



 **eureka**
innovation beyond borders

 **eureka**
innnowide

EUROPEAN PARTNERSHIP



Co-funded by
the European Union

Eureka Innnowwide

Bringing innovative solutions to worldwide markets



Innowwide Call 2 (2023) Webinar for applicants

**19 July 2023
10:30 CEST**

Webinar instructions

- The webinar will be recorded
- Your microphone has been automatically muted
- No possibility to 'Raise your hand'
- Written questions can be asked during the presentation via the 'Questions' button – they will be answered during the Q&A session.
- If some questions are not covered, you can send them afterwards to:
 - innowwide@eurekanetwork.org
- After the webinar, slides and recording will be shared.

Topics to be covered

- Eureka Innnowwide programme
- Testimonial Call 1 beneficiary: IMPRESSYIELD-AUS
- Testimonial Call 1 beneficiary: SPIRIT Lighting in EG
- Eureka Innnowwide Call 2
- Q&A

Eureka Innnowwide programme

Innowwide programme

Part of the EU Partnership on Innovative SMEs

- Implemented by Eureka
- €24M total **budget to support 400 projects**
- **Up to six calls (by 2027)**
 - First call in 2022 (50 funded projects, 25 of those with a counterpart in Africa)
 - **Second call in 2023 (70 projects to fund)**

Innowwide programme

Part of the EU Partnership on Innovative SMEs

- Eureka Innowwide has a **centralised evaluation and funding mechanism. The Eureka Secretariat** implements and **coordinates** all steps of the evaluation and selection process!

Objective

For innovative SMEs to

- Form **cross-continental R&D or business partnerships**
- Check whether their **product-, process- or service-market combination** might be commercialised in a **target market**
...access new markets.



What is a market feasibility project?

- MFPs are the preliminary **technical, market, legal and/or socioeconomic assessments** intended to validate the feasibility of your international and innovative business solution **within new and emerging global value chains**.
- MFPs may also be **the preliminary phase of a future international R&D project** with local counterparts in the target country that you intend to carry out in the short or medium term.

Market feasibility projects **ARE NOT:**

- unilateral
- exclusively business trips, workshops, matchmaking events or promotional activities

Market feasibility projects must:



Last **six months**



Have a **pilot market (target country)** where you intend to develop and validate your innovative business solution in cooperation with a local counterpart (subcontractor for the market feasibility project)



Include a variety of activities (**technical, market and promotion activities**).

Before applying

- 01 Choose a **target market**
(in Africa, Americas, Asia or Oceania)
- 02 Find a **local partner** (main subcontractor for your market feasibility project) **to collaborate with**
Support:
 - Research / Technological Collaboration
 - Consultancy
 - Legal Advice
 - Brokerage
 - Other
- 03 **Design a plan** (resources, tasks and skills required) to assess the viability of your research or commercial ambitions in the new market

Testimonial – Call 1 beneficiary

IMPRESSYIELD-AUS

IMProving Climate RESilience of Farmers with YIELD Insurance in AUStralia

Home country: Türkiye

Target country: Australia

Food supply chain sustainability. Protecting farmers. Protecting crops. Protecting the world.

Founders



Osman Baytaroglu, CEO 🧑🏫 🧑🏫

Electrical & Electronics Eng. | MBA
Farmer family | 11y in tech | 6 y in
agtech startups | 1x exit



Metin Emenullahi, CPO 🧑🏫 🧑🏫

Computer Science
13y in product | technology @startups



Berk Ülker, CAIO 🧑🏫 🧑🏫

Electrical & Electronics Eng. | Ph D.
Deep Learning 11y in ML @startups
@enterprise @academy | 1x exit

Tech Advisors



**Asst. Prof.
Gokberk Cinbis**

Remote Sensing, Deep Learning



**Prof.
Elif Sertel**

Remote Sensing, GIS, Deep Learning



**Assoc. Prof.
Mustafa Aydogdu**

Agronomy, Data Collection,
Willingness to Pay of Farmers

Team



A super skilled team that understands
farming 🧑🏫, insurance 🧑🏫, satellite
imagery 🧑🏫, software 🧑🏫 & AI 🧑🏫.

Business Advisors & Mentors



Ender Ertugral

Director of CX & Partnership
AXA Insurance.
22 y in Insurance



Roman Shynkarenko

21 y in Crop Insurance
Design & Management of 25+
Crop Insurance Programs



Didier J. Schapiro

Growth, People and Sales
Founder at The Sales Doctor



Ivana Sediva

Branding, Marketing, Negotiation
Ex-Country & Region CMO @
McDonalds, Tesco, J&J



Introducing: Satellite driven parametric yield insurance

First-of-its-kind, **protecting customer organizations and their farmers** against crop yield loss.

How it works?

- Business model is **B2B or B2B2Farmer**
- **Policyholder** is the organization itself 🏢 or the farmer 👨🌾
- **Insures against all perils** for crop yield loss
- **50% lower cost & better protection** than alternatives

Groundbreaking business model

We act as a **lead generation tool** for insurers.

Using the data we collect, we **personalize the insurance** offering for the needs of the customer.

We provide **yield estimation tech**.

Insurance partners undertake the risk.

Our partners:



XL Insurance
Reinsurance

The model can be adapted to **other insurance and finance products**.



accurate

PROJECT OVERVIEW

Objective: The assessment of the market feasibility of our yield-index insurance in Australia






Key Expected Results:

- Simulation of insurance design
- Licensing and compliance verification of insurance
- Determination of GTM strategy

In partnership with;  **DATA
FARMING**

WORKPLAN

6 months project duration between April – October 2023

	WP lead
WP 1: Insurance Training Program (Week 3 - Week 12) Qualitative analysis	
WP2: Pre-Licensing of Insurance Design (Week 1 - Week 14) Small scale proof of concept (trial and assimilation, further RTDI preparatory work); Admin & legal FTO / due diligence verification	
WP3: Market Research for GTM Strategy (Week 5 - Week 20) Technology scouting; Market quantitative analysis; Competition analysis; Analysis of potential partners; PESTLE analysis	
WP4: Willingness-to-Pay and User Research on Farmers (Week 11 - Week 24) Product Commercial Research; Social and cultural best practices	 

Lessons learned in the application process

Start early ! (At least **1 month before the deadline** even if you have a subcontractor ready)

Write a concept note then **dive into the work plan** (Gantt Chart)

Do your **preliminary** market research before writing!

Review/proofread for the consistency (target 3 days before the deadline)

Testimonial – Call 1 beneficiary

SPIRIT solar lighting BV

SPIRIT Production Facility: Solar-powered Public Lighting in Equatorial Guinea

Home country: The Netherlands

Target country: Equatorial Guinea



SPIRIT
solar lighting

Linda van den Hurk





By day energy is generated and stored (solar power and battery charging)

By night illuminate roads/areas efficiently by DC fixture for sight and (social) safety

Independent from the centralised electricity grid due to our smart system as operating system



Innowide SPIRIT production facility: solar-powered public lighting in Equatorial Guinea from Equatorial Guinea

Reason Economic development

Objective Demonstrate that local assembly/production is feasible

The subsidy is a nice support for the **long-term investment** for us and our partner in Equatorial Guinea, but is also a **moral encouragement** from the EU.

Some of our experiences/lessons learnt in this application process:

- **Prep your plan:** Make sure you get a clear (ambitious) plan. Only then will you get it on paper. This preliminary work takes time.
- Consider **all values** (economic, SDGs) for the different stakeholders (including the EU!)
- Drawing up an application mainly takes **time and attention** – just trying is not an option
- Expertise has added value. For connection to the call and the quality of the application. Our advice: **Ask experts** to help you write.
- Other EU platforms can be complex. The relatively **simple Smart Simple platform** worked smoothly for both ourselves and our partner throughout the entire process.



SPIRIT
solar lighting

Invite to get in touch
linda@spiritsolarlighting.com

Innowwide Call 2 2023

Innowwide Call 2

Scope, budget and timeline

- Call opening: 25 July 2023
- Call deadline: 17 October 2023, 14:00 Brussels time
- Global and open call: No geographic or thematic focus
- €4.2M to fund 70 projects (€60,000 per awarded grant)

Eligible countries

Eligible applicant countries

EU member states

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden.

and

Horizon Europe associated countries & members of the EU Partnership on Innovative SMEs

Iceland, Israel, Norway and Türkiye.

Eligible target countries

Countries in **Africa, Americas, Asia and Oceania** (except for those subject to EU restrictive measures)

Eligibility criteria

1. The application is complete
2. SME from an **eligible country**
3. Independent **subcontractor in the selected target country.**
4. Exclusive focus on civil applications
5. No bankrupt or 'undertaking in difficulty',
6. **Six months** project duration
7. **Minimum** total eligible project costs is **86,000 euro**
8. **Subcontracting cost** above zero euro
9. **Combination of activities**

Eligible activities

(The detailed list of eligible activities are available in [section 4.2 in the call guidelines](#))

Each market feasibility project must include a variety of **technical** and **market activities**:

1. **Co-creation and technology uptake preparatory work** (innovation and technology transfer services)
2. **Market research** (desk and field studies)
3. **Compliance verification**

Optionally (limited and justifiable within your market feasibility project):

4. Business prospection trips
5. Promotional technical material (technology valorisation-oriented)

Applying

All practical steps of your application process take place on our
Eureka SmartSimple platform

<https://eureka.smartsimple.ie/>

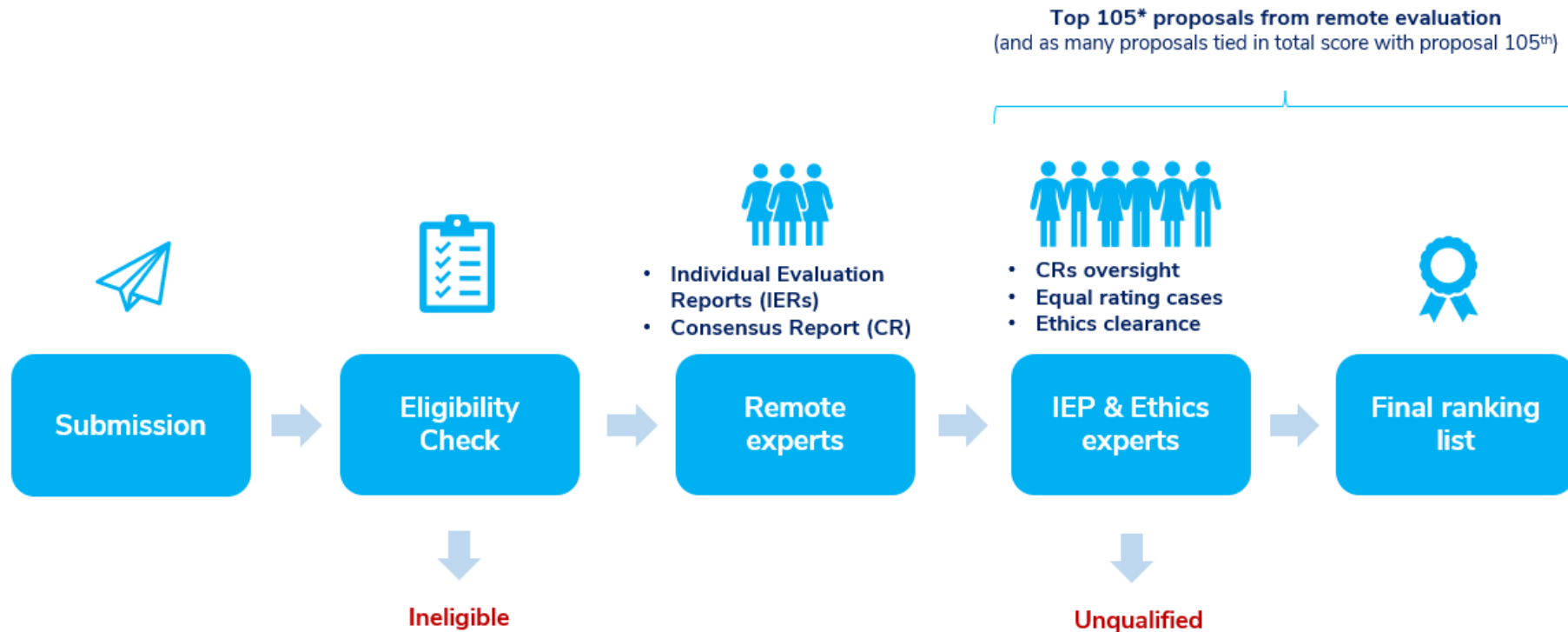
- Previous Innnowwide participants estimated it can take between 40 and 80 hours to complete a project application.

Applying

- 1) Register or login to <https://eureka.smartsimple.ie/>
- 2) Complete the application form (in English)
 - After you fill in the project description section, you can invite your main subcontractor to accept the terms set in the commitment and declaration of honor in the platform. **Accepting the invitation via email is not sufficient!**
- 3) Upload your workplan (a template is provided)
- 4) Submit your completed application form electronically before the call deadline

[More information: platform guidelines & video](#)

Evaluation and results



*One and a half times the number of funded projects.

3 evaluation criteria: Excellence, Impact, Quality and Efficiency of Implementation
Maximum score for an application is 100 points

Estimated timeline **Innowwide Call 2**



Call deadline

- 17 October 2023,
14:00 Brussels time



Evaluation results

- February 24



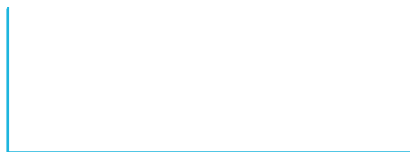
Grant preparation /signature

- March 24



Project implementation

- Six months as of April 24



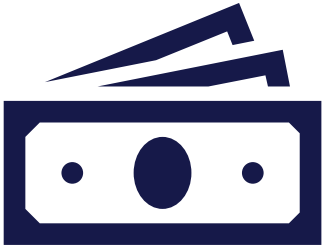
Aim:
5 Months



Funding information

Mono-beneficiary:

- Funding is for the SMEs in EU member state or Horizon Europe AC & member of the EU Partnership on Innovative SMEs, which are allowed to **subcontract** to their local counterpart.



€60,000 lump sum:

- An advance payment of 70% (€42,000) at the beginning of project implementation;
- The remaining 30% (€18,000) at the end, upon delivery to Eureka and acceptance of a complete Final Report.

Useful information

<https://www.eurekanetwork.org/programmes/innowwide/>



Innowwide

Innowwide library

- **Call documents**
- **Application form template**
- **Platform guidelines and video**
- **FAQs**
- **...**

Partner search



Helpdesk: innowwide@eurekanetwork.org

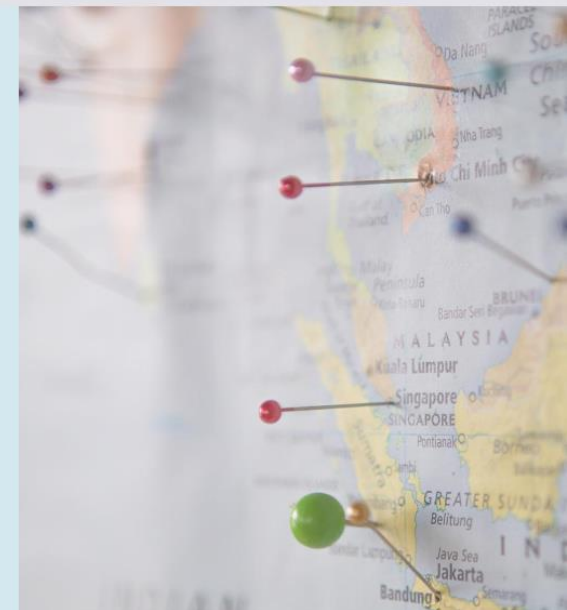
Innowwide

Innowwide is funded by the [European Union as part of the European Partnership on Innovative SMEs](#).

Supporting SMEs going global

If you are an innovative SME, you can apply to Innowwide for a grant of 60,000 euro to assess the viability of your research or commercial ambitions in international markets.

We're encouraging you to take your R&D to markets all over the world. Choose a target region and country and find a local counterpart.



Q&As session will start in 5 minutes



Thank you for your attention!