

L'analisi dello Strumento PMI di Horizon 2020

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H2020 NCP

- SME

- Access to finance

- ICT



Ente di ricerca non profit

Nasce come “Task Force” del
Ministero dell’Università e della Ricerca.

+25 anni di
esperienza



MISSION

- Promuovere e Supportare la **Partecipazione Italiana** ai programmi europei di ricerca su sviluppo e innovazione
- Migliorare la “**Qualità**” della partecipazione italiana nei programmi europei di ricerca su sviluppo e innovazione.

APRE ospita tutti i National Contact Point H2020 in Italia



[COSA è APRE?]

Servizi APRE



Lo Strumento PMI in H2020

Chi valuta SME Instrument?

Organisation Type	Total
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100% experience in business/industry

business development, finance, technology

88% work in private for-profit companies

6% investors (BA, VC, institutional investors)

5% other finance

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Cosa interessa a un VC?

Team

The team makes all the difference and is for me the most important aspect of any venture. A bad team will not succeed with a good idea but a good team would turn even the least likely to succeed

Problem / Solution

Often proposals are not convincing with regards to the current problem and the added value of the proposed solution.

Market

There is little interest in healthy, steady, low growth businesses. The potential market needs to be of substantial size and scale

Proof of Concept

In order to reduce risks VC's want to see a clear proof of concept with excellent growth and market traction, conversion metrics

Financials / Business Model

With all this in place, then the business model also has to make sense. There are too many projects which are unsustainable and don't have a monetisation strategy which is convincing

Fase 1 – Esempi di attività

- Feasibility of industrial scale-up
- Go to market strategy and 3-5 years Business Plan
- Product design for xxx application
- Market analysis and customers' survey
- Strategy for the commercialization/Development of an operational plan
- Economic statements
- Operational capacity analysis
- Technical assessment
- Partner search
- Organisational/network /financial feasibility
- ...



Fase 2 – Esempi di attività



- Project management and coordination
- Dissemination & Exploitation/Commercialization Plan and communication
- Design, building and integration in industrial production/engineering
- Testing and validation
- Performance validation and xxx compliance/Certification
- Specifications and design of Hardware / software
- Optimization and industrial application
- Analysis of developed solution pre commercial strategy

...

Uno Strumento fortemente competitivo

L'ANALISI DELLE PROPOSTE



Un po' di numeri nel 2014-2016

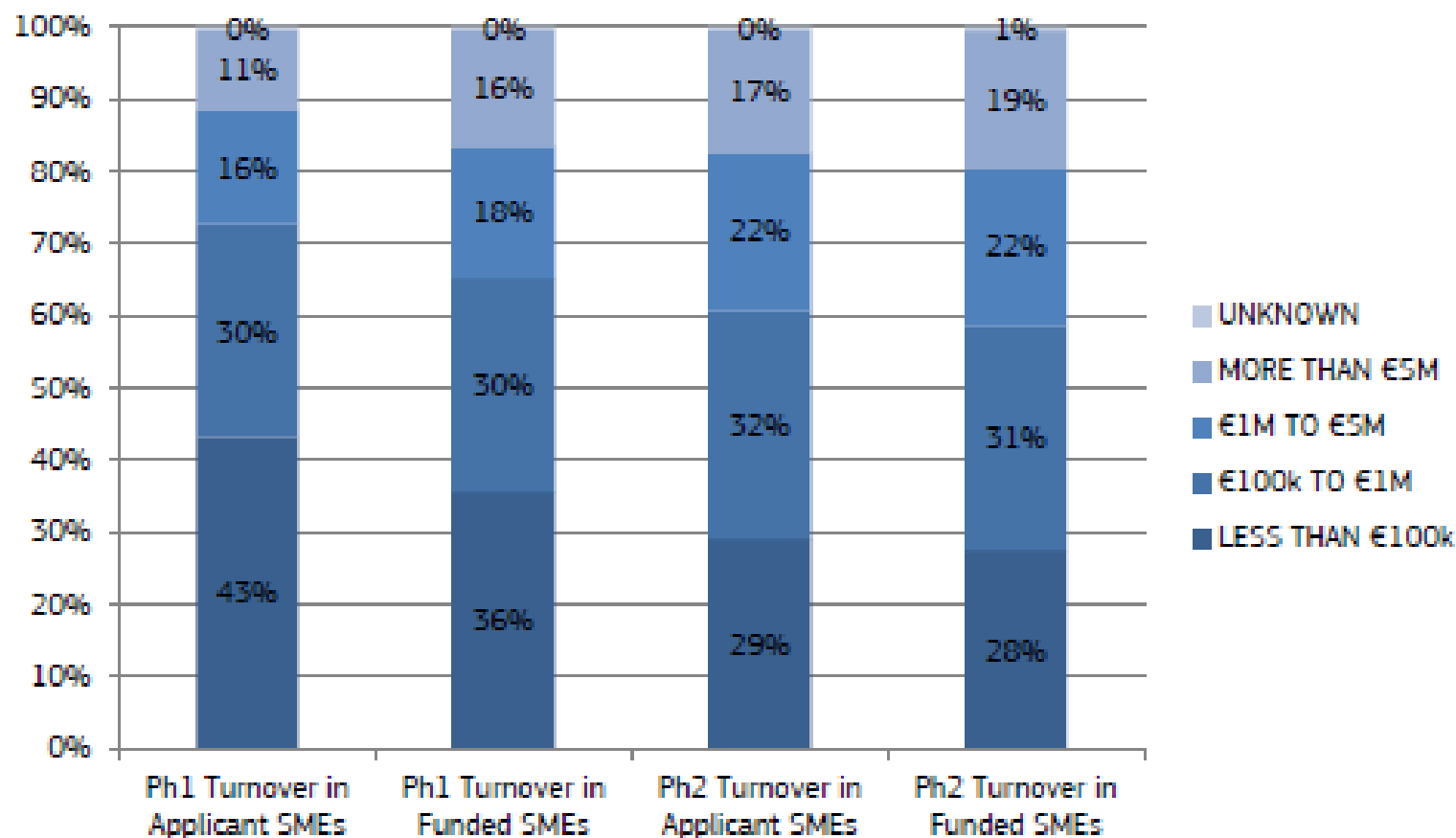
- 21 cut-off dates
- 31,377 applications (Phase 1 & 2) received in total
- €882 million allocated to 2,457 individual SMEs participating in 2,344 projects in total
 - €93 million to 1,864 Phase 1 projects
 - €789 million to 480 Phase 2 projects
- An average of €1.6 million per Phase 2 project
- 8.4% of Phase 1 applications were selected for funding
- 5.5% of Phase 2 applications were selected for funding
- 94% of Phase 1 and 82% of Phase 2 applications were submitted by single companies (instead of consortia)
- 15% of selected projects are coordinated by women

Quanto conta partire dalla Fase 1?

	Evaluated	Above threshold	Selected	Success Rate
Direct applications to Phase 2	5,777	2,143 (37%)	203	3.5%
Applications with completed Phase 1 project	1,811	1,213 (67%)	143	8%
Total	7,588	1,697	346	6%

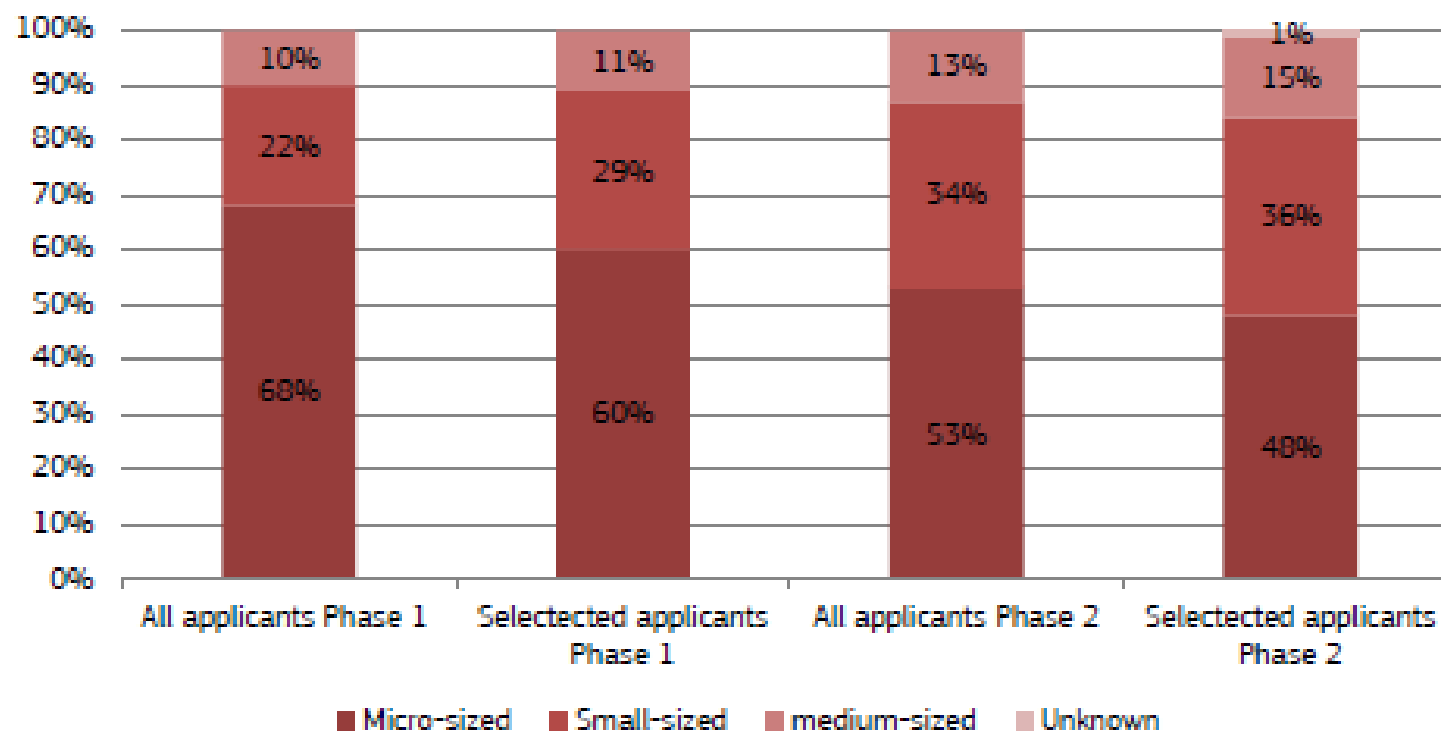
Fotografia dei beneficiari - Fatturato

Figure 24 Turnover of SMEs - all evaluated vs. selected



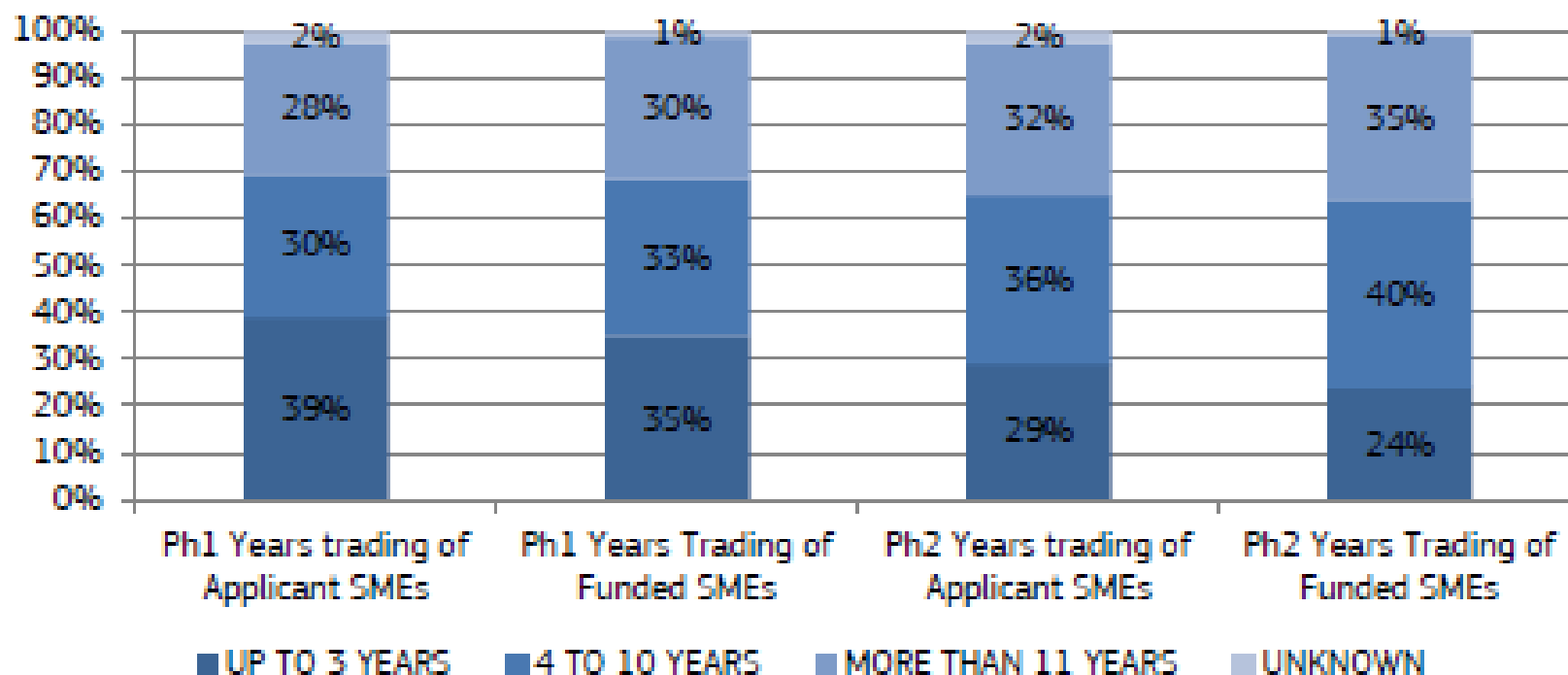
Fotografia dei beneficiari - Occupati

Figure 25 Number of employees - all applications vs. selected

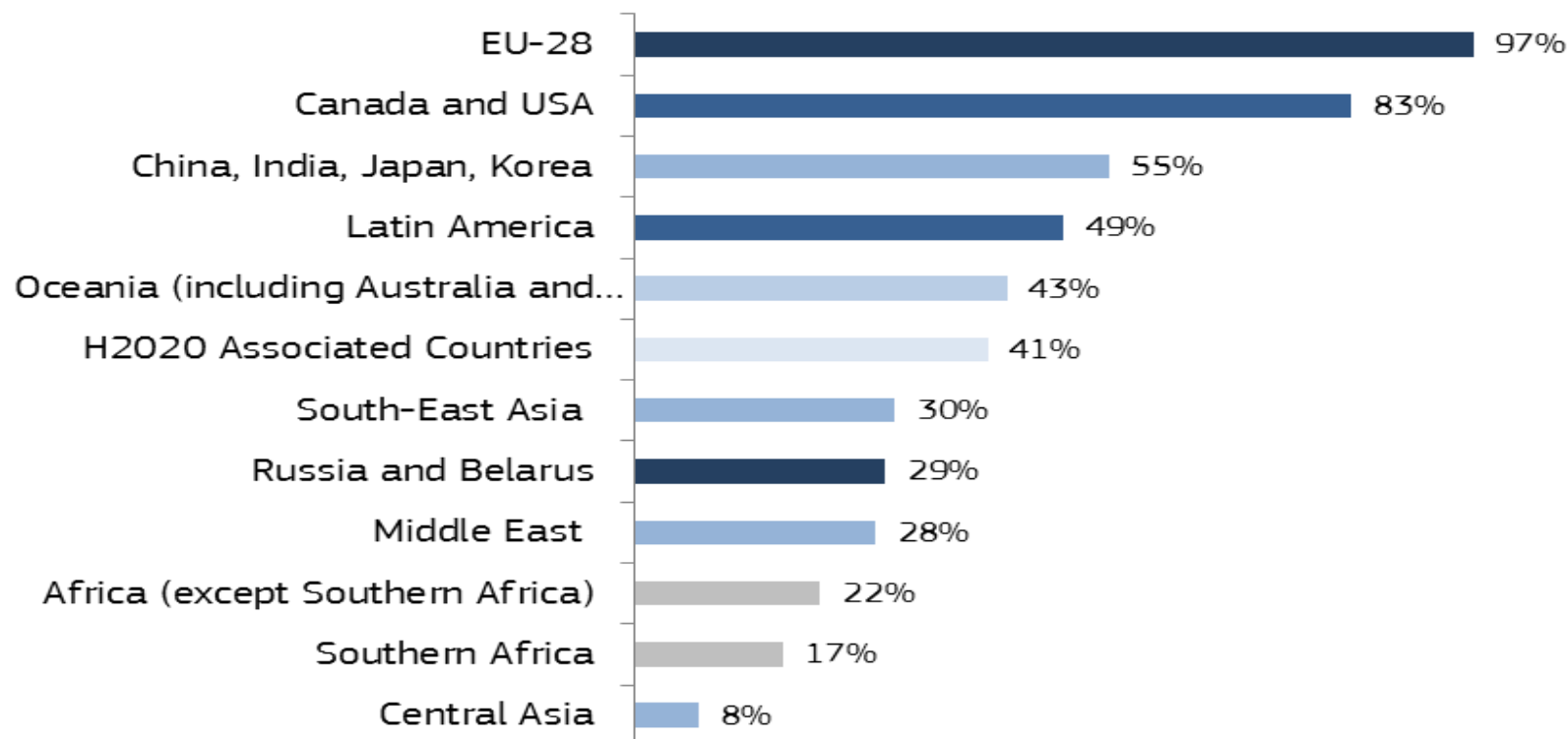


Fotografia dei beneficiari – “Maturità”

Figure 26 Company age - all applications vs. selected



Aziende finanziate e mercati di interesse



Fase 1 - 2016

Topic	Submission	Above	Main List *	%
SME 1	1.830	251	119	6,50
SME 2	672	160	59	8,78
SME 3	225	54	16	7,11
SME 4	117	19	16	13,68
SME 5	307	75	70	22,80
SME 6	883	202	33	3,74
SME 7	535	133	55	10,28
SME 8	108	22	19	17,59
SME 9	764	101	91	11,91
SME 10	640	115	104	16,25
SME 11	682	108	53	7,77
SME 12	649	66	32	4,93
SME 13	330	73	30	9,09
Totale	7.742	1.379	697	9,00

*** Invitate alla firma del contratto**

Fase 2 - 2016				
Topic	Submission	Above	Main List *	%
SME 1	886	379	36	4,06
SME 2	382	207	18	4,71
SME 3	90	48	4	4,44
SME 4	95	51	7	7,37
SME 5	187	102	12	6,42
SME 6	296	148	12	4,05
SME 7	331	150	20	6,04
SME 8	53	32	6	11,32
SME 9	502	263	26	5,18
SME 10	349	210	32	9,17
SME 11	339	157	14	4,13
SME 12	200	89	7	3,50
SME 13	207	114	8	3,86
Totale	4.011	1.950	202	5,03

*** Invitate alla firma del contratto**

Link utili

Horizon 2020

<http://ec.europa.eu/programmes/horizon2020/>

Participant portal

<http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

EASME

http://ec.europa.eu/easme/sme_en.htm

Access Eu Finance

http://europa.eu/youreurope/business/funding-grants/access-to-finance/index_it.htm

APRE

<http://www.apre.it/le-pmi-in-europa/lo-strumento-pmi/>

Access4SMEs NCP

<http://www.access4smes.eu/>

EEN

<http://een.ec.europa.eu/>

ACCESS₄SMEs

H2020 Access to Risk Finance and SMEs NCP cooperation Network



Access 4 SMEs

National Contact Points for Innovation

<http://www.access4smes.eu/>

GRAZIE PER L'ATTENZIONE!

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***National Contact Point
SMEs, ICT &
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