



Aim
Higher

Eurostars 2014-2020

What can it do for you?

Urška Zupin
Eurostars NPC



- > **EUREKA: a public network** with nearly 30 years experience in supporting R&D-performing businesses.
- > Market-oriented - products, processes or services for civilian use.
- > Bottom-up: The consortium decides. There is no thematic restriction.
- > Financed using national and regional public and private money.

**Eurostars
involves 33
countries**

Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece

Hungary
Iceland
Ireland
Israel
Italy
Latvia
Lithuania
Luxembourg
Malta
The Netherlands
Norway
Poland

Portugal
Romania
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
United Kingdom
South Korea
European Union



EUREKA and Eurostars

EUROSTARS is:

- European Programme specifically dedicated to R&D performing SMEs
- Joint programme between EUREKA and the EC (2007-2013)
- 400 M€ of Public Funds (300M€ from EUREKA and 100M€ from EC)



EUREKA is :

- An intergovernmental R&D network created in 1985 (40 members)
- Financed using national and regional public and private funding (30 B€)
- Market oriented & Bottom-up



3 principles

SMEs are in the driving Seat

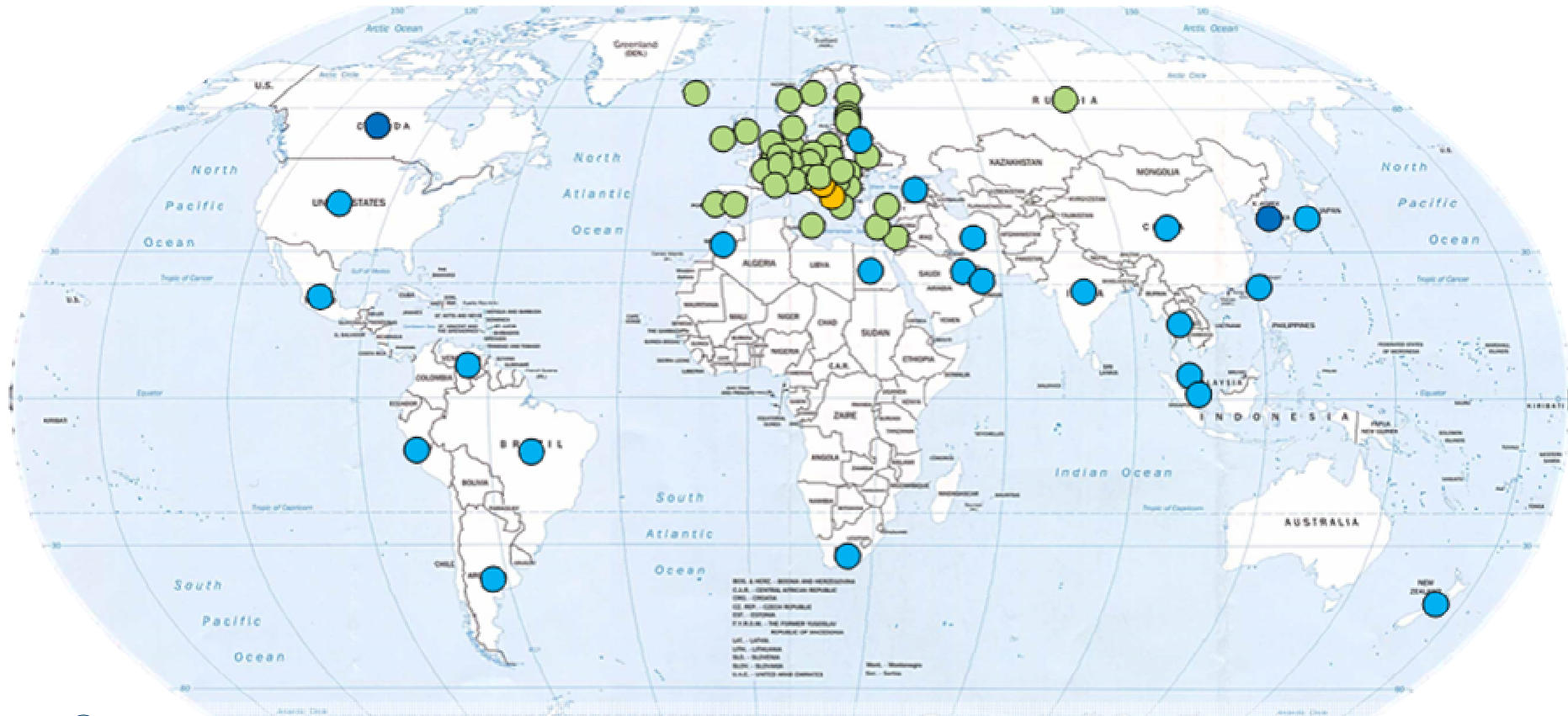
- SMEs is always the project leader. Small Consortium
- At least 50% of the Job done by SMEs

Market Oriented – be there faster

- Product, Process or Service to be the final output within 2 years
- Bottom up approach (no thematic restrictions)

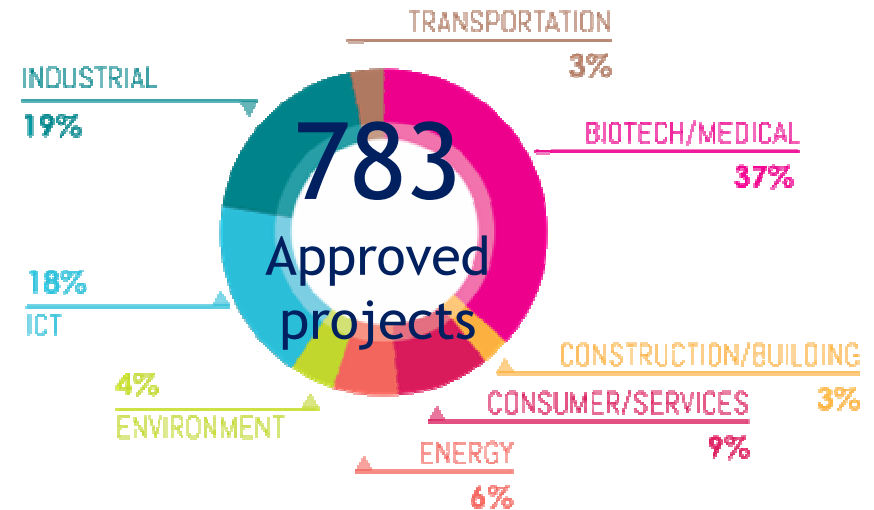
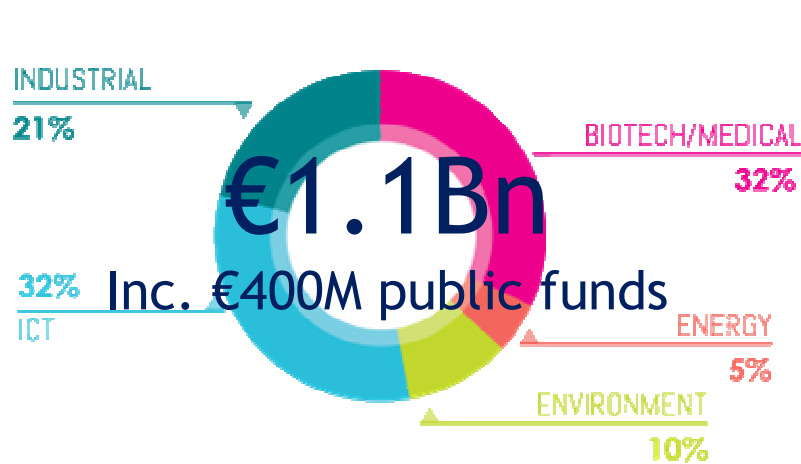
Simple and Fast Application (low bureaucracy)

- Rapid evaluation process
- National Support



- EUREKA member country
- Associated country (may lead projects but it must include a full EUREKA member; 1+1 rule)
- Country has participated as a 'third' country (may contribute to projects with two EUREKA members; 2+1 rule)

Eurostars (so far) in numbers

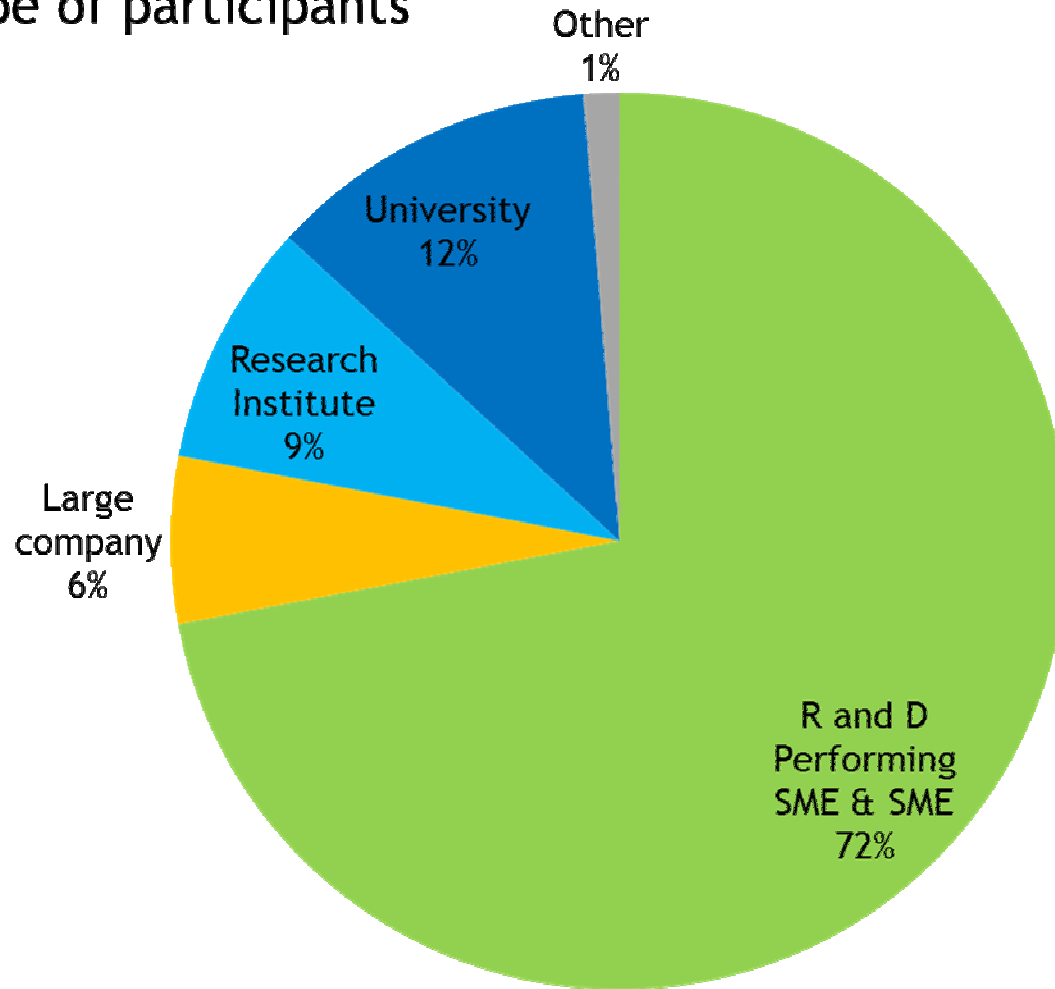


If there was such a thing as an average project...

- 3 to 4** participants
- 2 to 3** countries involved
- 29** month average duration
- 1.4 M€**

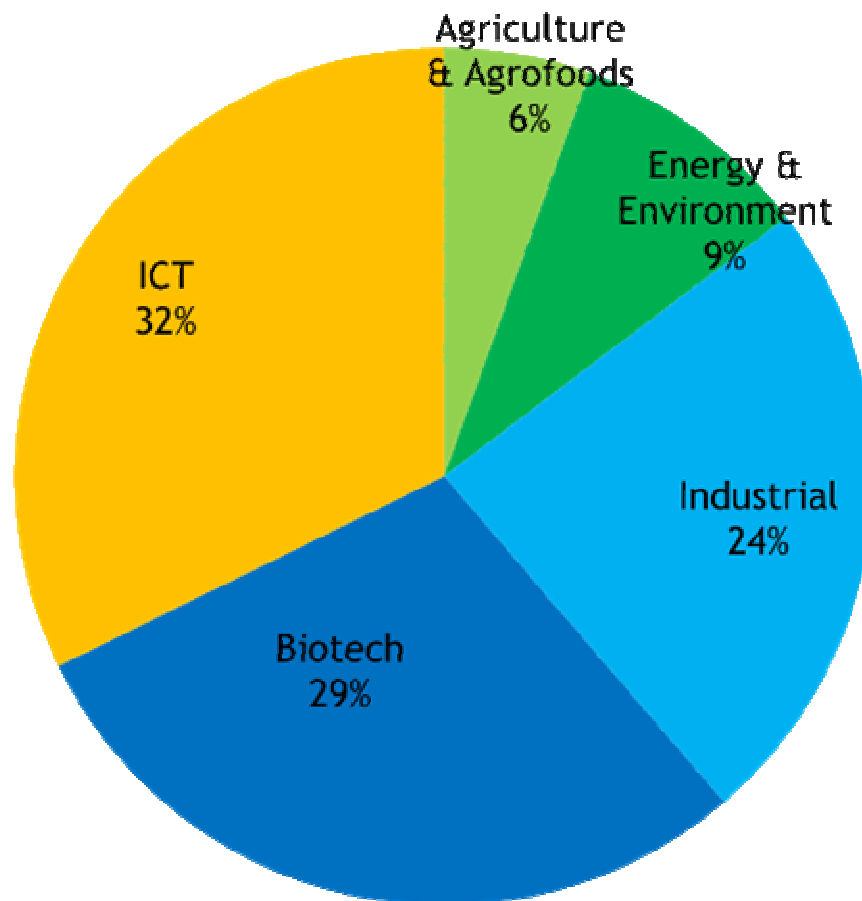


Type of participants



> SMEs represent **72%** of participants

Main technological areas



> Eurostars is bottom-up : open to all technological areas

Reasons to participate

- > You want to do something that is too big to do alone
- > Requires collaboration across the value chain
- > You have a solution for someone else
- > You need access to someone else's science/technology
- > Access skills you don't have
- > Share risks



Injection System for Transderm Administration of drugs

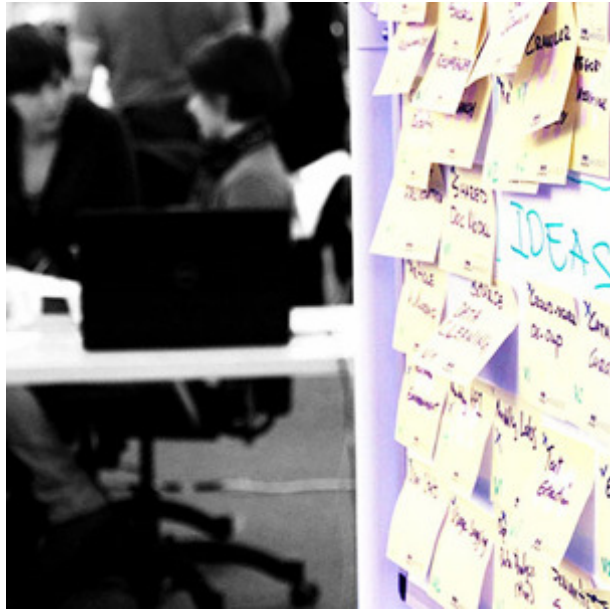
A needle free drug delivery injector.

- easy to use
- safe
- efficient in terms of injection
- no contamination
- no fear from needle

Countries >
France, Austria

Cost: 3.58 M€

- CrossJect, the project leader, signs a **\$ 470 M worldwide contract**
- plans to double its staff in the next 5 years



Managing Academic Knowledge with INtegrated, collaborative Tools

A database of academic knowledge, driven by semantic algorithms, to manage and share academic content.

Achieve superior recommendations based on personalised user profiles and user preferences.



EUROSTARS project > **E! 4811 MAKI**

Countries >
Austria, UK, Estonia

Cost: 0.86 M€

UK Company Mendeley has sold their developed technology **for \$ 100 M**

A Revolutionary Contact Lens

- Offers Patient greater visibility and comfort
- Company market dimension x12 (4.5 B€)



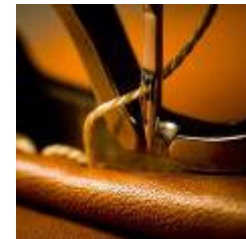
A Breakthrough Video Restoration Software

- Offers the rapid restoration of video-archives
- Company has grown tenfold in 6 years



A new leather-tanning agent

- Bespoke supply chain to deliver a 'Made in Europe' product in a sustainable way
- Customers include the World's largest car manufacturers





FC Aeth

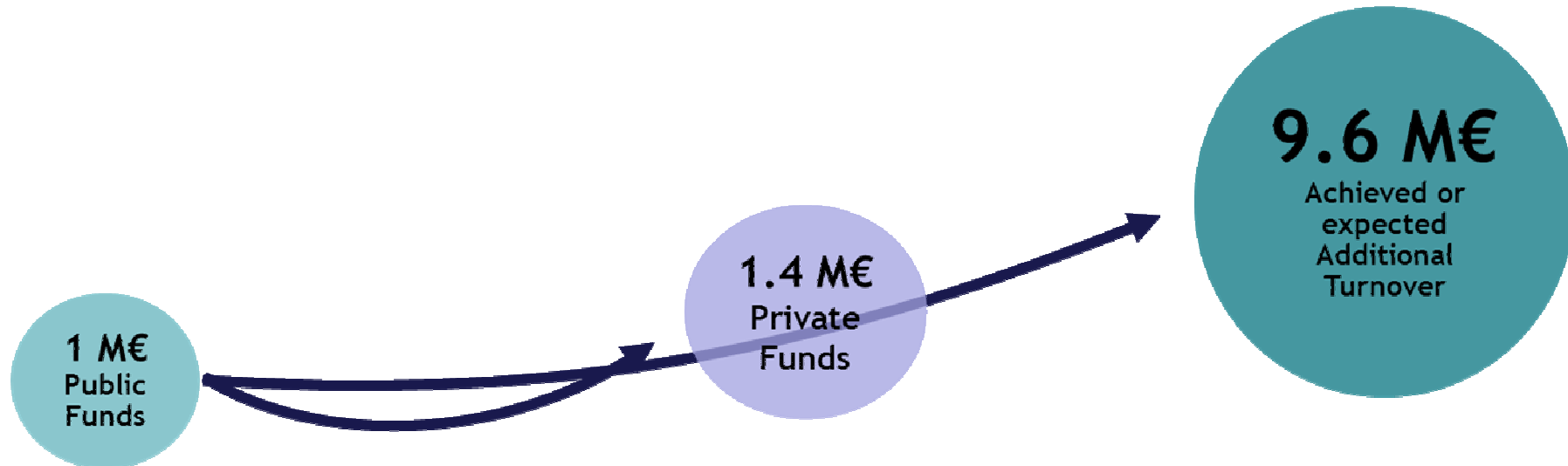
Fast and loading compensated Aethalometer – an instrument for real time measurement of light absorbing carbonaceous aerosol.

www.eurekanetwork.org – success stories

Countries >
Slovenia, Switherland

Cost: 0.7 M€

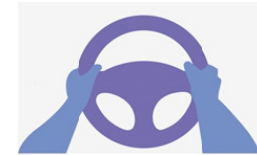
„If our sales continue at this volume our return on investment is going to be extremely high.“
Griša Močnik (Aerosol d.o.o.)



With 1M€ of public funds, 10M€ of additional turnover is expected

SMEs are in the driving Seat

- SMEs is always the project leader. Small Consortium
- At least 50% of the Job done by SMEs



Market Oriented

- Product, Process or Service to be the final output within 2 years
- Business knows best (no thematic restrictions)



Attract & Fund the Most Innovative SMEs in Europe

- Designed as the SME Champions League (R&D Performing SMEs)
- Around 1000 R&D SMEs applying per cut off. 150 Funded.



Simple and Fast Application (low bureaucracy)

- Rapid evaluation process
- National Support



If it ain't

BROKE

don't fix it!

Eurostars 2007-2013



33 countries involved



R&D performing SME lead



2008 - 2013



400 M€

Eurostars 2014-2020



33 countries involved + third countries



R&D performing SME* lead



2014 – 2020



Budget is tripled to **1.15 Billion €**

Over 3500 projects submitted...

- > 783 projects funded (1.1 Bn€ total value)
- > 79% of participants are SMEs
- > Annual approval rate of 20-25%
- > Fast processes compared to equivalent programmes (less than 10 months from application to funding)

- > *R&D definition widened
- > Even faster time to contract
- > More standardisation
 - > Remove duplication
- > Fast and simple
 - > Reduce bureaucracy
- > Partnership with third countries
 - > South Korea, Canada



▼

APPLICATION
ON
NPC SUPPORT
Registration
Complete forms
Upload annexes
SUBMIT
Sign declaration

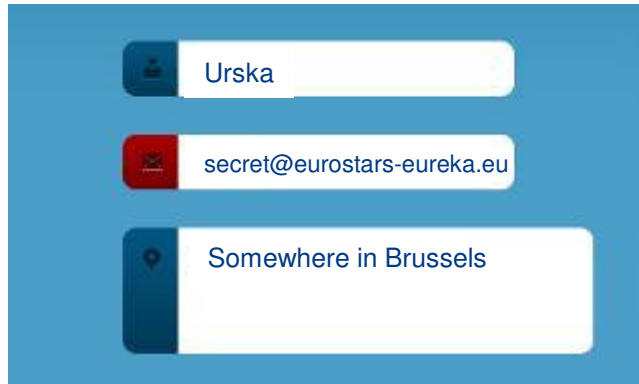
▼

EVALUATION
Completeness check
Eligibility check
Financial check
Remote evaluation
Panel evaluation
Funding agreement

▼

MONITORING
Consortium agreement
National contract
Progress reports
Final reports
Impact reports
SUCCESS

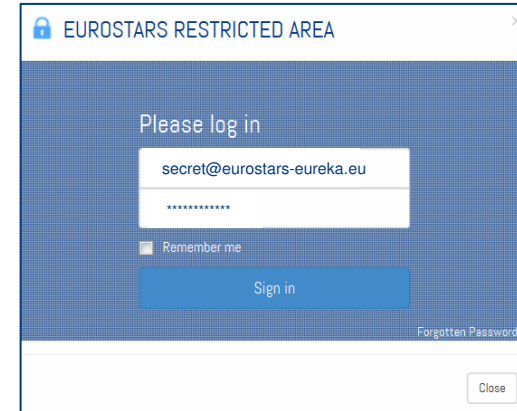
Straightforward, secure application



Urska

secret@eurostars-eureka.eu

Somewhere in Brussels



EUROSTARS RESTRICTED AREA

Please log in

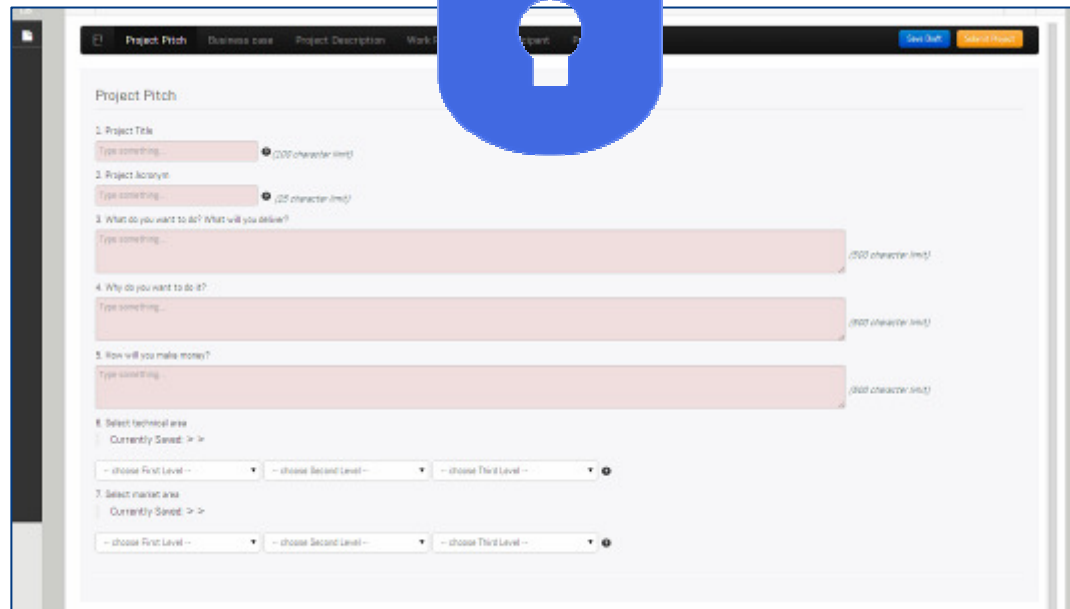
secret@eurostars-eureka.eu

Remember me

Sign in

[Forgotten Password](#)

Close



Project Pitch

1. Project Title
Type something... (200 character limit)

2. Project acronym
Type something... (25 character limit)

3. What do you want to do? What will you deliver?
Type something... (500 character limit)

4. Why do you want to do it?
Type something... (500 character limit)

5. How will you make money?
Type something... (500 character limit)

6. Select technical area
Currently Saved: > >

- choose First Level - - choose Second Level - - choose Third Level -

7. Select market area
Currently Saved: > >

- choose First Level - - choose Second Level - - choose Third Level -

Eligibility

- Consortium Leader is an R&D-performing SME
- No restriction on thematic area (bottom up)



- 2 participants/2 Eurostars countries
 - > International project
 - > Effective partner cooperation
- R&D performing SME input
 - > SME driven projects
- International balance
 - > Effective partner cooperation
- 3 year project
 - > Market driven
- 2 years to market
 - > Direct impact on the company turnover

SME Headcount (where X is the number of FTE)	Minimum number of FTEs dedicated to R&D	or	Minimum % of FTEs dedicated to R&D	or	Minimum % of Turnover dedicated to R&D
	whichever is fewer				
$0 < X \leq 100$	5.0	or	10.00 %	or	10.00 %
$100 < X < 250$	10.0	or	10.00 %	or	10.00 %

**SME with a headcount of 100 FTE employees or fewer:
at least 5 FTEs dedicated to R&D activities**

**SME with headcount of more than 100 FTE employees:
at least 10 FTEs dedicated to R&D activities**

A two-step international evaluation based on 3 major criteria:

- > Project planning and consortium quality
- > Market and commercialization
- > Innovation and R&D

1. Assessment by 3 experts

2. Scoring & Ranking by an Independent Panel

3 international experts

- > Independent
- > Anonymous

Provide scores for all criteria

- > Justification mandatory

If at least two experts agree that at least two criteria are satisfactory, project advances to IEP.

- > If not, the project does not advance.

A two-step international evaluation based on 3 major criteria:

- > Project planning and consortium quality
- > Market and commercialization
- > Innovation and R&D

1. Assessment by 3 experts

2. Scoring & Ranking by an Independent Panel From national funding agency

Verification of the capacities of the involved organization (particularly SME)

- > to financially support the cost of its participation to the project
- > to continue its usual activities

Panel: 12+ international experts

- 
- > Independent
 - > Excellence in technology
 - > Experience of industry
 - > Start-ups, CEOs, Venture capital

Produce a ranking list

- > Justification mandatory
- > Provide ratings for each project
- > Ratings give rise to the ranking position

Only projects rated above the quality thresholds are recommended for funding

Thoughts

Descriptions of research methods matter more than business plans



Partners from the countries with big budgets are best



It's all about who you know



You are like the European Commission – you must have the same rules.



Reality

Eurostars is for business. Exploitation and impact are vital.

Only the best projects are funded. If you sacrifice quality for budget availability you might still lose.

Strict criteria ensure that excellence is the only factor

Funding is defined by NATIONAL rules and may differ across countries

– contact your NPC

Eurostars is a joint programme between more than 30 EUREKA member countries and the European Union



- > Be available
 - > allow time for necessary preparation (partner search, project proposal, consortium agreement...)

- > Build up a « win-win» cooperation
 - > show complementarities and added value of trans-national partnership during and after the project

- > Set clear, measurable and verifiable objectives
 - > define success indicators for technological performance as well as the commercial and financial targets to achieve

- > Be technologically ambitious while remaining realistic
 - > define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its results

- > Point out the innovative nature of the proposal submitted
 - > present new industrial applications and their impact on the industry sector and relevant markets

- > Show partnership's ability to meet its commitments
 - > demonstrate each party's management, scientific and technical skills as well as its available financial resources for the project

- > Demonstrate clearly why the projects should be financed
 - > highlight the risks and the strategic character of the project in terms of expected commercial and financial impact on a European scale

- > Put the application in the context of the ‘project’
 - > focus on the project methodology (objectives, means, results)

- > Fill in the project application carefully and ensure it is clear
 - > promote the key elements the evaluators are looking for and ask an objective party to read it

- > Don’t allow yourself to be surprised by anything
 - > Do your homework
 - > Speak to your national project coordinator

- > The funding of partners is based on the national funding rules (info on Eurostars website)
- > Each partner is funded by the national funding body
- > National Funding bodies have a agreement with Eurostars on the implementing rules

Average time to contract :
6 months from the Cut Off date

How to apply?

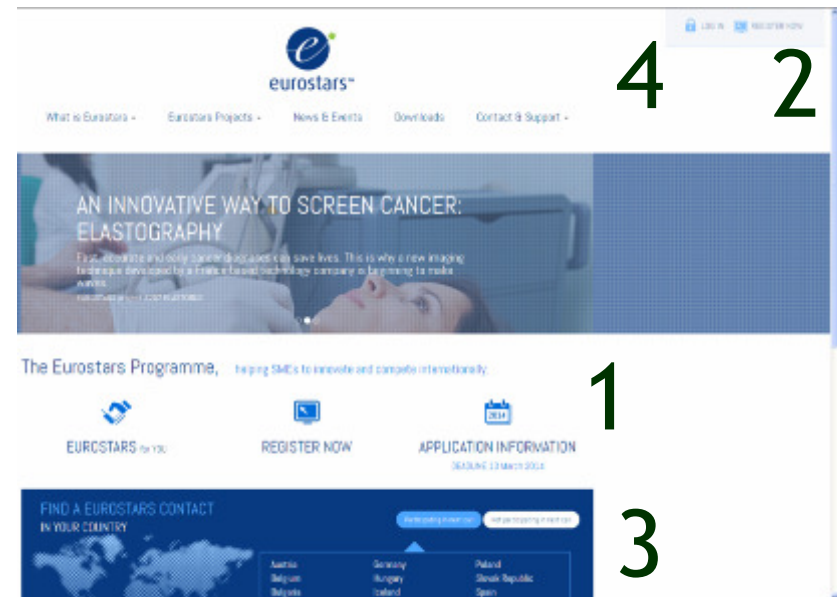


The Eurostars Programme is powered by
EUREKA and the European Community



www.eurostars-eureka.eu

1. Read the guidelines for applicants
2. Register online
3. Contact our national contact
4. Fill in the online application form



The screenshot shows the Eurostars website interface. At the top right, there are 'LOG IN' and 'REGISTER NOW' buttons, with a green '4' next to 'REGISTER NOW'. Below the navigation bar is a banner for 'AN INNOVATIVE WAY TO SCREEN CANCER: ELASTOGRAPHY'. Underneath the banner, there are three main navigation buttons: 'EUROSTARS for you', 'REGISTER NOW', and 'APPLICATION INFORMATION'. A green '1' is placed to the right of the 'REGISTER NOW' button. Below these buttons is a section titled 'FIND A EUROSTARS CONTACT IN YOUR COUNTRY' with a world map and a list of countries including Austria, Belgium, Bulgaria, Germany, Hungary, Ireland, Poland, Slovak Republic, and Spain. A green '3' is placed to the right of this section. The 'APPLICATION INFORMATION' button has a sub-label 'DEADLINE 13 March 2015'.

The Eurostars Programme is powered by EUREKA and the European Community



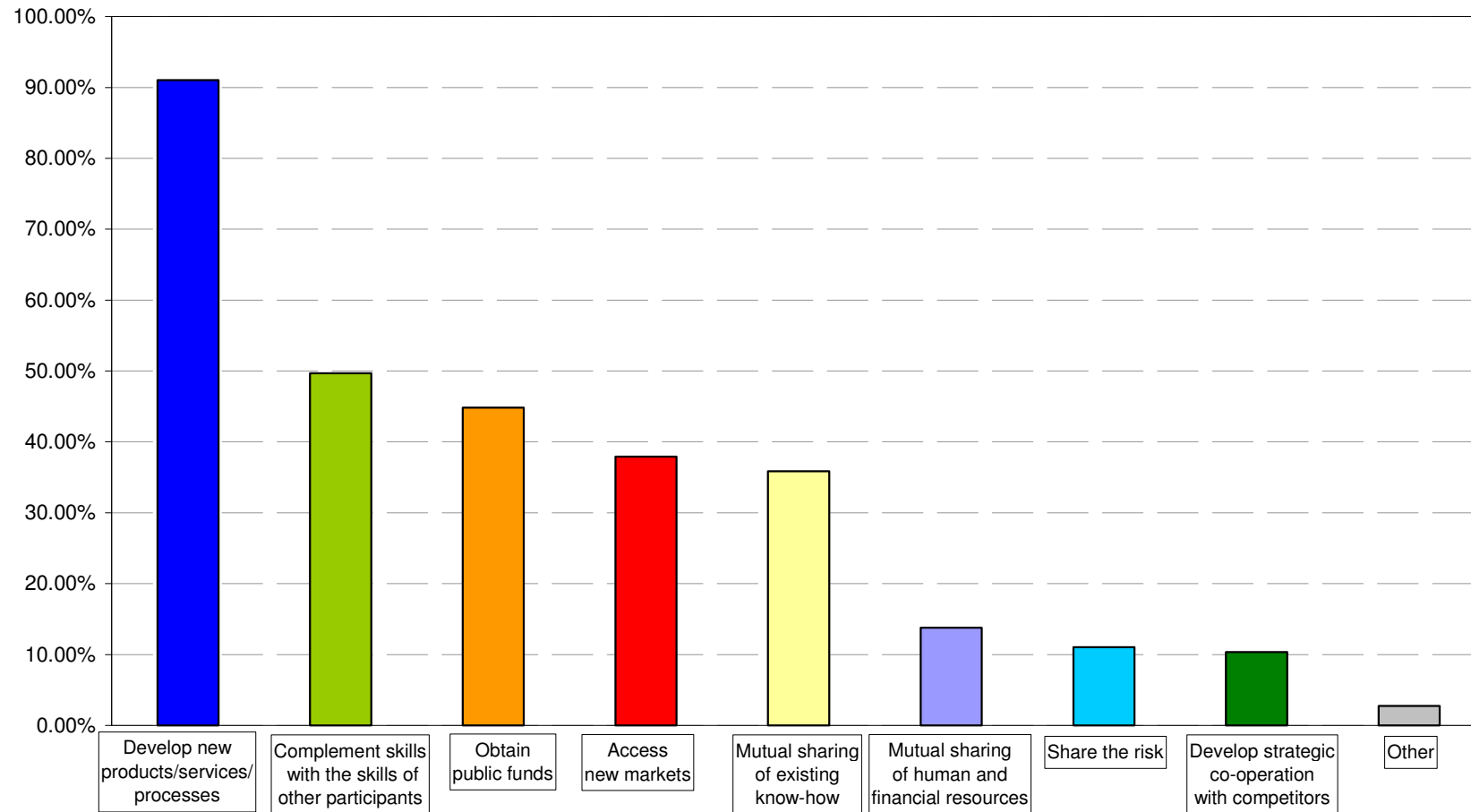
Why should I participate?



The Eurostars Programme is powered by
EUREKA and the European Community



Main motivations for participating in Eurostars



First cut off of Eurostars 2



13 March 2014

We are at your disposal for further questions

More info on our website: www.eurostars-eureka.eu



The Eurostars Programme is powered by
EUREKA and the European Community



Good Luck



Aim
Higher

Eurostars

helping SMEs to innovate and compete internationally



NEXT APPLICATION DEADLINE

Thursday 11 September 2014; 20:00 CET



Urška Zupin
NPC

eureka-eurostars.mgrt@gov.si

urska.zupin@gov.s

