

INNO WIDE

VIABILITY ASSESSMENT PROJECTS IN INTERNATIONAL MARKETS

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What is INNOWWIDE?

A H2020 project **Call GOVERNANCE-08-2018** “*Partnering for viability assessments of innovative solutions for markets outside Europe*”

Answer to European SMEs that
need to develop early partnerships in 3rd countries
with the most prominent players in innovation
to develop a good local receptivity commercial success
of new technological and business developments ensured

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INNOWNWIDE Consortium

| Participant Organisation Name | Short name | Country | Type of Org. |
|--|------------|-------------|-------------------------|
| Centro para el Desarrollo Tecnológico Industrial | CDTI | Spain | Public body |
| Sociedade portuguesa de inovacao -, S.A. | SPI | Portugal | SME |
| Steinbeis 2i GmbH | S2i | Germany | Private organisation |
| European Business and Innovation Centre Network | EBN | Belgium | Non-profit private org. |
| Fundación Corporación Tecnológica de Andalucía | CTA | Spain | Non-profit private org. |
| Ministerie van Economische Zaken en Klimaat | RVO | Netherlands | Public body |
| Innovaatorahoituskeskus Business Finland | BF | Finland | Public body |
| Österreichische Forschungsförderungsgesellschaft MBH | FFG | Austria | Public body |
| EUREKA Secretariat | ESE | Belgium | Non-profit private org. |
| Deutsches Zentrum für Luft- und Raumfahrt | DLR | Germany | Public body |
| BPI France Financement SA | BPI FR | France | Public body |

Vision of INNOWWIDE?

to bring **innovative European SMEs** to the forefront of international markets
by **funding** Viability Assessment Projects (**VAPs**)
in cooperation with **local stakeholders**,
creating the conditions in **markets outside Europe**
to **increase the uptake of European innovative solutions**

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What does INNOWWIDE fund?

VAPs (*Viability Assessment Projects*)

- **Led by a SME** established in a EU MS or a Horizon 2020 associated country, that subcontracts a local partner
- Feature a co-creation **partnership with a local partner/subcontractor** – e.g. a supplier, customer, consultant, legal advisor, research provider - from the VAP focus country or countries.
- Include a wide **variety of activities** to explore the practical, technological and commercial viability of an innovative solution and how it needs to meet local conditions and demands.
- Last no more than **six months**, eligible costs of >€86,000, to be funded at up to 70% (**a fixed grant of €60,000**)
- Be the **first phase of a potential innovative cooperation project** with that country in the short/medium term.

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How?

- 2 funding Calls (one phase): 7,2 M€
 - opens 01/04/2019 – deadline 31/05/2019: 3 M€
 - early 2020 (dates tbc): 4.2 M€
- Short and easy form. Quick process: grant agreement by October
- Fixed Grant = 60,000€ (50% after grant agreement, 50% at the end)
- Monobeneficiary: SME that **must** subcontract a local partner

Target countries

- **Developed countries:** United States of America, Canada, Japan, Korea , Taiwan, Australia, New Zealand
- **Large Emerging Economies:** Brazil, Russia, India, Indonesia, China and Mexico
- **Developing countries** (UE list)

similar allocation of funds for each of these three groups of countries

Elements of a VAP

At least 3

1. Co-creation and technology uptake facilitation (innovation and technology transfer services)

Definition of a complementary joint R&D Project for co-creation or technology adaptation with the local subcontractor or other local partner/s, Analysis of the IP environment, Technology scouting and novelty verification, Technology valuation, Technology legal situation analysis, Technology protection & valorisation strategy design, Certification and homologation compliance verification, Technology partnership matchmaking, Small scale proof of concept awareness (trial and assimilation, further R&D preparatory work)

At least 4

2. Market prospection

2.1 Market research (desk & field studies):

Business opportunities early survey detection (preconceptualisation), Qualitative analysis (consumer analysis: segments, preferences, patterns, motivations, opinions, attitudes, values, culture, ...), Product commercial research (local customer experience oriented: concept, design, supply, use...), Market quantitative analysis (real, potential, tendencies), Competition analysis (market share, positioning, value propositions, value chains...), Analysis of potential partners for distribution and marketing, Analysis of potential suppliers, PESTLE Analysis

2.2 Compliance verification:

Administrative & legal FTO / due diligence verification, Social and cultural best practices identification and implementation planning,

At least 1

3. Business prospection trips (duly justified, optional):

Trade fairs/ conferences/ info days/networking and matchmaking events, Joint workshops/ meetings with potential partners, Workshops with partners

4. Specific promotional technical material preparation (technology valorisation oriented, optional)



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Evaluation Criteria

- **Impact (40%)**
reducing barriers to market, level of demand, longer term prospects
- **Excellence (30%)**
novelty, relevance for target market, competitive position
- **Quality and efficiency of implementation (30%)**
appropriateness/feasibility of proposed approach
and allocated resources

Detailed information

www.innowwide.eu

COMING SOON

call text, call for experts, guidelines...

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