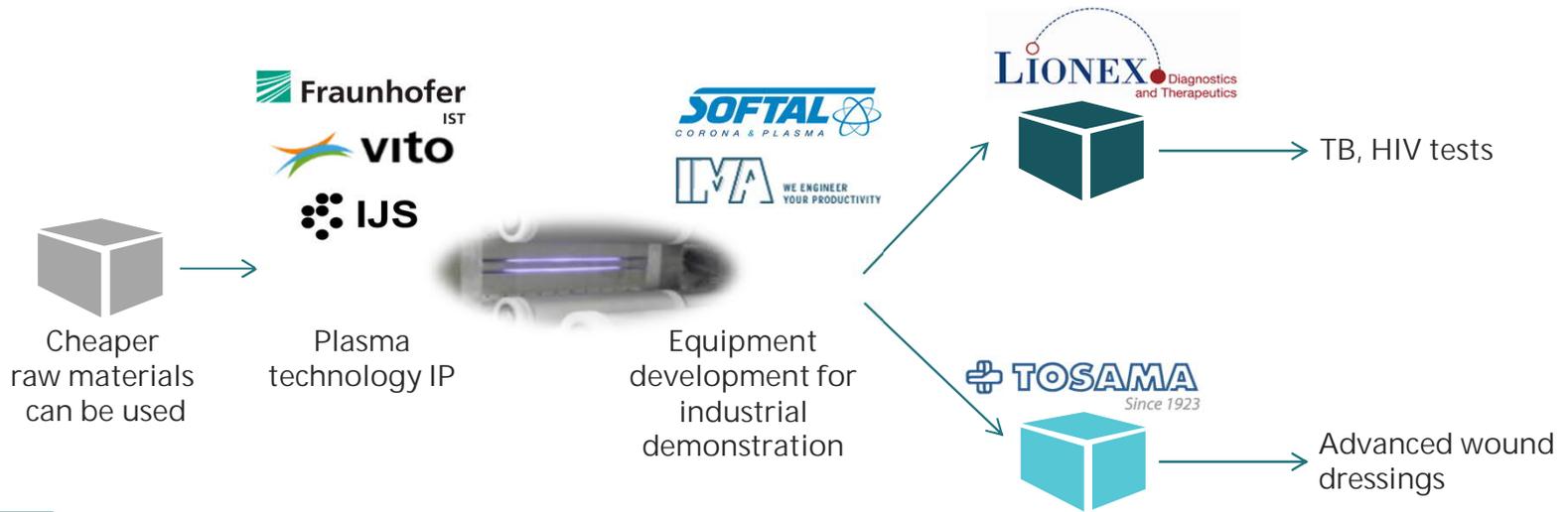
Why?

So what?



Brining a technology or several to market

Project: IP2Plasma
Funding: 4.8M€
8 partners



Challenge:
How to Developing tuberculosis tests with diagnosis within minutes & costs of 1€ per test



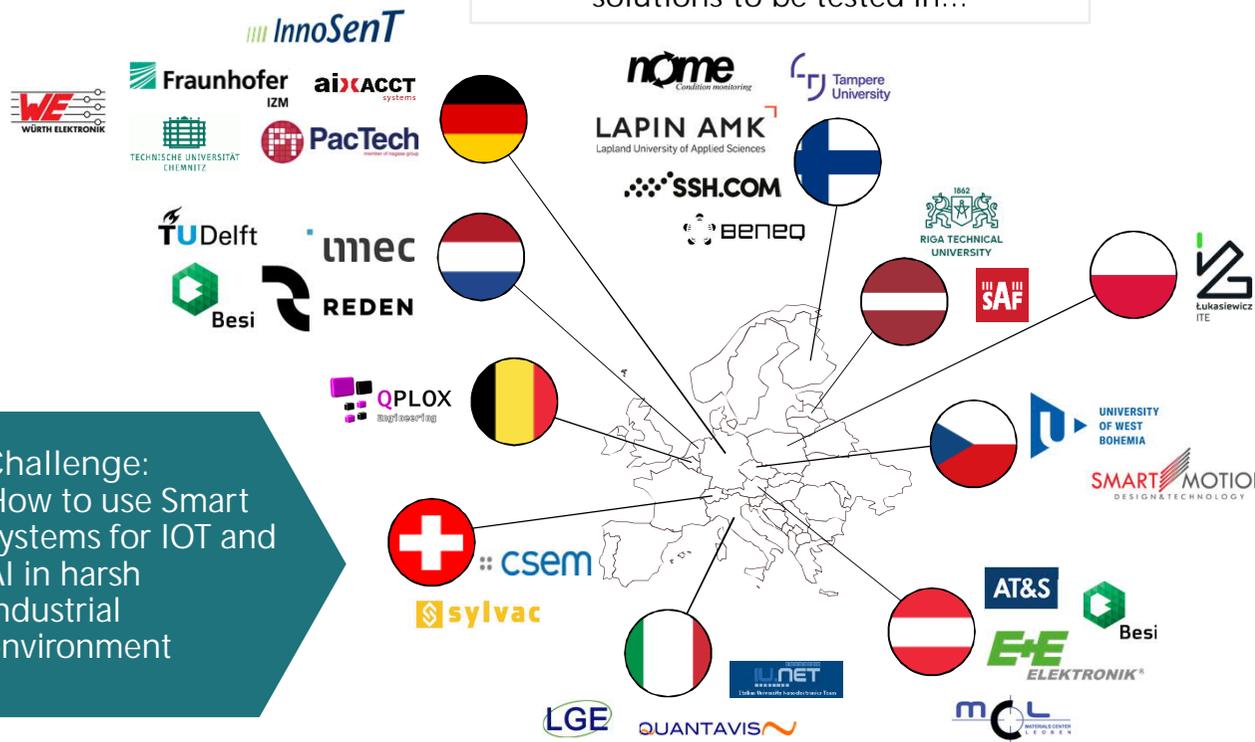
Testing new solutions in different industrial environments

Project: CHARM
Funding: 29M€
37 partners

European ECS value chain providing solutions to be tested in...

...six different harsh industrial environments

Challenge:
How to use Smart systems for IOT and AI in harsh industrial environment



Paper mills **Valmet**

Mining **SANDVIK**

Machining **TORNOS**

Nuclear maintenance and decommissioning **UJV**

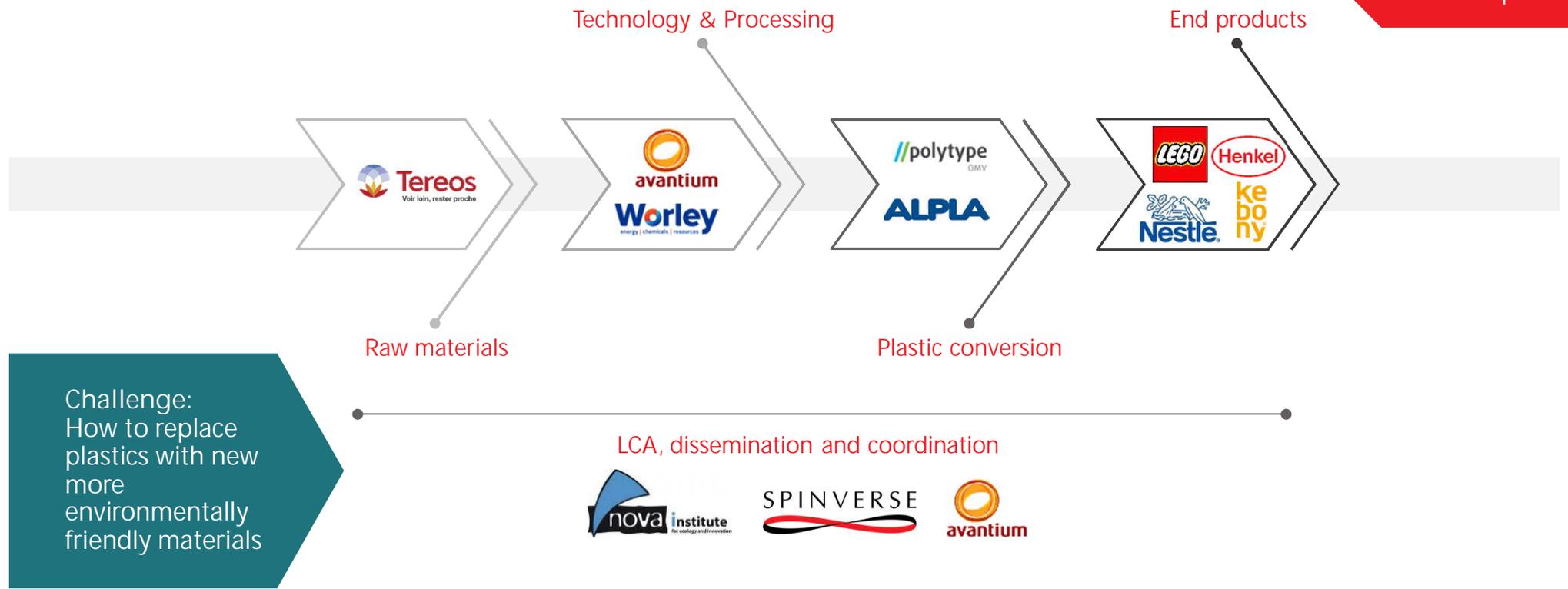
Solar panel manufacturing lines **APPLIED MATERIALS**
make possible

Professional digital printing **Canon**
CANON PRODUCTION PRINTING

The partners include 11 SMEs and 14 large enterprises, and 12 research organisations.

Building a value-chain to build a new business while also get funding for first of kind biorefinery

Project: Preference
Funding: 25M€
11 partners



Scale-up of technology and building new business models around the of life-cycle

Project:
New Cotton
Funding: 7M€
10 partners

Challenge:
Apparel consumption will rise to 102 Mt by 2030. Existing solutions cannot recycle the growing piles of discarded textiles



Timeline for proposal preparation: For Horizon consortium we are talking about long-term strategic projects



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What do they fund?
EIC Accelerator

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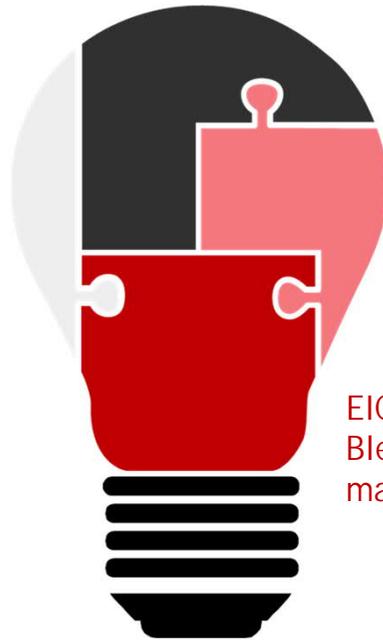
Project duration: 4-6 years

Led by the investing partner

How is EIC supporting SMEs?

EIC Transition
Grants up to €2 million for technology validation

Business Acceleration Services
Access to coaches, mentors,
expertise and training.

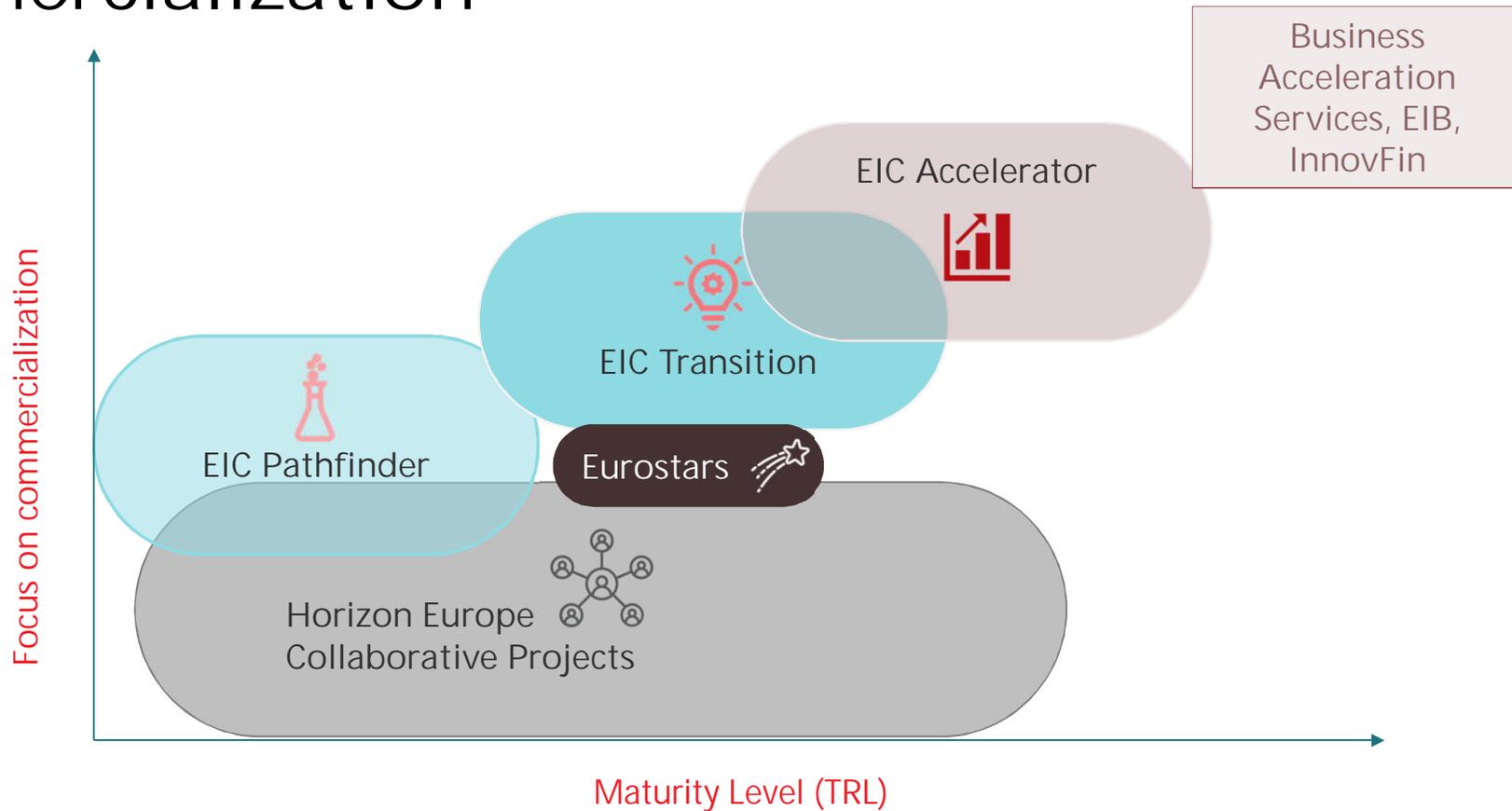


EIC Pathfinder
Grants up to €3 million for proof of concepts

EIC Accelerator
Blended finance up to €17.5 million for
market demonstration and scale-up.

Budget 2021-2027
€10 Billion

EIC fills the gap between research and commercialization



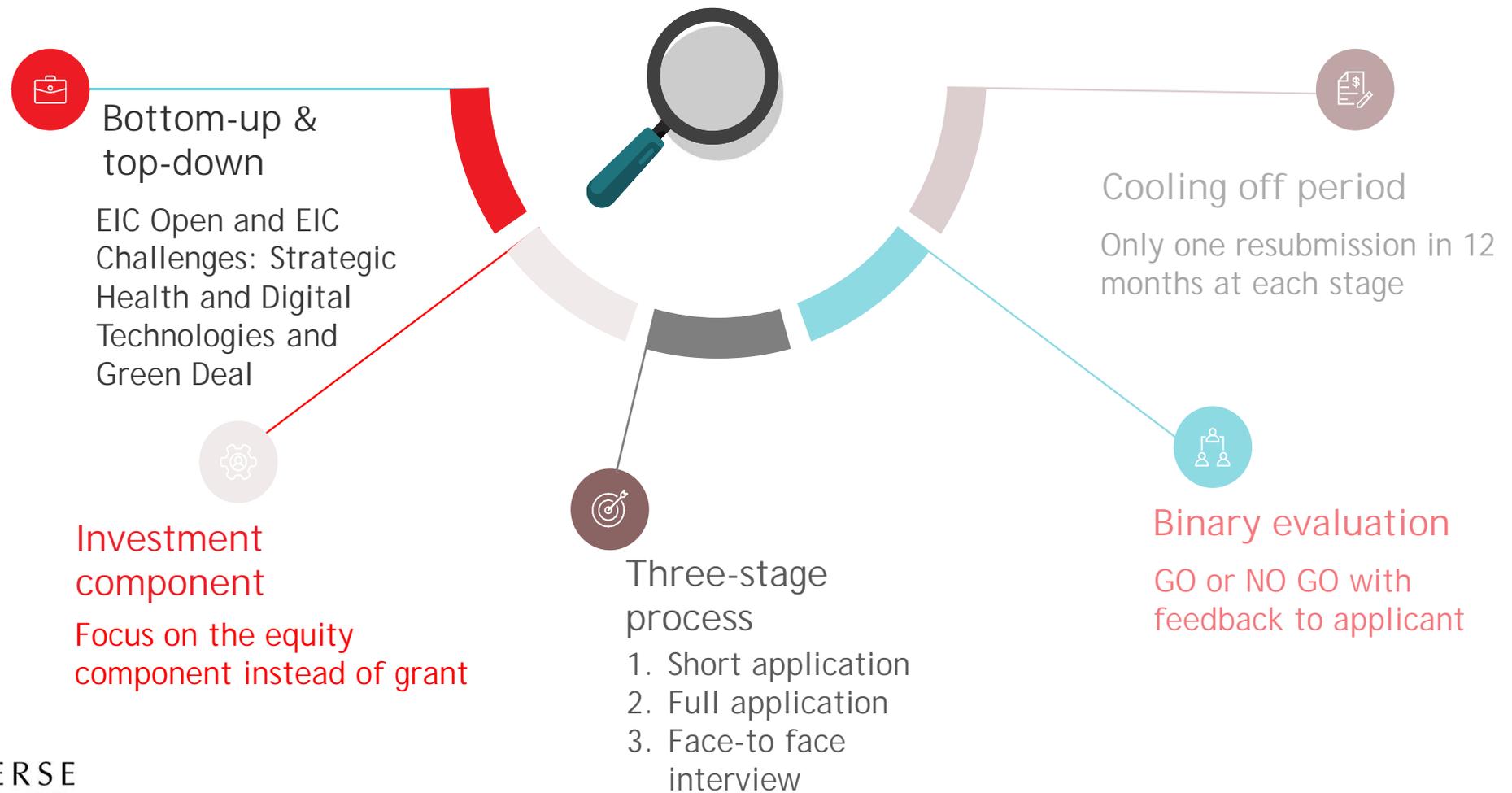
What EIC aims to fund with the Accelerator?

Continuing the trend from 2019 the focus will be on the EIC Accelerator focuses in particular on **innovations building on scientific discovery or technological breakthroughs** ('deep tech') and where significant funding is needed over a long timeframe before returns can be generated ('patient capital') - no run of the mill SaaS.

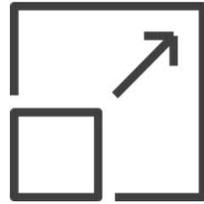


The EIC Accelerator supports the **later stages of technology development as well as scale up**. The **technology** component of your innovation must have been **tested and validated**.

EIC Accelerator - Key changes to past years



EIC Accelerator - The most important points to address



1. Innovation

- High-risk, high-potential SMEs
- Ground-breaking concepts disrupting existing markets and creating new ones

2. Scalability

- Potential to scale-up the applicant company up to a 100 million revenue business
- Based on a convincing and ambitious commercialisation plan
- Proven by existing market traction and/or Letters of Intent

3. High risk

- Why is EU support needed and why financial support cannot be acquired elsewhere
- Proven by a financing gap showing in financial forecast

4. Market size

- Addressable market has to be sufficient in size in order to realistically enable company growth
- Competition and market analyses prove that you know your customers and target market inside out

EIC Accelerator challenges

Strategic Digital and Health Technologies

Are you developing a technology that can give rise to innovative business models and new processes, and the creation of smart products and services?

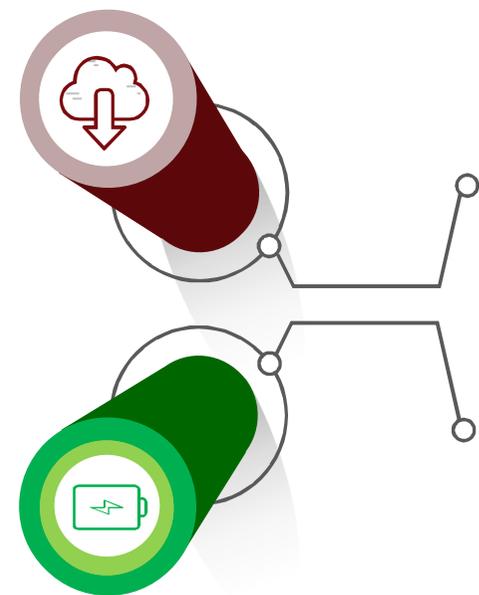
Does your company aim for a leading position globally in this technology?

Is this technology important for European welfare and economic development, and where this is a risk of over dependence on non-associated third countries to access the technology?

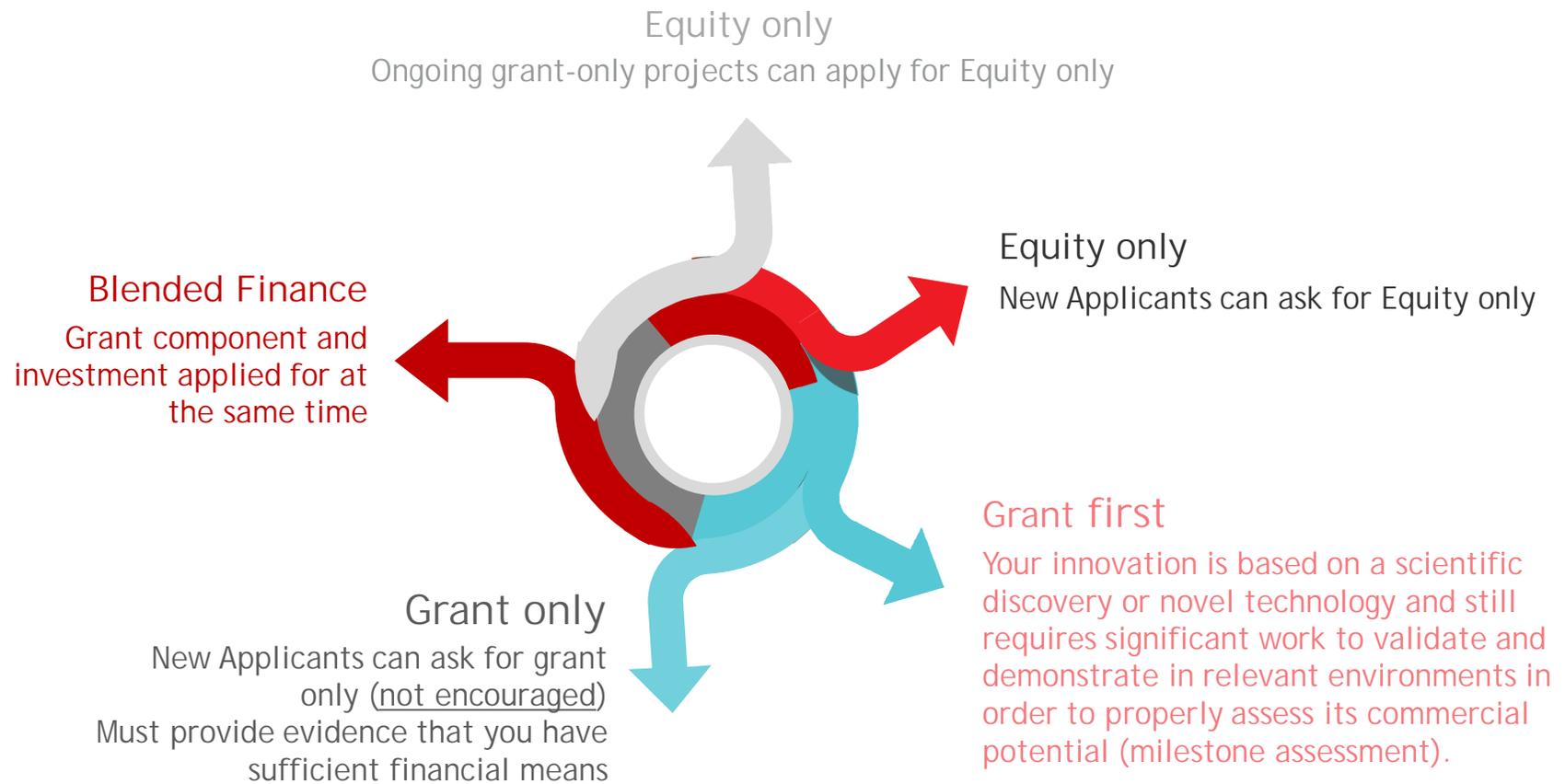
Green Deal innovations for the Economic Recovery

Do you have a game-changing, market-creating sustainable innovation contributing to the goals of The European Green Deal?

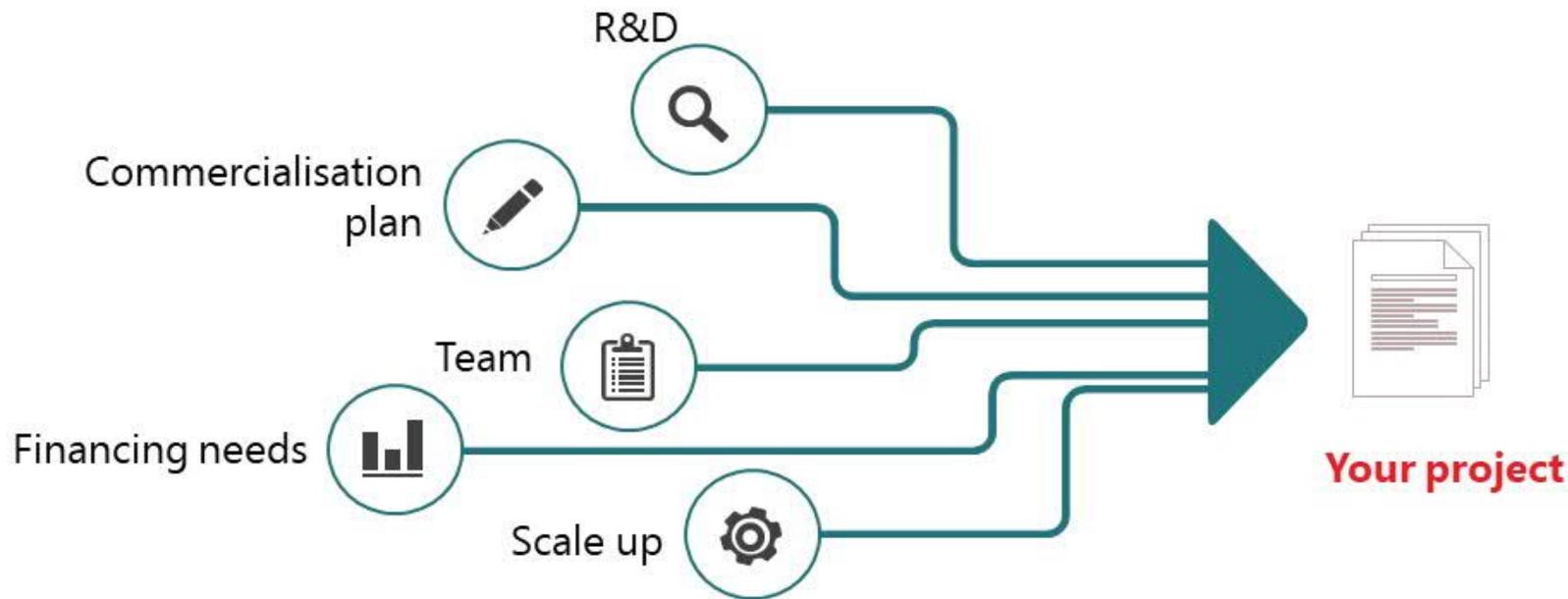
Does your company aim to deliver a meaningful impact towards sustainable development?



Funding options in EIC Accelerator



Think holistically!



All parts of your project are interdependent: do you have the right people to scale? Are you planning financing according to R&D needs? Are the costs of IPR budgeted? Is the timing for patents aligned to your commercialization plan?

Why?

What?
Example time!

How?

So what?



What kind of cases get funded?

Fast growing innovative companies



1.8 M€ - Financial Search Engine is a tool which enables financial professionals to find desired information rapidly – **European market entry**



1.4 M€ – New manufacturing method for ultra-fine precipitated calcium carbonate (UFPCC) pigments



DUCTOR

1.4 M€ - Clean, economic and efficient biogas production. Ductor's Add-On technology has the potential to revolutionise the economics of biogas production – **Building a global portfolio.**



1.3 M€ - Online Department store for Massive Amounts of Pre-owned items: **Automatize and Scale-up** the fulfillment center operations



2.2 M€ – Making Indoor Worlds Discoverable - **Scale-up and expand** the disruptive geomagnetic indoor positioning technology



1.2 M€ - Unique properties of new nanocellulose composite for automotive applications **scale-up and demonstration**



2.5 M€ - Transforming digital in-content advertising – **global market entry**



2.5 M€, Pilot mass manufacturing of injection moulded electronics

enevo

2.2 M€ - **Scale-up and expand** Enevo's smart waste collection platform in Europe



1.5 M€ The **scale-up** from pilot to industrial scale production of MetZyme® to expand within two target industries: pulp & paper mills and biorefineries



1.6 M€, Norsepower Rotor Sail Solution, enhances the complete propulsion system of a vessel by using wind as an auxiliary propulsion measure – **Market commercialisation**



1.4 M€ – Revolutionary multi-channel router solutions for outstanding broadband connectivity for public safety and security (PSS) professionals – **Market expansion**

Norsepower



About the project

Norsepower wind propulsion system, Norsepower Rotor Sail Solution, enhances the complete propulsion system of a vessel by using wind as an auxiliary propulsion measure. Shipping companies are actively looking for solutions that reduce the fuel consumption of their vessels.

The high level of cargo vessel emissions is a big global and EU-level challenge, especially older cargo vessels which still have a long life expectancy and which make up a large proportion of European waterborne transport. Implementation of Norsepower Rotor Sail Solution in full scale on a RoPax vessel to boost the sales of the solution.

Acquire performance validation and type approval of the technology.

The project will enable commercialisation and faster penetration to the market.

Customer story in numbers



1,58 M€ grant from
Horizon 2020 SME
instrument phase 2



Project duration 24 months

SSH

About the project

PrivX is a new generation solution from SSH Communications Security that will bring Privileged Access Management (PAM) to the cloud era through the EPICA project. PrivX removes a key bottleneck from cloud adoption by providing credentialless, rolebased, on-demand access to cloud and hybrid resources. PrivX enables companies to accelerate their cloud transformation they must undertake to take advantage of new growth opportunities and to remain competitive in the new digital economy.

The traditional PAM approach is incompatible with the requirements of cloud environments. Current PAM systems are cumbersome to deploy, inflexible to scale, expensive, and difficult to use. These systems have become a bottleneck in cloud transformation as their technology foundation is not suitable for the immense flexibility and dynamism required by cloud environments.

PrivX is built from the ground up to meet and grow with the demands of the cloud.

- EPICA project will allow SSH to complete the development of the PrivX product family
- SSH will build necessary interfaces and engagements to create a vibrant ecosystem around the product
- SSH will take PrivX cloud solution to the markets at the end of the 2-year project.

Customer story in numbers



Total awarded grant 2 M€



Project duration 10/2019-9/2021

"Spinverse gave us a very clear picture from the very beginning of how hard it is. Spinverse described very openly what kind of projects will not succeed and also what kind of projects may succeed," Kaisa Olkkonen, CEO to SSH says.

ManoMotion

About the project:

Swedish ManoMotion succeeded in receiving extremely competed Horizon 2020 funding in the first try with Spinverse's support. Their patented software solution for hand tracking and gesture recognition opens up massive expansion possibilities for the global mobile AR market.

Within mobile AR it has been an unsolved problem to create a real time understanding of how the hand moves by using only the already installed RGB camera and the processing power available in a mobile phone.

ManoMotion framework for hand tracking and gesture recognition solves this issue and enables end users to interact with digital objects in any AR or VR experience, on any device with their natural hands without requiring additional hardware.

RealHands project works on real-time movement of a hand through computer vision, artificial intelligence and machine learning, still using the camera incorporated in smartphones. The project aims to expand the product features and improve quality. It will also make preparations to enter new markets and partnering. RealHands's software will be widely useful in all kinds of applications, including education and health.

"Without the knowledge transfer from the Spinverse team I'm doubtful if we would have received the funding. Spinverse was a great partner who helped us structure the process and the content in a way which gave us top scores in almost every category that the commission is evaluating."

-Jakob Broman, Head of Growth, ManoMotion.



MANOMOTION



Customer story in numbers



2,2 M€ grant for the project with a total budget of 3.1 M€



Funding from Horizon 2020 SME instrument phase 2



Project duration June 2019 to December 2021

sensiBel

About the project:

Reinventing the microphone - a proven and patented microphone technology based on optical MEMS (Micro-Electro-Mechanical System) that can register sound waves far beyond the range of existing microphones. This unique combination of high performance at lowest cost in a miniature package fits in a whole new range of portable devices, e.g. voice activated devices, sound recognition systems and high-quality audio recordings.

People are recording their lives with smartphone cameras as good as the human eye. Yet, audio recordings suffer from poor quality. Due to poor audio quality, people struggle to use increasingly common voice-activated user interfaces, especially in noisy environments and at a distance. The current technologies cannot satisfy the market needs – with them the path to higher performance is complex and costly.

The EU-funded OptiMEMS2 project will bring this new microphone with laser technology to the market, helping sensiBel become the top MEMS microphone supplier for the voice-first user interface, high-fidelity audio and sound capture markets. The project aims to grab the 3B€ of market opportunity of the voice megatrend.

"Spinverse was very open with their communication and the collaboration worked really well, guiding us towards our goal in this competitive EIC Accelerator call. The expertise of Spinverse team built a relationship of mutual trust, which I see as a very important success factor."

- Stig Torud, VP Business Development, sensiBel

sensiBel



Customer story in numbers



Total funding 2.5 M€ grant and 4.2 M€ equity provided by EU's EIC Accelerator instrument.



The EIC Accelerator supports high-risk, high-potential small and medium-sized innovative enterprises



Project duration 2 years, May 2020 to April 2022

Why?

What?

How?
How to get funding?

So what?



Choosing the Right Call

How to choose the right call? Do you know who you are competing against?

Call Topics

 Specific call text

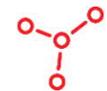
 Success rate

 Total Funding available

 Deadline

Project Characteristics

 Project length

 Partners

 Project size

 Funding %

Why?

What?

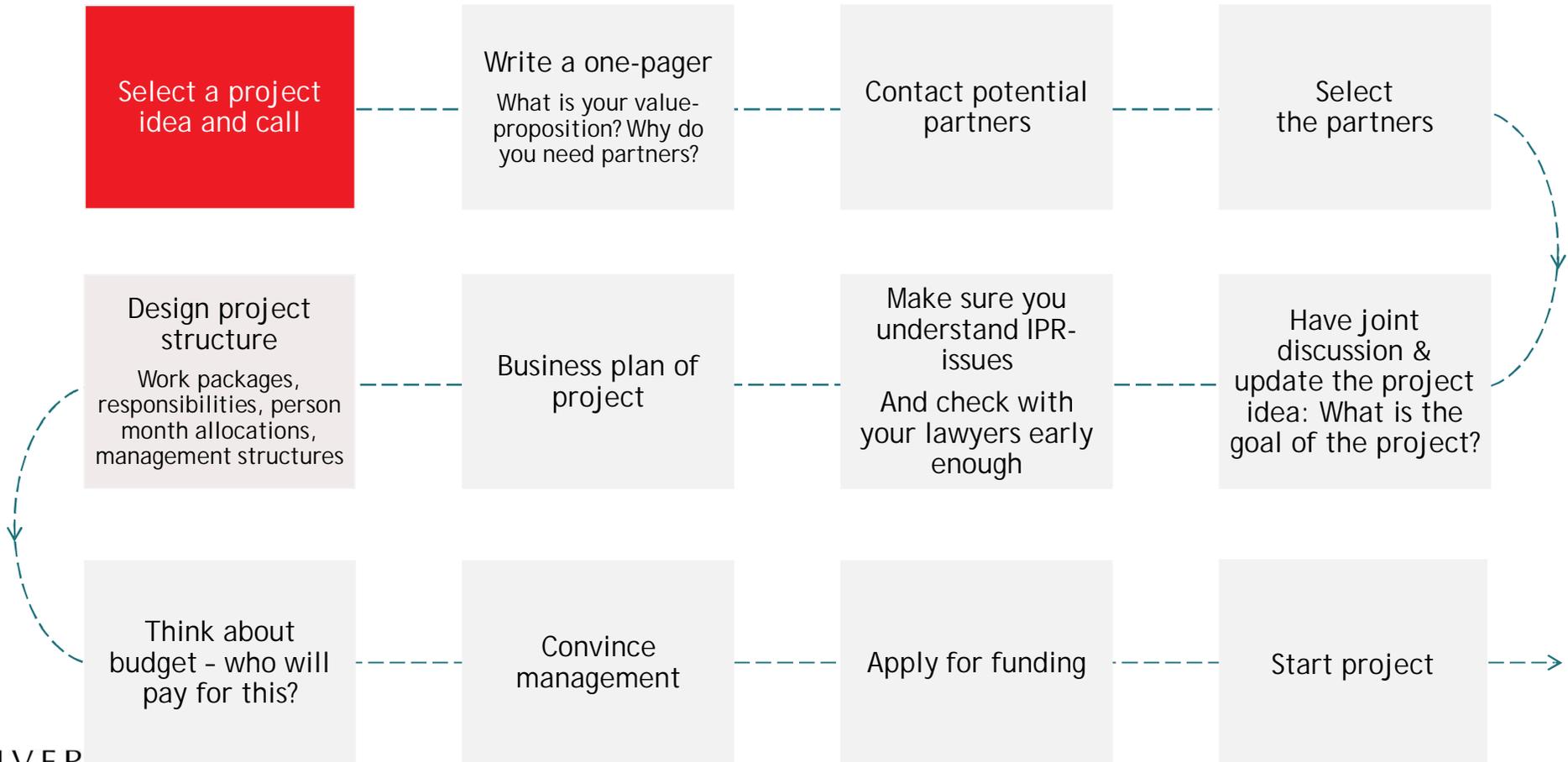
How?
DEMO TIME:
www.spinba.se

So what?



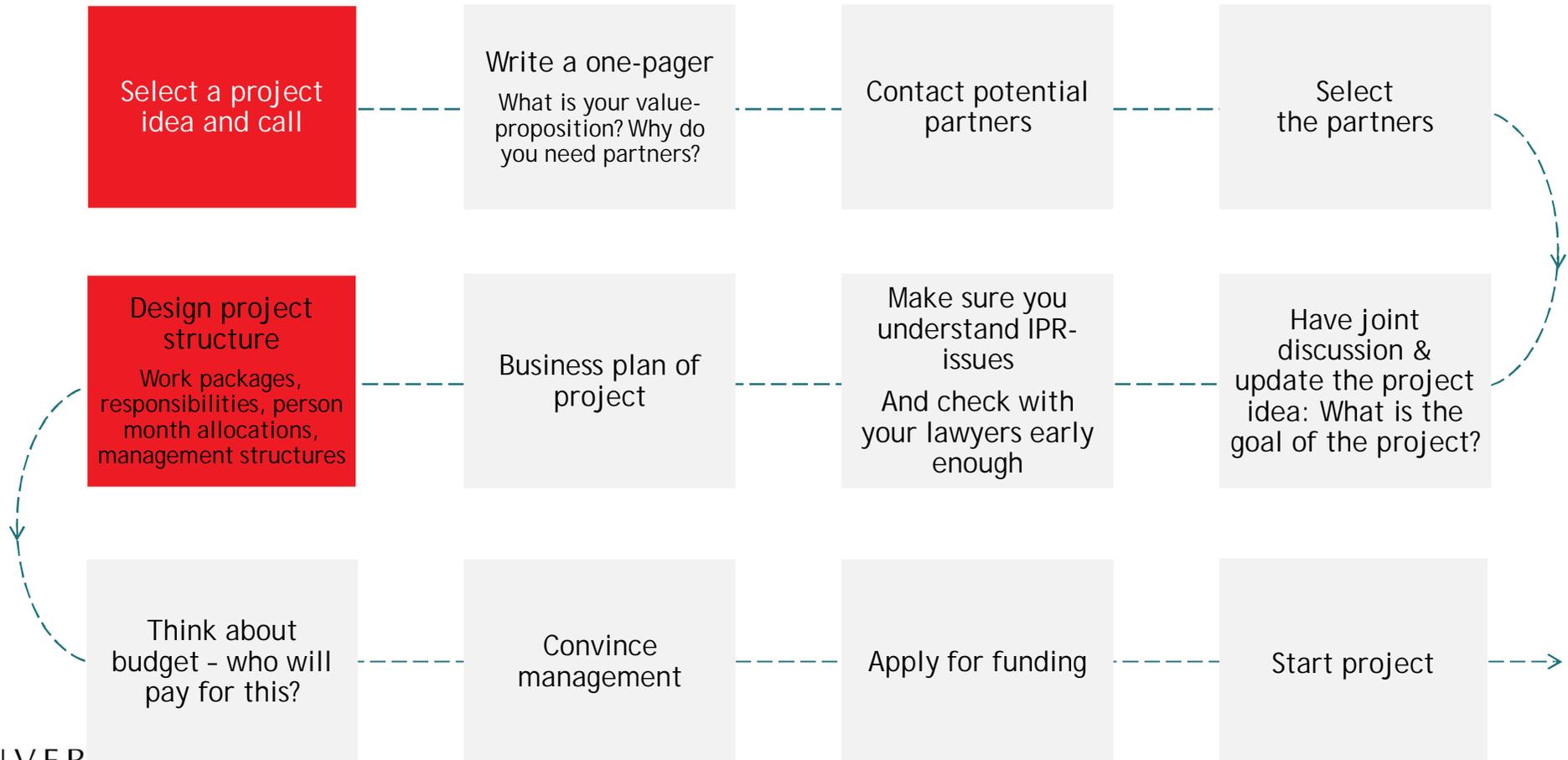
How to make a good plan for an open innovation project?

The key steps to succeed in a project plan



How to make a good plan for an open innovation project?

The key steps to succeed in a project plan



Horizon application

The application is a detailed plan of a multi-annual large-scale, usually collaborative innovation project

You need to take your time to plan it

Your application will be evaluated by ~3-5 independent evaluators

Application includes

Excellence: Why am I the best in Europe to do this

Impact: If I get funding for part of the work, what is the ROI for the owners of the company and the EU (business, stronger Europe, grand challenges)

Implementation: How am I going to do this

Dia 46

PP7 **Check against new template!**
Pirjo Pasanen; 12.3.2021

Why?

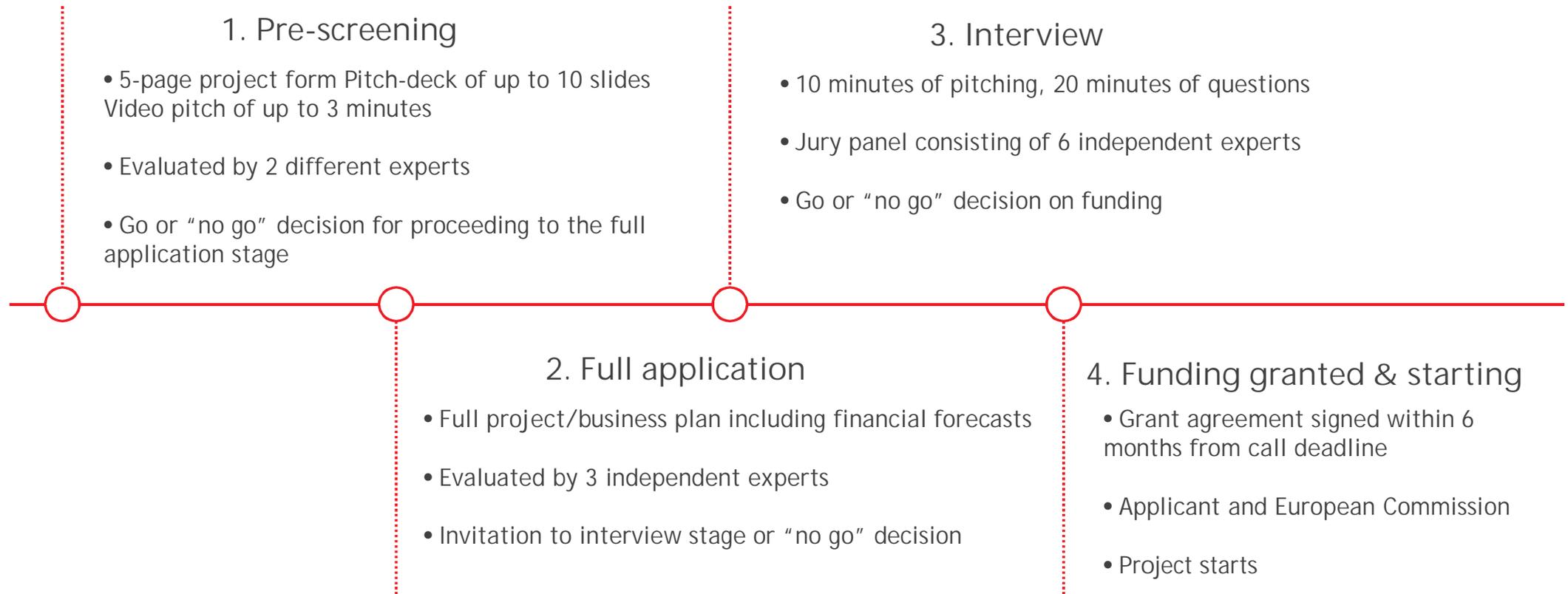
What?

How?
AND the EICA
application?

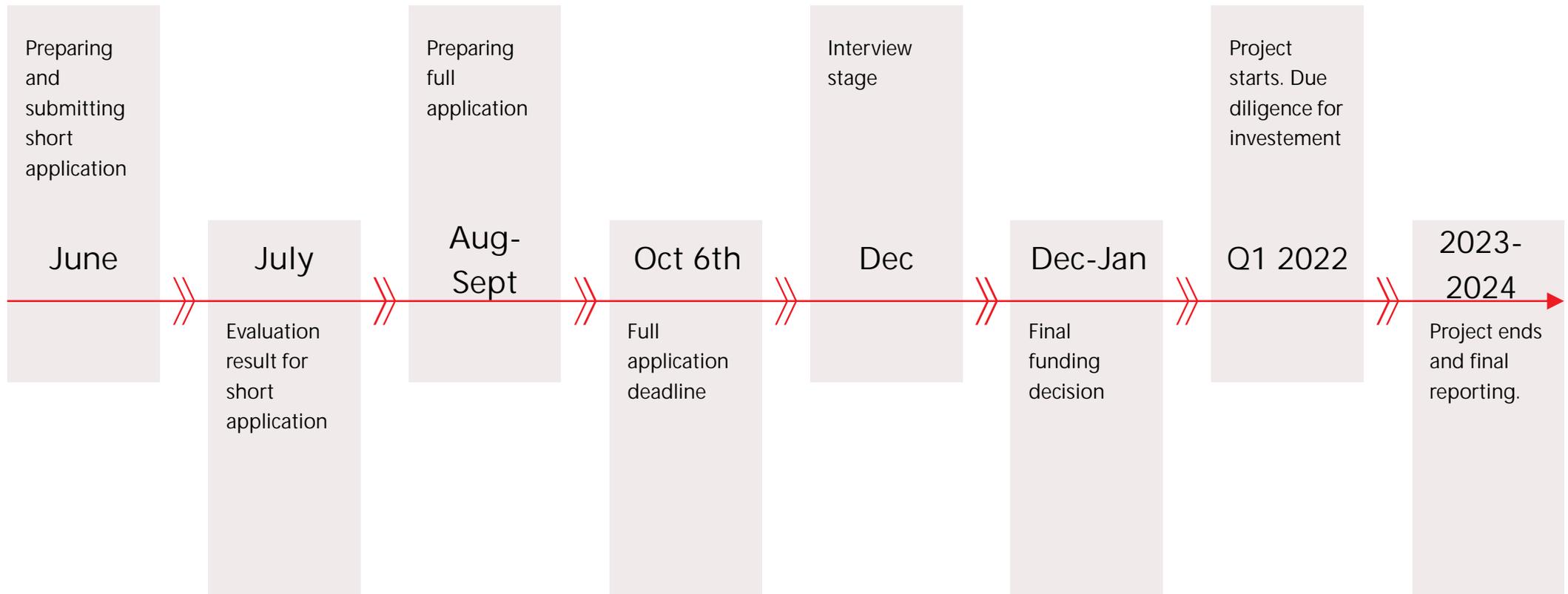
So what?



EIC Accelerator evaluation process

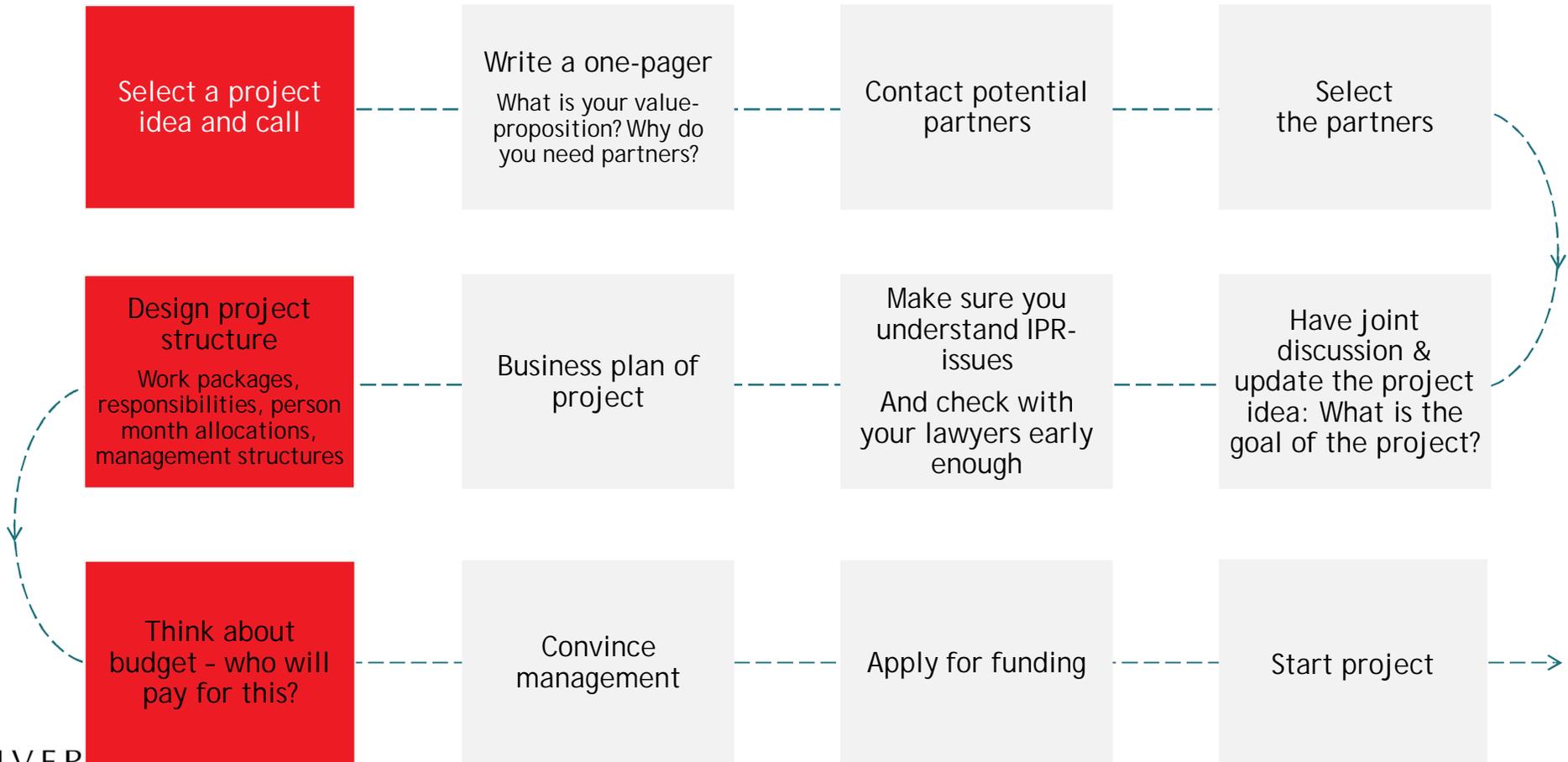


Indicative timeline from application to project



How to make a good plan for an open innovation project?

The key steps to succeed in a project plan



Answers to FAQ

Your budget is what you define in your application

Personnel costs are usually the largest share of the budget

You don't have to do everything yourself, subcontracting is allowed

Purchases and depreciation of some investments is OK

Travel costs are allowed

The grant is paid against accumulated costs occurred during the project

Usual company practices apply but e.g. worktime needs to be tracked

Funding cannot be used to fund commercial activities

Why?

What?

How?
How to get funding?

So what?



Horizon Europe: Now is the time to act – beat your competitors

Let us help you define which of your strategic projects could get funding?

We know what kind of things will be funded during the next 3 years



More time to prepare and scope the projects



More time to discuss and engage with partners



Prepare more interesting projects and improve your success rates

There are also reasons why not to apply...

Your project idea is not new or unique

Your investment project is not innovative: get a loan instead

Your idea or project is too small or immature

EU funding is for long-term innovative projects.
Do not apply if...

You are not ready for international collaboration

You or your partners do not own the innovation and its IPR

Your project is only of national interest

Final guidance: Use professional help if you are doing it for the first time. Also good tips at <https://eufundingplaybook.fi/>



Come to Brella and get a 10min consultation on if and how to go forwards



Laura Koponen
Large Companies funding
and consortium



Janne Kaukojärvi
Funding for SMEs

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Susanna Kiijärvi
Funding for SMEs



Anu Ilmonen
Defense sector funding