Industry Funding Opportunities

Materials Joining and Engineering Technologies

Who am I talking to?



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Who am I?



Dr Simon McCaldin

European Funding Coordinator for the Joining technologies department at TWI

…Have helped to directly secured in the region of £20m of funding for clients and employers over the duration of FP7 (since 2007)…

… involved in the submission of 30-50 proposals per year into H2020 and InnovateUK…

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What am I going to talk about?

- Funding Mechanisms
- Funding Rates
- How do you get involved
  - Why would you want to get involved
- Pitfalls and Lessons Learnt
- An Alternative?

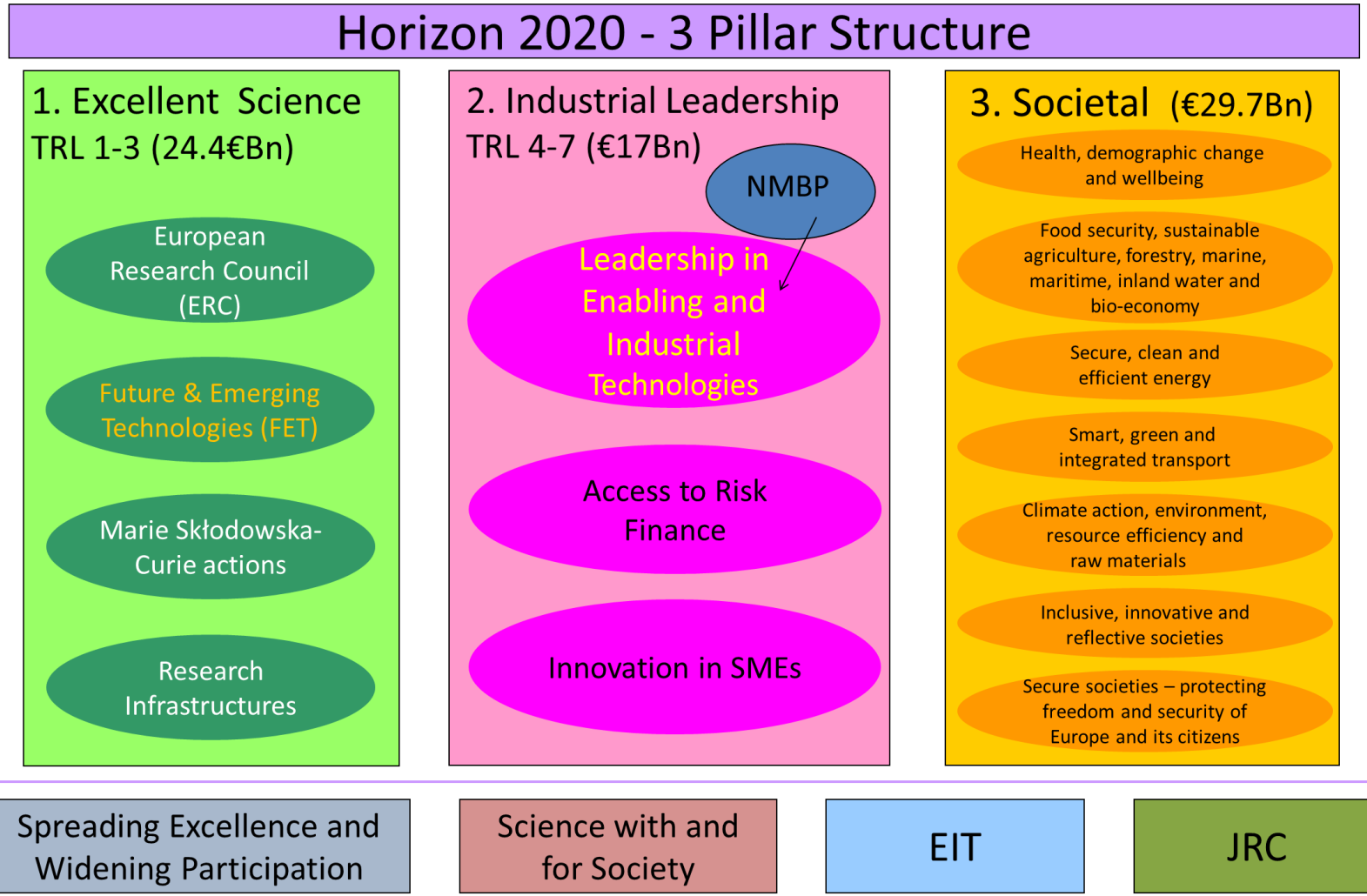
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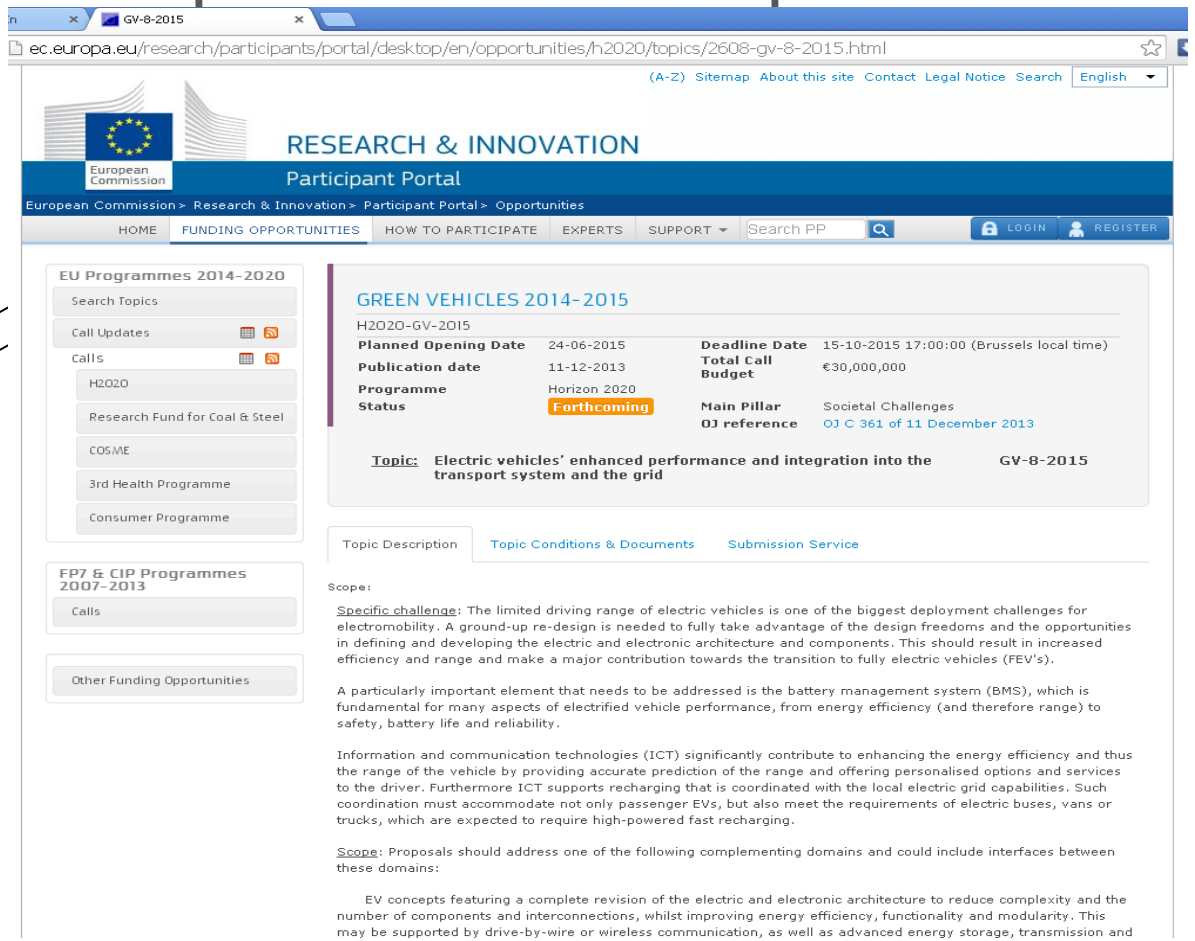
Funding Mechanisms



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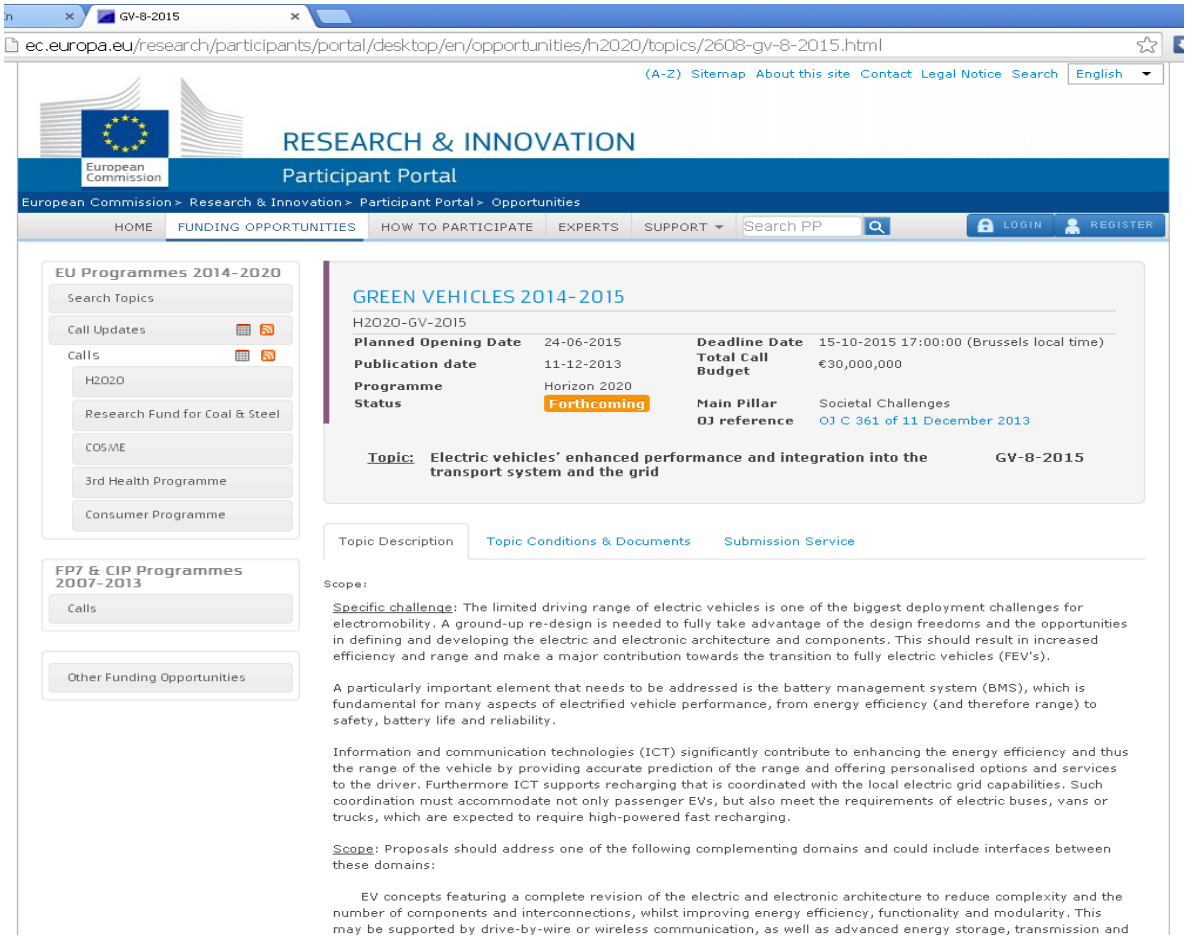
Funding Mechanisms

- You have to respond to a 'call' published by the EC:
- Search 'participants portal'



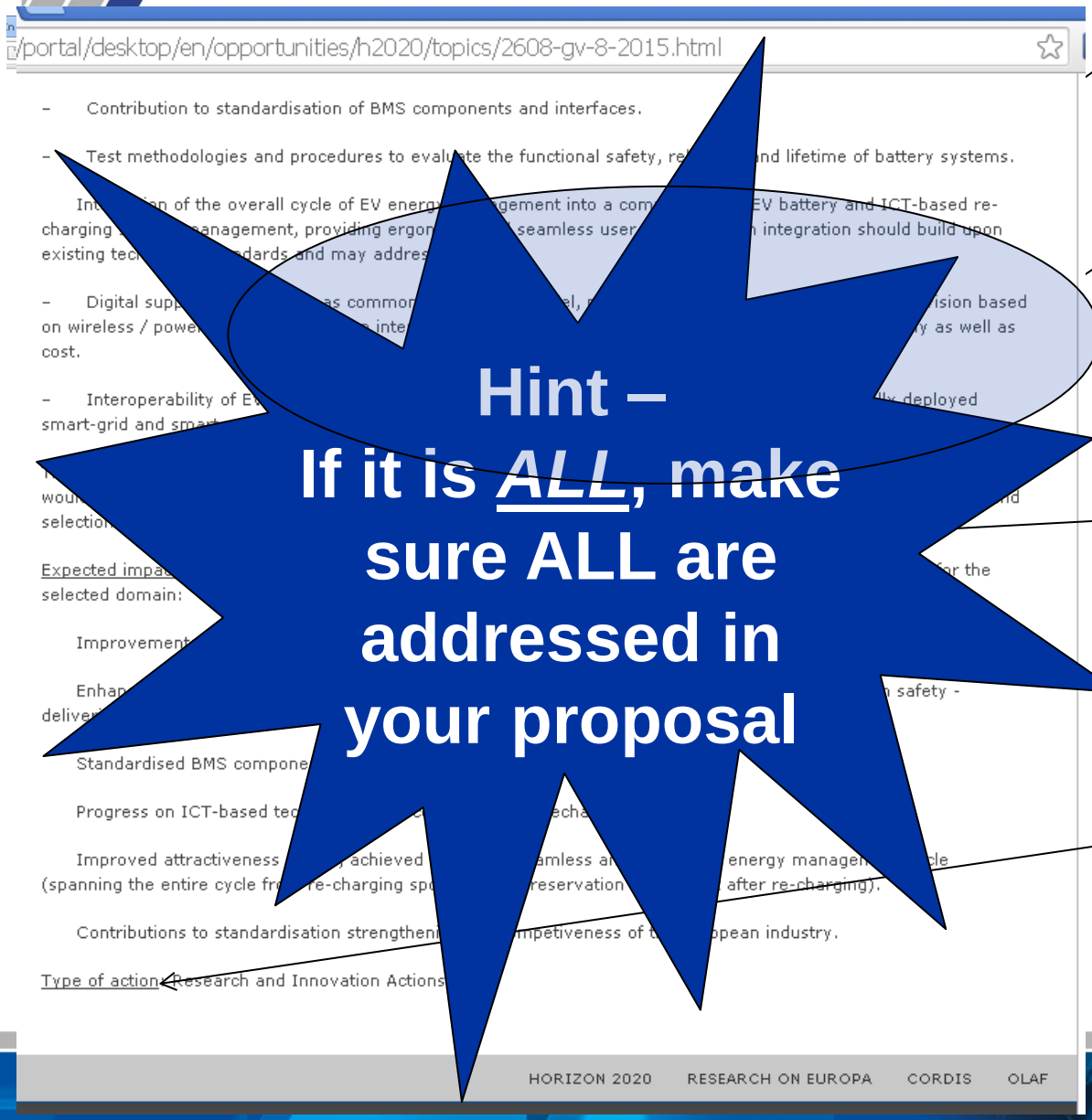
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Funding Mechanisms



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Funding Mechanisms



Hint –
If it is *ALL*, make sure ALL are addressed in your proposal

Specific Challenge
- Broad area / problem that the EC want solved

Scope
- What the type / possible solution(s) the EC want
- Either want ***some*** or ***all***

Expected Impact
- What are the EC trying to achieve…
- You need to explain how you project will help this

Type of Action

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Type of Action

RIA
(Research & Innovation Action)

- R&D Projects
- Lower TRL 'fundamental development' projects
- Would expect to see more university level research

IA
(Innovation Action)

- R&D Projects
- Higher TRL projects; aiming at demonstration
- Would expect to see more industrial involvement

CSA
(Coordination & Support Action)

- Networking projects (no R&D component)
- Aim to share best practice and get European experts talking in a given field

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Moving on…

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Funding Rates

RIA (Research & Innovation Action)	IA (Innovation Action)	CSA (Coordination & Support Action)
• R&D Projects • Lower TRL 'fundamental development' projects • Would expect to see more university level research • 100% Funded	• R&D Projects • Higher TRL projects; aiming at demonstration • Would expect to see more industrial involvement • 70% Funded	• Networking projects (no R&D component) • Aim to share best practice and get European experts talking in a given field • 100% Funded

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Funding Rates c.f. FP7

- Whatever the type of partner the funding rate applies (different from FP6 / FP7)
  - (except Universities & NPD-RTO who get 100%)
- Fixed 25% overhead contribution
- For whatever the activity they are doing
  - And any direct costs (consumables, travel, etc.)
  - … but not sub-contracting

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Practically speaking (but not always correct)

- 100% funded:
  - €100 cost (labour, etc.) ⇨ €125
- 70% funded:
  - €100 cost ⇨ €70 + €12.5 (25%) = €87.5

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Making progress…

- Funding Mechanisms
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As an industrial company

… with great difficulty…

Why is that???

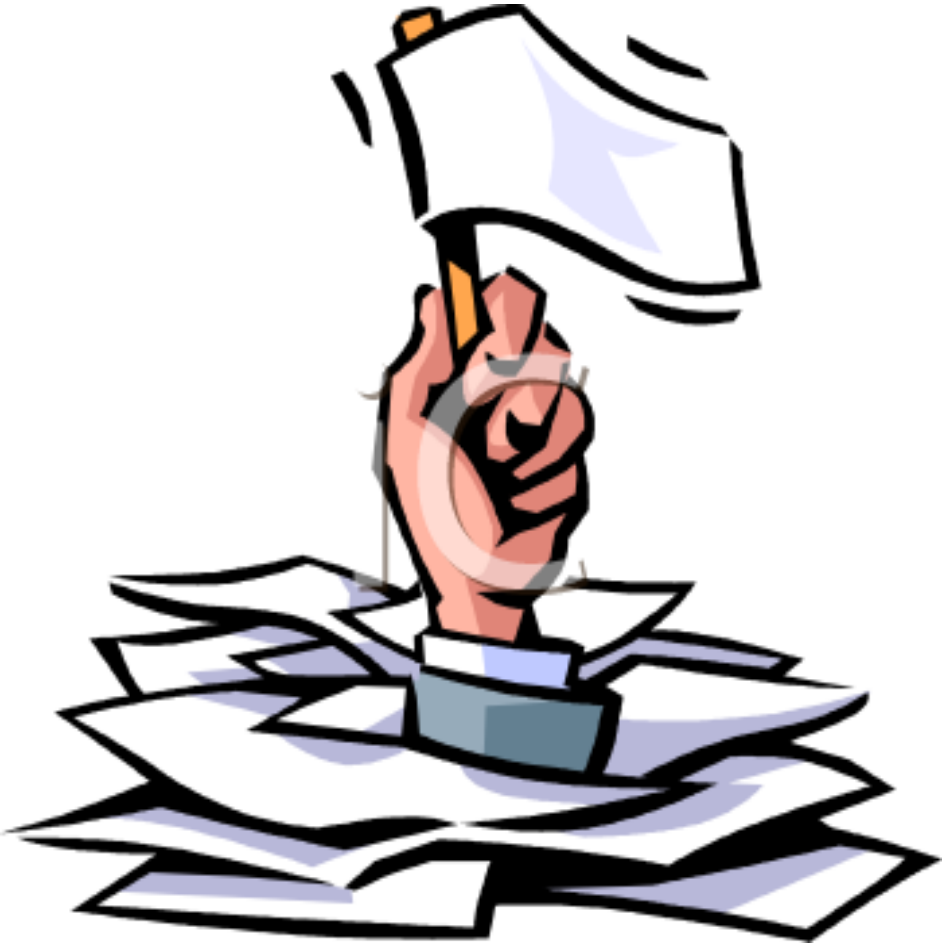
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How proposals are created…

Ideally…



In Reality…



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How to you get involved?

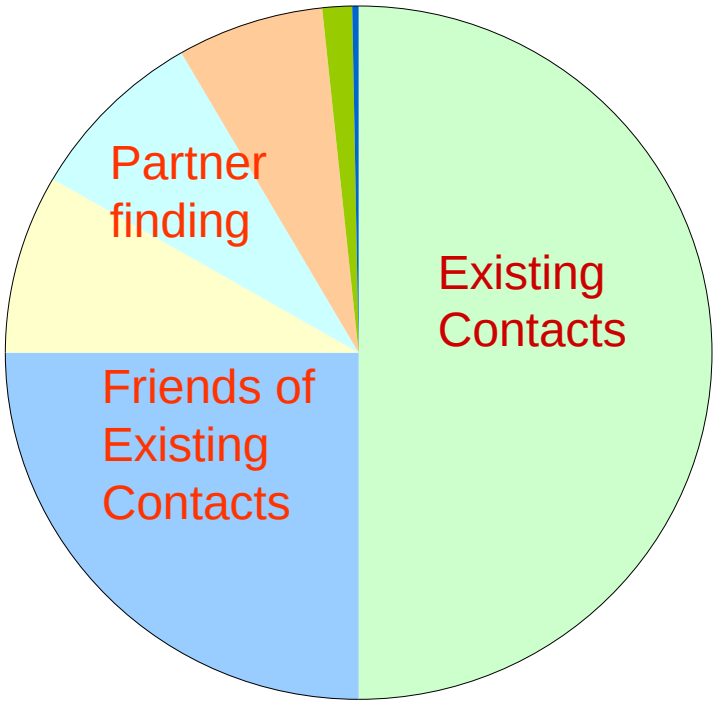
… so…

… you need to find an individual…

How?

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Find an individual…



- ✓ Look to your own supply chain first and ask if there is European CRD experience
- ✓ EEN services, Knowledge Transfer Network (UK)
- ✓ Project database can indicate projects in your area and help identify key players - http://cordis.europa.eu/projects/home_en.html
- ✓ Partner search facilities www.nmpteam.com, Cordis partner search, PPP associations, etc), www.effra.eu/portal/
- ✓ Go to brokerage events, European conferences in your target area if you can (Brussels)
- ✓ Start early…

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Some tough questions…?

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Motivation… understand why

- SMEs *(generally 'higher-tech')*
  - Get some money (usually important for cash flow)
  - Opportunity to avoid equity lose (cf. venture capital)
  - Get exposure to customers / suppliers /expert R&D
  - To develop & own IP for an innovate product

- Are (by nature) un-stable, which can lead to problems with delivering their role/responsibilities
  - Change of management focus
  - Run out of funding
  - Capacity issues (verses business-as-usual)

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Motivation… understand why

- LEs
  - Looking to scout new technologies
  - Leverage internal research funding
  - Generate IP
  - Solving problem they have …maybe…
  - Develop a new product/process …maybe…

- Usually have their own 'plans' and if these differ from the project can become un-reliable
  - (Individual) Gets 'pulled' off the project
  - Slow to respond to requests
  - Contracting is usually time-consuming
  - Difficult (usually impossible) to make quick decisions

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Motivation… understand why

- Universities / RTOs
  - Looking to forward research interests - EC provide the money
  - Like large and relatively long-term projects
  - Raise international profile [find the person]

- Are interested in the research topic; not necessarily in achieving any commercial impact
  - Often dis-organised
  - Contracting is not always straight forward – IP
  - Enthusiasm for project often reduces in the face of 'problems'

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So…

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The take home message…

(Try) to understand who you are dealing with

1. Only work with partners that it makes sense (win-win)
   […workshops this afternoon…]

2. Be aware that you will have to work with people to fit the call – not all of the benefit can be for you!

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Something else to think about...?

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Two new mechanisms…

- SME Instrument
- Fast Track to Innovation

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The SME Instrument

SEAMLESS BUSINESS INNOVATION SUPPORT FROM IDEA TO MARKET...



- ✓ **10 Page Proposal / 30 Page Proposal**
- ✓ **€50k funding / €500k - €2.5m**
- ✓ **Open Call (4 per year)**
- ✓ **Single Company Support**

- ✗ **Only for SMEs (although can subcontract)**
- ✗ **Have to have a 'good' and justified business idea – that Europe would benefit from (and should fund)**

- ✓ Design Study
- ✓ Develop Pilot Application
- ✓ Risk Assessment

- ✓ Piloting
- ✓ Miniaturization
- ✓ Scaling-up
- ✓ Application Development

- ✓ Investment Readiness Training
- ✓ SME window in the EU Financial Facilities (debt & equity backed by EIB/EIF)
- ✓ Link to Public Procurement Networks

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Fast Track to Innovation - FTI

- ✓ **30 Page Proposal**
- ✓ **€2m - €3m**
- ✓ **Open Call (3 per year)**
- ✓ **3-5 partner consortium**

- **3 member states represented** (partner limitation)
- **Product launch within 3 years of project start** (2 year project)

- × **Have to have a 'good' and justified business idea – that Europe would benefit from (and should fund)**
- × **Only a Pilot for 2015-2016 (but may continue)**

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All done...!

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Thank you….Questions??

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