



European
eic INNOVATION
Council BETA

Success stories from the EIC Pilot – Innovating in Europe

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Research and
Innovation





What do we offer?

Research and
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EIC - Smart Money

Funding



Global Business Coaching & Mentoring



Business Acceleration Services



Business acceleration services

GATEWAY TO GLOBAL MARKETS

The SME Instrument takes funded SMEs to the most prominent trade fairs in Europe and overseas.



and more...

CONNECTING WITH CORPORATES

The SME Instrument connects Europe's most innovative companies with global corporate players.



and more...





Who are we looking for?

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Who are we looking for in the EIC Accelerator?

- ✓ single companies (from EU and associated countries)
- ✓ breakthrough innovation
- ✓ potential to create new markets or disturb the existing ones
- ✓ great management team
- ✓ clear ambition to scale-up
- ✓ all sectors, products, services, new business models
- ✓ demonstrated knowledge of the target market
- ✓ convincing commercialisation plan



How do we select?

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EIC Accelerator evaluation process

Submission of Proposals



Remote Evaluation



Ranking of Proposals



Interview



Funding offer



Interviews: How are they organised?

Jury Interview

Six Juries composed of at least 5 experts

Panel Review

All experts from all juries



Jury briefing



Interview of
Applicants



Jury debriefing



Agreement on **the list
of projects** proposed
for **funding**



Portfolio Performance 2014-2019

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EIC portfolio in numbers (including SMEI since 2014)



5000 SMEs
~1400 in Phase 2

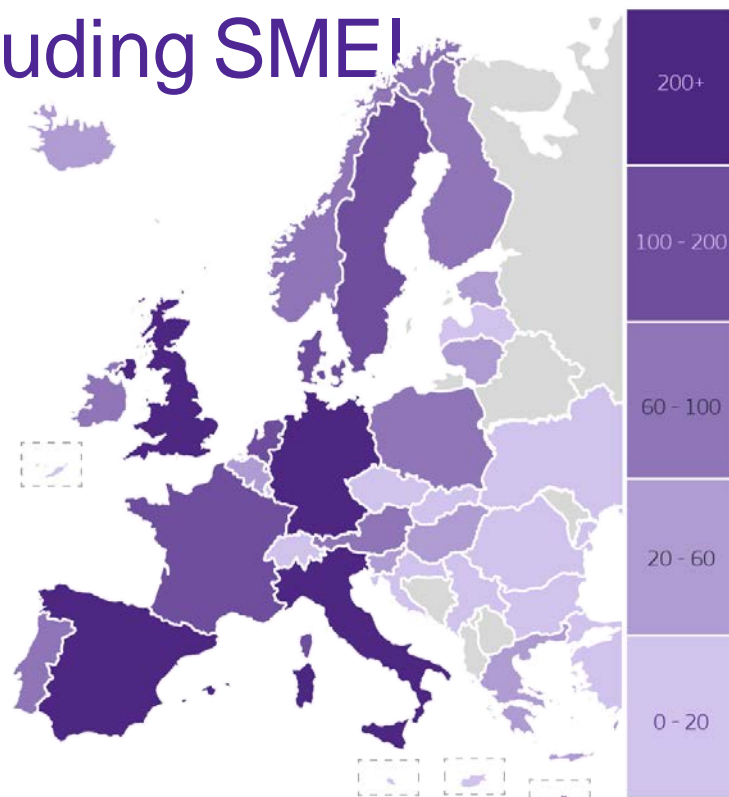


2 billion in funding

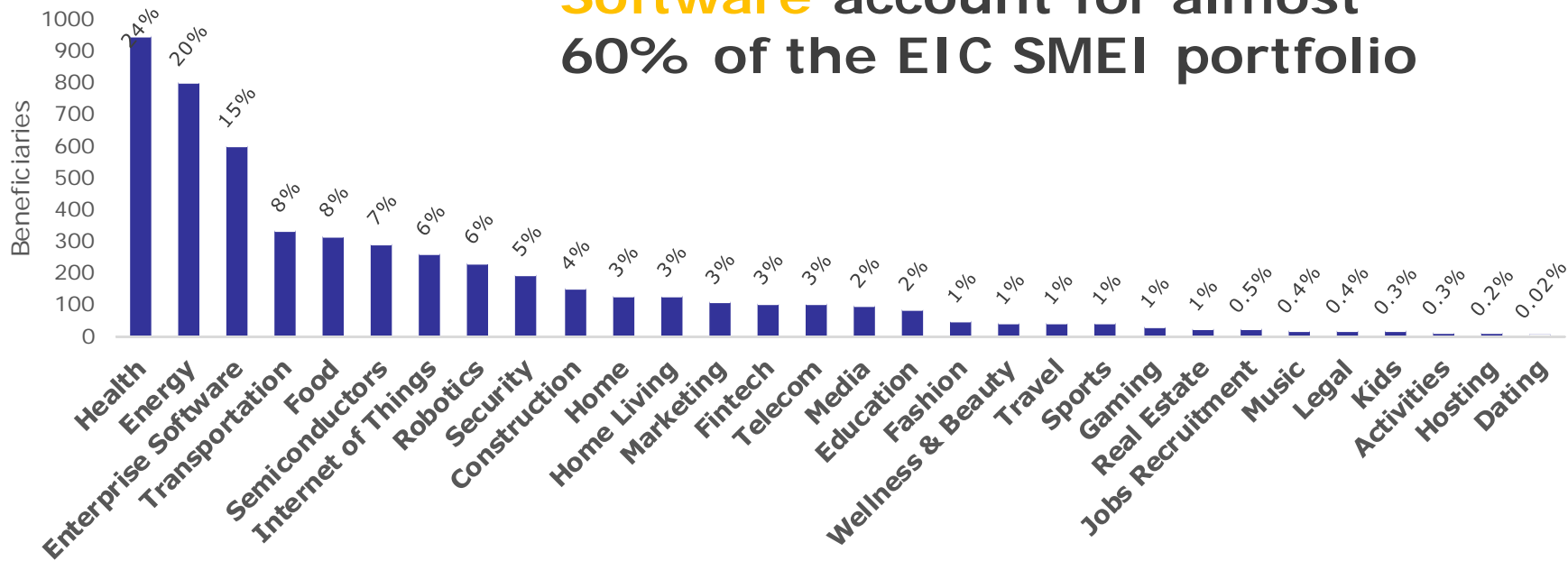


5% - 8% success rate

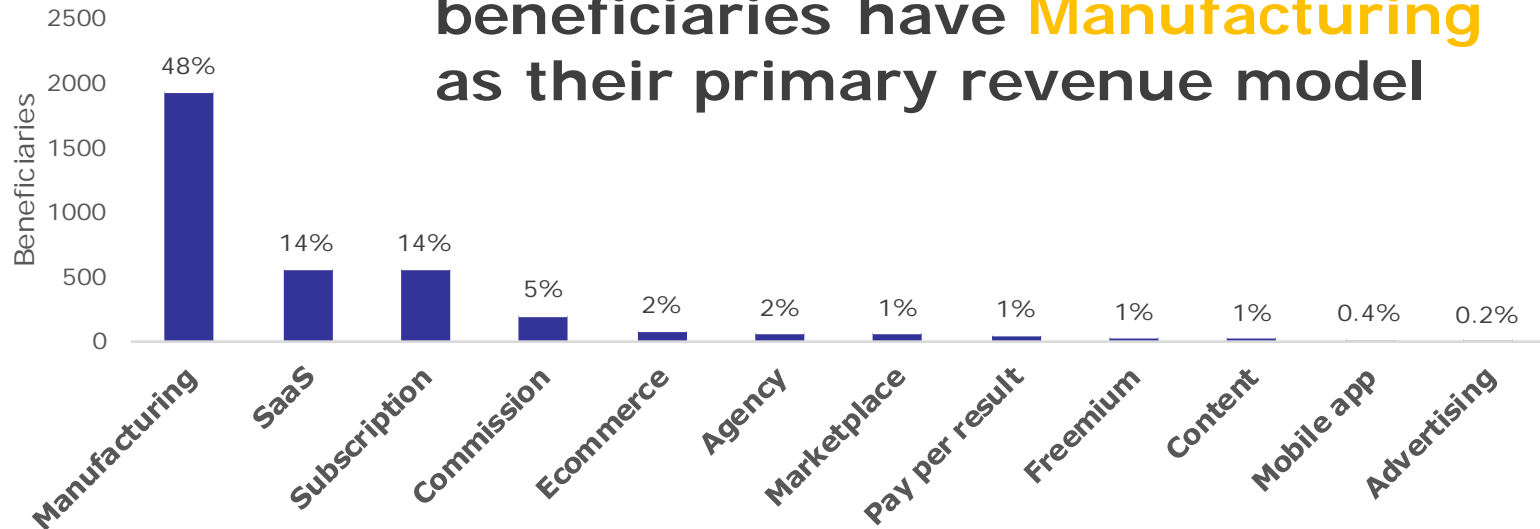
39 countries



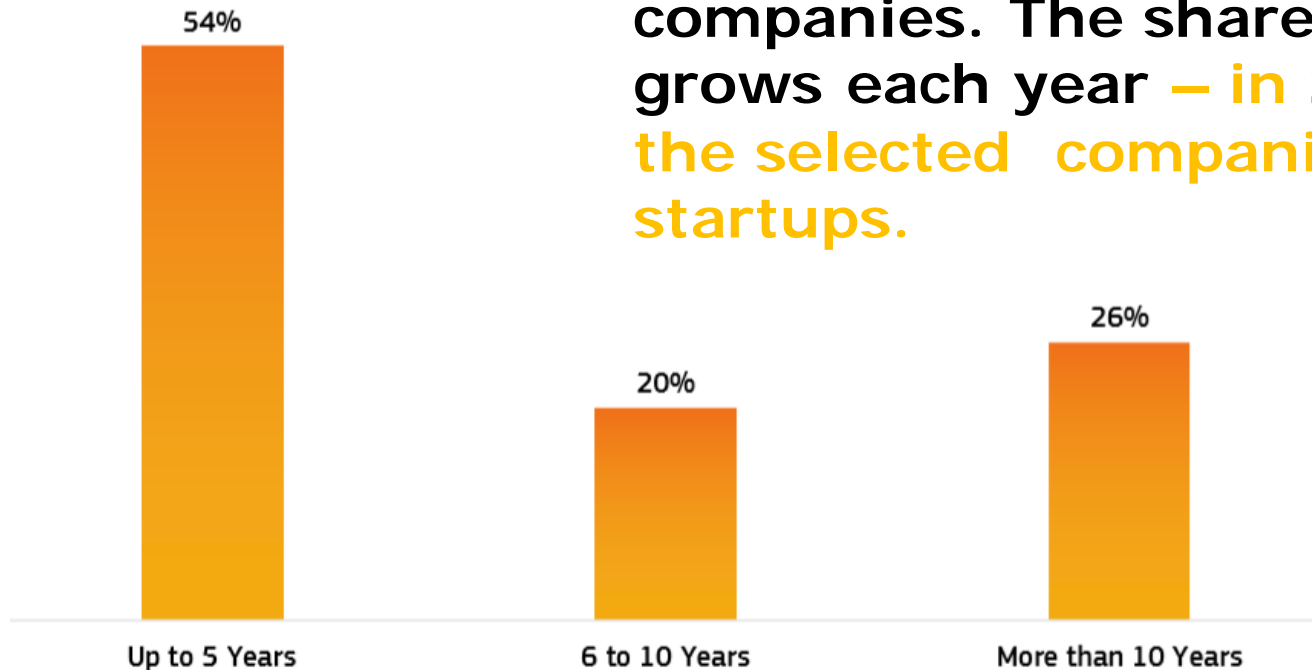
Health, Energy and Enterprise Software account for almost 60% of the EIC SMEI portfolio



Almost half of the EIC SMEI beneficiaries have **Manufacturing** as their primary revenue model



Startups represent **54%** of all companies. The share of start-ups grows each year – in 2018, **62%** of the selected companies were startups.



EIC Portfolio Performance



33 acquisitions

since 2014
71% of acquirers
from Europe,
26% from
the United States
and 3% from Japan



17 IPOs

since 2014 (95% on
European stock
exchanges)



~3 billion

in post-SMEI
investments



**10% of
European
tech IPOs**

in 2017
(according to
State of European
Tech report)

Top post-EIC rounds by amount

#	Company	Grant Date	Round Date	Round amount
1	Relex Solutions (FI)	Mar 2016	Feb 2019	176 €m
2	MeMed Diagnostics (IL)	Jun 2015	Sep 2018	63 €m
3	Monese (UK)	Mar 2016	Sep 2018	54 €m
4	Arralis (IE)	Aug 2015	Mar 2017	50 €m
5	Ultrahaptics (UK)	Jun 2015	Dec 2018	42 €m
6	Arsanis (AT)	Aug 2014	Apr 2017	41 €m
7	ENYO Pharma (FR)	Jul 2016	Jun 2018	40 €m
8	Ada Health (DE)	Jun 2015	Oct 2017	40 €m
9	Orbex Space (UK)	Dec 2016	Jul 2018	36 €m
10	Bonesupport (SE)	Jun 2016	Oct 2016	33 €m

FAST GROWTH

60%

Innovations
reached
commercial
success

**118%**

increase in
turn-over

**158%**

increase in
employment

**48%**

of Phase 2 companies
increased their profitability or
became profitable

Microsatellite radar

1 meter resolution imagery from under-100kg satellites

- ✓ Phase 2 in June 2015 2.4 €m
- ✓ 2.8 €m Series A in November 2015
- ✓ 34 €m Series B in May 2018

"The EIC Accelerator Pilot allowed us to explore and further develop our satellite technology towards operational uses. Made possible by EU's contribution, ICEYE-X1, the world's first SAR microsatellite, was successfully launched in early 2018."



infarm



Martin Weber

CFO

"The EIC Funding was the launch of our success, without it all the steps that came afterwards would have been much more difficult to reach. It allowed us to scale-up and attract further funding from across the globe".

Sector Urban Farming
EIC funding €1.9 million
Germany

Infarm: urban vertical farming

EIC pilot-funded Infarm has raised €88 million from Atomico in a series B funding round. The company makes vertical urban farms where plants are grown efficiently and sustainably, directly at the point of sale. The vertical farms are modifiable and contain a whole ecosystem for specific plants (water, temperature and lighting). Thanks to sensors, the performance of the farms are remotely controlled for optimal quality. Infarm received close to €2 million from the European Innovation Council (EIC) pilot and raised €20 million in a series A round from Balderton.

<https://infarm.com/>

Artificial Intelligence SaaS for the insurance industry

- ✓ Phase 2 in October 2018 1.6 €m
- ✓ 14 €m Series A in October 2018

omni:us

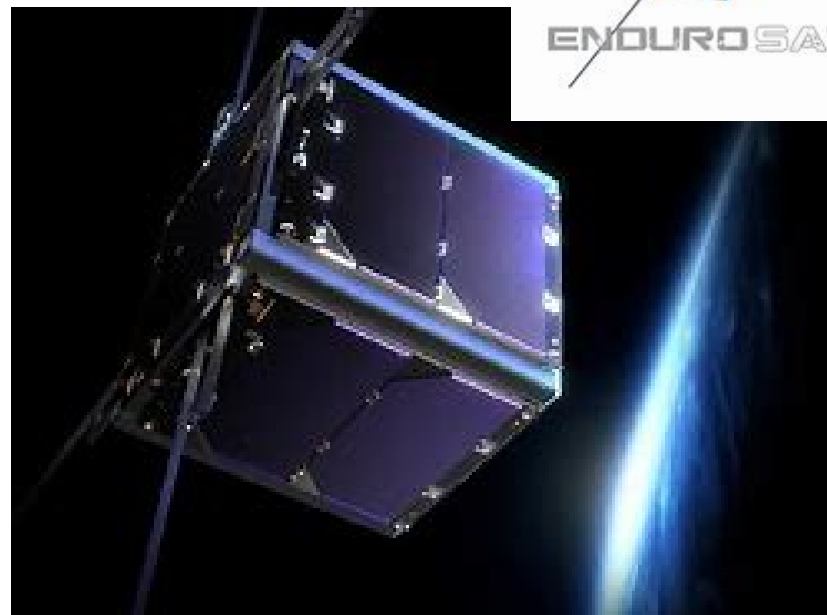


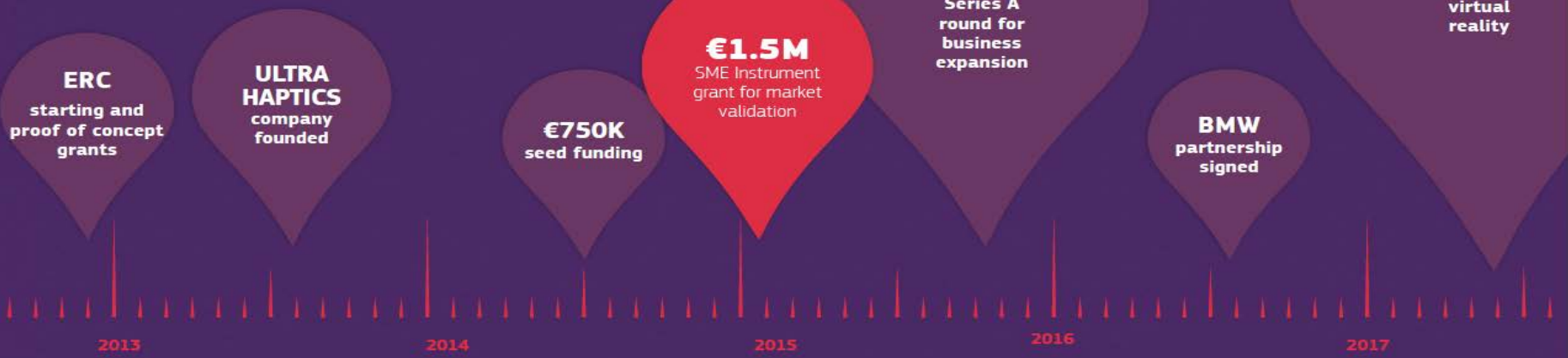
Sofie Quidenus-Wahlforss CEO

"We know the insurance industry will move from process to data-driven over the coming years. Omni:us deep data based approach will enable insurers to better understand their customers and launch new products and services on a more bespoke and individual level. We are very happy about the support from the EIC, which meant a boost of our market entry and a highly welcome support for a faster market launch with more trust building POCs and pilots."

Space communication – Microsatellites solutions

- ✓ Phase 2 in June 2017 1.2 €m
- ✓ Commercial agreement with Airbus after participating in the EIC Corporate Day





Ultrahaptics is a company that is now four years old. We produce feeling and sensations in mid-air, using focused ultrasonics, which we use us to create buttons, sliders, switches and so on that allows us to create machines and creating objects in virtual and augmented reality. The company received a Horizon 2020 SME Instrument grant 3 years ago which was instrumental in transforming the company from a small technology university spin-out into a commercial business that now employs 80 people

STEVE CLIFFE, ULTRAHAPTICS



Tips for applicants

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Unsuccessful proposals were:

- Too much project-oriented, not enough business opportunity
- Company profile missing
- Market situation, competitive solutions not mentioned not really new to the market, not disruptive (no “game changer”)
- Commercialisation concept missing; TRL too low, no innovation

Before taking a strategic decision to apply:

- Look carefully at the programme target
- Assess if your project is mature in all aspects of evaluation criteria
- Take advise on other funding programmes from NCP, EEN or others, notably incubators if you are a starter company

When applying:

- Make sure your proposal is balanced and covers all aspects of each evaluation criteria
- Write to convince evaluators to invest
- Put concrete realistic figures:
 - *Show market size, market share, sales price,*
 - *Show 3 years projections of sales volumes, turnover, jobs created*
- Explain the IP protection
- How your offer is better than existing solutions
Competition

When applying:

- Show credibility of your team
- Invest in a catching title and a good abstract
- Use the full 30 pages – delete the hints in the template
- Form matters, test your proposal, review the language
- Choose well your keywords – on this basis we assign evaluators !!
- Get ready to shine at the jury interviews – prepare your presentation

And if you fail.....

.....apply again! Results show that resubmissions have double chances to succeed!

