

European Partnership on Innovative SMEs Innowide

Pre-application questionnaire (for applications submitted by 25 November 2025 deadline)

Important notes for applicants

This document is a Word version of the questionnaire available on the Eureka SmartSimple application platform prior to initiating the application process. Responses are non-binding and are not saved in the application platform.

Is Innowide for you?

Innowide supports innovative SMEs and startups in assessing the viability of their research and commercial ambitions in markets outside of Europe.

The programme funds market feasibility projects aimed at fostering the internationalisation of SMEs and startups. These projects enable you to:

- Test your innovative solutions (product, process, or service) in a target country outside of Europe of your choice
- Validate the product, process, or service–market fit, to assess its potential for successful commercialisation

Establish cross-continental partnerships by building strong relationships with local partners (subcontractors) in the target country. This questionnaire is designed to guide you before starting your application. If you can answer ‘yes’ to all the questions below, you're on the



right track! However, these questions are only indicative and may not cover all programme details.

Before applying or seeking help from us, **thoroughly assess your project idea, verify its alignment with Innnowwide's goals, eligibility criteria, and read the call guidelines** available at <https://eurekanetwork.org/programmes/innnowwide/library/>

You can also contact your national or regional funding body to discuss your project idea. Find their contact information on our website www.eurekanetwork.org ("About us" - "Eureka countries").

Do you represent an innovative SME based in an EU Member State or Iceland, Israel, Norway, Switzerland, Türkiye or the United Kingdom?

Yes No

To apply for and receive Innowwide funding, your company must be an SME located in a country participating in our Innowwide programme. Eligible countries are European Union Member States, Iceland, Israel, Norway, Switzerland, Türkiye and the United Kingdom.

Your company must fit the European Commission definition of an SME. To understand if you qualify as an SME, read the User guide to the SME definition, available at <https://data.europa.eu/doi/10.2873/620234>

Branches of companies, departments, centres or offices set up within a parent organisation that are not legal entities, and individuals are not eligible to receive Innowwide funding.

For more information, read our guidelines.

Do you want to assess the viability of your R&D and innovation in a new market?

Yes No

Innowwide can be a useful tool for your R&D journey:

- After successfully finishing your R&D project, to understand whether your product-, process- or service-market combination could be commercialised in your selected target market.
- As you develop your project idea, to assess whether your Innowwide market feasibility project can be the start of a future international R&D and innovation project you intend to carry out (in the short or medium term) with your local counterpart (or subcontracted organisation) in your target country. This future project could be for developing, improving or researching new applications for your innovative solution, including frugal innovation.

Have you identified a pilot market (a target country in Africa, Americas, Asia or Oceania) where you want to take your R&D and launch a new commercial venture?

Yes No

You may have an innovative solution (product, process or service) that you have already developed and commercialised in your home market, which you now want to adapt for a new market.

Alternatively, you may have an innovative solution concept (product, process or service) that you plan to develop further and commercialise first in your target country.

Before launching a commercial venture in a new market, it is important to understand the business environment, including the financial, legal, market and cultural aspects.

Innowwide allows you to gain insights beyond conventional market studies, selecting sales channels and export aid.

By supporting your market feasibility project, Innowwide helps you de-risk your commercialisation track, creating favourable conditions to enhance the uptake of your innovative solution in new markets.

SMEs can develop product-, process- or service- market combinations and partnerships with strategic local counterparts to generate business opportunities and compete in new and emerging markets outside Europe.

Do you have a potential partner (e.g., a research provider or complementary technology developer, supplier, broker, customer, end user) in your selected target country?

Yes No

Innowwide funding goes to SMEs in European Union Member States, Iceland, Israel, Norway, Switzerland, Türkiye and the United Kingdom, but some of the funding you receive must be sub-contracted to a local partner in your target country.

Cooperation with a main subcontractor is an important part of your market feasibility project. Your application must clearly outline your subcontractor's participation and role in your project activities.

Subcontractors may collaborate on any eligible project activities (e.g., frugal innovation and preparation of a future international R&D project, technology legal situation analysis, market research qualitative and quantitative analysis, administrative and legal freedom to operate or due diligence verification, etc.)

You must have a counterpart (subcontracted organisation) in your target country to apply. Your counterpart must agree to the terms set in the commitment and declaration of honour in the SmartSimple platform. Moreover, if selected for funding, you must submit a contract with the same main subcontractor listed in your application.

Finding a counterpart can be time consuming. Please take this into account before starting your application. On our website you can find a (non-exhaustive) list of organisations that may help you find a partner. You can also contact your national or regional funding body for advice.

Is your idea innovative and developed enough to be funded?

Yes No

Innowwide is an opportunity to share your innovative solution and take your product, process or service to other countries.

Your application will be evaluated based on three criteria: excellence, impact, and quality and efficiency of implementation.

For a good chance of receiving funding, your project must be:

- Excellent, by providing a solution that is innovative, ambitious and surpasses what is currently on the target market.
- Impactful, by creating a real value in the target market, a significant advantage for society and contributing to the UN Sustainable Development Goals.
- Very well planned, with a clear and realistic work plan, cost and time estimates, and demonstrate that collaboration with your main subcontractor is the best way to achieve your project objectives.

Innowwide is a competitive programme and preparing an innovative, developed and successful Innowwide application can be time consuming.