Eureka Innowwide

Bringing innovative solutions to worldwide markets

Call 3 (2024)
Webinar for applicants

16 July 2024
12:00 CEST

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Welcome!

- This webinar will be recorded

- Your microphone is automatically muted

- No possibility to 'raise your hand'

- You can submit written questions via the 'Questions' button during the presentation – these will be addressed during the Q&A session.

- We will create an FAQs section on the Innowwide webpage.

- If any 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 Innowwide programme

- Testimonial from Call 2 (2023) beneficiaries

  - TETRAGON, Austria to Zimbabwe

  - Greenroads, Malta to USA

- Eureka Innowwide Call 3 (2024)

- Q&As

Eureka programmes:

Σ eureka eurostars → supports innovative SMEs conducting international R&D projects
(two calls for projects per year)

Σ eureka innowwide → supports research and business ventures in new markets
(one call for projects per year)

Σ eureka investment readiness → drives companies towards private investment

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Σ eureka clusters → connects thematic industry-led communities
(at least one call for projects per Cluster per year and possibly joint calls for projects)

Σ eureka network projects → offers flexibility for international R&D projects
(roughly 20 calls for projects per year)

Σ eureka globalstars → offers flexibility for international partners in non-Eureka countries
(two - three calls for projects per year)

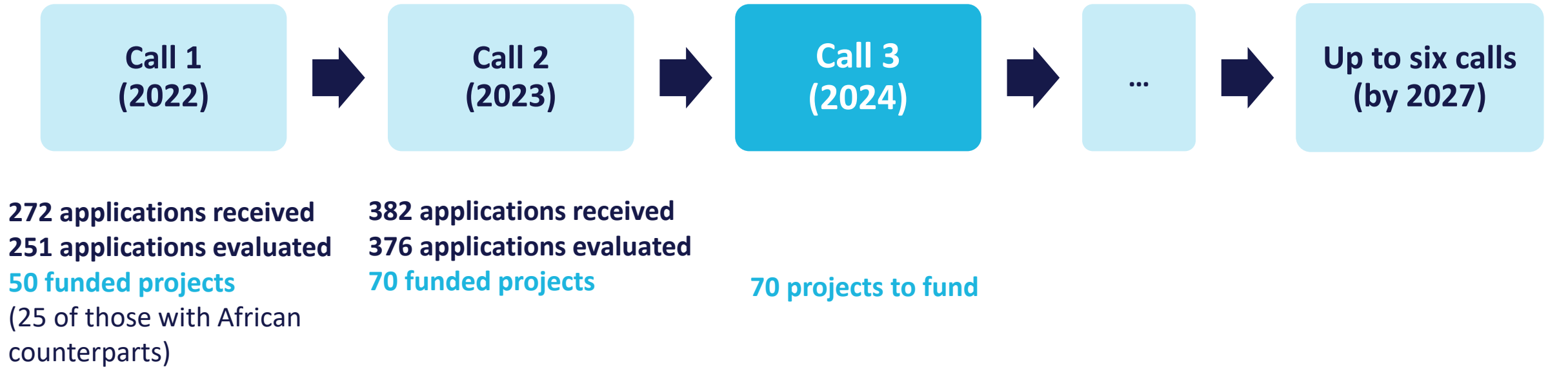# Eureka Innowwide programme

Innowwide programme

- Part of the **EU Partnership on Innovative SMEs**

- **Funding mechanism** to support **innovative SMEs** from European Union Member States or Iceland, Israel, Norway, Türkiye or the United Kingdom in their **internationalisation** efforts.

- Funding to conduct **market feasibility projects** in **collaboration** with **partners (subcontractors)** in selected target countries **outside of Europe.**

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Innowwide programme

- Implemented by Eureka
  - **Centralised evaluation and funding mechanism**. The Eureka Secretariat implements and coordinates all steps of the evaluation and selection process.
- Total budget of **€24M to support 400 projects**

Innowwide programme

○ **Calls for projects timeline**

| Call 1 (2022) | → | Call 2 (2023) | → | Call 3 (2024) | → | ... | → | Up to six calls (by 2027) |

272 applications received
251 applications evaluated
50 funded projects
(25 of those with African counterparts)

382 applications received
376 applications evaluated
70 funded projects

70 projects to fund

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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.

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Market feasibility projects

Two main approaches for an Innowwide project
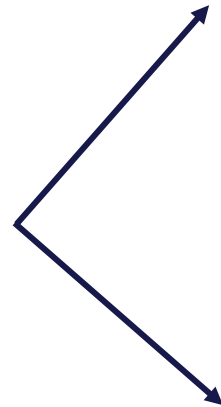
Post-R&D commercialisation check:

After completing an R&D project, to understand whether the project output or your company's innovative solution could be commercialised in a selected target market.

Partner assessment for future R&D:

While developing a project idea, to assess whether a local partner or subcontracted organisation can cooperate in a future international R&D project.

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Market feasibility projects

- **ARE preliminary technical, market, legal and/or socioeconomic assessments** to validate the feasibility of your international and innovative business solution within new and emerging global value chains.

- **MAY ALSO BE** the **preliminary phase for 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.

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Market feasibility projects

Are NOT

$\neq$

- R&D projects
- Business plans
- Unilateral
- Exclusively business trips, workshops, matchmaking events or promotional activities

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Market feasibility projects

Cross-continental business partnerships or future R&D

Implemented by an innovative SME in **cooperation with a local subcontractor** in a **selected target country** (pilot market).

Six-month duration

60,000 euro lump-sum grant; 86,000 euro min project costs

Technical, market and promotion **activities**

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Testimonial – Innowwide Call 2 beneficiary

AT-MiA

"Assistive Technology Made in Africa"

Organisation: TETRAGON

Home country: **Austria**
Target country: **Zimbabwe**

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TETRAGON – The organisation

- TETRAGON Braille Systems GmbH (Ltd.) founded in 2021 in Vienna, Austria, as startup social enterprise.

- Spin-off company of Vienna University of Technology with more than 40 years of expertise in technology for blind and visually impaired people.

- 4 partner owners, researchers, developers and patent owners, led by Prof. Dipl.-Ing. Dr. Wolfgang Zagler.

- Founded to make Braille technology available and affordable for low-income countries.

- Thanks to several national funding opportunities over the last two years, TETRAGON drastically reduced the complexity of Braille displays by modularisation.

TETRAGON
www.tetragon.at

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TETRAGON – The innovation

- Braille is the worldwide-used tactile alphabet for blind people.

- Learning and using Braille is essential for education and appropriate employment.

- Since the 1960-ies, electronic and mechatronic devices for reading and writing Braille have been available on the market :
    - Mechanical Braille-Displays
    - Braille-Typewriters
    - Braille-Printers (Embossers)
    - Braille-Keyboards

- However, due to the complexity and the niche-market such devices are expensive and often not affordable.

> TETRAGON has developed a new concept and strategy for Braille-Devices:
> - ✓ Reduce the number of parts and the complexity by design
> - ✓ Make 90% of the components ready to be 3D-printed
> - ✓ Have these components manufactured by maker-spaces

TETRAGON
www.tetragon.at

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The Innowwide project AT-MiA

TETRAGON's overall goal is to **make modern Braille-technology affordable,** especially for the over 90% of blind people worldwide living in low-income countries.

This can be achieved by:

- Generous technology-transfer – sharing know-how and production data.
- Training makers in low-income-countries for local/regional production, assembly, distribution and maintenance.
- Shifting about 90% of production to maker-spaces or start-ups in the target countries.
- Offering the remaining components (which cannot be produced locally) at cost.

The **Workplan** for the pilot-project in Innowwide:

1. Training local "makers" in Zimbabwe
2. Installing a mirror-infrastructure in Zimbabwe
3. Component-production in Austria and Zimbabwe
4. Parallel prototype-assembly in Zimbabwe and Austria
5. Prototype testing in Zimbabwe (lab and users)
6. Evaluation and roadmap for future co-operation

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Why Zimbabwe?

- Consultation with the national Chamber of Commerce.

- Participation in several workshops on conducting business in African countries.

- **Recommendations:**

  1. **Political stability**

  2. **No language barriers**

  3. **Existing infrastructure for blind citizens like**
     - Schools for special education
     - Braille libraries
     - NGO for the benefit of blind people

  4. **Vivid maker-scene**

- Participation in and presentation at a "Maker-Conference" in Berlin with participants from several African and Asian countries.

  The delegation from Zimbabwe seemed to best fulfil the above requirements and showed the highest interest.

TETRAGON
www.tetragon.at

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The application process

- Triggered by the FFG and its Austrian NCP (National Contact Point). The application process began last summer.

- The process took approximately **6 weeks**.

- Used the SmartSimple platform guidelines to help in the process:

Testimonial – Innowwide Call 2 beneficiary

AITUS

"Artificial Intelligence applied on Tollroads

in the United States"

Organisation: Greenroads

Home country: **Malta**

Target country: **United States of America**

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Greenroads

AI Traffic Video Analytics

for livable , sustainable and smart cities

www.greenroads.ai

Company

Company: Greenroads

- 2018/2019 Setup through Climate KIC accelerator
- HORIZON Project MARVEL - Data Analytics for Smart Cities
- Product built for 3 years & recognised by the Innovation Radar
- Piloted and tested in Europe
- Ready to diversify and enter new markets

Johan Zammit
CTO

Claire Ciancio
CEO

Prof. Adrian Muscat
Chief of R&D

Prof. André Xuereb
DPO & CSO

Ing. Louis Borg
Commercial Director

Dr Kenneth Scerri -
Transport Expert

Solution

Greenroads' mission is to help cities make data driven decisions about how to allocate resources and plan for smarter, safer & sustainable transportation

convert any camera to cost-effective smart city tech *through*

Traffic Video Analytics

+

Current implementations in **Italy**, **Malta** & **Gozo**

Innowwide project

AITUS (Artificial Intelligence for Tollroads in the United States)

Objective
- Diversify our product to enter the toll road sector, a huge global market for planning and operations that is interested in applying this type of technology.

Selected Market
- The United States is the largest market in the world for toll road solutions and service providers, with most of its 50 states directly or indirectly managing toll roads through their own Department of Transportation (DoT).

Subcontractor
- Eclipse Management is a strategic consulting firm based in US since 2013 providing tolling consultancy services to DoTs and key toll road players.
- Eclipse and Greenroads met at the EIT Urban Mobility matchmaking event in Feb 2022. Significant joint efforts to crack the market together.

Innowwide project

WORK PACKAGES		Task responsible	Start week	End week	Duration
WP 1	**Product Customization**		Week number	Week number	n. of weeks
1.1	Qualitative Analysis	Eclipse	1	8	8
1.2	Small scale proof of concept	Greenroads	9	20	12
WP 2	**Market Research**		Week number	Week number	n. of weeks
2.1	Business opportunities early survey detection	Eclipse	1	6	6
2.2	Technology scouting and novelty verification	Greenroads	1	8	8
2.3	Market quantitative Analysis	Eclipse	7	12	6
2.4	Competition Analysis	Eclipse	13	18	6
2.5	PESTLE and market barriers analysis	Eclipse	19	24	6
WP 3	**Commercial, Legal and Improvement Plan**		Week number	Week number	n. of weeks
3.1	Product Commercial Research	Eclipse	9	16	8
3.2	Administrative and legal freedom to operate or due diligence verification	Eclipse	13	20	8
3.3	Social and cultural best practices identification and implementation planning	Greenroads	17	24	8

Application Process

Applications

- Innowwide Call 2022 - MOTION - Failed
- Innowwide Call 2023 - AITUS - Awarded

Lessons Learned - Lack in MOTION / Included in AITUS

- Practical approach with a possible customer and proof of concept trial to understand if our solution would have demand.
- Detailed description of the state-of-the-art what the solution actually does and how it has been implemented in real market.
- Convincingly demonstrated the maturity of the innovation and the markets.
- Demonstrated our knowledge on the market.
- Summarized in a credible manner our readiness to expand beyond the Mediterranean countries.

Greenroads

w: greenroads.ai
e: info@greenroads.ai

A BETTER WORLD IS POSSIBLE

2023
GREEN TRANSPORT
INITIATIVE
BRONZE

2023
START-UP BUSINESS
OF THE YEAR
GOLD

Innowwide Call 3
2024

Innowwide Call 3 (2024)
Scope, budget and timeline

Global and open call
No geographic or thematic focus

€4.2M to fund 70 projects
€60,000 per awarded grant

23 July 2024

New call opens

15 October 2024
14:00 Brussels time

Deadline

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Eligible countries

Eligible applicant (and beneficiary) 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, Türkiye and the United Kingdom

Eligible target countries

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

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Eligibility criteria (I)

Application form and participants

1. **Complete application in English**, including a **workplan in mandatory template** (NEW) and all declarations

2. **Applicant SMEs** (according to EU definition. **Not sure?** → [SME questionnaire](#)) **from EU members states, Iceland, Israel, Norway, Türkiye or United Kingdom**

3. **Independent subcontractor in the selected target country** (in Africa, Americas, Asia or Oceania)

4. **No bankruptcy** or **'undertaking in difficulty'** status

Some of these criteria are automatically validated by the system upon submission.
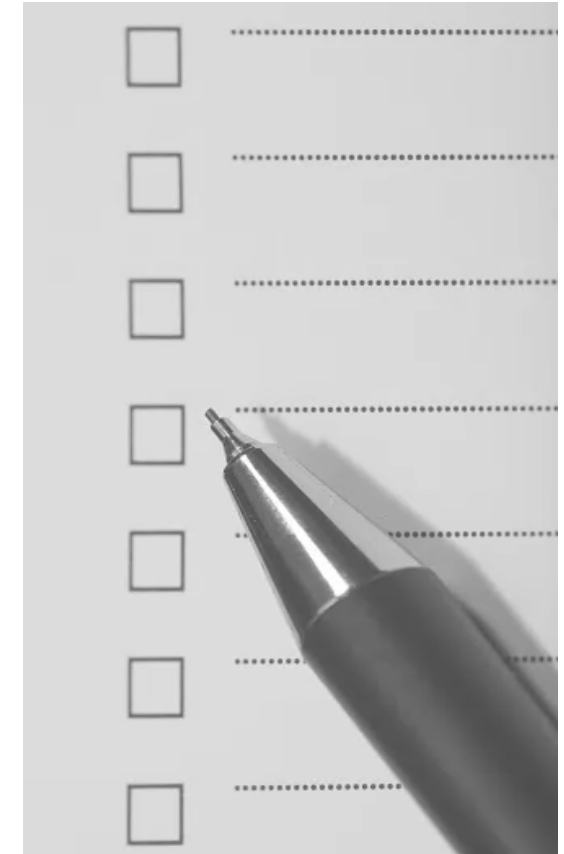
Eligibility criteria (II)

Project

5. **Civil applications**

6. **Six months** project duration

7. **Minimum** total eligible **project costs 86,000 euro**

8. **Subcontracting** cost **above zero euro**

9. **Combination of eligible activities**

Some of these criteria are automatically validated by the system upon submission.

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Eligible activities

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

At least one activity from categories 1, 2 and 3:

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)

(Consult detailed list of eligible activities in section 4.2 of the call guidelines**)**

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Application process
Before applying

1 **Choose a target country**
(in Africa, Americas, Asia or Oceania)

2 **Find a local partner** (**main subcontractor** for your market feasibility project) in your target country **to collaborate with**

Support:
- Research / Technological Collaboration
- Consultancy
- Legal Advice
- Brokerage
- Other

3 **Design a plan** (resources, tasks and skills required) to assess the viability of your research or commercial ambitions in the new market.

Having a counterpart in your target country is an essential requirement to apply.

Finding a counterpart may be time-consuming, consider this before starting your application.

On our website you can find a (non-exhaustive) list of organisations that can help in finding a suitable partner (please note that the success of such a search is not guaranteed).

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Applying

All practical steps of your application process take place on our

Eureka SmartSimple platform
https://eureka.smartsimple.ie/

More information: platform guidelines

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Applying

Register or login to https://eureka.smartsimple.ie/ → **Complete the application form (in English)** → **Upload your workplan (in the mandatory template)** → **Submit your completed application form electronically before the call deadline**
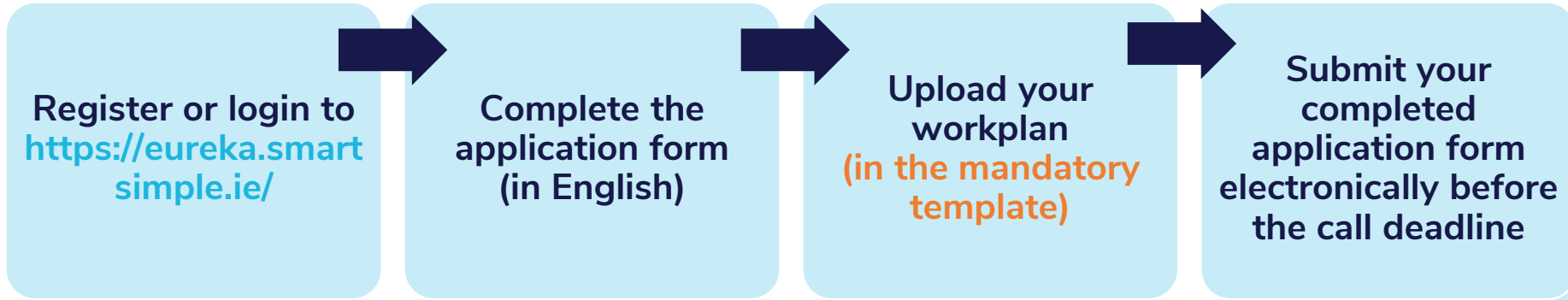
After completing the project description section of your application, you can invite your main subcontractor to participate in your project.

Ensure that all information regarding your subcontractor is accurate.

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

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What is NEW in Call 3?

New fields in the application form, related to your organisation:

- **Legal registration number**
- **VAT number**
- **NACE code(s) (or equivalent)**

Your organisation already have these.

Ensure the information is correct and that you can provide supporting documents upon request.

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What is NEW in Call 3?

New fields in the application form, related to your organisation:

- **PIC number**
  - 9-digit unique identifier for legal entities participating in EU funding programmes.

Your organisation ***may*** *have it already*

Find a registered organisation
or
register your organisation

Note that having a PIC number is essential for completing your application.

Eureka does not have control over the functionality of the EU Funding and Tenders registration portal. Any inquiries regarding that portal should be directed to their IT Helpdesk.

Applicants are accountable for ensuring timely PIC requests.

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What is NEW in Call 3?

New or updated fields in the application form, related to your project:

- **Fixed keywords**
  - Predefined and standardized terms across Horizon Europe programmes

- **Justification of costs**
  - Brief explanation of each cost category

- **Gender dimension** (considerations of the differing needs and challenges of women and men in the design, methodologies or results of your project) **& gender balance** (efforts made to promote gender balance within the teams working on your project)

- **Workplan: Mandatory use of workplan template (!)**

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Evaluation and selection
Overview of evaluation process

Top 105* proposals from remote evaluation
(and as many proposals tied in total score with proposal 105th)

- Individual Evaluation Reports (IERs)
- Consensus Report (CR)

- CRs oversight
- Equal rating cases
- Ethics clearance

Submission → **Eligibility Check** → **Remote experts** → **IEP & Ethics experts** → **Final ranking list**

Ineligible

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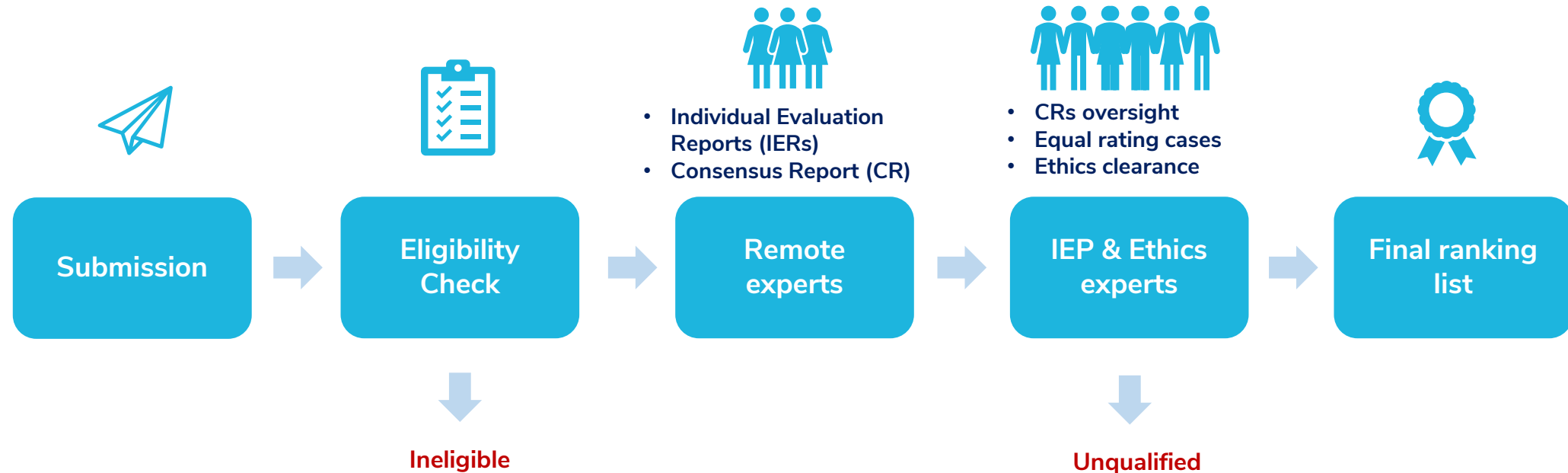
*One and a half times the number of funded projects.

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Evaluation and selection

Three evaluation criteria

Excellence (18/30)

- Projects objectives, ambitiousness, and degree of innovation
- Competitive advantage
- Alignment with SME's overall business strategy
- Co-creation or technology adaptation

Impact (24/40)

- Market size
- Impact on end user
- Market access and risk
- Societal, environmental, ethical and gender relevance, in particular, within the frame of Sustainable Development Goals (SDGs)

Quality and efficiency of implementation (18/30)

- Capacity and role of the applicant SME and the main subcontractor
- Availability of resources required
- Realistic and clearly defined project management and planning
- Reasonable cost structure

Individual thresholds for each criterion

Maximum score for an application is 100 points

Evaluation and selection
Three evaluation criteria

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

- ❖ **Excellent**, by providing a solution that is innovative, ambitious and exceeds 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 panned**, 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.**

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Evaluation and selection
Results

Unqualified, if **any of the following apply:**

Your project application:

- **did not meet the minimum thresholds** (18 points for excellence, 24 points for impact, 18 points for quality and efficiency of implementation) **for one or more of the evaluation criteria.**

- met the thresholds in all evaluation criteria but **did not achieve a high enough total score to be among the top 105** that progressed to the independent evaluation panel and ethics review phases.

- met the thresholds, progressed to the independent evaluation panel and ethics review, but **didn't pass them.**

Qualified, if **all the following apply**:

Your project application:

- ✓ **met the thresholds in all evaluation criteria** (18 points for excellence, 24 points for impact and 18 points for quality and efficiency of implementation),

- ✓ **achieved a high enough total score to be among the top 105** that progressed to the independent evaluation panel and ethics review phases

- ✓ and **passed** them.

Ranking list of qualified proposals:
- Selection list (70 proposals)
- Reserve list

Evaluation and selection

Contracting phase

Documents to submit

1. **Signed private legal entity identification form in English.**

2. **Official VAT document or — if the entity is not registered for VAT — the proof of VAT exemption, not older than one (1) year.**

3. **A private body registration extract not older than one (1) year.**

4. **Financial identification form.**

5. **SME declaration form.**

6. **Signed contract with your main subcontractor (the same subcontractor indicated at submission stage!)**

7. If indicated in the grant agreement, **necessary documentation for activities raising ethical issues.**

Additionally, you may be asked to submit financial documents.

If any selected project or project coordinator fails to fulfill the requirements or sign a Grant Agreement within the specified period, applicant SMEs in the reserve list following the ranking order will be offered a contract until budget exhaustion.

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Evaluation and selection
Funding

€60,000 lump sum

- **A pre-financing* of 70% (€42,000)** → Within one month since the Grant Agreement is signed.

- **The remaining 30% (€18,000) or 'balance payment'** → upon delivery and acceptance of a complete **final report**.

  *The 70% pre-financing remains the property of the Funding Authority (Eureka) until the balance payment is calculated.

Innowwide is mono-beneficiary:

- Funding is for the SMEs in EU members states, Iceland, Israel, Norway, Türkiye or United Kingdom, which are allowed to **subcontract** to their local counterpart in the selected target country.
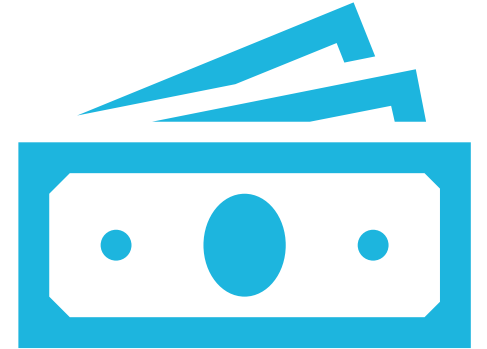
Project reporting

A **final report** at the end of project implementation:

- A **technical report** detailing the work carried out, deliverables, project implementation table and project conclusions
- A **financial statement**
- An **end of project questionnaire** for both the beneficiary and the main subcontractor

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EUR

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Estimated timeline

Call deadline
- 15 October 2024, 14:00 Brussels time

Evaluation results
- February '25

Contracting phase
- March '25

Project implementation
- Six months as of late April / early May '25

Aim:
5 months

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Practical tips
Common mistakes

One step missing from the main subcontractor.

Your main subcontractor must complete two-steps:

1. **Accept the invitation via email**

   - You can check whether your counterpart has accepted the invitation in the invitations tab (left-hand menu). The invitation must be **'accepted'. Please note that accepting the invitation via email is not sufficient!**

2. **Register or login to SmartSimple and accept the terms set in the commitment and declaration of honour.**

   - You can check whether your counterpart has agreed to the terms set in the commitment and the DoH in the SME ASSESSMENT/COMMITMENT tab. The activity status must be **'completed'.**

Practical tips
Common mistakes

Submitting the application at the last minute

Do not wait until the final days to submit your application and discover validation errors. To help identify potential errors, use the **'save & validate'** button available in your online application and ensure your main subcontractor has completed their declaration of honour.

While our helpdesk is prompt in responding to queries, immediate assistance during the last days cannot be guaranteed.

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Innowwide call 3 page:

🌐 https://eurekanetwork.org/opencalls/innowwide-call-for-market-feasibility-projects-3/

🌐 https://www.eurekanetwork.org/programmes/innowwide/

- ⭕ **Call 3 text** *Available*

- ⭕ **General information about the programme** *Available*
- ⭕ **Innowwide library: Call 3 documents and other materials (application form template, FAQs…)** *Available soon*
- ⭕ **Partner search** *Available*

✉️ **Innowwide Helpdesk:** innowwide@eurekanetwork.org

Q&As session will start in 5 minutes

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Thank you for your attention!

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