

Comprender el Instrumento PYME

Muchas gracias por su atención.

¿Preguntas?

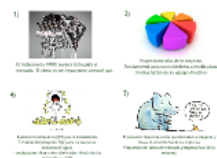
Esther Casado Moya (@eCasado_CDTI)
División de Programas de la UE
CDTI, Ministerio de Economía y Competitividad

[@EsHorizonte2020](http://eshorizonte2020.es)

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Primeras lecciones

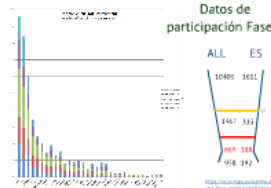
http://ec.europa.eu/easme/sme-instrument-6-lessons-learn-from-the-first-evaluation_en.htm



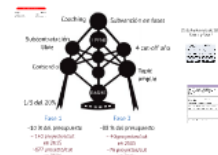
Datos de participación Fase 2



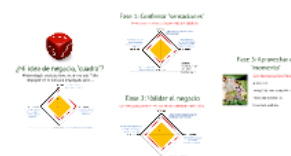
Datos de
participación Fase 1



"The SME instrument is not an R&D programme. It is an accelerator for market introduction of promising technological or non-technological innovations."



¿Cómo funciona?



¿Cómo se solicita?



Propuesta
 FASE 1: Business Plan 1* = 10 puntos *
 FASE 2: Business plan 2* = descripción actividades a fase 2 = 33 puntos *
 * y que da de por supuesto: <https://www.ineciberseguridad.com/competici%C3%B3n-de-cripto>

Evaluación
 FASE 1 en 2 meses ; FASE 2 en 4 meses, remota, sin reunión de contenido

Ejecutoria 0-10 = 2	Impacto 0-10 = 4	Implementación 0-10 = 3	Enlace FASE 1 = 15 FASE 2 = 12	Resumen Evaluación Impacto > 15
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* Gracias a la pasión y los recursos de: [Bella de Aragón](#)

¿Claves para preparar una propuesta?



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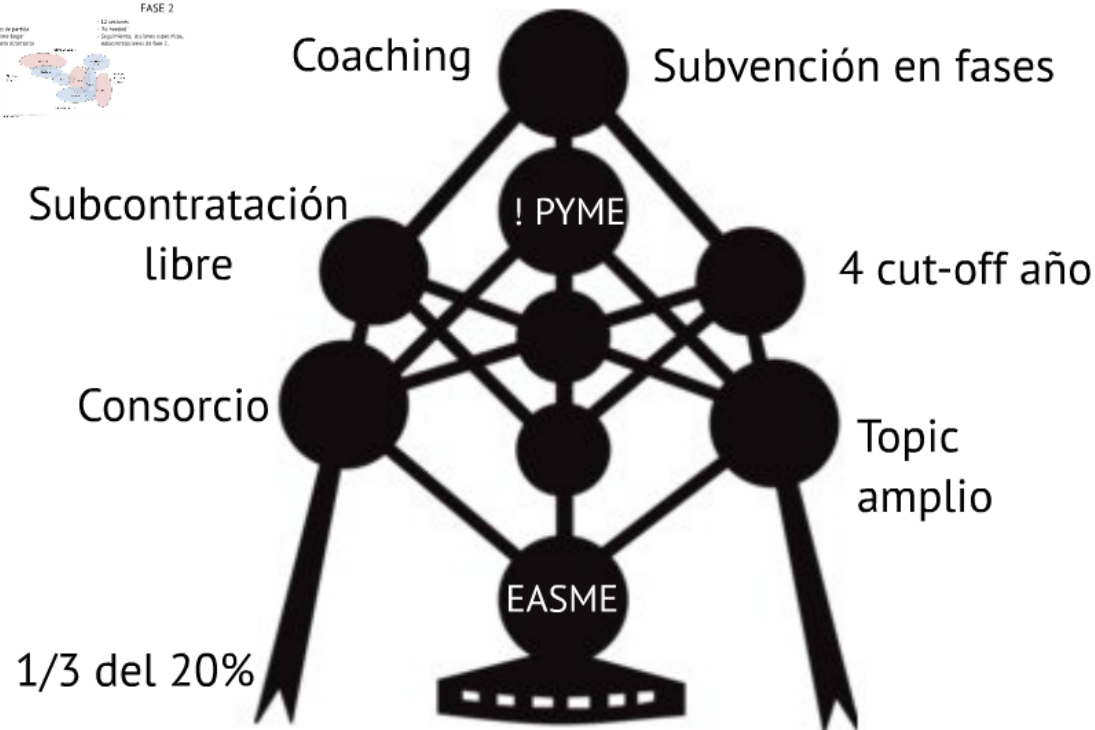
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25 de Noviembre de 2015
Fase 1 y Fase 2

SME-2	SME-1
03/02/2016	24/02/2016
14/04/2016	03/05/2016
15/06/2016	07/09/2016
13/10/2016	09/11/2016

Project ID	Project Name	Project Lead	Project Status
1	Development of a new product line	John Doe	Completed
2	Implementation of a new software system	Jane Smith	In Progress
3	Research and development of a new technology	Michael Johnson	On Hold
4	Marketing campaign for a new service	Sarah Lee	Completed
5	Expansion into a new market	David Kim	In Progress
6	Optimization of existing processes	Emily White	Completed
7	Acquisition of a new company	Robert Brown	On Hold
8	Development of a new website	Lisa Green	In Progress
9	Implementation of a new security system	James Black	Completed
10	Research and development of a new material	Alice Johnson	In Progress
11	Marketing campaign for a new product	Chris Davis	Completed
12	Expansion into a new market	Michelle Wilson	In Progress
13	Optimization of existing processes	Kevin Martin	Completed
14	Acquisition of a new company	Nancy Taylor	On Hold
15	Development of a new website	Steven Clark	In Progress
16	Implementation of a new security system	Helen Adams	Completed
17	Research and development of a new material	Benjamin Hall	In Progress
18	Marketing campaign for a new product	Sophia King	Completed
19	Expansion into a new market	Daniel Scott	In Progress
20	Optimization of existing processes	Olivia Baker	Completed
21	Acquisition of a new company	Matthew Evans	On Hold
22	Development of a new website	Grace Miller	In Progress
23	Implementation of a new security system	Anthony Garcia	Completed
24	Research and development of a new material	Chloe Rodriguez	In Progress
25	Marketing campaign for a new product	Christopher Lee	Completed
26	Expansion into a new market	Isabella White	In Progress
27	Optimization of existing processes	Christopher Brown	Completed
28	Acquisition of a new company	Victoria Green	On Hold
29	Development of a new website	Christopher Black	In Progress
30	Implementation of a new security system	Christopher White	Completed
31	Research and development of a new material	Christopher Brown	In Progress
32	Marketing campaign for a new product	Christopher Green	Completed
33	Expansion into a new market	Christopher White	In Progress
34	Optimization of existing processes	Christopher Brown	Completed
35	Acquisition of a new company	Christopher Green	On Hold
36	Development of a new website	Christopher White	In Progress
37	Implementation of a new security system	Christopher Brown	Completed
38	Research and development of a new material	Christopher Green	In Progress
39	Marketing campaign for a new product	Christopher White	Completed
40	Expansion into a new market	Christopher Brown	In Progress
41	Optimization of existing processes	Christopher Green	Completed
42	Acquisition of a new company	Christopher White	On Hold
43	Development of a new website	Christopher Brown	In Progress
44	Implementation of a new security system	Christopher Green	Completed
45	Research and development of a new material	Christopher White	In Progress
46	Marketing campaign for a new product	Christopher Brown	Completed
47	Expansion into a new market	Christopher Green	In Progress
48	Optimization of existing processes	Christopher White	Completed
49	Acquisition of a new company	Christopher Brown	On Hold
50	Development of a new website	Christopher Green	In Progress
51	Implementation of a new security system	Christopher White	Completed
52	Research and development of a new material	Christopher Brown	In Progress
53	Marketing campaign for a new product	Christopher Green	Completed
54	Expansion into a new market	Christopher White	In Progress
55	Optimization of existing processes	Christopher Brown	Completed
56	Acquisition of a new company	Christopher Green	On Hold
57	Development of a new website	Christopher White	In Progress
58	Implementation of a new security system	Christopher Brown	Completed
59	Research and development of a new material	Christopher Green	In Progress
60	Marketing campaign for a new product	Christopher White	Completed
61	Expansion into a new market	Christopher Brown	In Progress
62	Optimization of existing processes	Christopher Green	Completed
63	Acquisition of a new company	Christopher White	On Hold
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65	Implementation of a new security system	Christopher Green	Completed
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68	Expansion into a new market	Christopher Green	In Progress
69	Optimization of existing processes	Christopher White	Completed
70	Acquisition of a new company	Christopher Brown	On Hold
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72	Implementation of a new security system	Christopher White	Completed
73	Research and development of a new material	Christopher Brown	In Progress
74	Marketing campaign for a new product	Christopher Green	Completed
75	Expansion into a new market	Christopher White	In Progress
76	Optimization of existing processes	Christopher Brown	Completed
77	Acquisition of a new company	Christopher Green	On Hold
78	Development of a new website	Christopher White	In Progress
79	Implementation of a new security system	Christopher Brown	Completed
80	Research and development of a new material	Christopher Green	In Progress
81	Marketing campaign for a new product	Christopher White	Completed
82	Expansion into a new market	Christopher Brown	In Progress
83	Optimization of existing processes	Christopher Green	Completed
84	Acquisition of a new company	Christopher White	On Hold
85	Development of a new website	Christopher Brown	In Progress
86	Implementation of a new security system	Christopher Green	Completed
87	Research and development of a new material	Christopher White	In Progress
88	Marketing campaign for a new product	Christopher Brown	Completed
89	Expansion into a new market	Christopher Green	In Progress
90	Optimization of existing processes	Christopher White	Completed
91	Acquisition of a new company	Christopher Brown	On Hold
92	Development of a new website	Christopher Green	In Progress
93	Implementation of a new security system	Christopher White	Completed
94	Research and development of a new material	Christopher Brown	In Progress
95	Marketing campaign for a new product	Christopher Green	Completed
96	Expansion into a new market	Christopher White	In Progress
97	Optimization of existing processes	Christopher	
Overall initiative budget			150.7
			30

Fase 1

- ~10 % del presupuesto
- ~ 140 proyectos/cut en 2015
- ~177 proyecto/cut en 2016

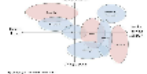
Fase 2

- ~88 % del presupuesto
- ~ 40 proyectos/cut en 2015
- ~76 proyectos/cut en 2016

Business coaching

FASE 1

- 3 asesores
- Se consideran para de corte
- Definir cómo se quiere llegar
- Marcar un camino para el futuro



FASE 2

- 13 asesores
- Se considera
- Definir cómo se quiere llegar
- Subcontratación de Fase 1

Coaching

Subvención en fases

Subcontratación
libre

4 cut-off año

Consorcio

Topic
amplio

1/3 del 20%

EASME

Fase 1

Fase 2

~10 % del presupuesto

~88 % del presupuesto

~ 140 proyectos/cut
en 2015

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25 de Noviembre de 2015

Fase 1 y Fase 2

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03/02/2016	24/02/2016
14/04/2016	03/05/2016
15/06/2016	07/09/2016
13/10/2016	09/11/2016

Project	Subsidy (€ million)	Subsidy (€ million)
2015-01-01-2015-01-01: Open Innovation for small businesses	10.00	10.00
2015-02-01-2015-01-01: Accelerating the uptake of nanotechnology solutions in SMEs in the most mature sectors and processing technologies by SMEs	21.80	21.80
2015-03-01-2015-01-01: Evaluation support to technology SMEs creating the path from basic research	1.00	1.00
2015-04-01-2015-01-01: Engaging SMEs in open research and development	11.37	11.37
2015-05-01-2015-01-01: Supporting innovative SMEs in the food sector (industrial and non-industrial)	15.00	15.00
2015-06-01-2015-01-01: Accelerating the uptake of ICT solutions for small businesses and digital SMEs	10.00	10.00
2015-07-01-2015-01-01: Supporting the innovation potential of SMEs for sustainable growth in the most mature sectors, services, and digital technologies	25.81	25.81
2015-08-01-2015-01-01: Supporting SMEs efforts for the development - employment and market replication of new products or services in the green field	10.00	10.00
2015-09-01-2015-01-01: Supporting the innovation potential of SMEs for a low carbon economy (industrial and non-industrial)	40.00	40.00
2015-10-01-2015-01-01: Small business innovation research for Transport and Smart Cities Mobility	10.00	10.00
2015-11-01-2015-01-01: Supporting the innovation potential of SMEs in the area of smart agriculture, environment, resource efficiency and innovation	21.00	21.00
2015-12-01-2015-01-01: New business models for industries, innovation and in the food sector	10.00	10.00
2015-13-2015-01-01: Engaging SMEs in security research and development	11.37	11.37
Overall indicative budget	315.75	315.75

ón en fases

25 de Noviembre de 2015
Fase 1 y Fase 2

4 cut-off año

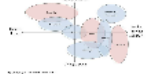
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Topic
amplio

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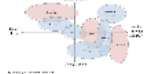
Project	Subsidy (€ million)	Subsidy (€ million)
2015-01-01-2015-01-01: Open Innovation for small & medium	6.00	6.00
2015-02-01-2015-01-01: Accelerating the uptake of nanotechnology solutions in SMEs in order to meet their demand and processing needs by SMEs	21.80	25.22
2015-03-01-2015-01-01: Evaluation support to technology SMEs creating the path from basic market	2.50	2.50
2015-04-01-2015-01-01: Engaging SMEs in open research and development	11.37	12.63
2015-05-01-2015-01-01: Supporting innovative SMEs in the food chain food industry	15.00	15.00
2015-06-01-2015-01-01: Accelerating market introduction of ICT solutions for small businesses and digital SMEs	18.00	12.63
2015-07-01-2015-01-01: Supporting the innovation potential of SMEs for sustainable growth in the textile, fashion, and apparel (textile) sector	25.81	32.63
2015-08-01-2015-01-01: Supporting SMEs efforts for the development - employment and market replication of their research and innovation in the green field	5.50	10.63
2015-09-01-2015-01-01: Stimulating the innovation potential of SMEs for a low carbon economy and innovation	45.00	50.63
2015-10-01-2015-01-01: Small business innovation research for Transport and Smart Cities Mobility	10.67	61.23
2015-11-01-2015-01-01: Supporting the potential of small businesses in the area of smart agriculture, environment, resource efficiency and innovation	21.00	22.63
2015-12-01-2015-01-01: New business models for industries, innovation and in the food sector	10.00	11.63
2015-13-2015-01-01: Engaging SMEs in security research and development	11.37	14.67
Overall indicative budget	315.75	386.26

Topics	Budgets (EUR million)	
	2016	2017
SMEInst-01-2016-2017: Open Disruptive Innovation Scheme	60,00	66,00
SMEInst-02-2016-2017: Accelerating the uptake of nanotechnologies advanced materials or advanced manufacturing and processing technologies by SMEs	31,83	35,32
SMEInst-03-2016-2017: Dedicated support to biotechnology SMEs closing the gap from lab to market	7,50	7,50
SMEInst-04-2016-2017: Engaging SMEs in space research and development	11,37	12,60
SMEInst-05-2016-2017: Supporting innovative SMEs in the healthcare biotechnology sector	35,00	45,00
SMEInst-06-2016-2017: Accelerating market introduction of ICT solutions for Health, Well-Being and Ageing Well	18,00	12,50
SMEInst-07-2016-2017: Stimulating the innovation potential of SMEs for sustainable and competitive agriculture, forestry, agri-food and bio-based sectors	25,81	32,54
SMEInst-08-2016-2017: Supporting SMEs efforts for the development - deployment and market replication of innovative solutions for blue growth	9,50	10,00
SMEInst-09-2016-2017: Stimulating the innovation potential of SMEs for a low carbon and efficient energy system	46,00	50,00
SMEInst-10-2016-2017: Small business innovation research for Transport and Smart Cities Mobility	57,57	61,23
SMEInst-11-2016-2017: Boosting the potential of small businesses in the areas of climate action, environment, resource efficiency and raw materials	25,00	27,50
SMEInst-12-2016-2017: New business models for inclusive, innovative and reflective societies	10,80	11,40
SMEInst-13-2016-2017: Engaging SMEs in security research and development	15,37	14,67
Overall indicative budget	353,75	386,26

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FASE 2

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2015-03-01-2015-01-01: Evaluation support to technology SMEs creating the path from basic research	2.50	2.50
2015-04-01-2015-01-01: Engaging SMEs in open research and development	11.37	12.63
2015-05-01-2015-01-01: Supporting innovative SMEs in the food chain (food safety, food quality)	15.00	15.00
2015-06-01-2015-01-01: Accelerating the uptake of ICT solutions for small & medium enterprises	18.00	12.51
2015-07-01-2015-01-01: Supporting the innovation potential of SMEs for sustainable growth in the most mature sectors, food, and related (food and food)	25.81	32.51
2015-08-01-2015-01-01: Supporting SMEs efforts for the development - employment and market replication of innovative solutions in the green field	5.50	10.00
2015-09-01-2015-01-01: Accelerating the innovation potential of SMEs for a low carbon economy (innovative solutions)	45.00	50.00
2015-10-01-2015-01-01: Small business innovation research for Transport and Smart Cities Mobility	10.00	10.00
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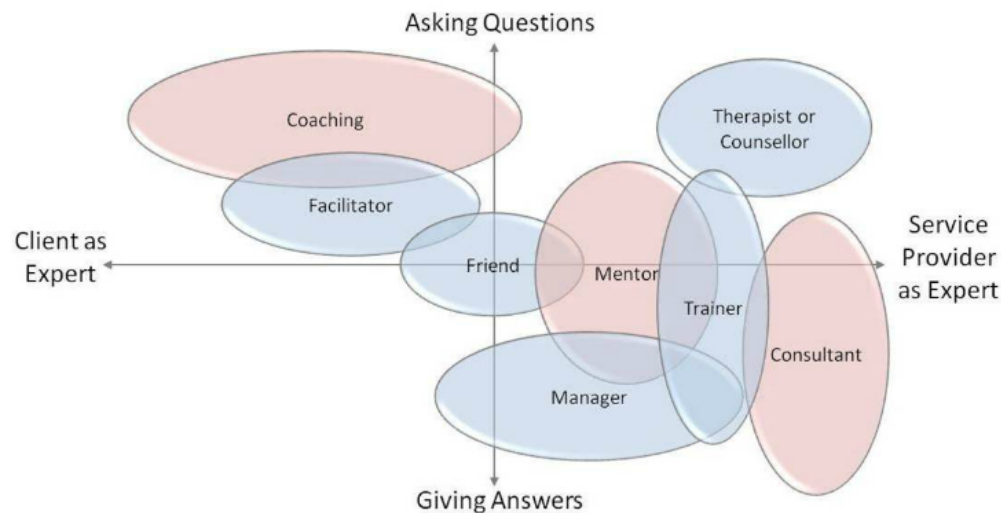
Business coaching

FASE 1

- 3 sesiones
- Ser consciente punto de partida
- Definir dónde se quiere llegar
- Marcar un camino para alcanzarlo

FASE 2

- 12 sesiones
- "As needed"
- Seguimiento, acciones específicas, subcontrataciones de fase 2.

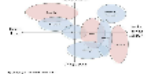


Adapted from "Getting Started in Personal and Executive Coaching",
by Stephen Fairly, 2003.

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2015-03-01-2015-01-01: Evaluation support to technology SMEs creating the path from basic research	1.00	1.00
2015-04-01-2015-01-01: Engaging SMEs in open research and development	11.37	11.37
2015-05-01-2015-01-01: Supporting innovative SMEs in the food sector (industrial and non-industrial)	15.00	15.00
2015-06-01-2015-01-01: Accelerating the uptake of ICT solutions for small businesses and digital SMEs	10.00	10.00
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¿Cómo funciona?



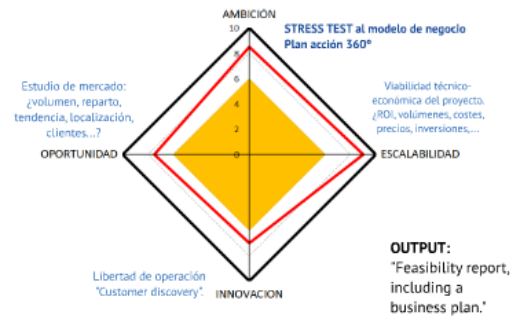
¿Mi idea de negocio, "cuadra"?

Mi tecnología/producto/servicio aún no está "fully deployed" en el mercado desplegado pero ...



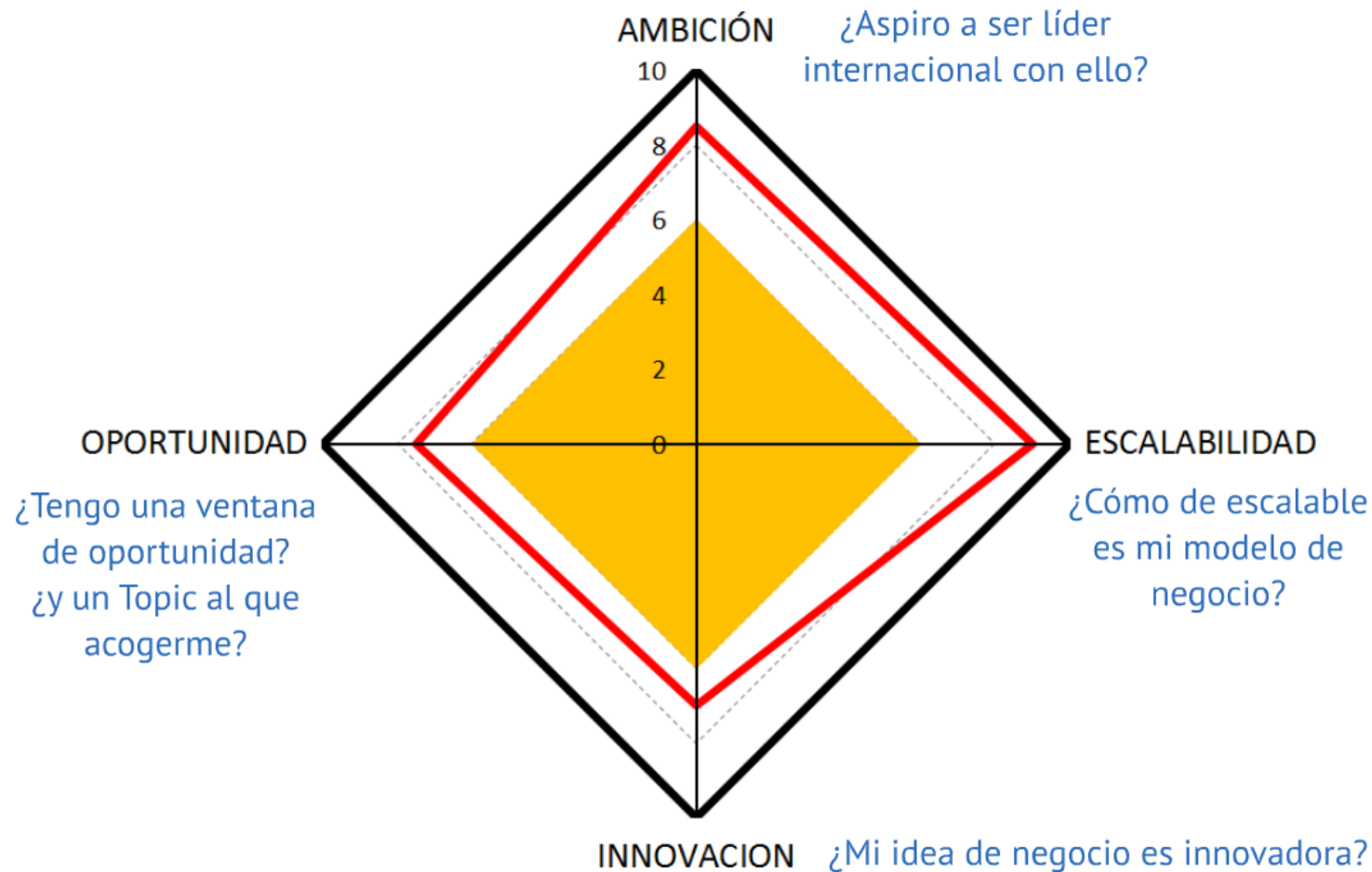
Fase 1: Confirmar "sensaciones"

50,000 euros, 4-6 meses de duración, MUCHA VISIBILIDAD



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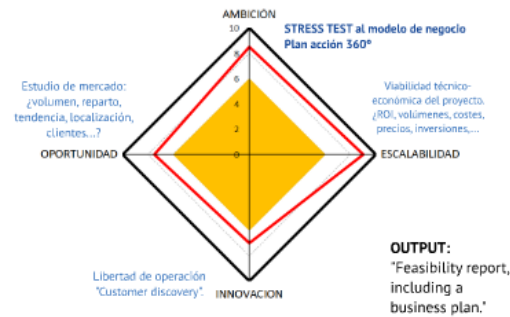
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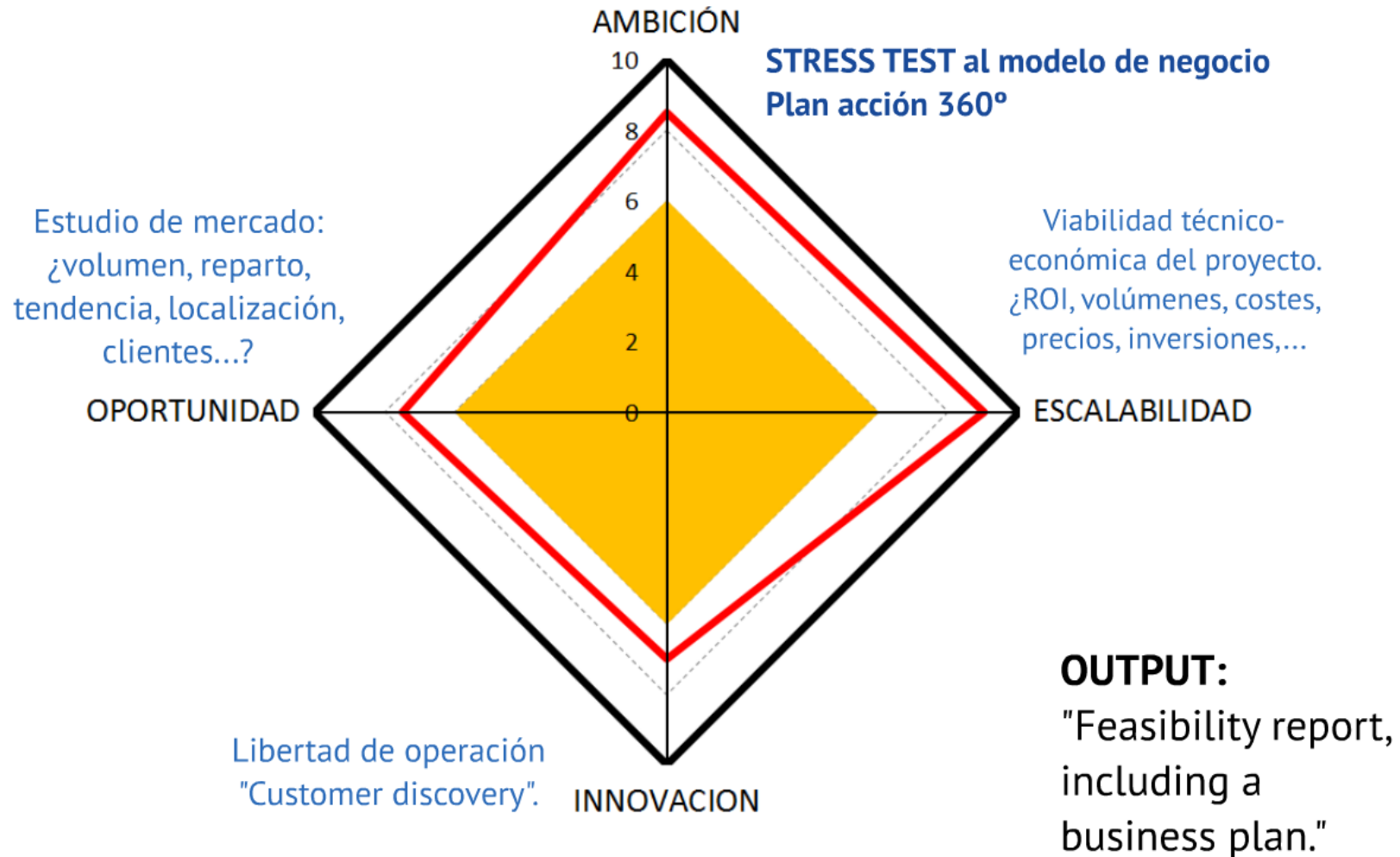
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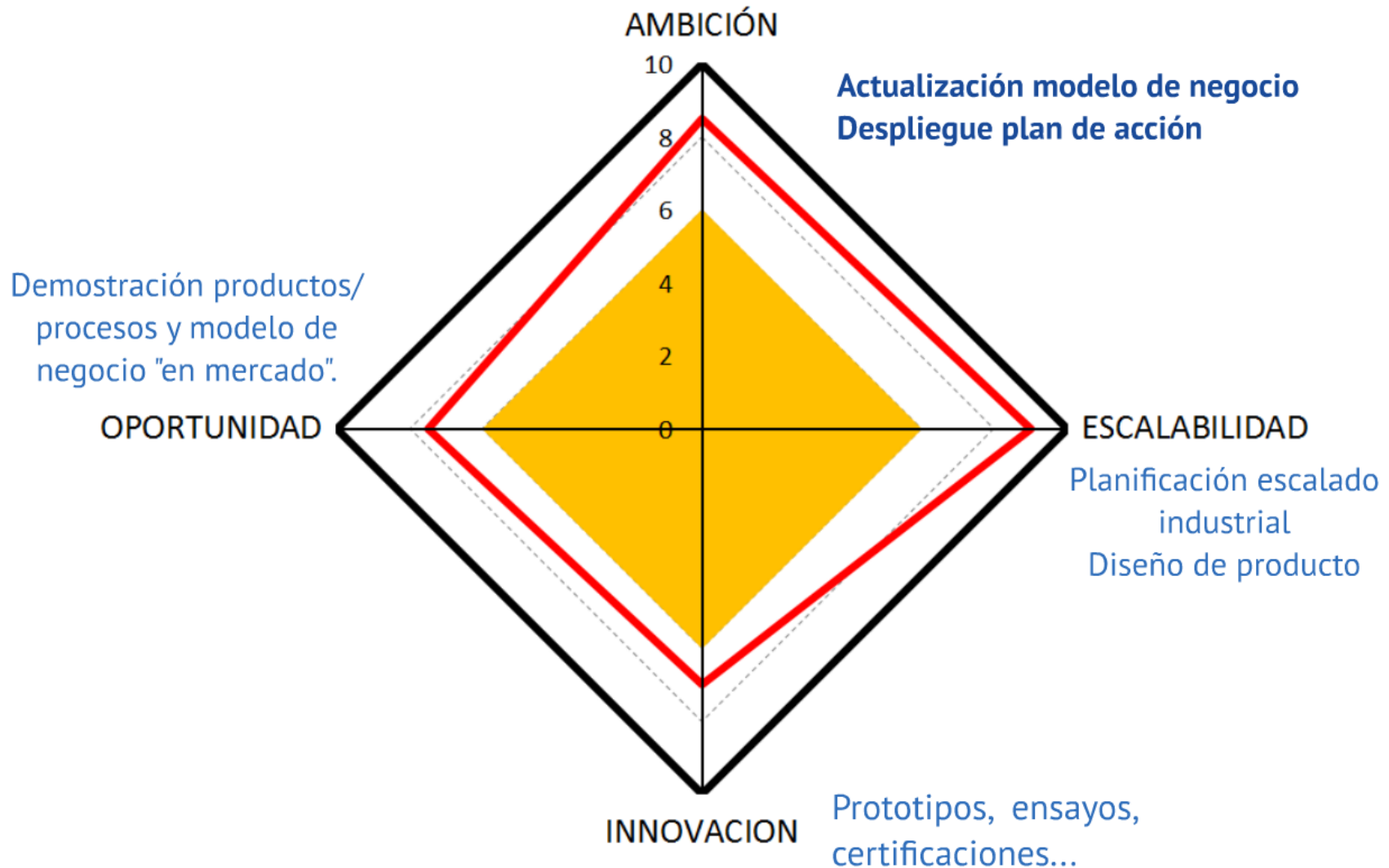
Fase 1: Confirmar "sensaciones"

50,000 euros, 4-6 meses de duración, MUCHA VISIBILIDAD



Fase 2: Validar el negocio

0.5-2.5M€ Contribución UE, 12-24 meses, MUCHA VISIBILIDAD Y SUBVENCIÓN



Fase 3: Aprovechar el "momento"



Sin financiación "directa"

Alumni club

"Amigos" del Instrumento PYME

Ferias bajo "bandera" UE.

Investment readiness.

¿Cómo funciona?



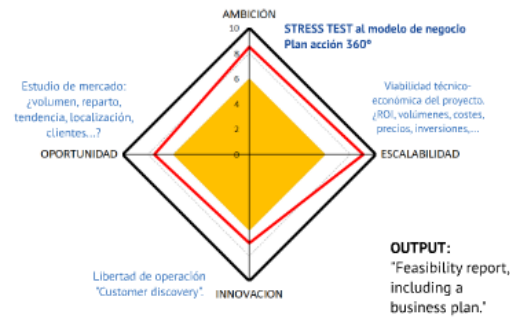
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50,000 euros, 4-6 meses de duración, MUCHA VISIBILIDAD



¿Cómo se solicita?

- 1** **Crear** una **cuenta ECAS personal** en el portal del participante:
<https://webgate.ec.europa.eu/cas/eim/external/register.cgi>
- 2** **Registrar** la **entidad**, si no está, en
<http://ec.europa.eu/research/participants/portal/desktop/en/organisations/register.html>
- 3** Completar el **SME self-assessment** de la pestaña ENTERPRISE DATA, accesible una vez registrada la entidad.
- 4** Elegir el **topic** y la **convocatoria** (H2020-SMEINST-1/2-2015) a la que se va a presentar el proyecto en: <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/index.html>
- 5** Ir al apartado de "**submission service**" del topic para proceder a comenzar el envío de la propuesta. En este punto, se **accede** a los "templates" para la memoria. (*)
- 6** Rellenar los formularios administrativos (**form A**) y adjuntar la propuesta técnica (**form B**) siguiendo la plantilla.



iiiSUBMIT !!!

Propuesta

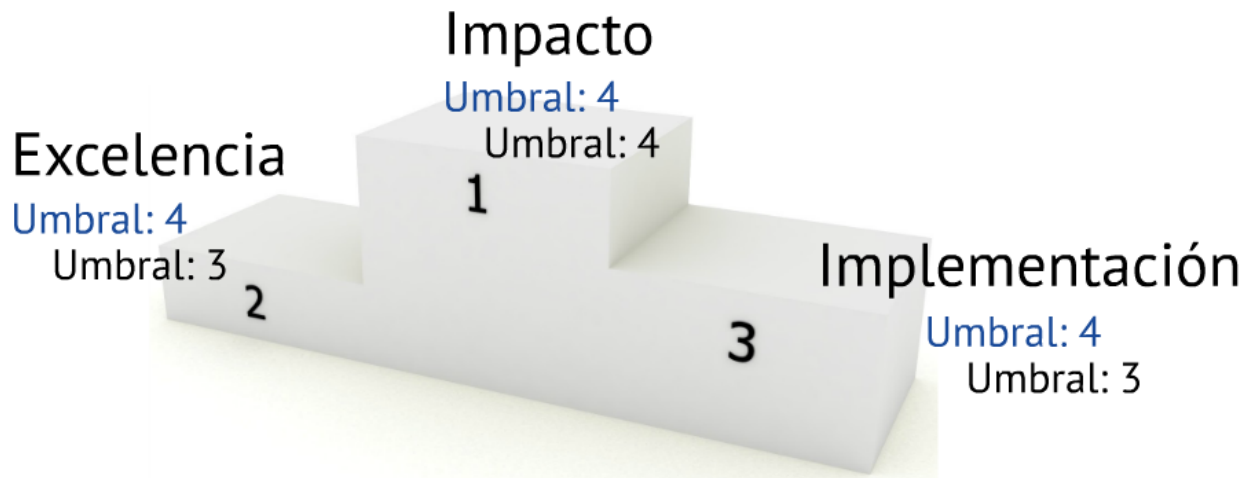
FASE 1: "Business Plan 1" $\approx$ 10 páginas *

FASE 2: "Business plan 2" + descripción actividades a fase 2 $\approx$ 30 páginas *

y las guía de las propuestas: <http://ec.europa.eu/research/participants/portal/page/home>

Evaluación

FASE 1 en 2 meses ; FASE 2 en 4 mes, remota, sin reunión de consenso



Umbral

FASE 1: **13**

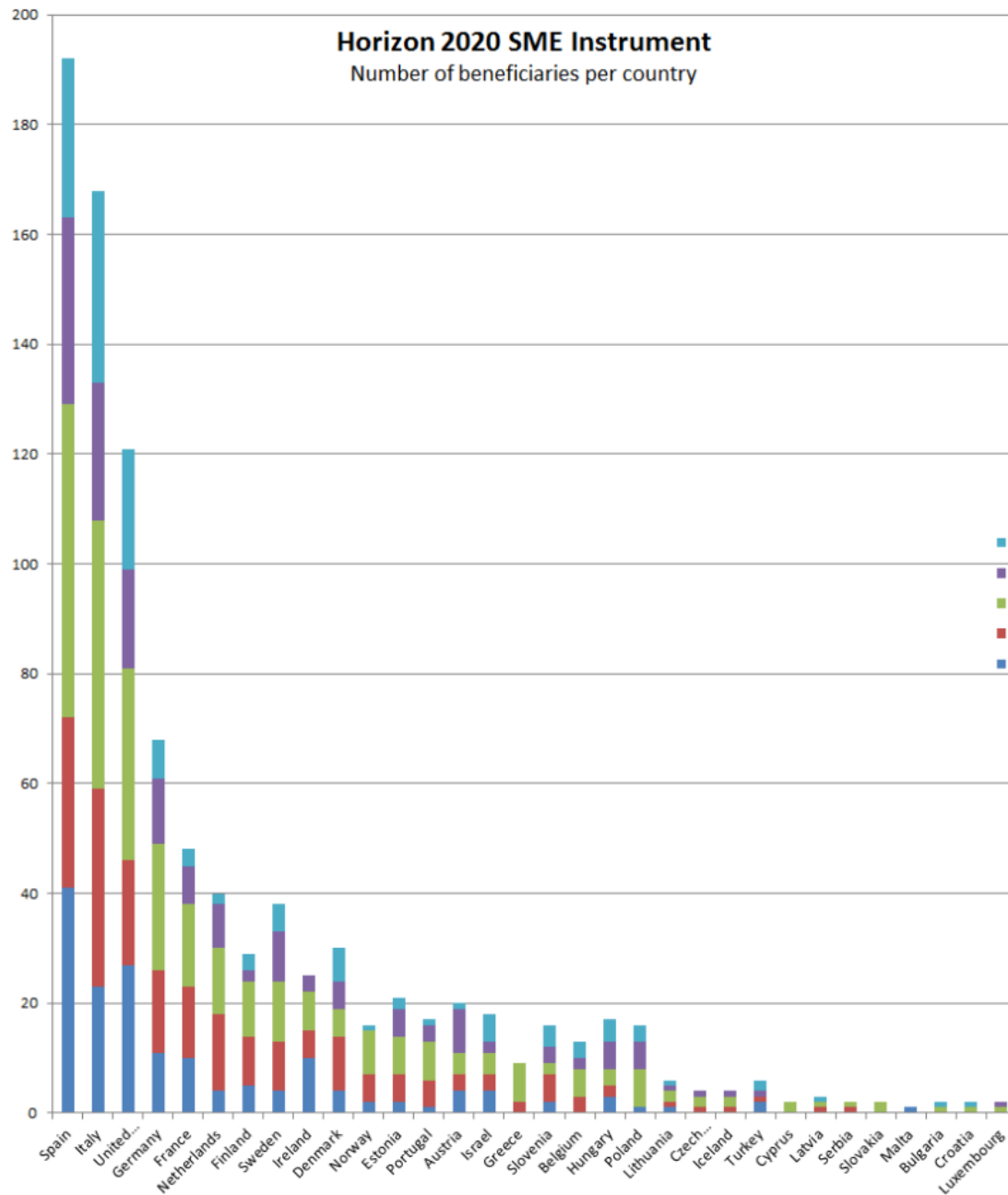
FASE 2: **12**

Ranking financiación

Impacto $\times$ 1.5

* Sección 4. y sección 5. no sujetas al límite de páginas

Datos de participación Fase 1



ALL ES

10403 1611

1467 323

869 188

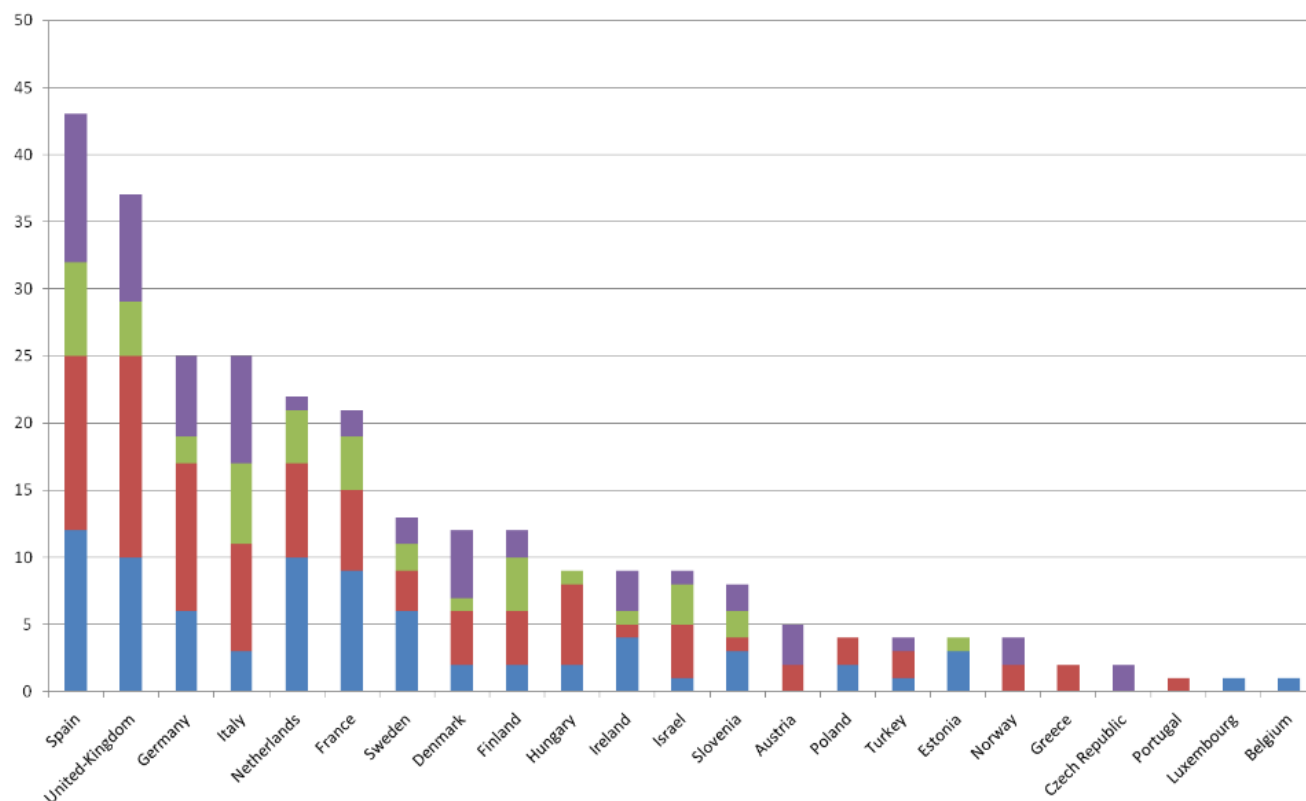
958 192

13

<https://ec.europa.eu/easme/en/sme-instrument-beneficiaries>

Datos de participación Fase 2

Horizon 2020 SME Instrument Phase 2
Number of beneficiaries per country cumulated



ALL ES

2725 340
899 144¹²
215 37
273 43

<https://ec.europa.eu/easme/en/sme-instrument-beneficiaries>



ES	UK	DE	IT	NL	FR	SE	FI	IE	IL
48,74	57,71	31,95	25,74	32,52	33,58	22,06	18,94	17,26	16,53

Primeras lecciones

http://ec.europa.eu/easme/sme-instrument-6-lessons-learnt-from-the-first-evaluation_en.htm

1)



El instrumento PYME acelera la llegada al mercado. El cómo es tan importante como el qué.

2)



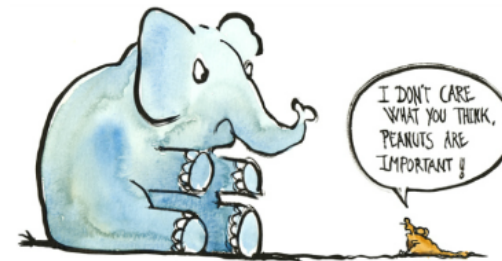
Proyecto estrella de la empresa.
Fundamental para su crecimiento a medio plazo.
Involucración de su equipo directivo

4)



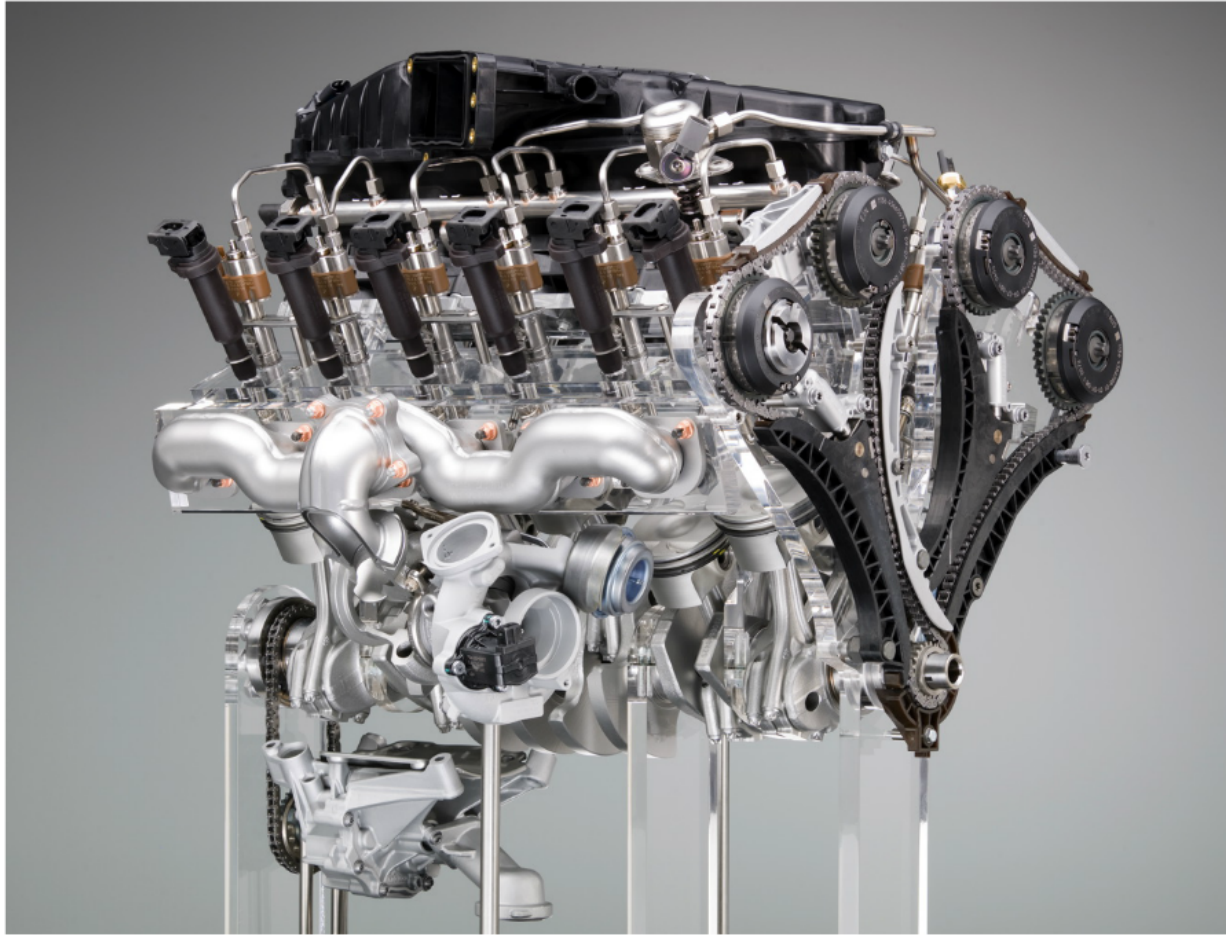
Evaluación exhaustiva (IER) por 4 evaluadores.
T evaluación/proyecto "fijo" pero no todas las
semanas es igual.
4 evaluadores: Max y min eliminados: Media de los
del medio => ESR

3)



El proyecto responde a una oportunidad de negocio y
busca el crecimiento de la empresa.
Propuesta con datos de mercado y expectativas de la
empresa.

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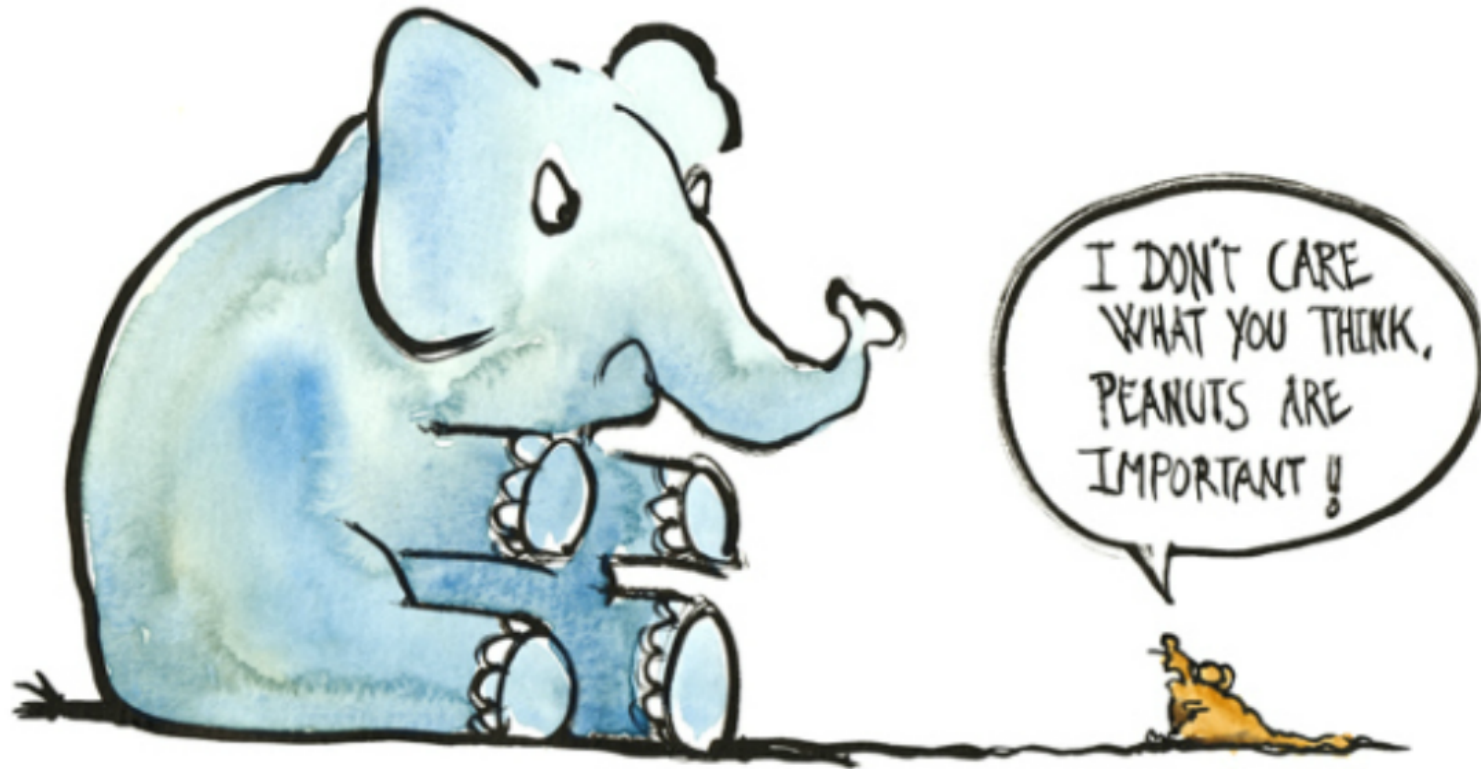


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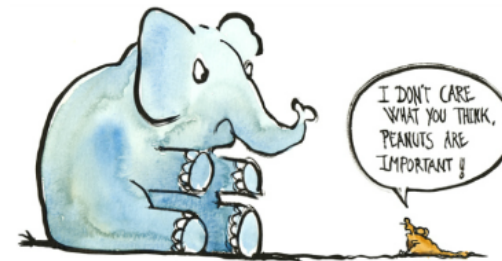
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Referencias

Video Instrumento pyme: Canal youtube EsHorizonte2020

<https://www.youtube.com/channel/UCeCRYQLW28pj5IDcjvsDk2w>

Listado oficial de beneficiarios fase 1 y fase 2:

http://ec.europa.eu/easme/sme/beneficiaries_en.htm

Implementación Fase 2 de Instrumento PYME: Subcontrataciones

<https://ec.europa.eu/easme/sites/easme-site/files/SME-instrument-webinar-subcontracting.pdf>

<https://ec.europa.eu/easme/sites/easme-site/files/SME-instrument-webinar-subcontracting-phc.pdf>

Preguntas clave: checklist

- 1) ¿Está clara la oportunidad de negocio a nivel europea que pretendes aprovechar?
- 2) ¿Se cuantifica y se percibe que conoces como funcionan tus mercado/s objetivo?
- 3) ¿Dejas claro quien es el cliente/s objetivo y lo que necesita?
- 4) ¿Convinces de qué tu solución es mejor que las alternativas?
- 5) ¿Demuestras que el mercado está dispuesto a pagar por ello?
- 6) ¿Describes en qué punto estás, qué has hecho ya y qué te falta para llegar al mercado?
- 7) ¿El "time to market" es coherente?
- 7) ¿Cuanto esperas crecer si tiene éxito? ¿es realista, viable y coherente con vuestra estrategia?
- 8) ¿Tienes claro qué necesitas financieramente y como empresa para tener éxito?
- 9) ¿Demuestras que conoces los riesgos tanto tecnológicos como comerciales del proyecto y que el equipo que tenéis será capaz de abordarlos?
- 10) ¿Invertirías tu dinero en esta idea de negocio?

Comprender el Instrumento PYME

Muchas gracias por
su atención.

¿Preguntas?

Esther Casado Moya (@eCasado_CDTI)
División de Programas de la UE
CDTI. Ministerio de Economía y Competitividad

<http://eshorizonte2020.es>
@EsHorizonte2020