

-  From September 2014 to February 2017, the EU funded 2336 Startups with €872.71 million
-  Overall, €2.8 Billion of EU grants are available only for Start-ups and SMEs, during 2014-2020
-  No need to surrender any ownership or any form of equity
-  No need to pay back the funding should the idea not succeed

**All you need to know about
EU Funding for Startups**

SME Instrument

What is the SME Instrument?

The EU Framework Programme for Research and Innovation supports Innovative Startups and small and medium-sized enterprises (SMEs) through the dedicated SME instrument. This instrument provides easy access to € 2.8 Billion over the period 2014-2020. The SME Instrument helps high-potential Startups and SMEs to develop ground-breaking innovative ideas for products, services or processes that are ready to face global market competition.

Two types of funding available:

Phase 1: €50K, as one lumpsum payment

Phase 2: Minimum €500K, Maximum €2.5M, in multiple installments over one or two years



Key dates to remember in 2016 and 2017

Phase 1

21/02/2016	03/05/2016	07/09/2016	09/11/2016
15/02/2017	03/05/2017	06/09/2017	08/11/2017

Phase 2

03/02/2016	14/04/2016	15/06/2016	13/10/2016
18/01/2017	06/04/2017	01/06/2017	18/10/2017





Are you eligible?

- 1. You are providing an innovative product or process**
- 2. You are a Startup in the EU or any associate Member State**
- 3. You are a full profit Startup or/and Organisation**
- 4. Your working prototype is ready to deploy;
already in the market with sales and customers**

Process



**Eligibility
check**



**Consultation
with an expert**



**First Draft
Feedback and
correction**



**Proposal
writing**

**Signature
of contract**



**Second draft
Feedback and correction**

Submission



PHASE 1 Concept & Feasibility



Proposal (10 pages):

Idea, initial business plan, activities

Evaluation period: **2 months**

EU funding: **€50 000**

Up to **3 coaching days**

Outcome:

Feasibility assessment with a more elaborated business plan

So far

1506 proposals funded from
42 countries for a total amount of
€75M

PHASE 2 Innovation Project

Proposal (30 pages):

idea with feasibility assessment + full business plan

EU funding: **€0.5 - 2.5M**

Up to **12 days coaching**

Approximate Evaluation Period: **3 months**

Develop project through **innovation strategy**

Outcome:

New idea (product, service, process) to launch on the market

A business innovation plan with a commercialization strategy & plan to attract investors



**By June
2016**

429 proposals funded from
38 countries for a total amount of
€709M

Ideal Project?



What can we do for you?



FREE ELIGIBILITY CHECK!

You can now check whether you are eligible for SME Instrument for free - just fill in a simple form on eustartupservices.eu and we will get back to you with a brief evaluation on whether you fit the requirements of the SME Instrument.



CONSULTING

We answer all your questions on how EU Funding for SMEs works. You can also get a real-time assessment on whether your StartUp or SME qualifies for EU Funding.



PROPOSAL WRITING

We help you write the proposal so it meets the SME Instrument requirements and, most importantly, the nuances that a European Commission appointed proposal evaluator typically looks for during the review. We help you create a proposal with high chances of winning.



PROJECT MANAGEMENT

We help you manage the project, ensuring that your project meets the complex reporting requirements and high quality standards set by the European Commission.

What can we do for you?



PRIVACY ASSESSMENT

Assess the level of compliance of your project with EU privacy and data protection laws.

Identify any gaps in your compliance.

Assess the risks of non-compliance.

Identify the practical measures you need to put in place in order to remediate these risks.

Prioritise those remediation measures.



PROJECT REPORTING

We ensure that your periodic and final reports conform to the objectives of the project and meet the quality standards of the European Commission, especially in the perspective of avoiding any financial backlash and to align the narrative with the goal of securing your a phase II grant.

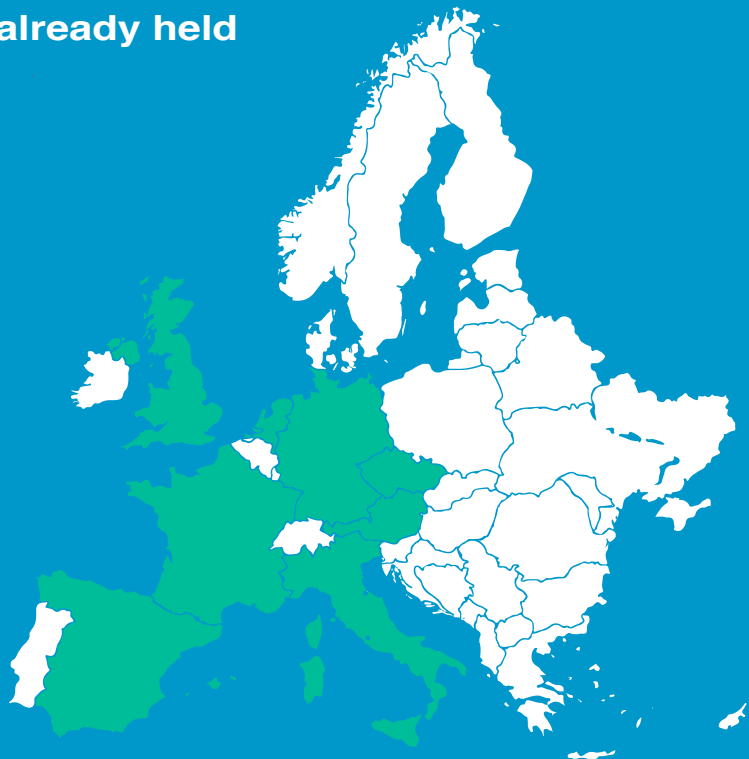


PATENT ASSESSMENT

Patents offer a startup a significant competitive advantage.

an initial examination of the technology developed by the startup in order to identify patentable subject-matter. This step requires face-to-face or online meeting with the technical division of the startup.

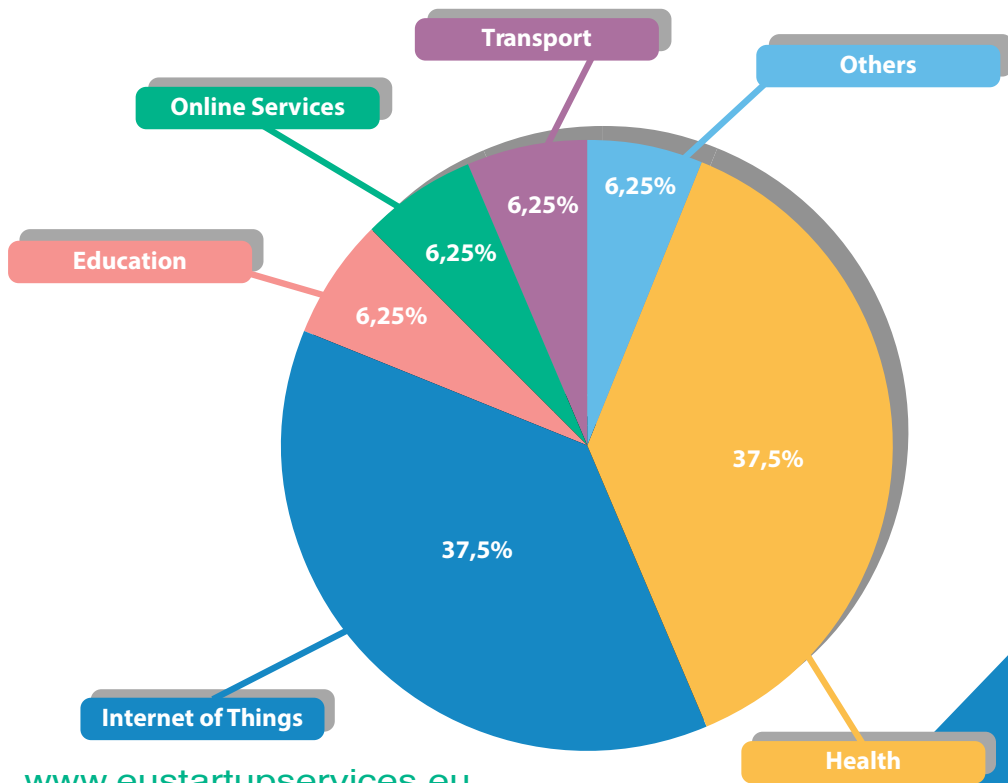
1550 Startups already helped
23 Countries where we operate
42 Workshops already held



How can we help you?

www.eustartupservices.eu

WE SECURED EU FUNDING FOR MULTIPLES COMPANIES IN THE FOLLOWING INDUSTRIES:



What they say about us



"I met with EU Startup Services Team early March 2016 and impressed by their track-record, I immediately decided to work with them on a Horizon 2020 Phase 2 proposal. The company assigned a senior writer to the project who quickly understood our business and helped make the process fast and flawless. After working with EU Startup Services for about 6 weeks, we submitted the proposal mid-April and got a positive response in May. Throughout the project, the EU Startup Services team also helped with most of the administrative work, which saved a lot of time."

Emmanuel Nataf, CEO of Reedsy (UK)



"I first met Kumardev Chatterjee at the EU Funding workshop held in Vienna, Austria. I've been impressed by his high expertise, knowledge and professionalism and we decided to go for the SME Phase 1. I would recommend EU Startup Services to those who want to have a smooth collaboration and fast results in a short time."

Richard Lutschounig, CEO of Paybon (Austria)

What they say about us



“After attending the very inspiring workshop in Munich we prepared our proposal. The great feedback from Kumardev and his team improved our documents substantially and helped us achieve the threshold, but not the funding. Believing in our potential we applied again, but this time we selected their product ‘proposal writing’. It finally worked out (total score is 14 out of 15 points) and we received the valuable grant. THANKS to everyone.”

Marcus Aschenbrenner, CEO of Hapticom (Germany)



“Having a great business isn’t enough. When submitting a proposal it is vital to know the ins and outs of Horizon 2020. And EU Startup Services delivers just that. They helped us shape our report and emphasise the most important information necessary to meet the requirements. Kumardev and Nicholas greatly supported us through the entire process and their help was essential in receiving the funding. Besides delivering excellent knowledge and understanding of Horizon 2020, they also try to leverage their personal networks and continually support us in growing our business.”

Wiebe Poelmann, CEO of Sqetch (UK)

Kumardev Chatterjee

CEO - Kumardev Chatterjee is a highly regarded Young Innovation leader, top-tier ICT industry professional, European Commission appointed expert and New York Times published opinion leader, all by the age of 35.

Kumardev has been involved in the design and setting up of the Horizon 2020 SME instrument and who as a European Commission appointed independent expert, has evaluated proposals for a €86 Million grant portfolio since 2013, across multiple topics for FP7 and H2020 and is also a Eurostars Technical Expert.

He has extensive competences as an experienced ICT expert, industry professional and innovator and entrepreneur himself. With a long involvement in EU policy, grants, and projects he is seen as leading expert in the field. He is one of the 50 leading digital minds around the world who have been invited to contribute to the EC's "Digital Minds for a New Europe", alongside Eric Schmidt of Google. He is an Advisory Board member of the Journal of Innovation Management with Henry Chesbrough. In recognition of his Innovation leadership and the high-impact achievements of EYIF, Intel and the European Commission awarded him with an Innovation Luminary – Young Innovation Champion award. He is the first-ever Young Innovation Champion.

Kumardev has broad experience in both public, private and non-profit sectors, as well as expertise in ICT Strategy, Innovation and Programmes in multiple industry domains over 15+ years, internationally. He led Europe's first-ever delegation of Young Innovators on a joint US State Department-EYIF program, the InnotourUSA. Kumardev is responsible for EYIF's key stakeholder relationships with the European Commission, US State Department, World Economic Forum, European Investment Fund, and Fortune 500 companies.

He holds a MSc. in Computer Science from UCL, as a British Chevening Science Scholar.

eU STARTUP SERVICES

If you are an innovator and entrepreneur looking for funding to make your idea grow, you shouldn't miss this unique chance.



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