SMEs in the driving seat

70% SME is always the project leader
15% R&D-performing SMEs and SMEs
9% University
6% Research institute

Large company
Motives for participation

- You need access to someone else’s science/technology
- You have a solution for someone else
- Access skills you don’t have
- Requires collaboration across the value chain
- Share risks
Eurostars eligibility

Project leader is an R&D-performing SME from a Eurostars country

SMEs are in the driving seat

International balance

At least 2 participants
- Autonomous entities
- Legal entities
from at least 2 Eurostars countries

Project duration is max. 3 years
Market introduction within 2 years
Quality and efficiency of the implementation: basic assessment

- Quality of the consortium
- Added value through co-operation
- Realistic and clearly defined project management & planning
- Reasonable cost structure

Excellence: innovation and R&D

- Degree of innovation
- New applied knowledge
- Level of technical challenge
- Technological achievability & risk

Eurostars evaluation criteria

Impact: market & commercialisation

- Market size
- Market access and risk
- Competitive advantage
- Clear and realistic commercialisation plans
- Time to market
Energy Efficient Reduction of Aquaculture Sludge by Super-Heated Steam Drying and Pyrolysis

They have developed a compact sludge processing unit that will utilize the energy of the sludge phase from land-based farming, and deliver three fractions:

- Clean water used as RAS.
- Pyrolysis gas is burned off and delivers heat to super sludge evaporators before burning, where excess heat can be used to heat or cool the supply water.
- The end product is ash and biocarbon phosphorus rich as growth-promoting fertilizers.

Partners:
- Melbu Systems AS, Main, NORWAY, R and D Performing SME
- Akvaplan-niva AS, Partner, NORWAY, Research Institute
- PyroGas ApS, Partner, DENMARK, R and D Performing SME
- Danmarks Tekniske Universitet, Partner, DENMARK University

3 year project 1,2 M€
<table>
<thead>
<tr>
<th>Factors for success</th>
<th>Be available</th>
<th>Build up a « win-win » cooperation</th>
<th>Show partnership’s ability to meet its commitments</th>
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<tbody>
<tr>
<td>Allow time for necessary preparation (partner search, project proposal, consortium agreement...)</td>
<td>Show complementarities and added value of trans-national partnership during and after the project</td>
<td>Demonstrate each party’s management, scientific and technical skills as well as its available financial resources for the project</td>
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<tr>
<td>In austerity, tax payers money is a scarce resource</td>
<td>Set clear, measurable and verifiable objectives</td>
<td>Demonstrate clearly why the projects should be financed</td>
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<tr>
<td>Demonstrate the fact that you have good financial health and have considered all of your options.</td>
<td>Define success indicators for technological performance as well as the commercial and financial targets to achieve</td>
<td>Highlight the risks and the strategic character of the project in terms of expected commercial and financial impact</td>
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<tr>
<td>If you are too risky, you might not be able to access support.</td>
<td></td>
<td>Is it value for money?</td>
<td></td>
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</tbody>
</table>

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Factors for success

Be technologically ambitious while remaining realistic

Define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its results

Point out the innovative nature of the proposal submitted

Present new industrial applications and their impact on the industry sector and relevant markets

Describing the technology is the easy bit there is more...

Who are you? Describe the benefits of this partnership, the added value that each organisation brings?

Focus on the project methodology (objectives, means, results)

Appropriate and realistic cost breakdown

Analyse the risks. How will you mitigate against them?

Don’t forget your market (it sounds strange, but people do)

Product plans, exploitation plans, commercialisation strategy.

Analysis and comparison with state of the art.

Barriers to market entry? Competitive advantages?

Realistic market share? Will you actually make ROI?

Or how to protect it – Good IPR analysis/strategies are rare

Fill in the project application carefully and ensure it is clear

Promote the key elements the evaluators are looking for and ask an objective party to read it

Proof read it – this is the cheapest way of making it better.

Don’t allow yourself to be surprised by anything

Do your homework

Speak to your National Project Coordinator (NPC)
National information:
https://www.eurostars-eureka.eu/eurostars-countries/europe
Next cut-off:

13. February 2020
3. September 2020

www.eureka-eurostars.eu
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