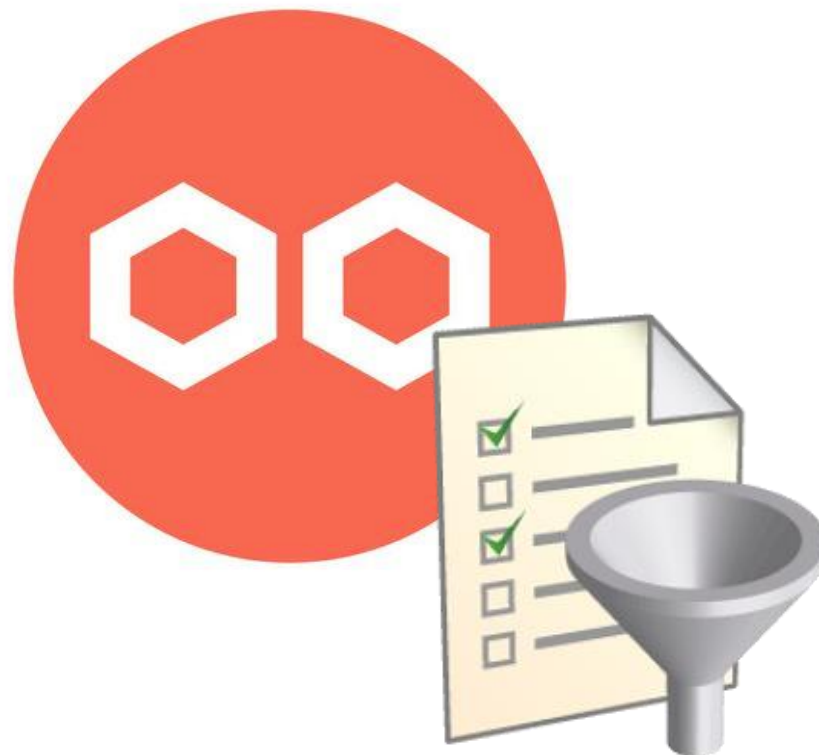




jornada ayudas europeas para pymes innovadoras
la experiencia de un evaluador en el
instrumento pyme



PTV
PLATAFORMA
TECNOLÓGICA
DEL VINO

Madrid, 26 mayo 2016



David Montero de la Torre



<https://es.linkedin.com/in/davidmontero>



Experiencia

Director

BIC Araba

abril de 2010 – actualidad (6 años 2 meses)



BIC
ARABA
UP! EUSKADI

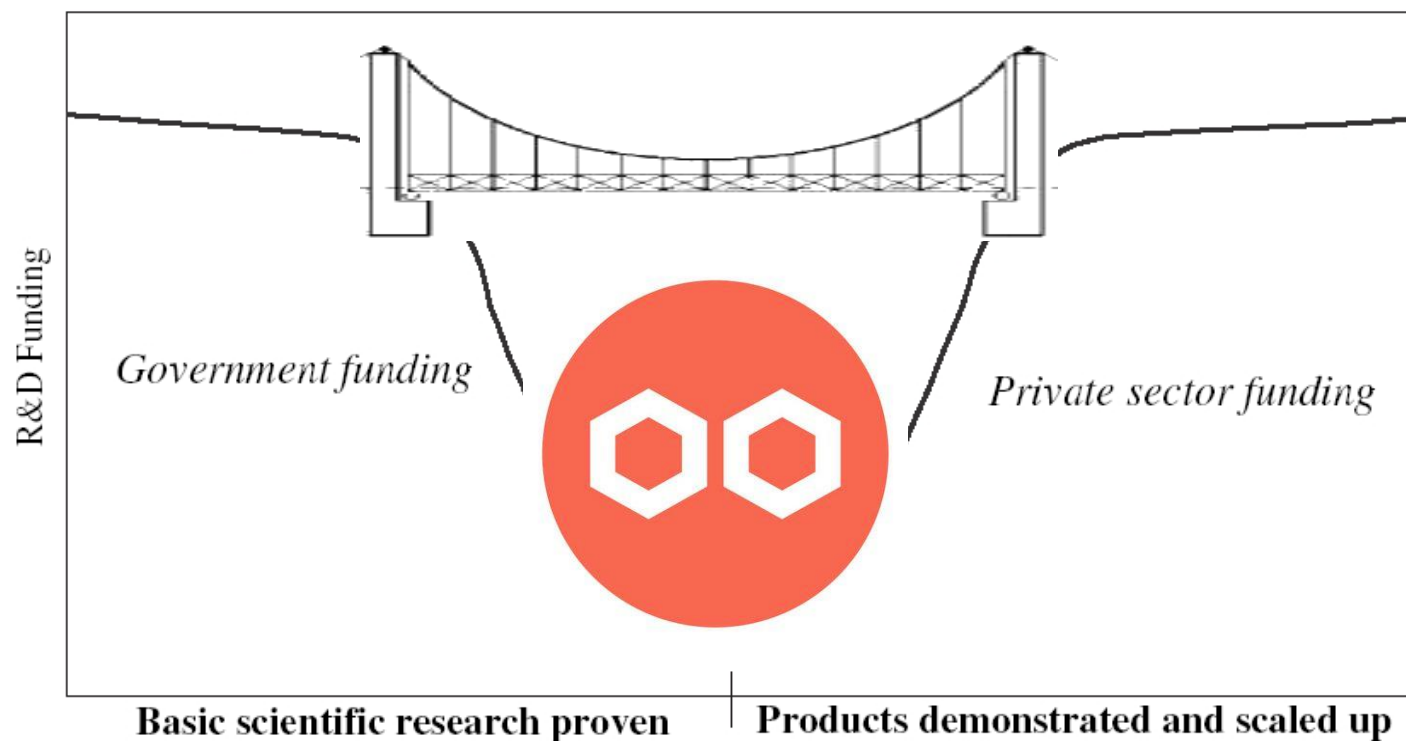
External Expert Evaluator H2020 (SME Instrument, FTI Pilot)

European Commission

junio de 2014 – actualidad (2 años)



Figure 5. The “Valley of Death” between Public and Private Sector Development Activities





SORTEO OCTAVOS DE FINAL



Gante

VS



Wolfsburgo



Roma

VS



R. Madrid



PSG

VS



Chelsea



Arsenal

VS



Barcelona



CHAMPIONS
LEAGUE



Juventus

VS



Bayern Múnich



PSV Eindhoven

VS



At. Madrid



Benfica

VS



Zenit



Dinamo Kiev

VS



Manchester City





SMEINST-1 (*)		ES (*)		SMEINST-2 (**)		ES (**)		FTI-pilot 1st & 2nd cut-off	
10.403		1.611		3.793		480		563	
1.467	14,10 %	323	20,04 %	1.324	34,90 %	206	42,92 %	99	17,58 %
869	8,35 %	188	11,67 %	245	6,46 %	41	8,54 %	31	5,5 %

(*) Datos Nov 2015

(**) Datos Mar 2016



Horizon 2020's SME Instrument

Looking for Europe's next innovation leader

2014 and 2015 in a nutshell

above threshold
2119

funded
1166

14485
Proposals
received

budget
€58.3M

PHASE 1

PHASE 2

above threshold
1698

funded
278

4835
Proposals
received

budget
€468.7M

TOPICS	CALL ID	BUDGET	
		2016	2017
Open Disruptive Innovation Scheme	SMEInst-01	€60 m.	€66 m.
Accelerating the uptake of nanotechnologies advanced materials or advanced manufacturing and processing technologies by SMEs	SMEInst-02	€31.83 m.	€35.32 m.
Dedicated support to biotechnology SMEs closing the gap from lab to market	SMEInst-03	€7.5 m.	€7.5 m.
Engaging SMEs in space research and development	SMEInst-04	€11.37 m.	€12.6 m.
Supporting innovative SMEs in the healthcare biotechnology sector	SMEInst-05	€35 m.	€45 m.
Accelerating market introduction of ICT solutions for Health, Well-Being and Ageing Well	SMEInst-06	€18 m.	€12.5 m.
Stimulating the innovation potential of SMEs for sustainable and competitive agriculture, forestry, agri-food and bio-based sectors	SMEInst-07	€25.46 m.	€32.19 m.
Supporting SMEs efforts for the development - deployment and market replication of innovative solutions for blue growth	SMEInst-08	€9.5 m.	€10 m.
Stimulating the innovation potential of SMEs for a low carbon and efficient energy system	SMEInst-09	€46 m.	€50 m.
Small business innovation research for Transport and Smart Cities Mobility	SMEInst-10	€57.57 m.	€61.23 m.
Boosting the potential of small businesses in the areas of climate action, environment, resource efficiency and raw materials	SMEInst-11	€25 m.	€27.5 m.
New business models for inclusive, innovative and reflective societies	SMEInst-12	€10.8 m.	€11.4 m.
Engaging SMEs in security research and development	SMEInst-13	€15.37 m.	€14.67 m.
TOTAL		€353.4 m.	€385.91 m.

		0		00	
1 to 18	1st 12	1	2	3	
		4	5	6	
EVEN		7	8	9	
		10	11	12	
RED	2nd 12	13	14	15	
		16	17	18	
BLACK		19	20	21	
		22	23	24	
ODD	3rd 12	25	26	27	
		28	29	30	
19 to 36		31	32	33	
		34	35	36	
		2 to 1	2 to 1	2 to 1	

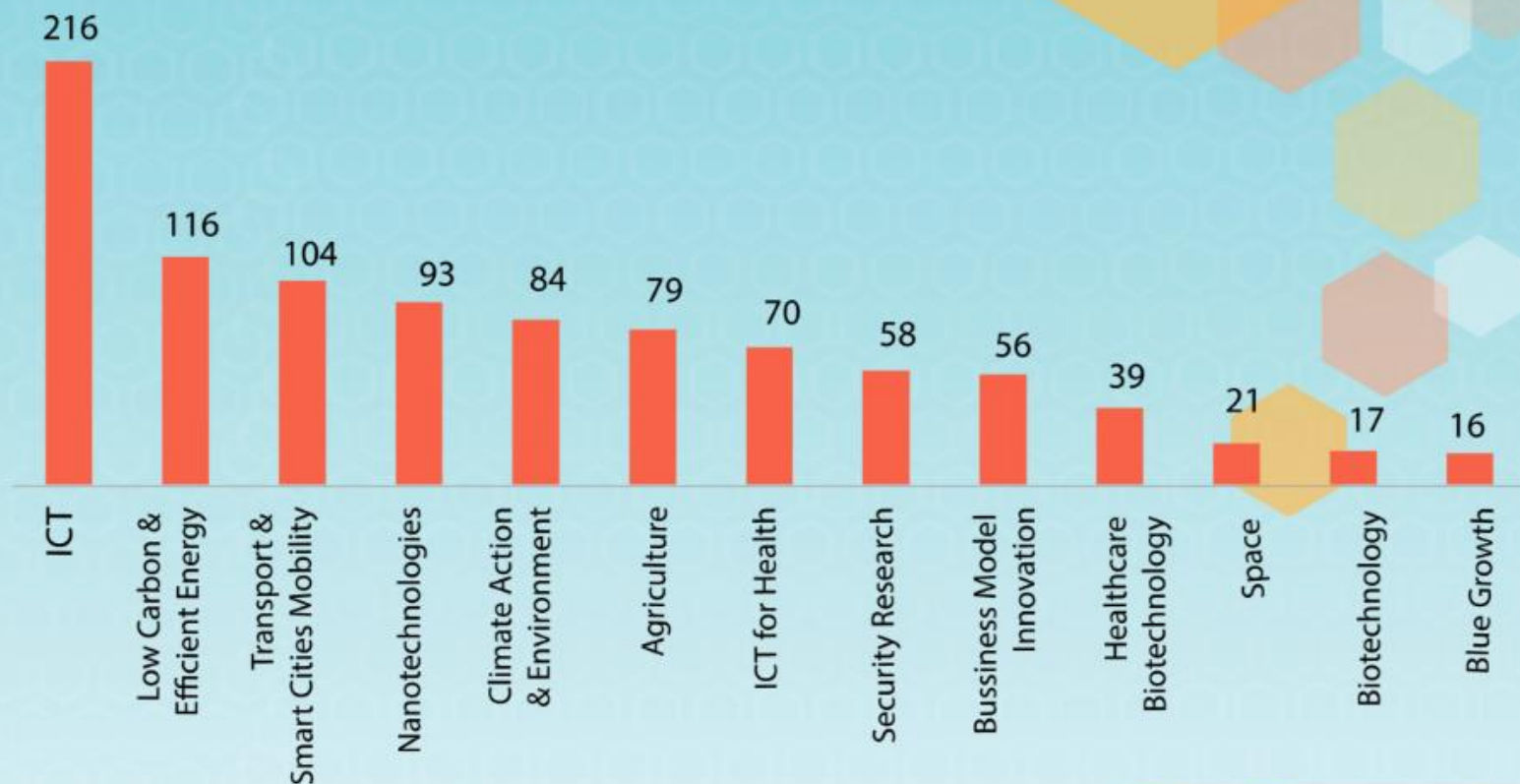


Horizon 2020's SME Instrument

Looking for Europe's next innovation leader

Phase 2| April 2016 cut-off - submissions per topic

TOPICS



does this **solution
have a **potential** to
become a **big**
business and does it
solve a **real** problem
for **many** potential
customers ?**

30 páginas para **convencer**

**producto
conocido por
clientes, y fácil
de distribuir**

**MERCADO,
preferiblemente
grande**

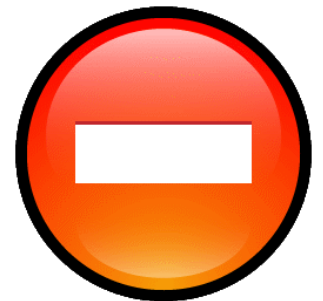
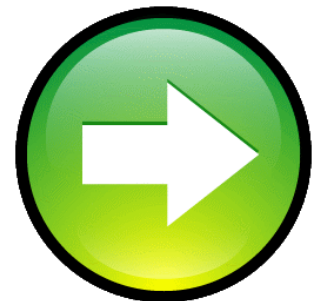
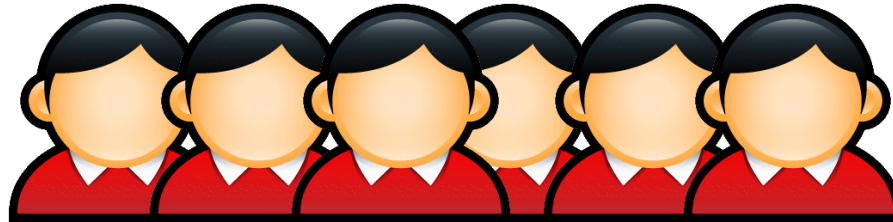
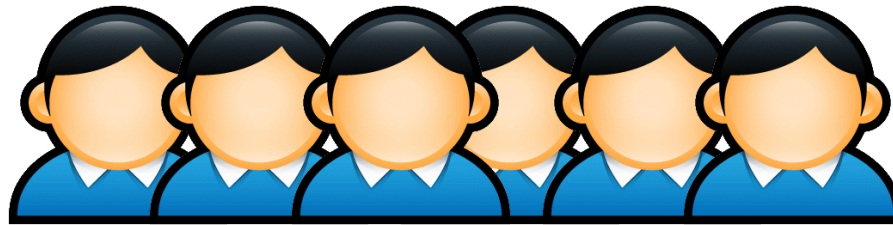
**... con clientes
que paguen !!**

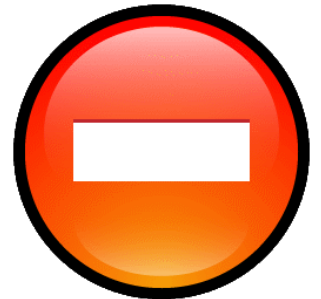
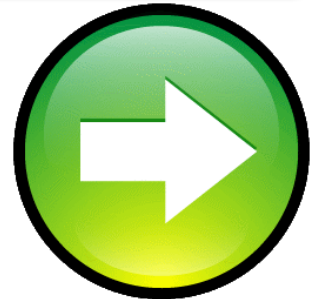
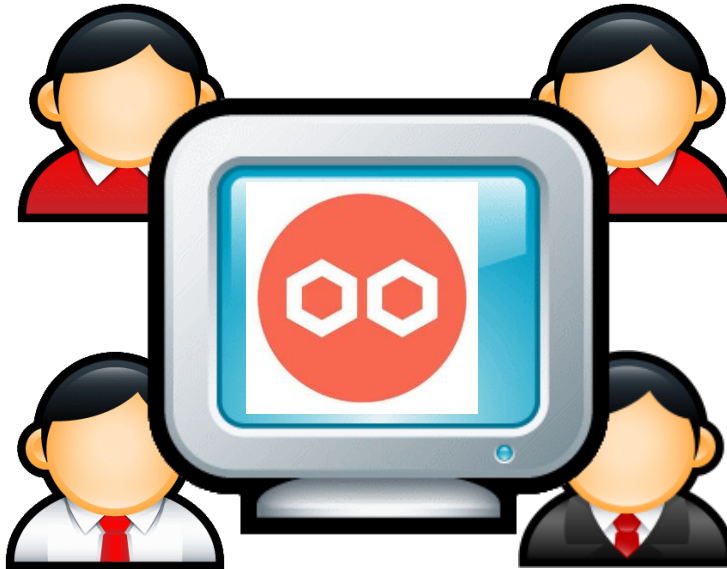
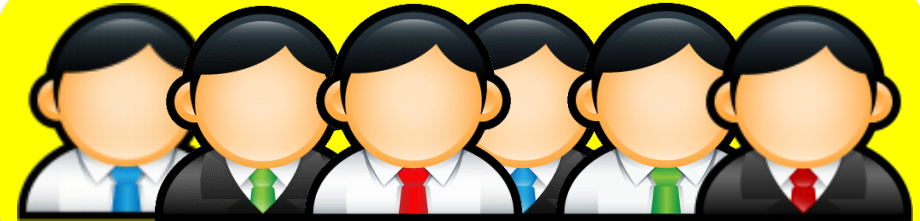
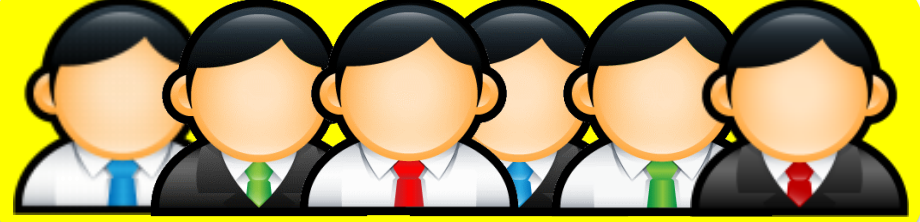
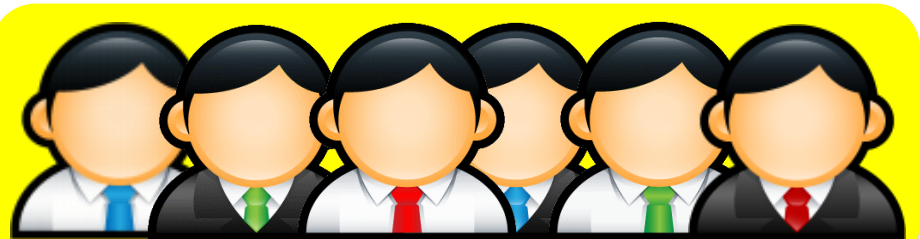
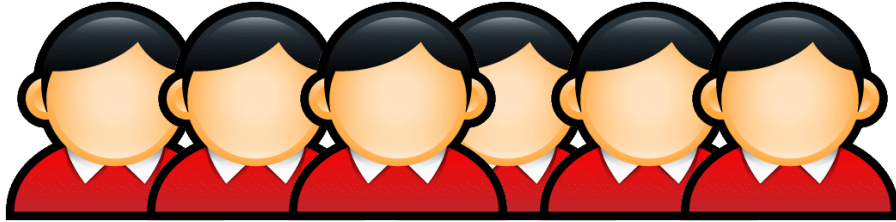
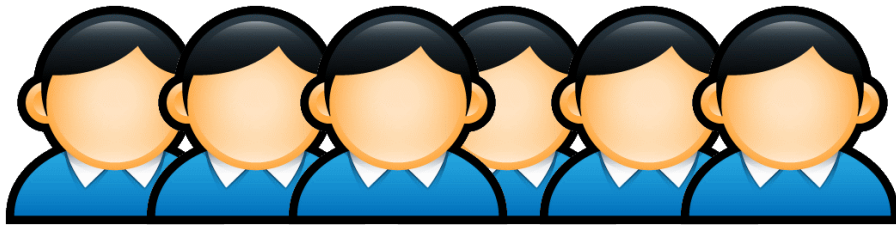
**solución a
PROBLEMA,
fácil de usar
... y producir**

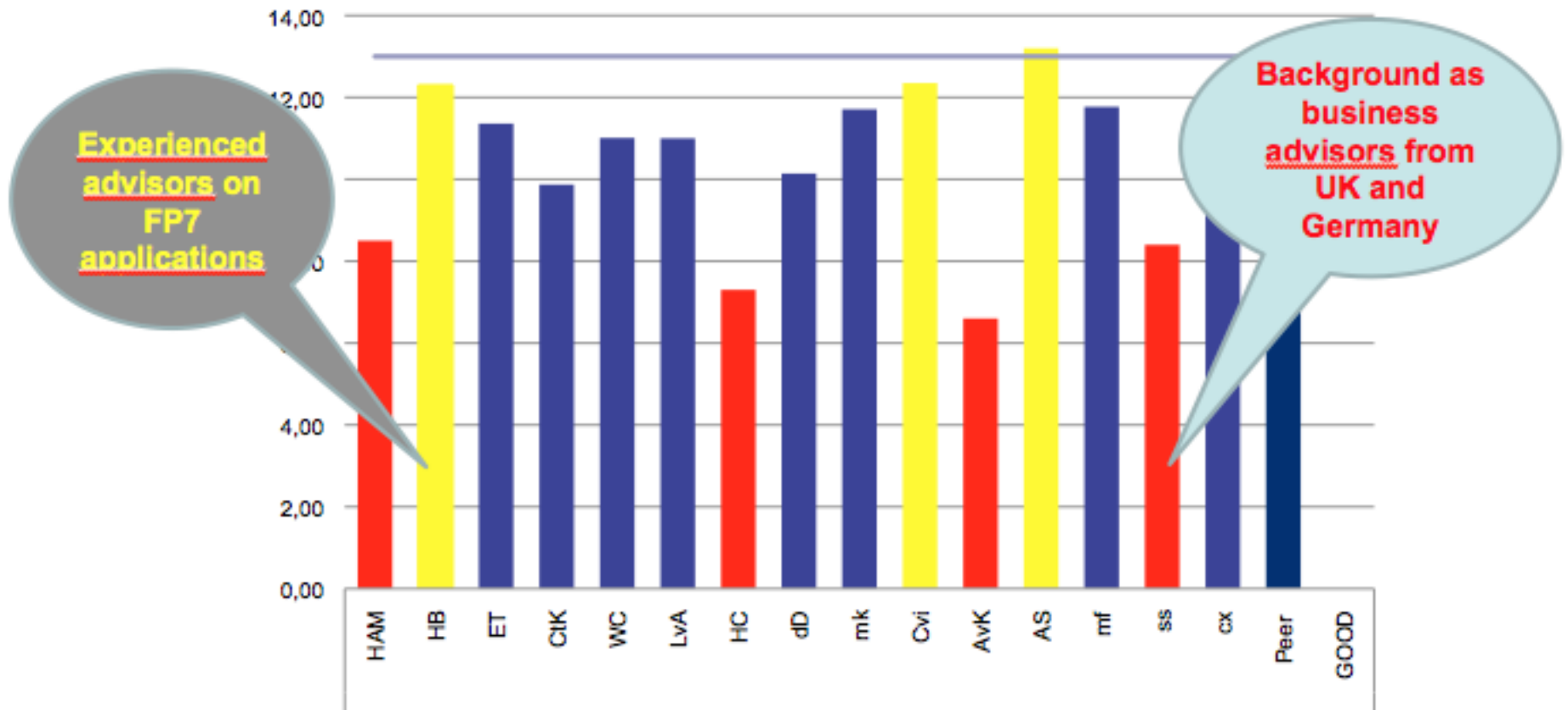
**modelo de negocio –
solucion técnica
MEJOR
que alternativas**

**GESTIÓN
COMPETENTE**

**... conocimiento
de la
competencia es
esencial**









**critérios de avaliação basados em
los de **inversores profissionais**
... excepto valoración pre-money, exit, ROI**

IMPACT

market, market, market

EXCELLENCE

>TRL6

IMPLEMENTATION

resources



21

7

77

19

100

4

8

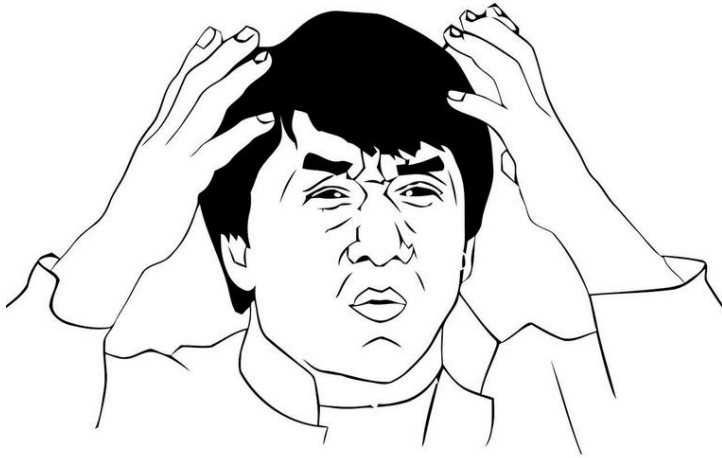
4

8

2

10

1



12,32
7,81

"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"
"Solo podemos evaluar lo que habeis escrito"



Proposal Evaluation Form



EUROPEAN COMMISSION

Horizon 2020 - Research and Innovation Framework Programme

Evaluation Summary Report

Evaluation Result

Total score: 11.09 (Threshold: 13.00)

Form information

Criterion 1 - Impact

Score: **3.24** (Threshold: 4.00/5.00 , Weight: 100.00%)

The proposal indicates in a convincing way that there will be demand/market (willing to pay) for the innovation when the product /solution is introduced into the market

Fair to Good

The targeted users or user groups of the final product/application, and their needs, are well described and the proposal provides a realistic description of why the identified groups will have an interest in using/buying the product/application, compared to current solutions available

Fair to Good

The proposal demonstrates very good understanding of the needs for a realistic and relevant analysis of market conditions, total available market size and growth rate, competitors and competitive solutions and key stakeholders, or includes a plan for achieving this information

Good to Very Good

It is described in a realistic and relevant way how the innovation has the potential to boost the growth of the applying company

Good to Very Good

The proposal demonstrates the alignment with the overall strategy of the participating SME(s) and the need for commercial and management experience, including understanding of the financial and organizational requirements for commercial exploitation. The initial commercialisation plan is outlined and explains how will be further developed (in-house development, licensing strategy, etc)

Good to Very Good

The innovation /solution has a clear European dimension both with respect to commercialisation and with respect to competitor / competition evaluation

Fair to Good

The proposal includes a realistic and relevant description of status and strategy of knowledge protection, the need of "freedom to operate analysis", and current IPR situation, which could include a plan for achieving this information.If relevant, potential regulatory requirements are also addressed.

Very Good to Excellent



subcontrataciones

**sólo cuando sea necesario, mejor no
demostrar “best value-for-money”
cuando es conocido:**

- ✓ **nombre**
- ✓ **tareas**
- ✓ **precio**
- ✓ **procedimiento selección**
- ✓ **justificación elección**

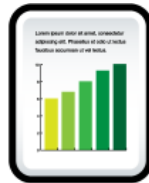
cuando NO es conocido:

- ✓ **tareas**
- ✓ **presupuesto**
- ✓ **procedimiento selección**

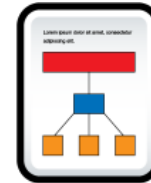
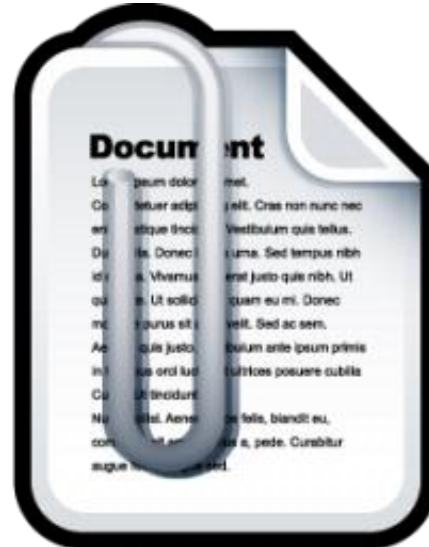


datos, datos, datos
facturación, empleo, financiación

gráficos



links



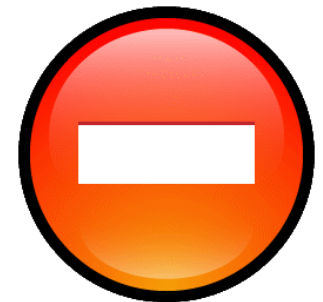
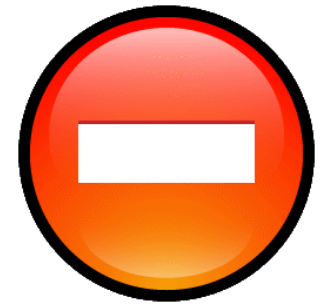
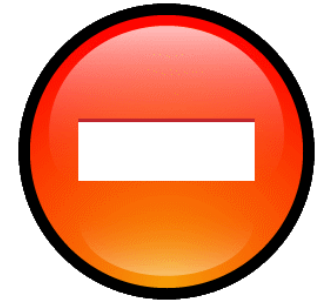
CVs

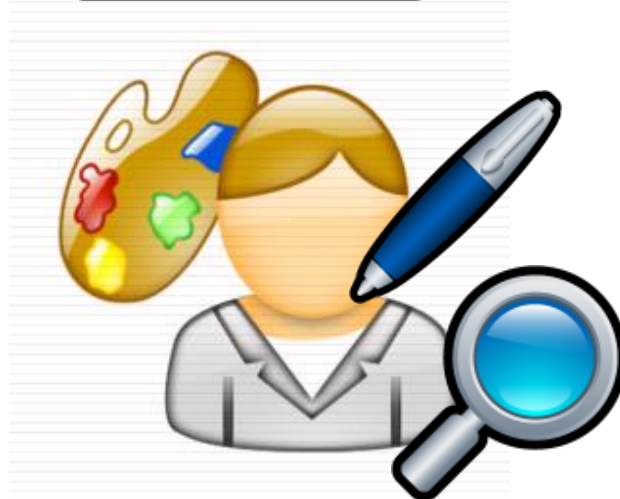
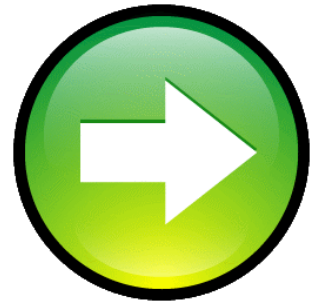
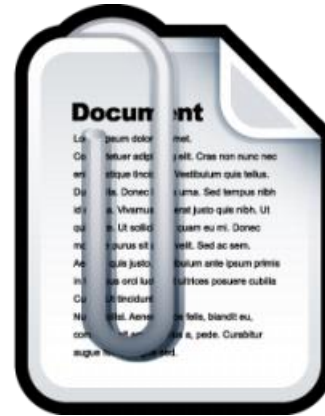


referencias



plan trabajo detallado
plazos, recursos





SME Instrument

GT – Green Batteryless TPMS

■ Puntos clave para la preparación

- Enfoque: Orientado a analista de negocio
- Proyecto estratégico con recorrido anterior
- Involucración equipo
 - Directivo
 - Financiero
 - Técnico
 - Comercial
- Prioridad y dedicación a la memoria
- Ayuda externa muy importante pero la voz cantante es de la empresa
- Involucración partners externos → datos mercado, aplicación...
- Orientación en el topic (Transport vs ICT)
- Presupuesto realista
- Contar una historia con sentido
- ...suerte...



**Completa
Clara
CONVINCENTE**

VAINQUEURS

1957 REAL MADRID CF	1958 REAL MADRID CF
1960 REAL MADRID CF	1961 SL BENFICA
1963 AC MILAN	1964 FC INTERNAZIONALE MILANO
1966 REAL MADRID CF	1967 CELTIC FC
1969 AC MILAN	1970 FEYENOORD
1972 AFC AJAX	1973 AFC AJAX
1975 FC BAYERN MÜNCHEN	1976 FC BAYERN MÜNCHEN
1978 LIVERPOOL FC	1979 NOTTINGHAM FOREST FC
1981 LIVERPOOL FC	1982 ASTON VILLA FC
1984 LIVERPOOL FC	1985 JUVENTUS
1987 FC PORTO	1988 PSV EINDHOVEN
1990 AC MILAN	1991 FK CRVENA ZVEZDA
1993 FC BARCELONA	1994 AC MILAN
1996 FC BARCELONA	1997 BV BORUSSIA DORTMUND
1999 REAL MADRID CF	2000 REAL MADRID CF
2002 REAL MADRID CF	2003 AC MILAN
2005 LIVERPOOL FC	2006

eskerrik asko !!



David Montero de la Torre

david@bicaraba.eus

<http://es.linkedin.com/in/davidmontero/>