

EUREKA

Experiences of preparation and evaluation of EUREKA and Eurostars projects

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INNOVATION2013
Prague, December 3-6, 2013

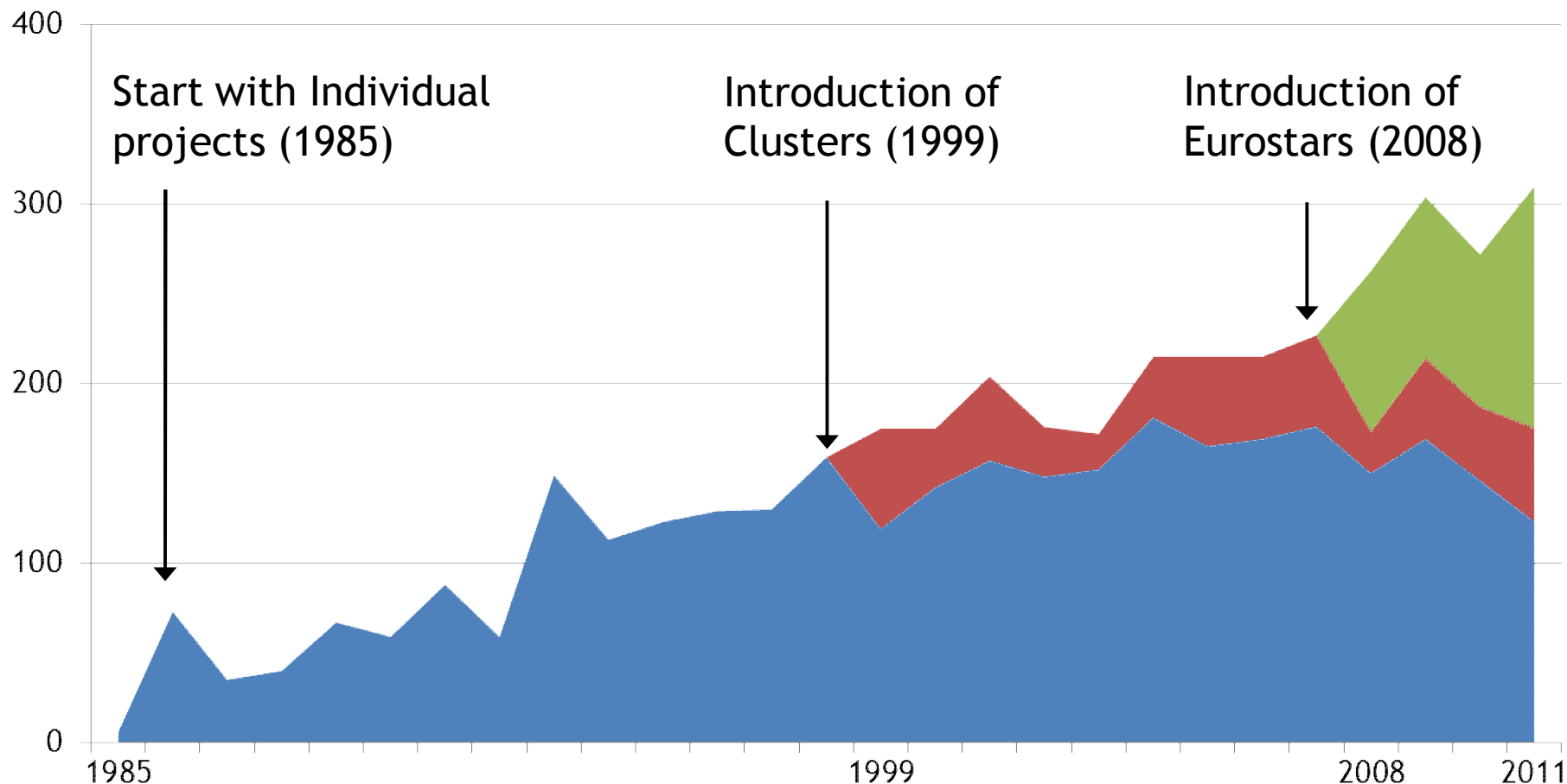
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EUREKA: Three Pillars

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Total number of EUREKA projects: 5310

(status in December 2013)

What the information needs to know is

- > What is EUREKA / Eurostars all about?
- > Could EUREKA / Eurostars meets my expectations?
- > Could my idea to fit into EUREKA / Eurostars, or
- > Can I be an adequate partner in the project proposal?

The life cycle of a project proposal action

- > How to bring it to EUREKA / Eurostars ?
- > How to assess internally the project proposal?
- > The last check and finalisation of project proposal
- > Decision of consortium on a project submitting

What you need to know

- > Is the aim of the project suggestion clear?
- > Is the methodology to reach it clear?
- > Are the milestones clear?
- > Is there already a viable consortium?
- > Are the share of activities, risks, responsibilities, costs and rights clear?
- > Is it clear what will be done after the successful completion of the project: Market, share of results?
- > Is the financing of the project secured?

Experiences are meaning 4 major criteria

- > Project consortium quality
- > Funding availability
- > Technology and innovation of product/process/service
 - > *New ideas are more likely to be successful*
- > Market access and competitiveness

EUREKA / Eurostars project proposal action

What to do with a preparation of projects proposal ?

What do you have to check?

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1. Technical ability
2. Financial capabilities
3. Market knowledge
4. Partnership motivation

1. Risk is inside

- > Innovation expectation
- > Partnership quality

2. Risk is virtual

3. In technology partnership, a decision making tool qualifies or quantifies a risk

Why do projects preparation fail ?

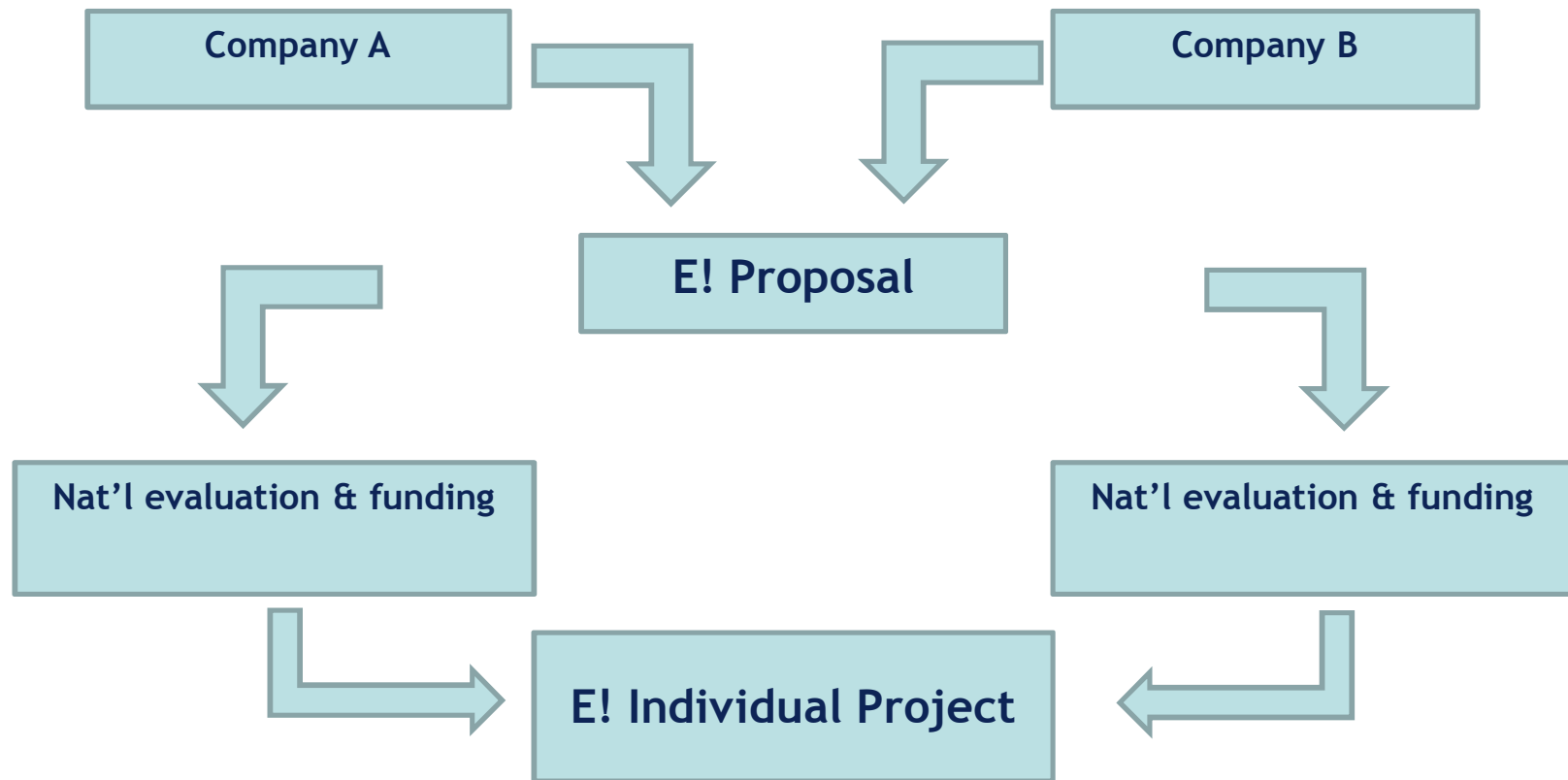
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1. Financial problems
2. Partners: disagreement, strategy, funding,...
3. Sometimes...Technical

- > EUREKA Individual projects
 - > National evaluation by involved NPCs
 - > ***PAM methodology***
- > EUREKA Cluster projects
 - > Evaluation by Cluster Industrial Committee
 - > ***Specified PAM methodology*** (industrial aim)
- > Eurostars projects
 - > Central evaluation by technical experts (assessment) and EIP (ranking)
 - > ***Specified PAM methodology***

EUREKA Individual projects - synchronisation of Nat'l evaluations > 12

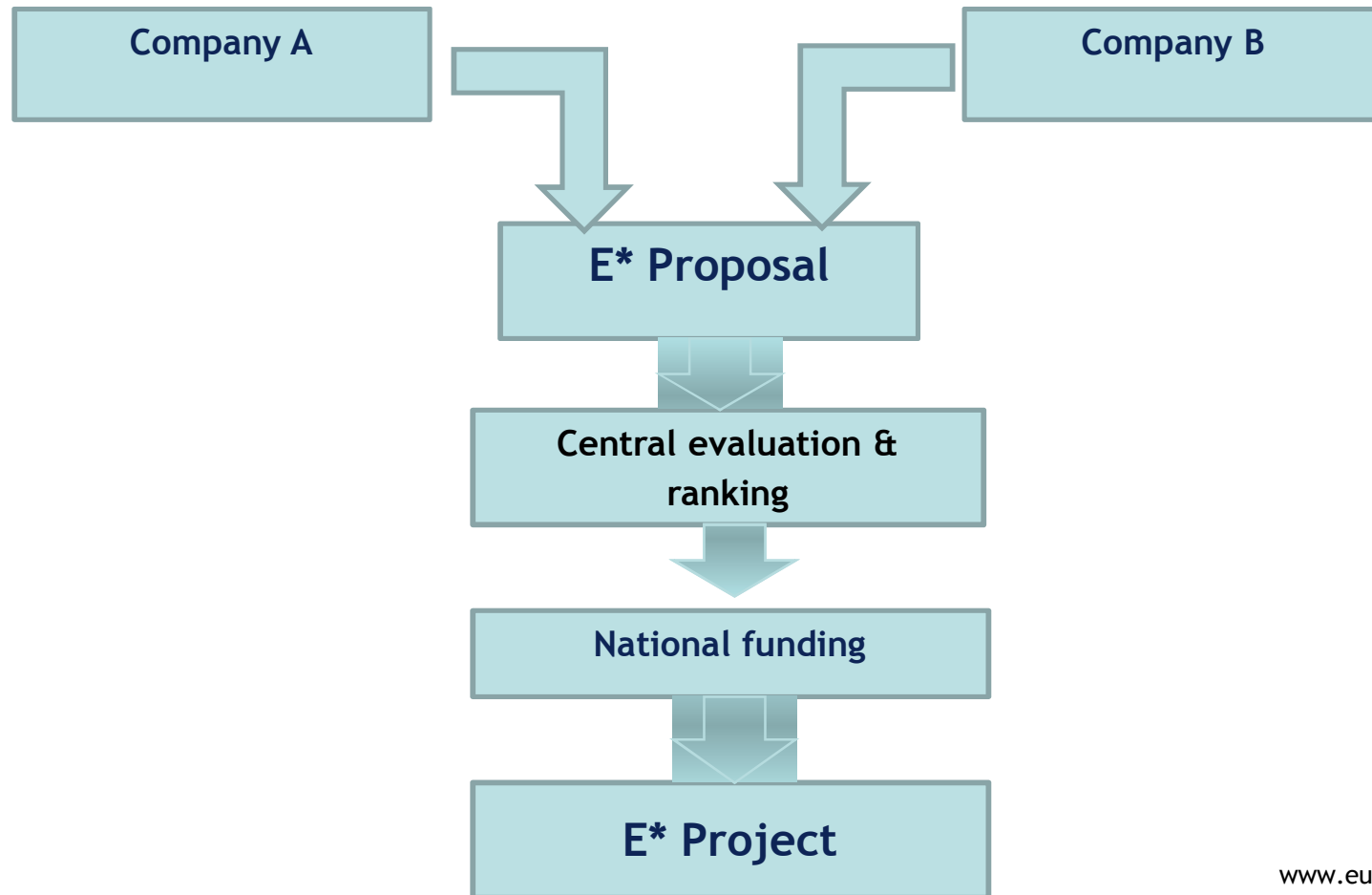
Each EUREKA member supports its own participants in a cooperative project



Eurostars projects - central evaluation - national funding coordination

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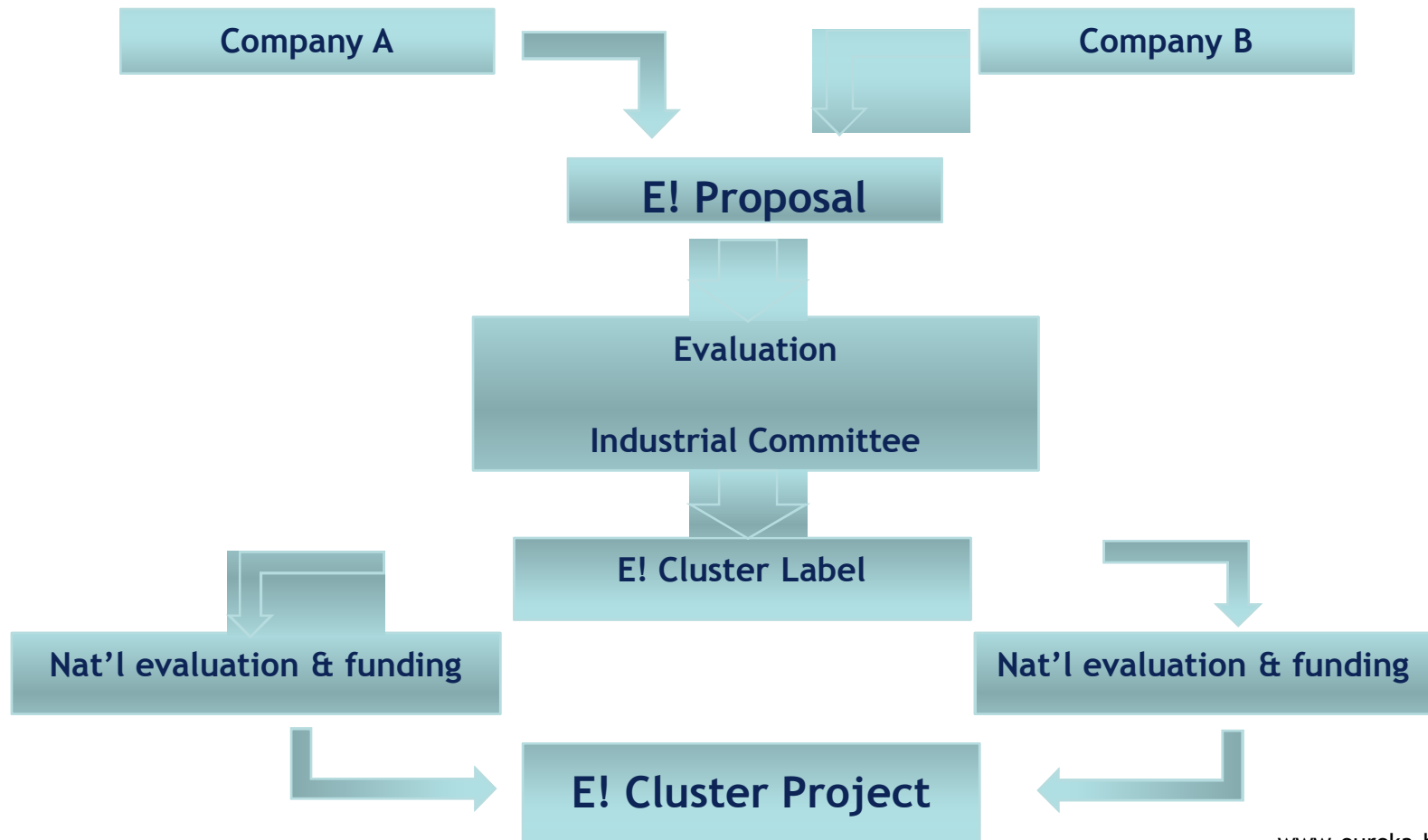
Each Eurostars member supports its own participants in a cooperative project



EUREKA Cluster evaluation procedure

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Labelling of projects by an Industrial Committee



EUREKA Project management

What to do with EUREKA individual project once they are labelled ?



- > Project monitoring process consists of:
 - > Early Progress Check
 - > Periodic follow-up
 - > Final Report
 - > Market Impact Report

①

- > Six months after labeling
- > Share outcome of national funding decision process, improve communication among NPC offices
- > Performed both at national and at project level
- > Weed out failed project asap
 - > Why?
- > Reasons for failure
 - > Lack of funding
 - > Merger & acquisition at one of the partners
 - > Changed priorities
 - > Bad communication between project partners



- > Performed by all of you
- > Update every 6 months to let your colleagues know what's happening in your country
- > Share national monitoring info
- > Why is that important?
 - > Progress may not run parallel in all countries
 - > Your decisions affect others
 - > Know what the true status of a project is
 - > Learn more about the actual cooperation
 - > IT IS FUN TO DO!



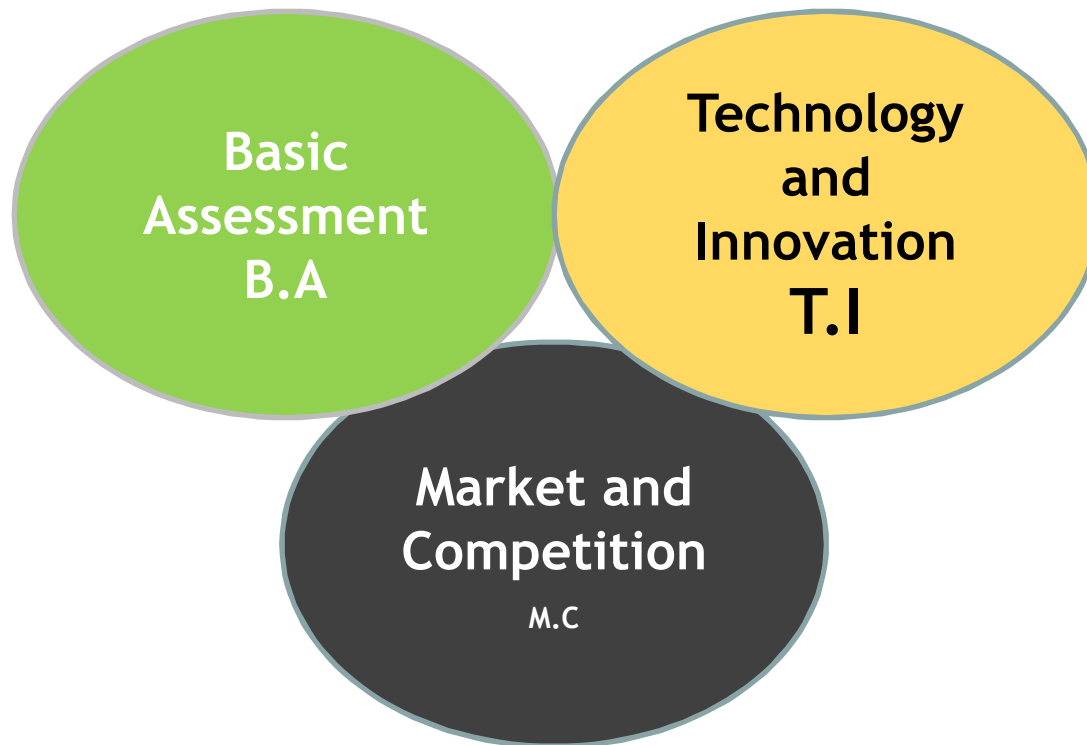
- > Performed by anyone with relevant information
- > First questions about the outcome
 - > Commercial products
 - > IPR
 - > Further R&D
- > Why?
 - > Any information is good information
 - > Keeps us in contact with the companies

- > Sent when the project is declared Finished
- > Sent by the ESE to
 - > Each participant or
 - > To the NPC office
- > Filled in by participants and sent back to ESE
- > Same scope as Final Check, but quantified
- > Basic information is pre-filled



- > Sent 2 and 4 years after the end of the project
- > Sent by ESE to
 - > Each participant or
 - > To the NPC office
- > Filled in by participant and sent back to ESE
- > Same info as Final Report
- > Information from FR or previous MIR is pre-filled
- > What can we use this information for?

1. To get a full understanding of the proposed innovation
2. To be convinced that a market exists and of the real value of project for the money given to participants.
3. To deliver a clear, comprehensive and a fair assessment report
 - Are the project objectives & results well defined?
 - Can the participants do the job?
 - Is a market accessible to the applicants?
 - Is there a return on investment?
 - What are the project risks?



Assessment criteria to be used by Expert-evaluator

T.I

- ✓T2.1 Degree of innovation
- ✓T2.2 Geographical and/or sectorial impact
- ✓T1.1 Degree of technological maturity and risk
- ✓T1.2 Technological achievements
- ✓T1.3 Technological progress for the SME

M.C

- ✓M1.1 Market size
- ✓M1.2 Market access and risk
- ✓M1.3 Return on investment (ROI)
- ✓M1.4 Market potential for SMEs
- ✓M1.5 Time to market

B.A

- ✓B1.1 Well-balanced partnership
- ✓B1.2 Added value through cooperation
- ✓B1.3 Technological capacity of all participants
- ✓B1.4 Managerial capacity of all participants
- ✓B2.1 Methodology and planning approach
- ✓B2.2 Milestones and deliverables

Slide 24

u1 user; 5.12.2013

u2 user; 5.12.2013

1. Market and competition are the most difficult area to assess (ref. to Eurostars evaluators survey reports), mainly due to the lack of information and supporting methodology provided by applicants.
2. Then, more specific information to be provided by applicants are:
 - Market study
 - SWOT analysis
 - Business model (even if too often considered by companies as confidential)
3. A dissemination plan should be provided by applicants for enhancing the global impact of the project.

A few answers:

Did you understand what I wanted to say?

If you answer: YES, it is Comprehensive

Do you think that this presentation was useful?

If you answer: YES, it is Useful

Have you enough selfconfidence to work as indicated?

If you answer: YES, it is Feasible

This is EUREKA

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Then, this is EUREKA, and you seem to be...



a successful project submitter, my friend!

This is EUREKA

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ACTION:
RELAX !



... but just for a few minutes...

... and to go strongly ahead with your project !

Thank you for your kind attention

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