AIM HIGHER

eurostars™

Eurostars

France – Israel Innovation Partnerships

HOW TO SUBMIT AN APPLICATION

Aurélie Guthmann
Mael Mbaye
Marc Azuelos
Odile Henin
Uzi Bar Sadeh

CUT-OFF September 12th, 2019

Eurostars is a joint programme between more than 30 EUREKA member countries and the European Union

Eurostars is…

Joint programme between EUREKA and EU

Dedicated to **R&D-performing SMEs**

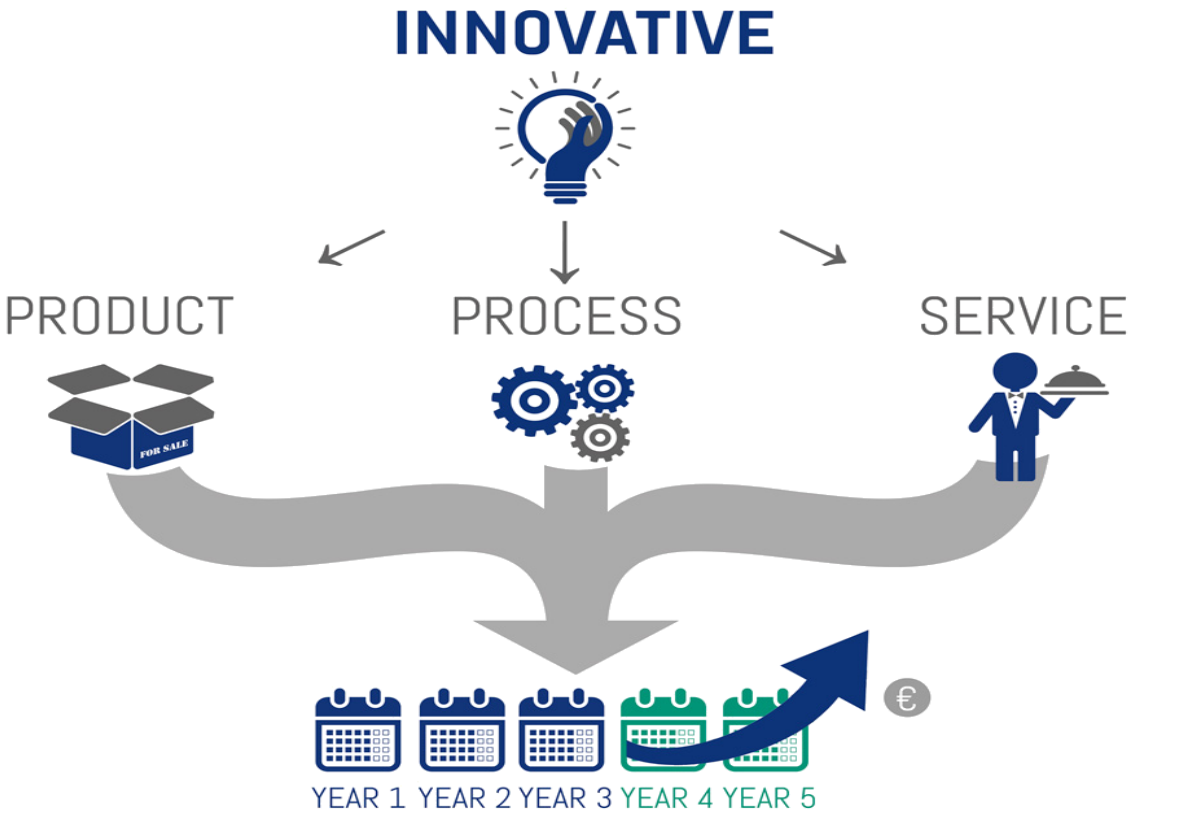
Market-oriented

Bottom-up

France-Israel cooperation

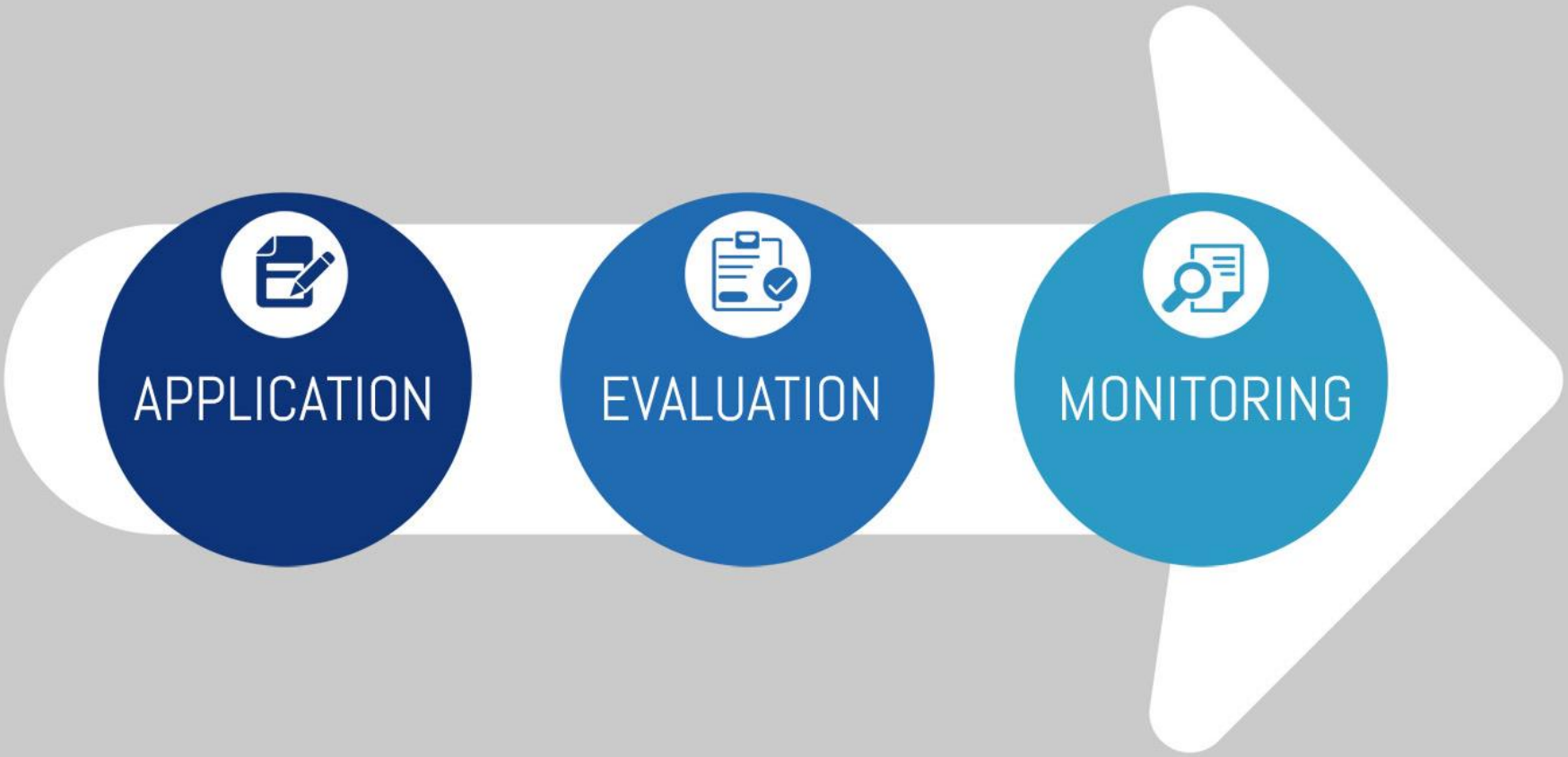
© EUREKA Secretariat 2017

Market oriented project

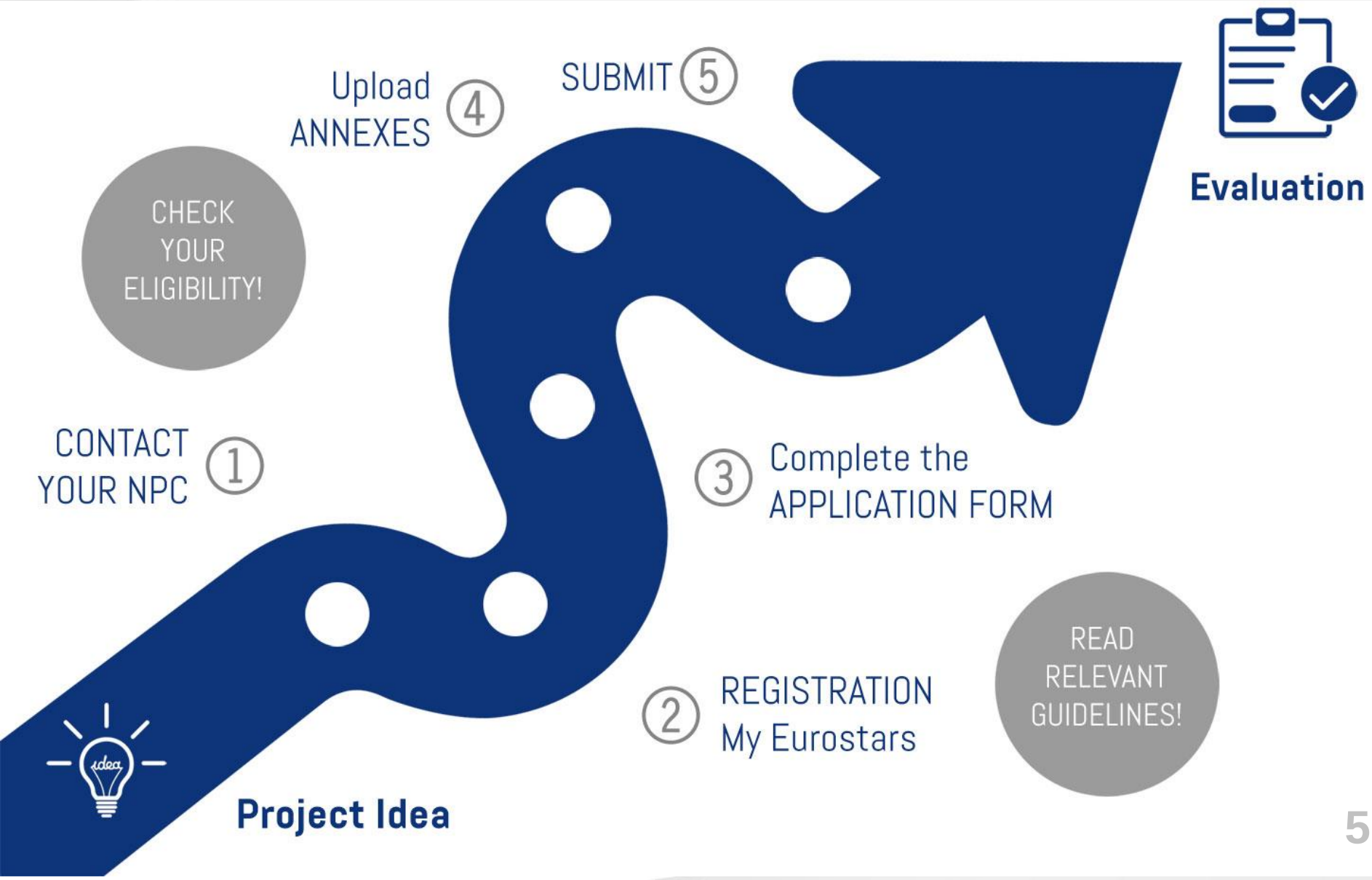


© EUREKA Secretariat 2017

Eurostars Process

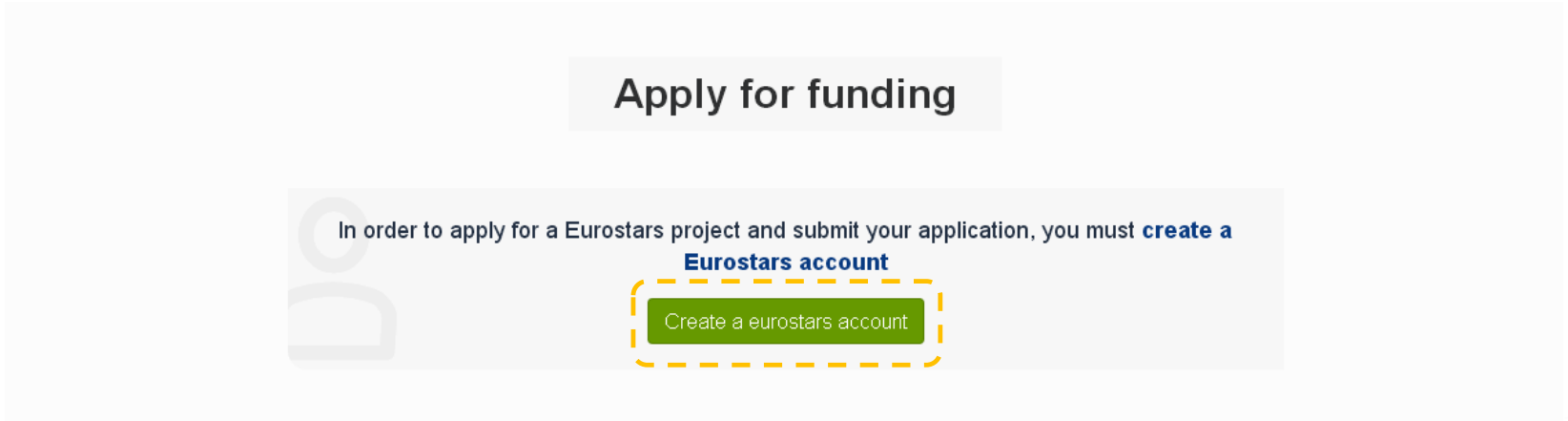


Easy application



Registration

https://www.eurostars-eureka.eu/



© EUREKA Secretariat 2017

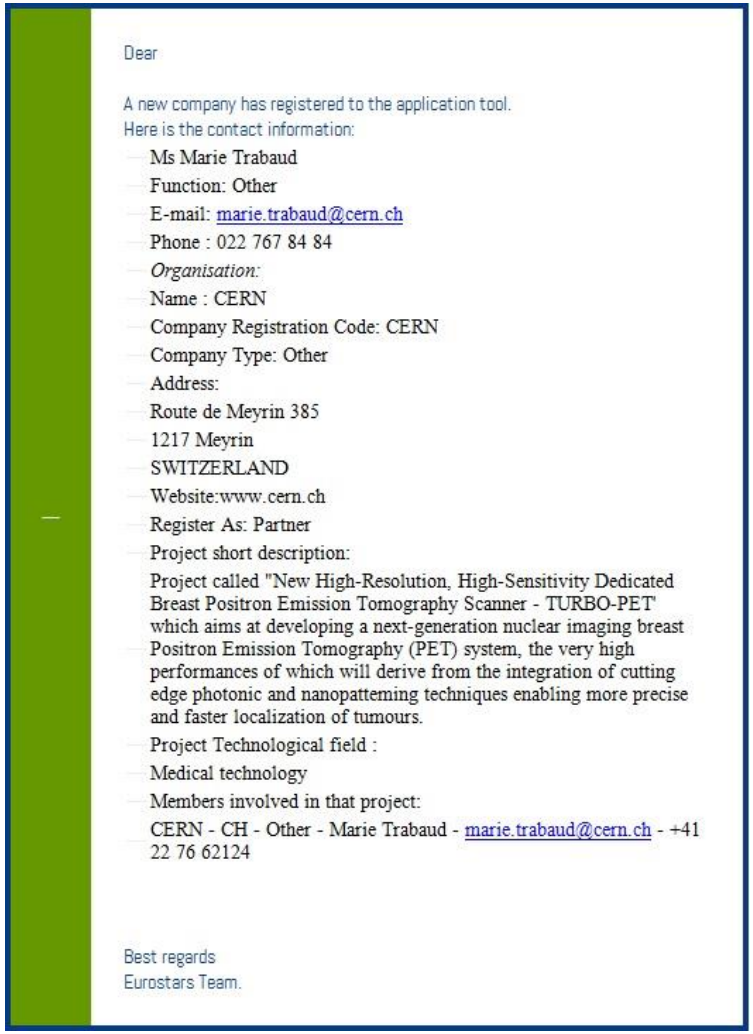
Registration

NPC

> ISRAEL : ISERD
> FRANCE : BPIFRANCE

To inform the NPC about

> Contact person information
> Organisation information
> Role
> Project short description
> Members involved



Dear

A new company has registered to the application tool.
Here is the contact information:

Ms Marie Trabaud
Function: Other
E-mail: marie.trabaud@cern.ch
Phone : 022 767 84 84
Organisation:
Name : CERN
Company Registration Code: CERN
Company Type: Other
Address:
Route de Meyrin 385
1217 Meyrin
SWITZERLAND
Website:www.cern.ch
Register As: Partner
Project short description:
Project called "New High-Resolution, High-Sensitivity Dedicated Breast Positron Emission Tomography Scanner - TURBO-PET' which aims at developing a next-generation nuclear imaging breast Positron Emission Tomography (PET) system, the very high performances of which will derive from the integration of cutting edge photonic and nanopatterning techniques enabling more precise and faster localization of tumours.
Project Technological field :
Medical technology
Members involved in that project:
CERN - CH - Other - Marie Trabaud - marie.trabaud@cern.ch - +41 22 76 62124

Best regards
Eurostars Team.

© EUREKA Secretariat 2017

Log in

eurostars™ Aim higher

CO-FUNDED BY EUREKA MEMBER COUNTRIES AND THE EUROPEAN UNION HORIZON 2020 FRAMEWORK PROGRAMME.

SEARCH CONTACT US FAQ LOG IN

EUREKA innovation across borders

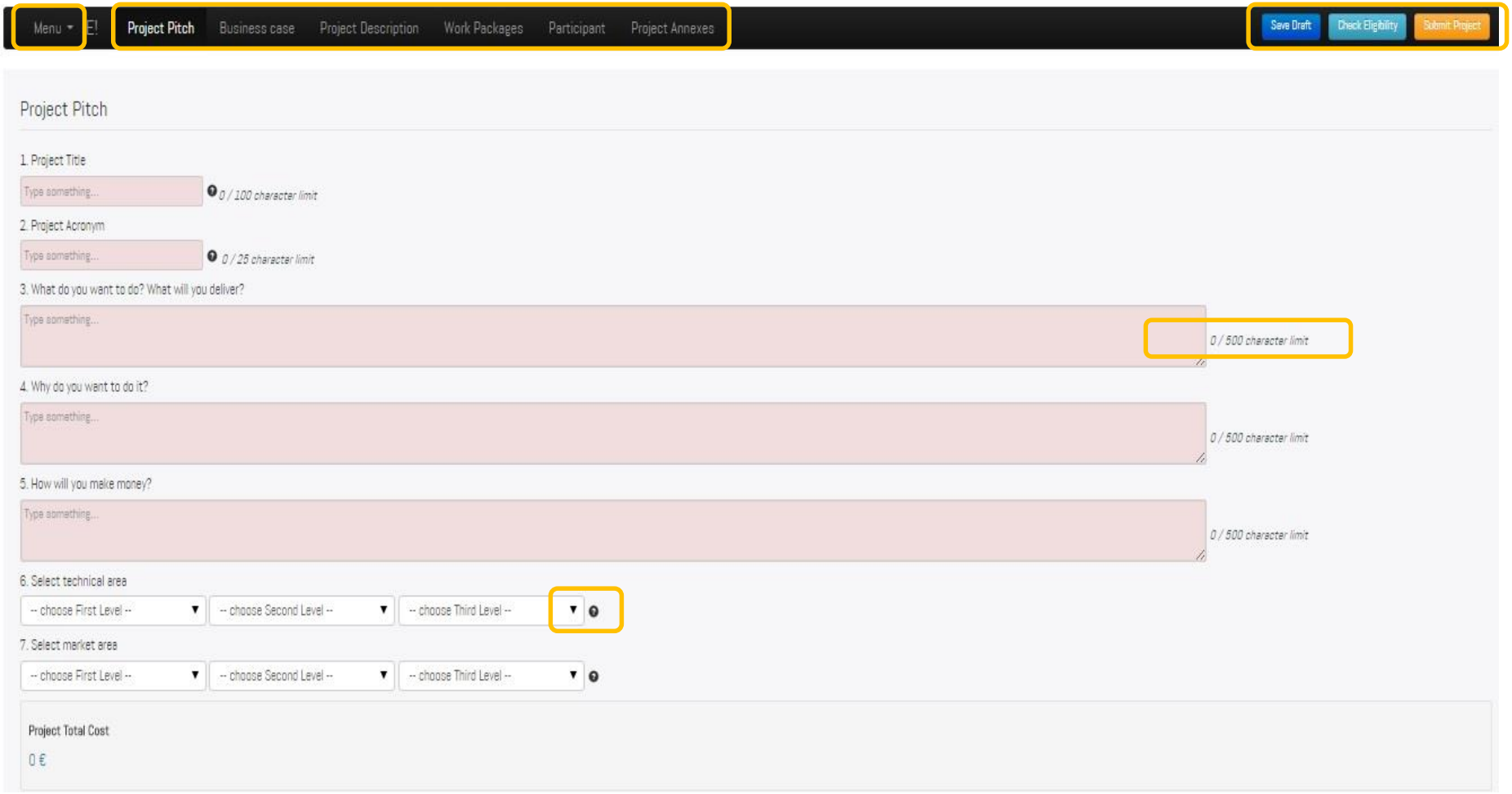
EUROSTARS IS ...

- Supporting innovative product development
- Driven by SMEs
- Fast track to market
- International Cooperation

4 EASY STEPS on the road to Eurostars

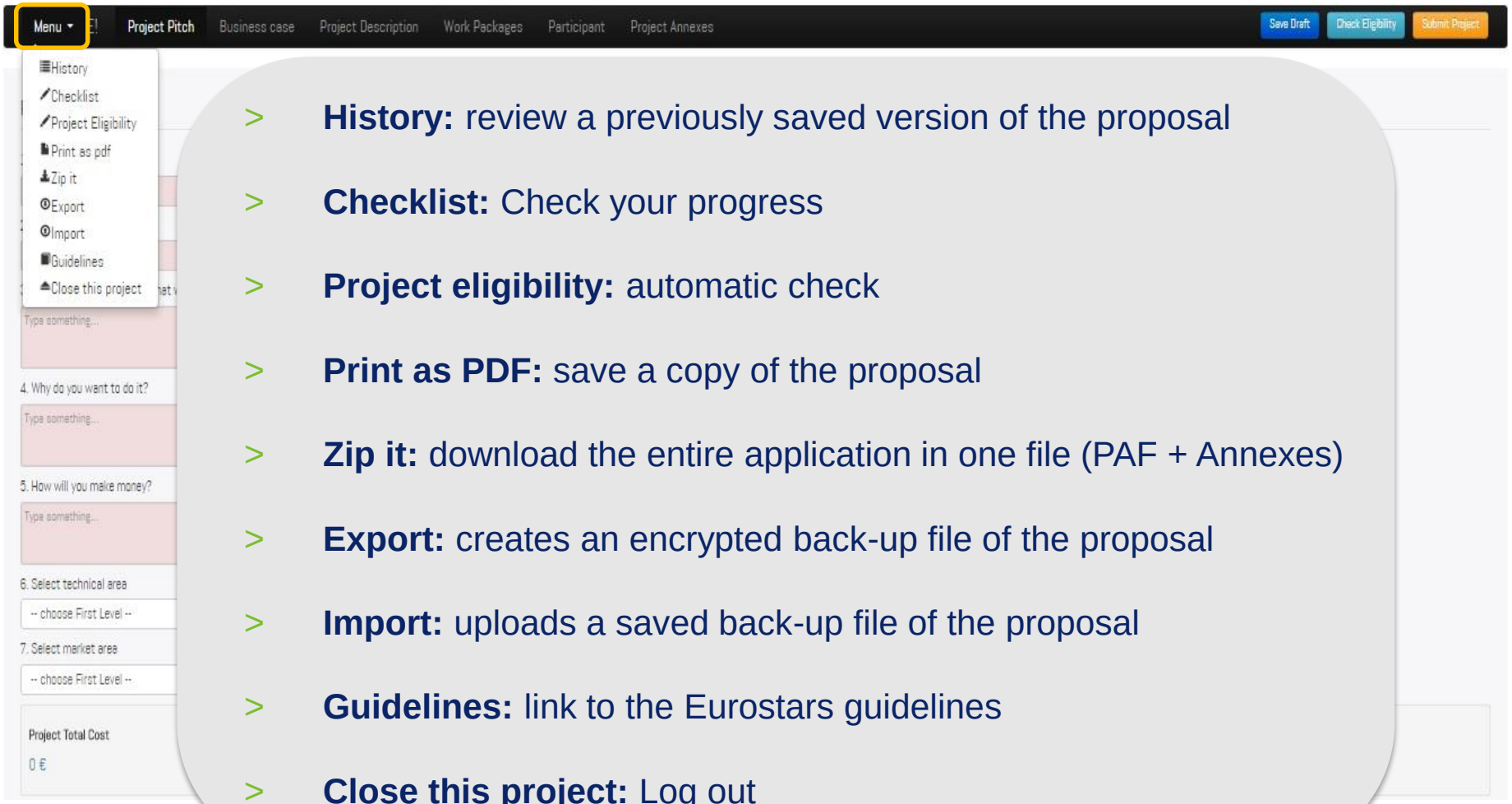
© EUREKA Secretariat 2017

Project Application Form (PAF)



© EUREKA Secretariat 2017

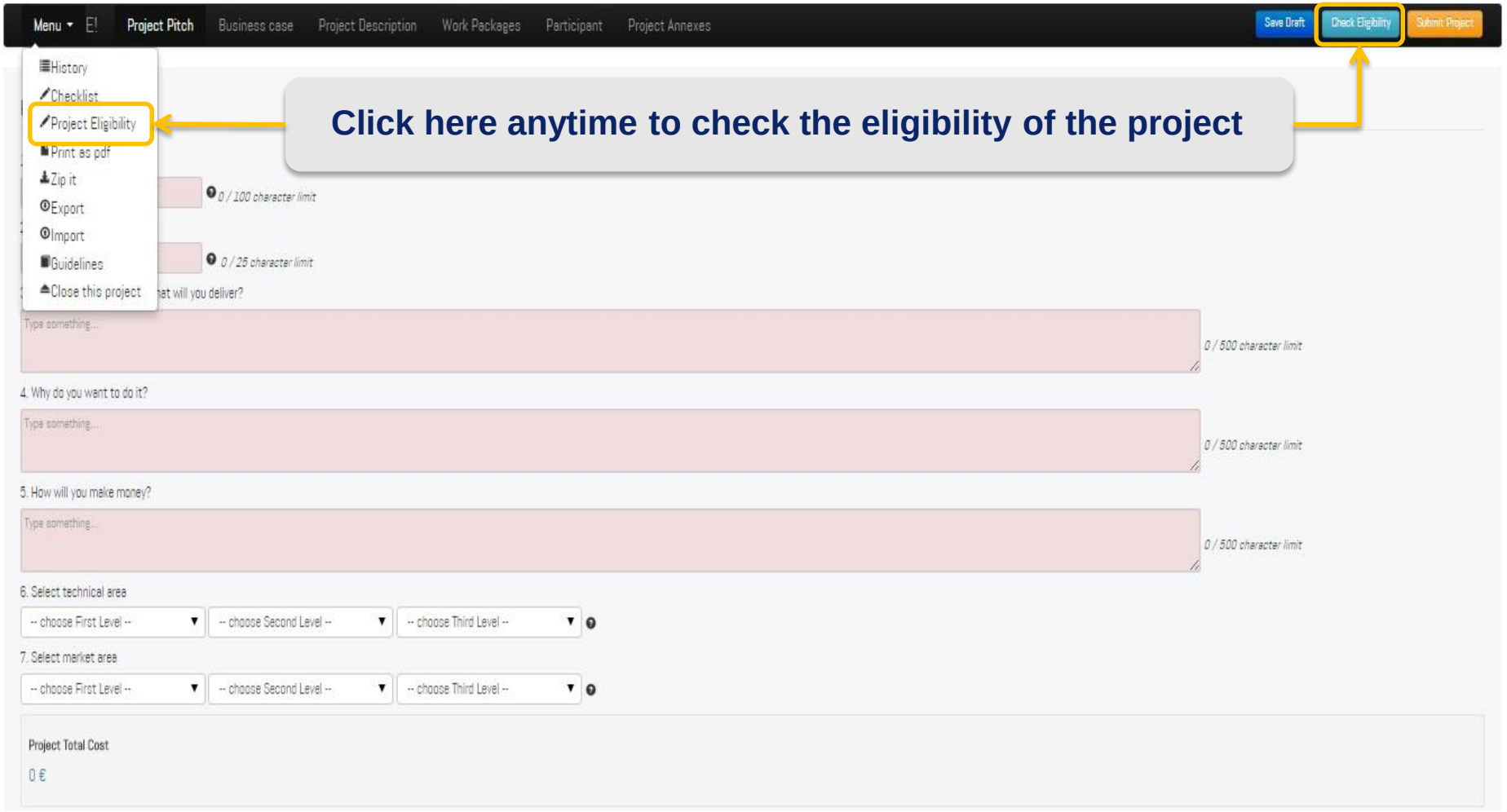
PAF- Menu



- **History:** review a previously saved version of the proposal
- **Checklist:** Check your progress
- **Project eligibility:** automatic check
- **Print as PDF:** save a copy of the proposal
- **Zip it:** download the entire application in one file (PAF + Annexes)
- **Export:** creates an encrypted back-up file of the proposal
- **Import:** uploads a saved back-up file of the proposal
- **Guidelines:** link to the Eurostars guidelines
- **Close this project:** Log out

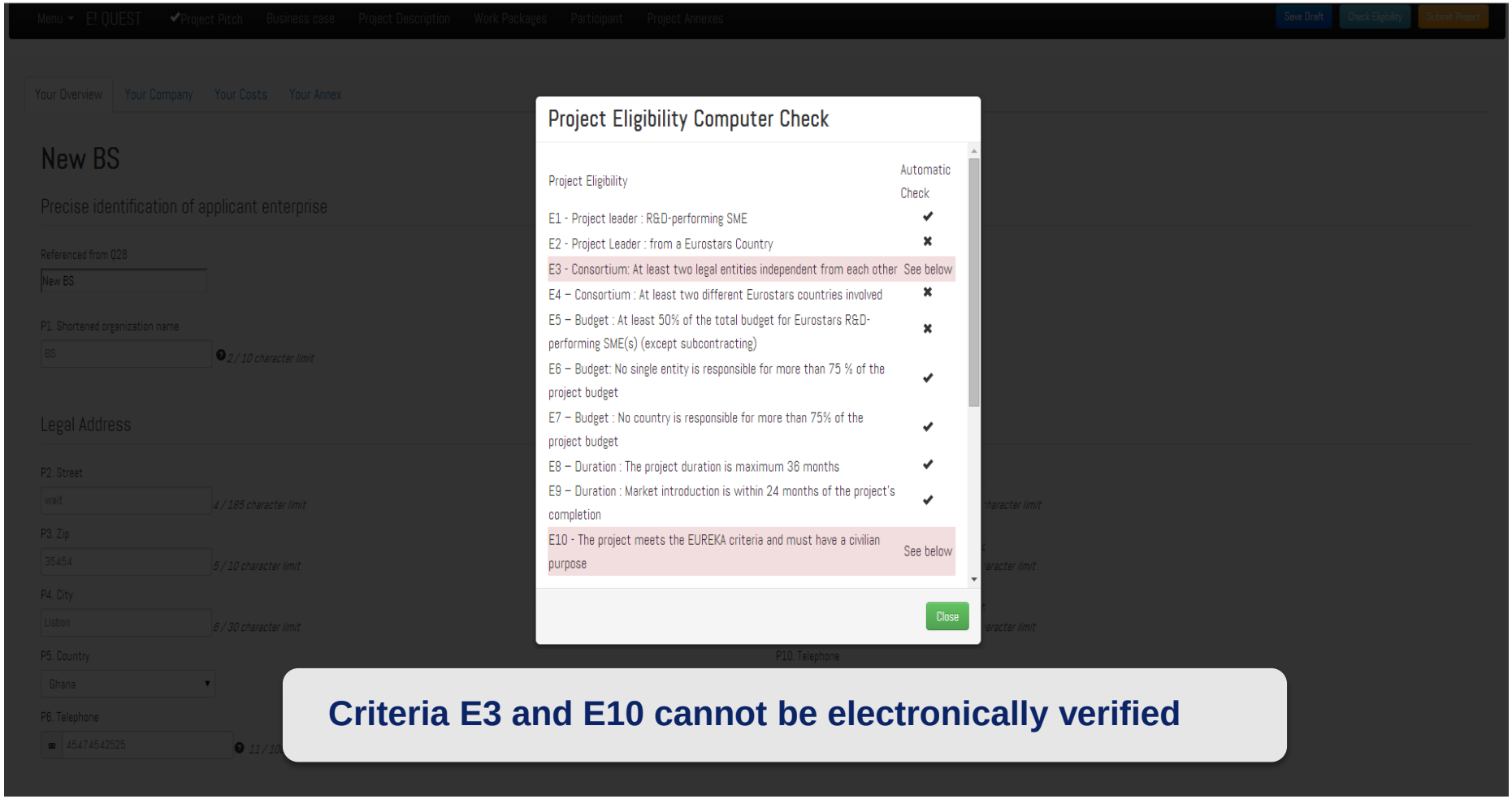
© EUREKA Secretariat 2017

PAF – Eligibility Check



© EUREKA Secretariat 2017

PAF – Eligibility Check



Criteria E3 and E10 cannot be electronically verified

© EUREKA Secretariat 2017

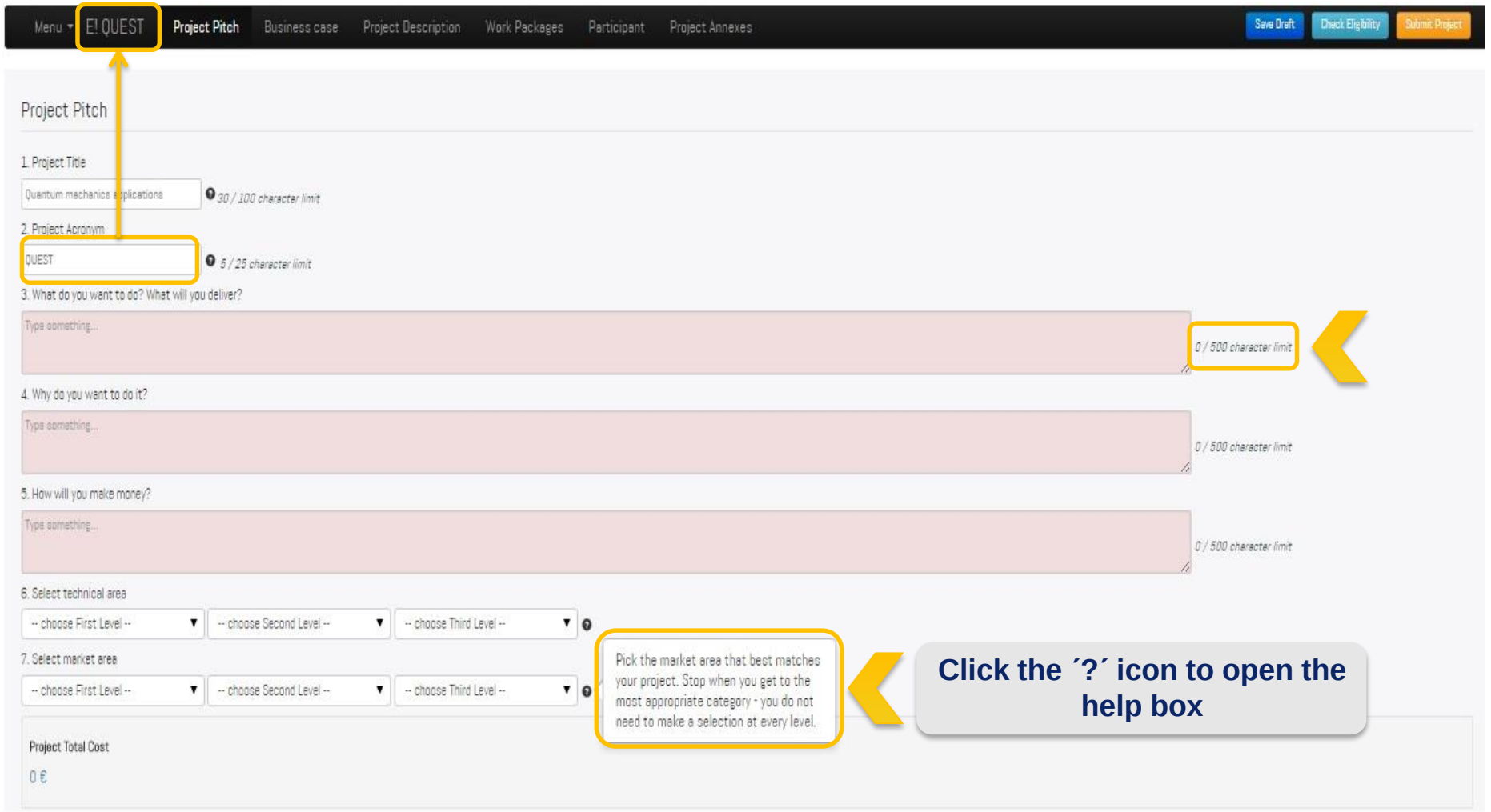
PAF – Content

- **Project Pitch:** Overview of your project
- **Business case:** Why ? (how will it get to market, competition, IPR,…)
- **Project description:** What is it about?
- **Work packages:** How, by whom, .. ?
- **Participants:** Who are you? How is structured your consortium?
- **Project annexes**

Check if your organization is eligible to receive funding Speak to your NPC about all available options!

© EUREKA Secretariat 2017

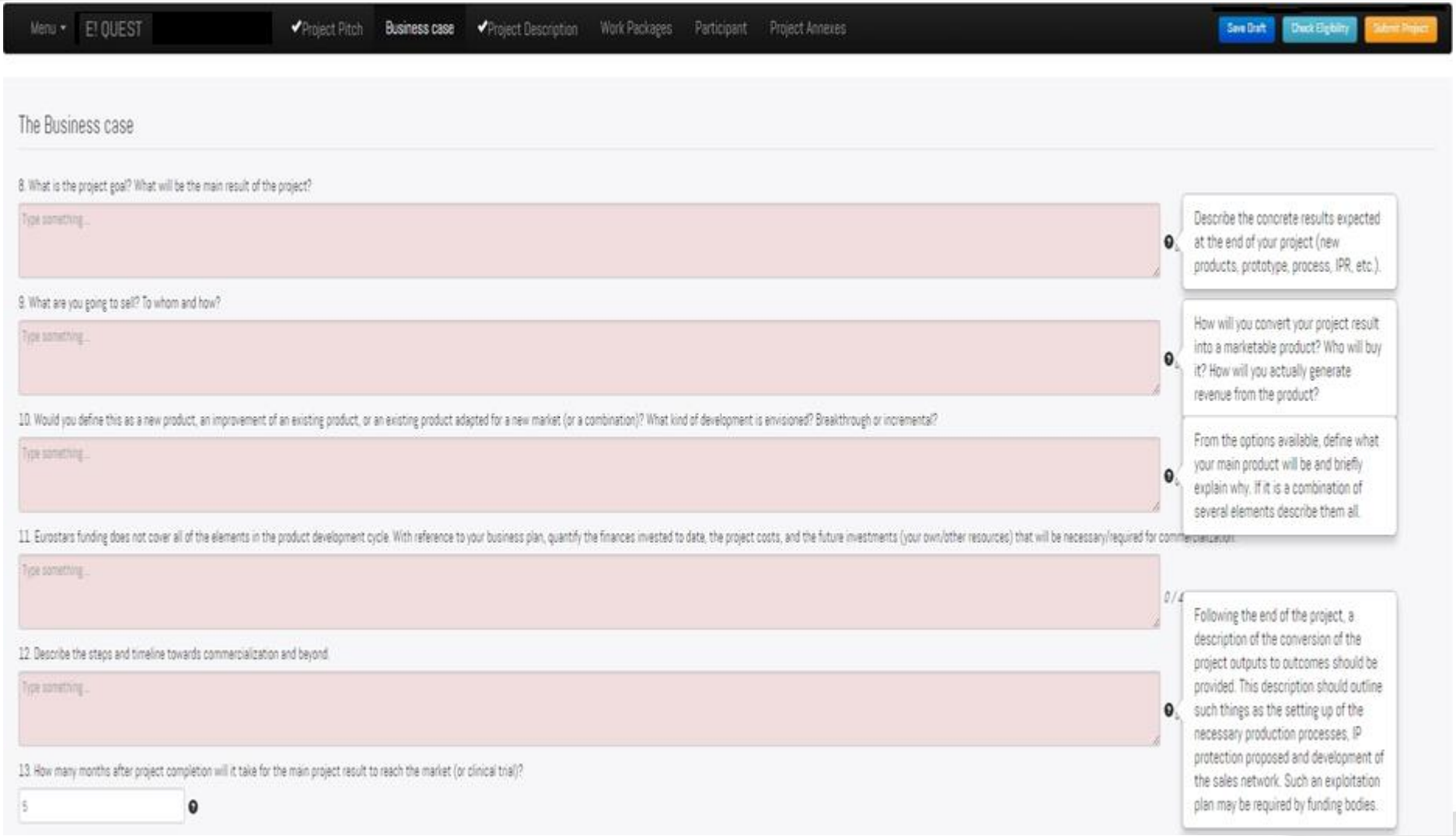
PAF – Project Pitch



Click the ´?´ icon to open the help box

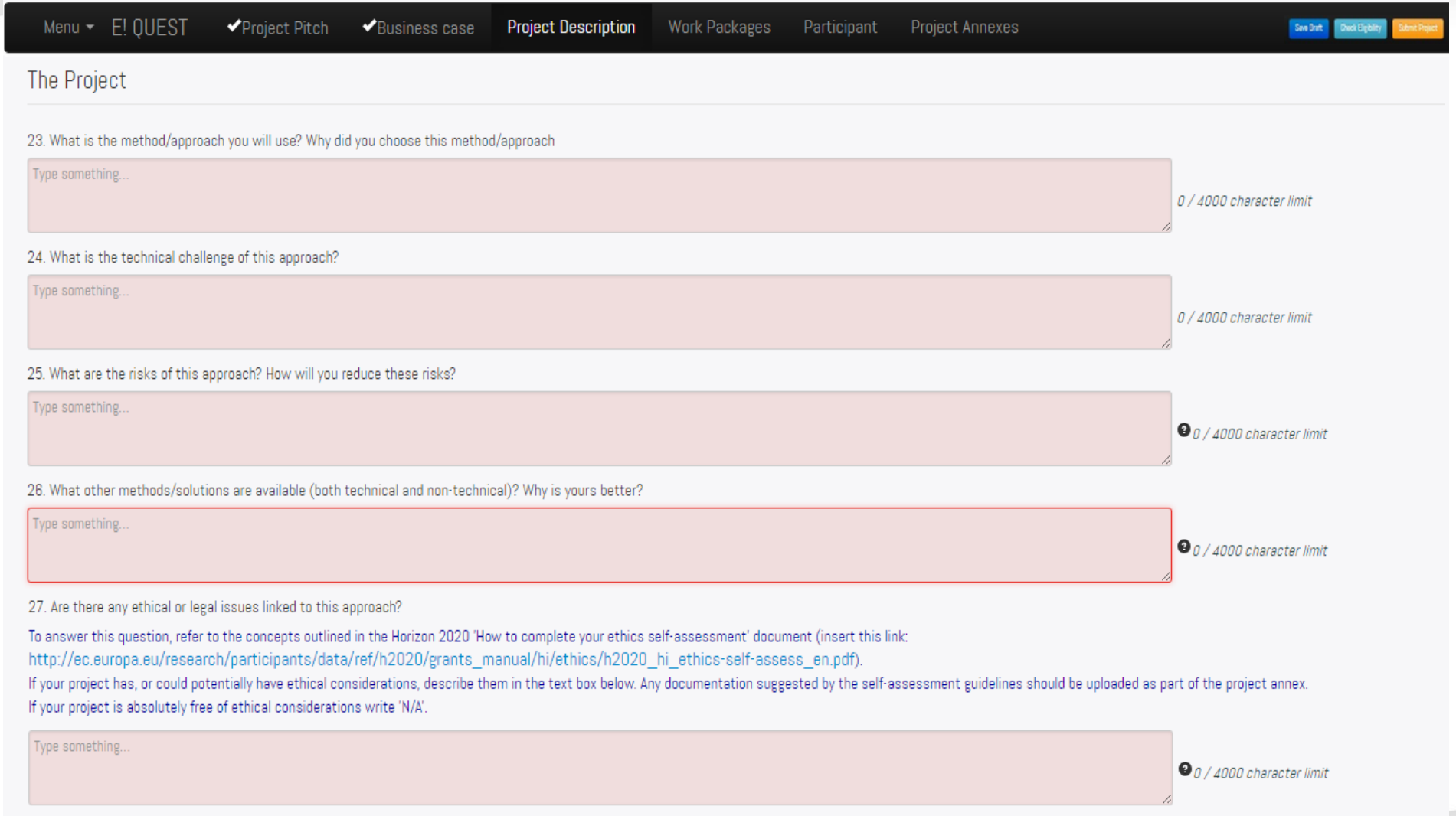
© EUREKA Secretariat 2017

PAF – Business Case



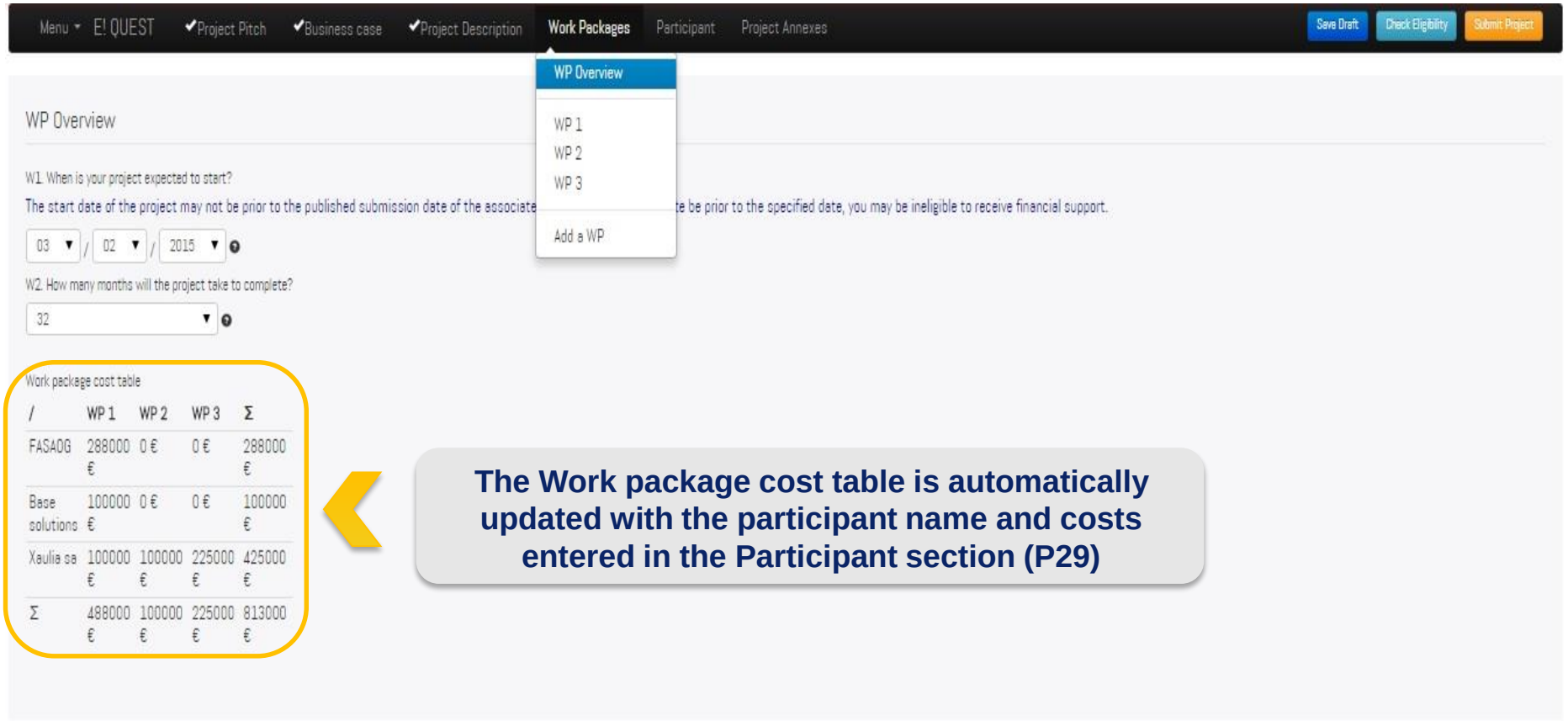
© EUREKA Secretariat 2017

PAF – Project Description



© EUREKA Secretariat 2017

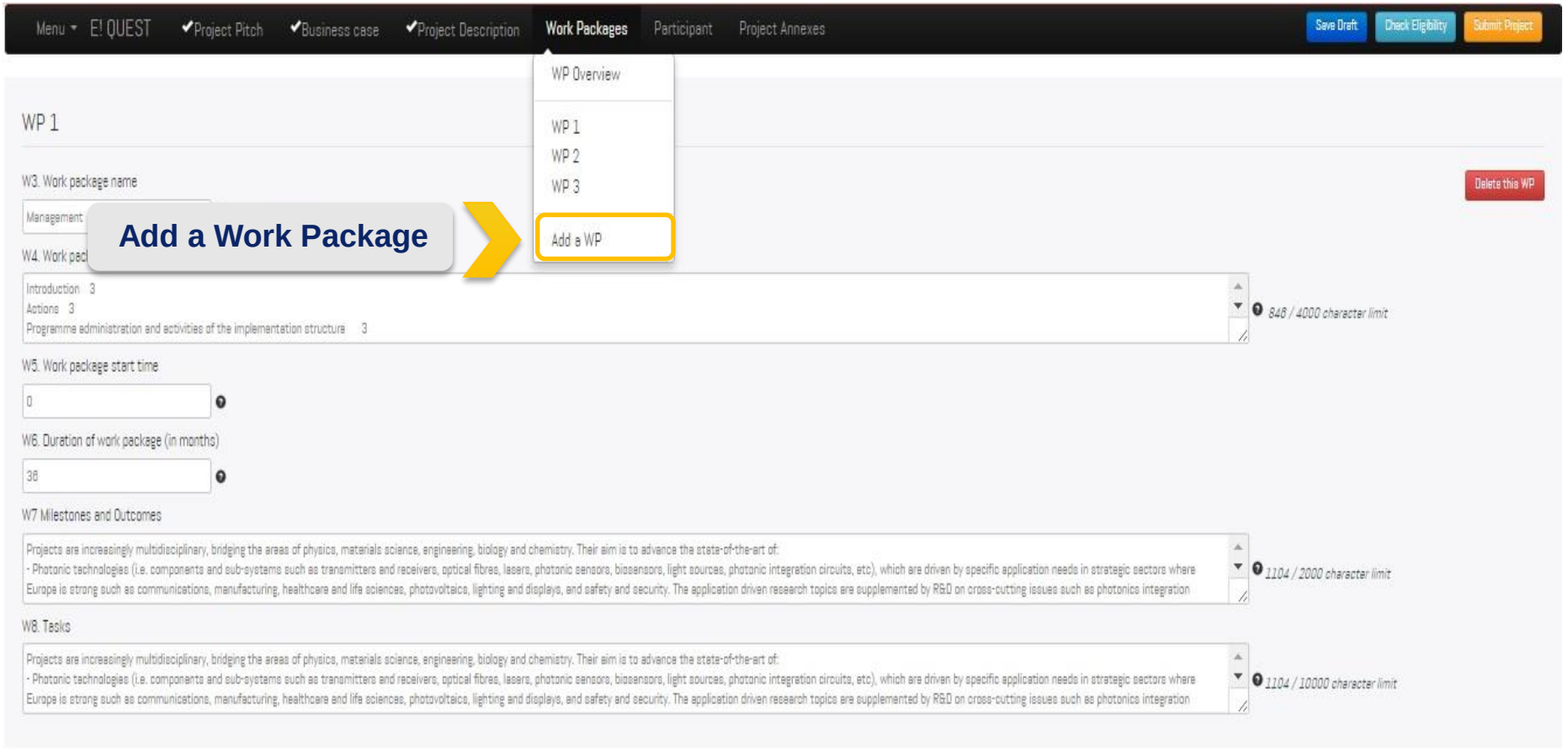
PAF – Work Packages



The Work package cost table is automatically updated with the participant name and costs entered in the Participant section (P29)

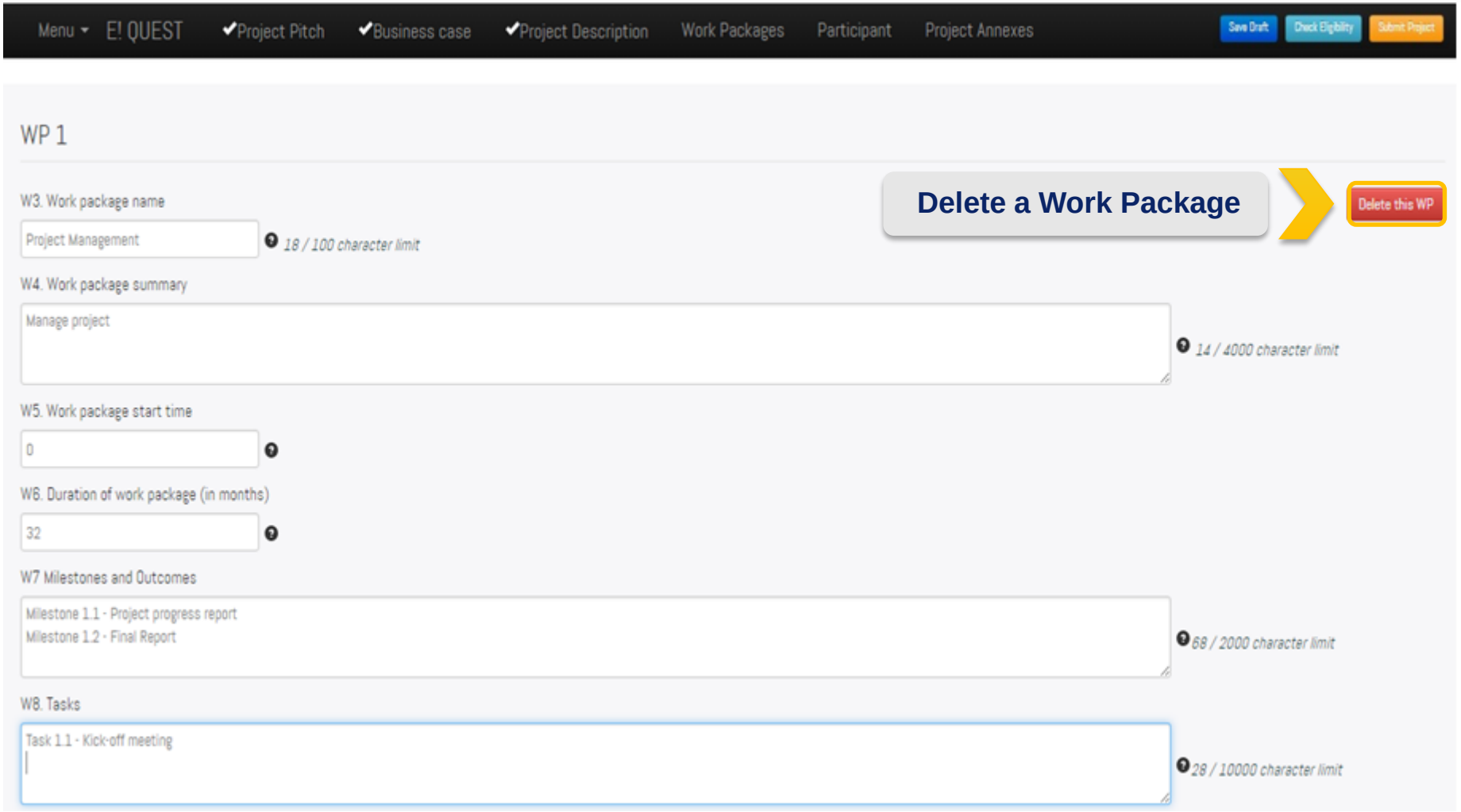
© EUREKA Secretariat 2017

PAF – Work Packages



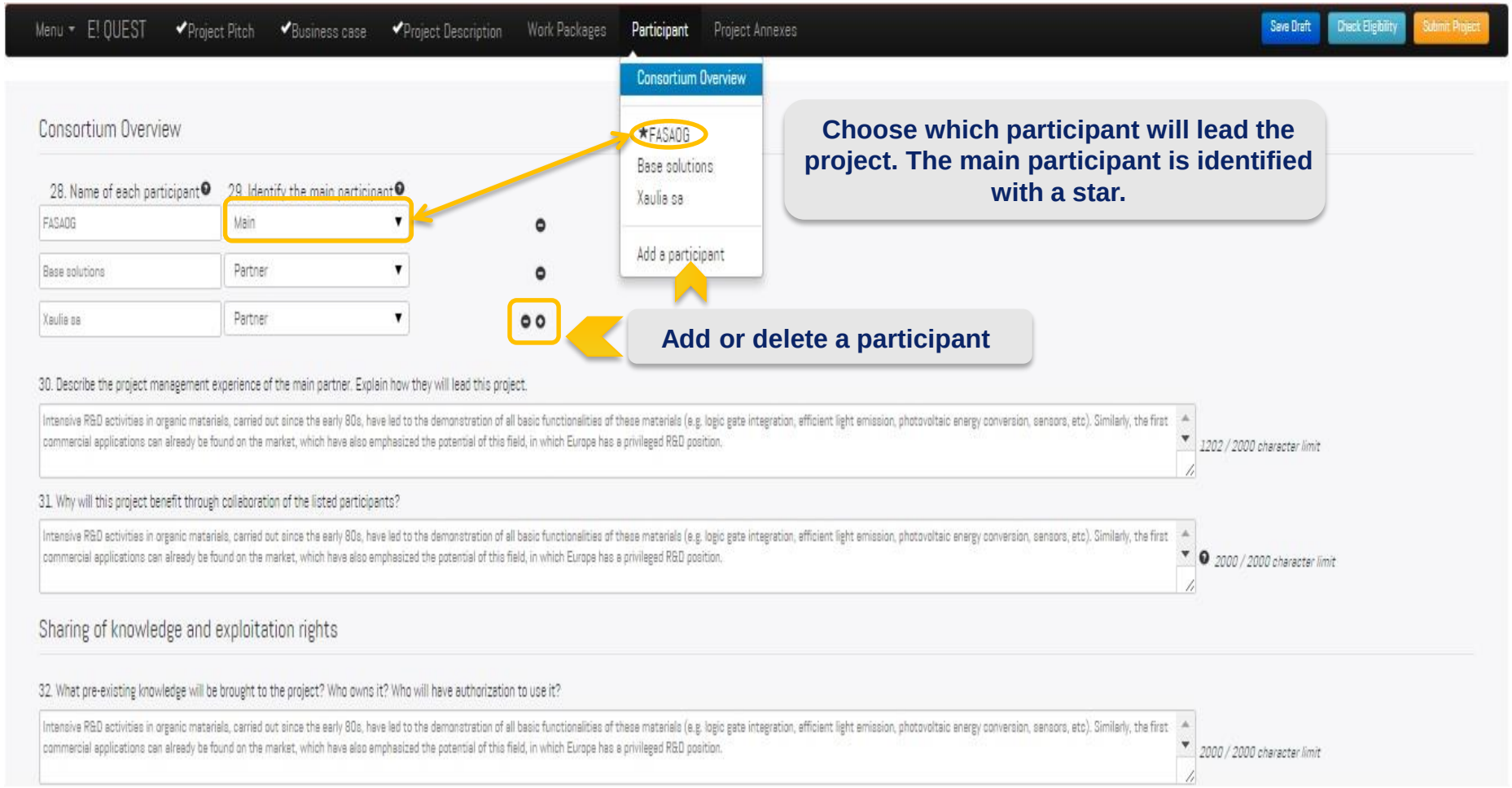
© EUREKA Secretariat 2017

PAF – Work Packages



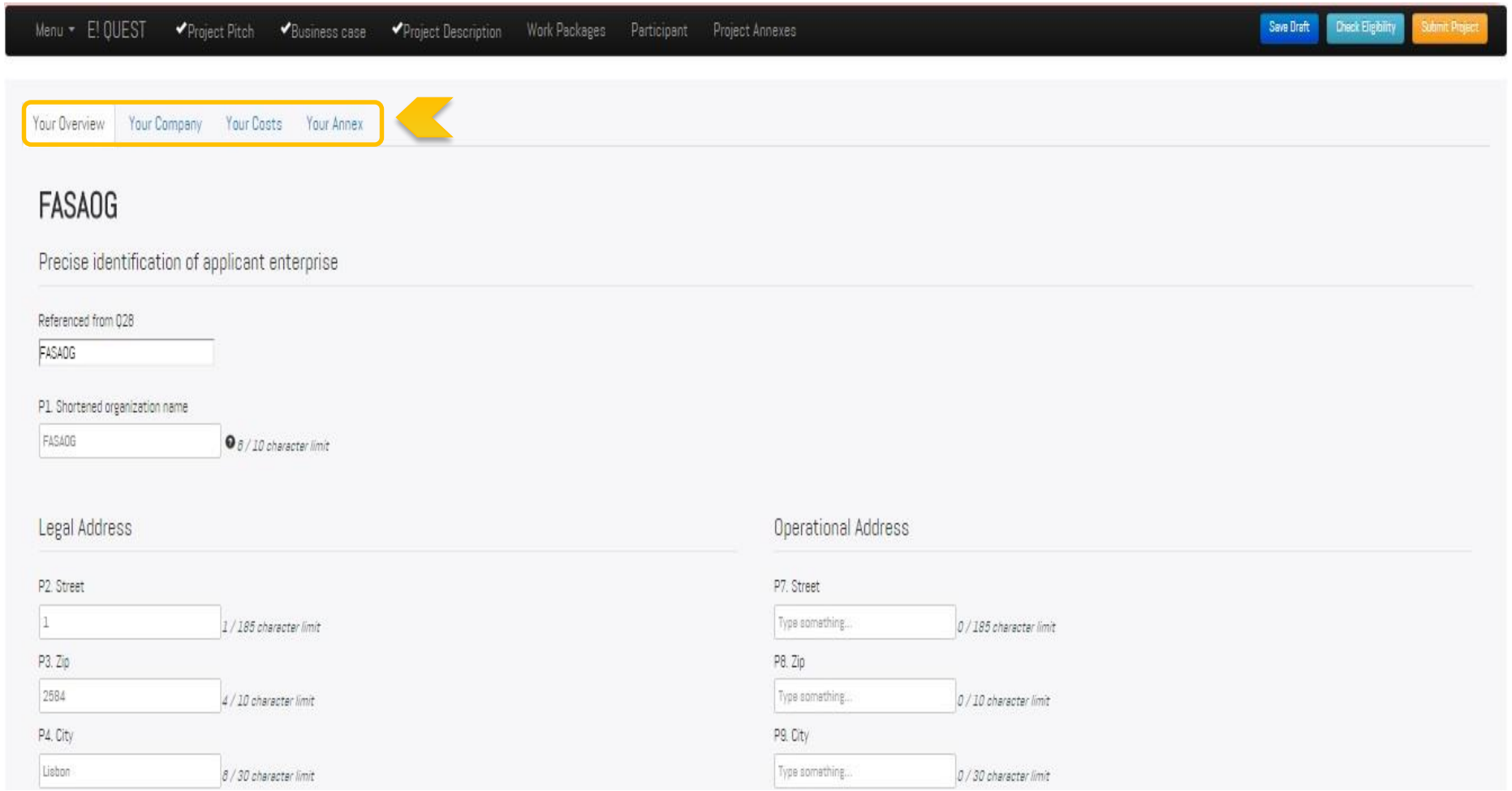
© EUREKA Secretariat 2017

PAF – Consortium Overview



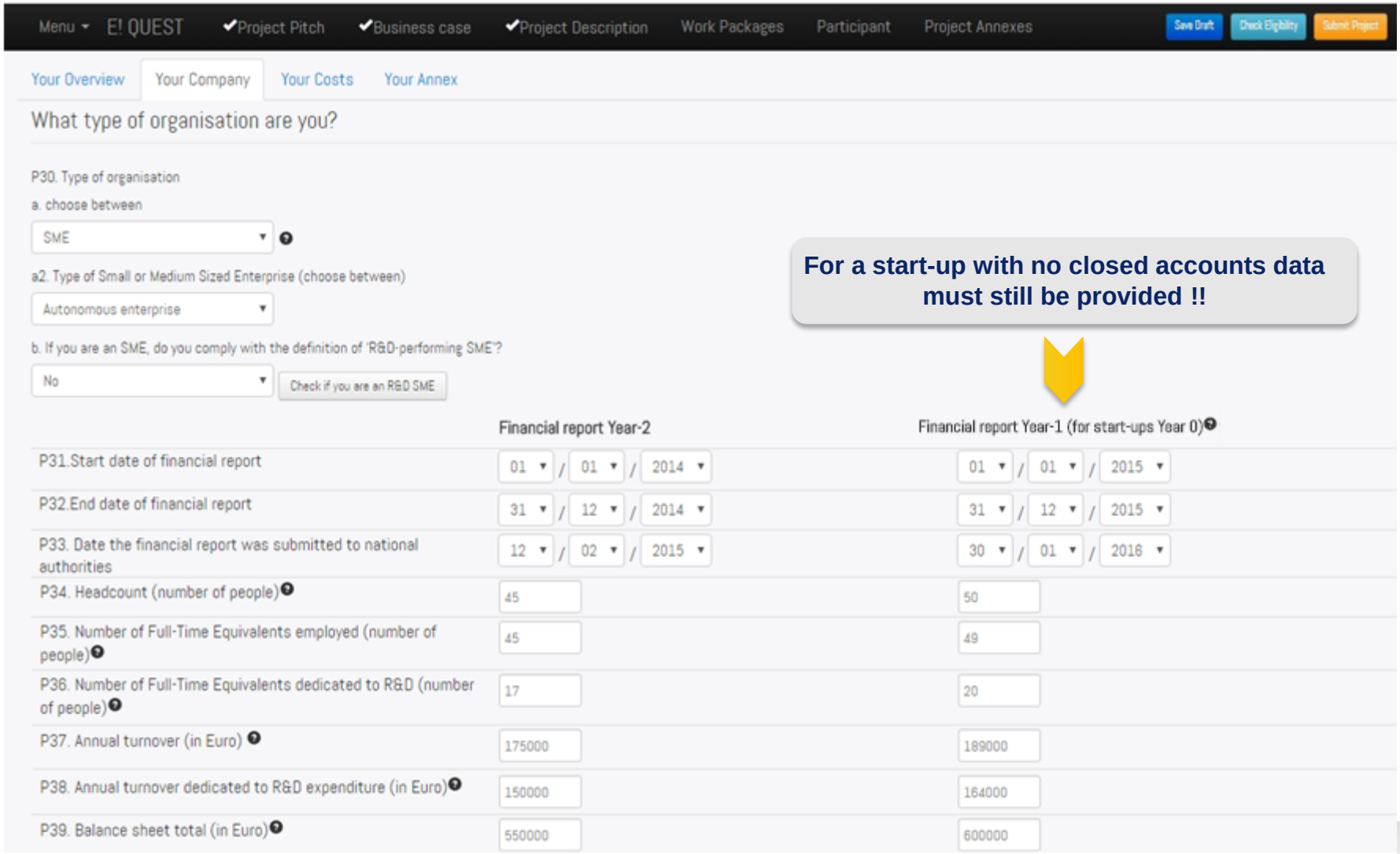
© EUREKA Secretariat 2017

PAF – Participant Overview



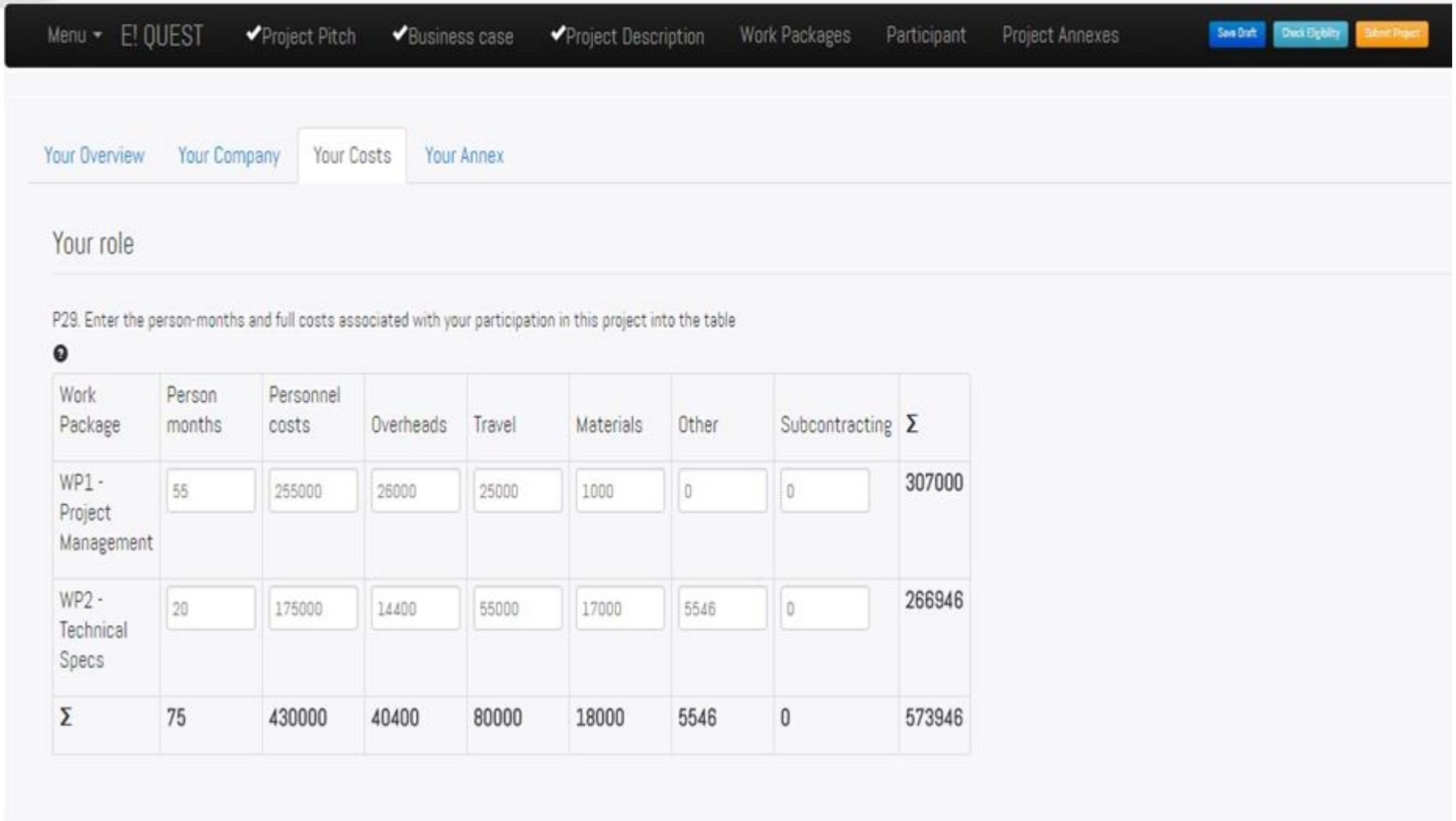
© EUREKA Secretariat 2017

PAF – Participant description



© EUREKA Secretariat 2017

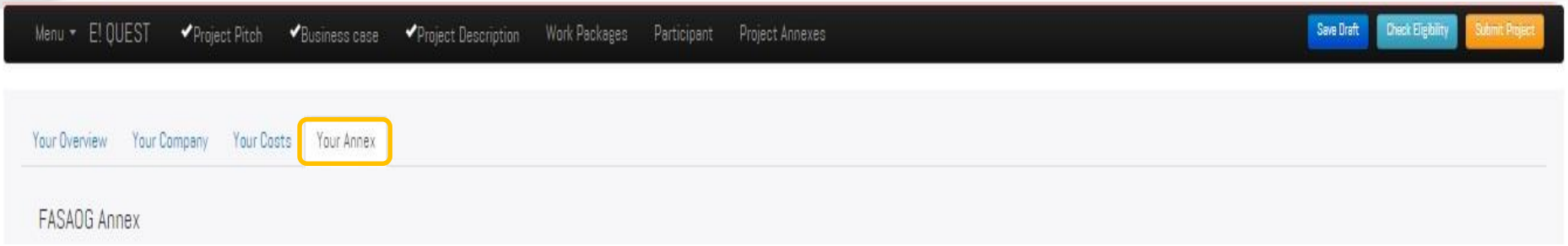
PAF – Participant Costs



Work Package	Person months	Personnel costs	Overheads	Travel	Materials	Other	Subcontracting	Σ
WP1 - Project Management	55	255000	26000	25000	1000	0	0	307000
WP2 - Technical Specs	20	175000	14400	55000	17000	5546	0	266946
Σ	75	430000	40400	80000	18000	5546	0	573946

© EUREKA Secretariat 2017

PAF – Participant Annex

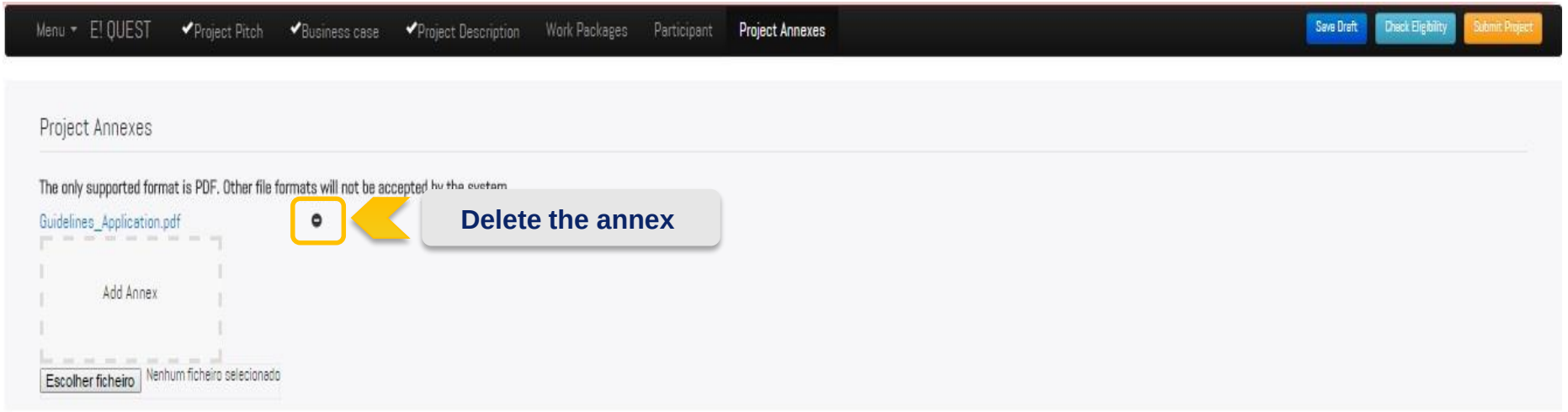


What type of organization are you?	What financial annexes should you submit?		
	Financial report Year -2	Financial report Year -1	Business Plan
SME (start-up, no accounts)	-	-	Y
SME (started last year, one closed account, not submitted or submitted)	-	Y	Y
SME (closed accounts for two or more years)	Y	Y	-
Large company	Y	Y	-
Research Centre (private)	Y	Y	-
University (private)	Y	Y	-
University (100% publically financed)	-	-	-
Hospital (100% publically financed)	-	-	-
Research Centre (100% publically financed)	-	-	-

- Only PDF format is accepted
- Combine all annexes and upload as a single document

© EUREKA Secretariat 2017

PAF – Project Annexes



- Option of including one additional annex:
  - Illustrations, graphics and Gantt charts cannot be included in the application form. Submit these and additional information as one PDF document accompanying the application form.
  - It should be written in English and be a maximum of 10 pages in length and 10 MB in size.
- Only PDF format is accepted

© EUREKA Secretariat 2017

PAF – Submission confirmation

- Registrant
- NPCs
- ESE

Reference: 1765/16/P

Dear Eurostars Applicant,

Your application was successfully submitted on 31/08/2016 at 16:49.

It has been assigned the reference number : ***E!1765***.

We have recently launched the myEUREKA platform where you can access your projects submitted for Eurostars and other EUREKA initiatives. This platform will allow you and your project partners to manage all project related information and documentation.

The submission of any documentation requested by Eurostars, namely the Commitment&Signature form and the EC SME declaration must be provided through myEUREKA platform. As such, please make sure that every organisation in the consortium registers. For this purpose, an email will be sent to each contact person within the consortium in order to register.

Should you have any questions, please do not hesitate to contact your national project coordinator.

Best regards,

The Eurostars Team

© EUREKA Secretariat 2017

Application – To Do List

1. Check if your organisation is eligible to receive funding
2. Complete all sections of the application form
3. Ensure that each organisation has the correct status
4. Ensure that all contact details are correct
5. Upload annexes
6. Check if the application is eligible
7. Double-check content
8. Check if the application form is complete
9. **Submit!**

© EUREKA Secretariat 2017

Factors for Success

- Be available
  - > Allow time for necessary preparation (partner search, project proposal, consortium agreement…)
- Build up a « win-win » cooperation
  - > Show complementarities and added value of trans-national partnership during and after the project
- Show partnership's ability to meet its commitments
  - > Demonstrate each party's management, scientific and technical skills as well as its available financial resources for the project
- In austerity, tax payers money is a scarce resource
  - > Demonstrate the fact that you have good financial health and have considered all of your options.
  - > If you are too risky, you might not be able to access support.

© EUREKA Secretariat 2017

Factors for Success

- Set clear, measurable and verifiable objectives
  - > Define success indicators for technological performance as well as the commercial and financial targets to achieve
- Demonstrate clearly why the projects should be financed
  - > Highlight the risks and the strategic character of the project in terms of expected commercial and financial impact
  - > Is it value for money?
- 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

© EUREKA Secretariat 2017

Factors for Success

- 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?

© EUREKA Secretariat 2017

Factors for Success

- 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

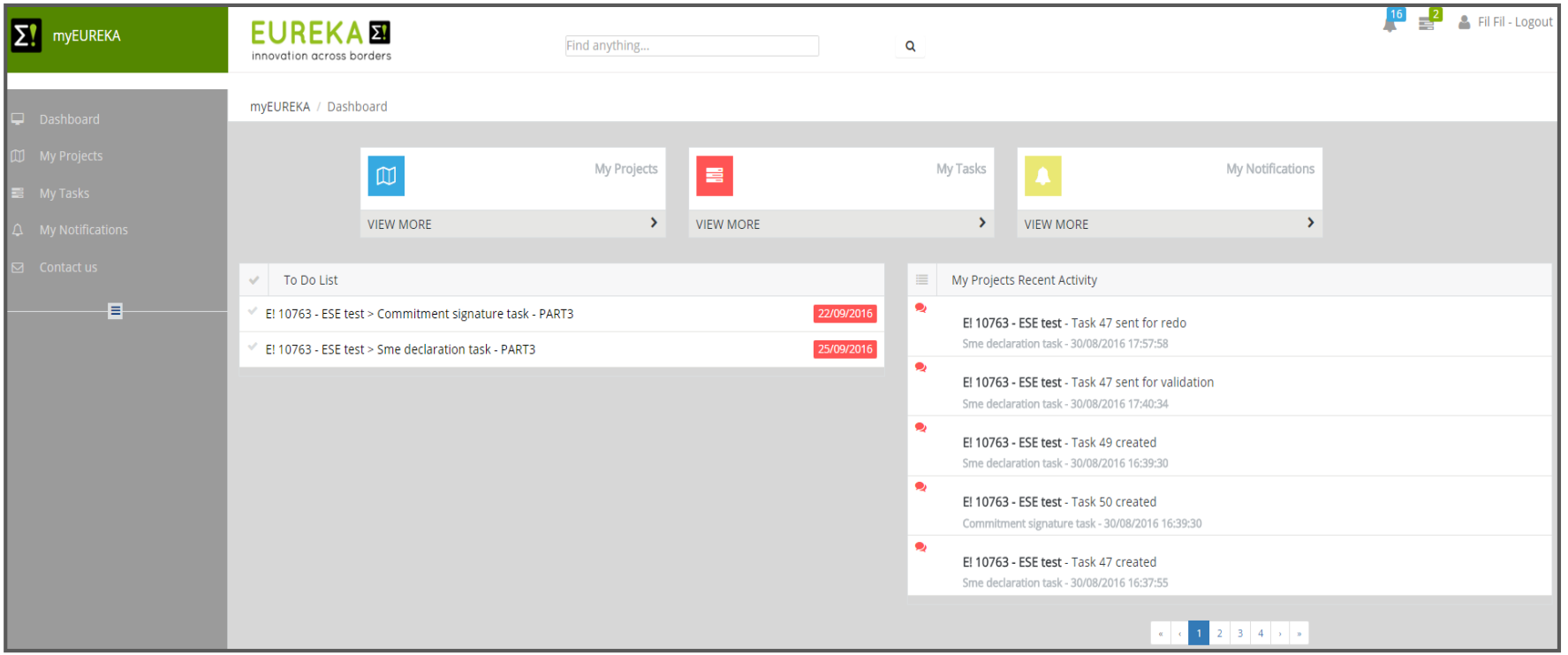
- Fill in the project application carefully and ensure it is clear
  - > Promote the key elements the evaluators are looking for and ask an objective party to read it
  - > Proof read it – this is the cheapest way of making it better.

- Don’t allow yourself to be surprised by anything
  - > Do your homework
  - > Speak to your National Project Coordinator (NPC)

© EUREKA Secretariat 2017

Next steps - myEUREKA

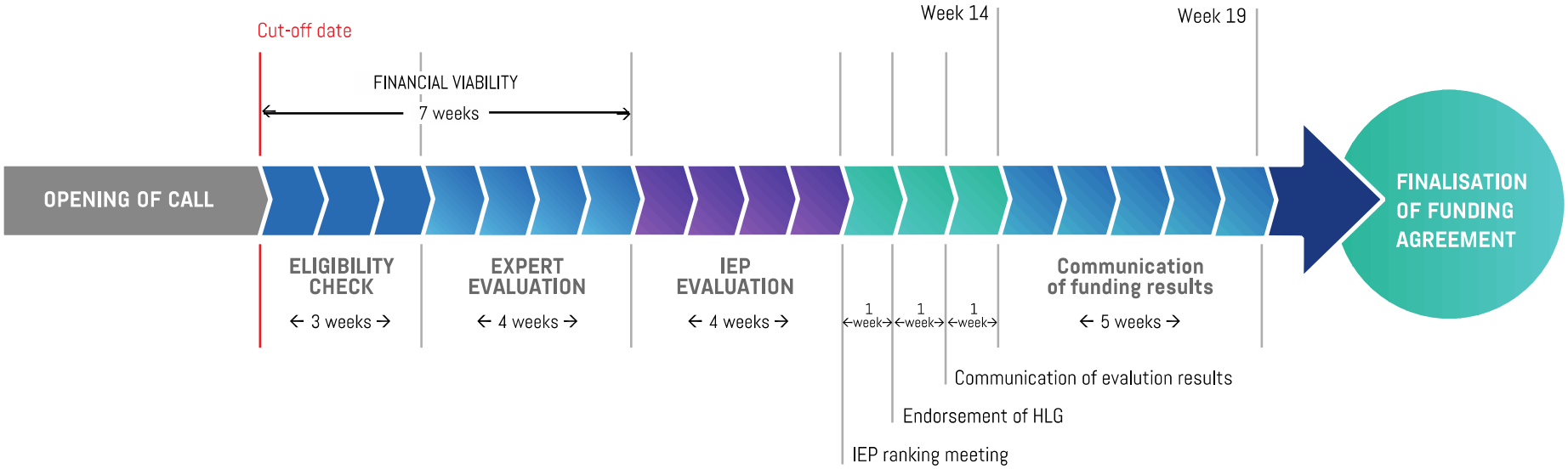
> Once submitted, all contact persons will be invited to register in the project management platform



© EUREKA Secretariat 2017

Timing

Time-to-contract is within 4 to 7 months



© EUREKA Secretariat 2017

Application Submission

- Via the Eurostars website: https://www.eurostars-eureka.eu
- Applicants registration: one registration per application
- Simple application easily filled with the help of the *Guidelines for completing an* application and the guidelines on *How to use the application system*
- Once submitted each participant of the consortium must register to myEureka

© EUREKA Secretariat 2017

Application: links to additional info

Using the online application system

Available at **https://www.eurostars-eureka.eu/content/using-online-application-system**

Guidelines for completing an application

Available at **https://www.eurostars-eureka.eu/content/guidelines-completing-application**

Your contacts

Do not hesitate to contact us

- Bpifrance
- ISERD – Israel Innovation Authority
- Innovation Task Force – Embassy of France in Israel

© EUREKA Secretariat 2017

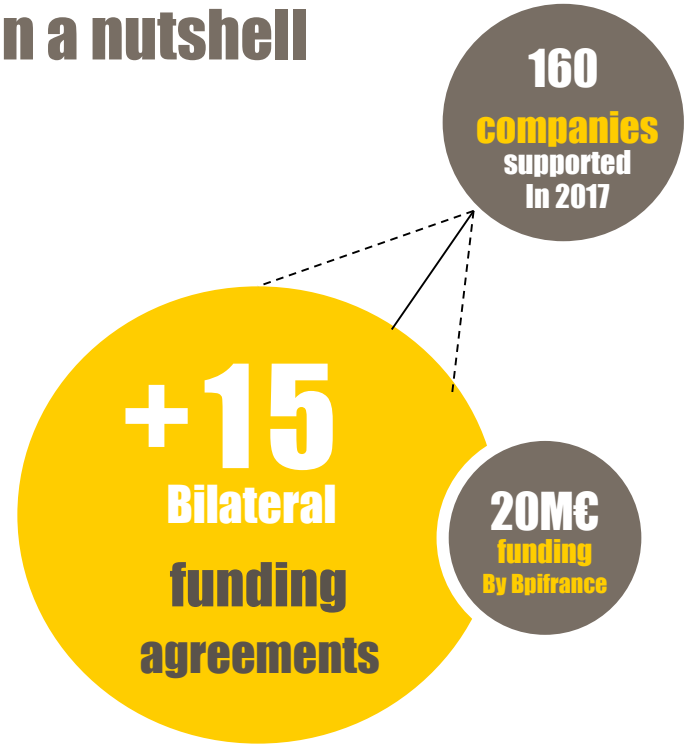
Bpifrance

eurostars™

EUREKA
innovation across borders

International Cooperation in Innovation, in a nutshell

- Foster international cooperation between innovative companies
- Support joint innovation projects to develop ready-to-market and tech-based solutions
- Bpifrance and its partners fund companies to facilitate collaboration in R&D
- Strenghten international partnership between large companies and SMEs through innovation projects



© EUREKA Secretariat 2017

Bpifrance

We support companies at the project's earliest stage

The Technological Partnership Aid:

Provides funding support through grants to cover French companies' needs in the preparation of their project : grant up to €50k

We finance collaborative innovative projects

Eurostars Grant

- Provides funding support through grant as part of the European Eurostars Programme
- The funding rate is up to 40% for a maximun amount of 3 M€

Want to know more?
Contact us

Odile Henin
International Project Manager
odile.henin@bpifrance.fr
+33 (0)1.41.79.87.85

Mael Mbaye
Project Manager
patrick.cornet@bpifrance.fr
+33 (0)1.53.89,78,74

© EUREKA Secretariat 2017

Israel Innovation Authority

Innovation Authority Divisions

- Technological Infrastructure
- Startup
- Growth
- Societal Challenges
- Advanced Manufacturing
- International Collaborations

רשות החדשנות
Israel Innovation Authority

International Collaboration Division

Mission: Create competitive advantages for Israeli industry in global market by:

- Building platforms for cooperation in innovative R&D
- Attracting strategic foreign stakeholders to Israel

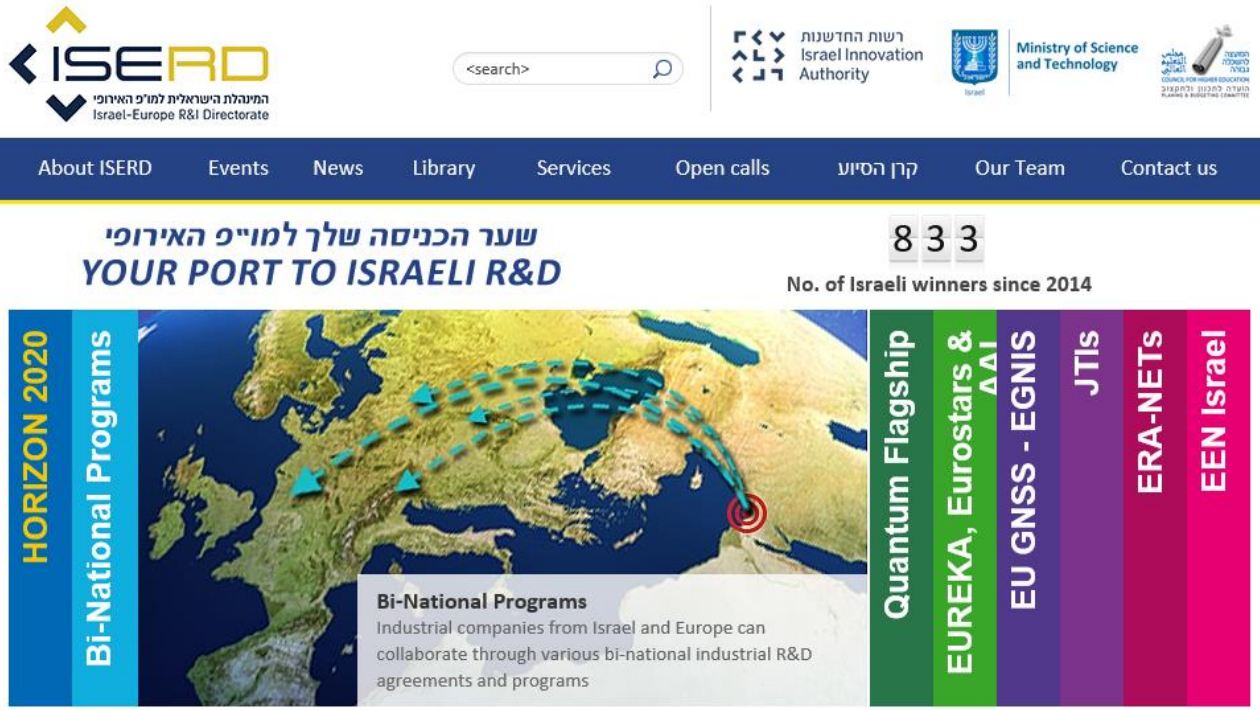
Programs:

- Bilateral programs for parallel support
- Binational funds
- Multinational agreements
- Horizon 2020
- R&D cooperation with multinational corporations
- Incentive program for adapting products for emerging markets
- Incentive program to encourage R&D centers in Israel of multinational corporations

רשות החדשנות
Israel Innovation Authority

© EUREKA Secretariat 2017

ISERD – Israel-EU Directorate



CONTACT

Uzi Bar Sadeh

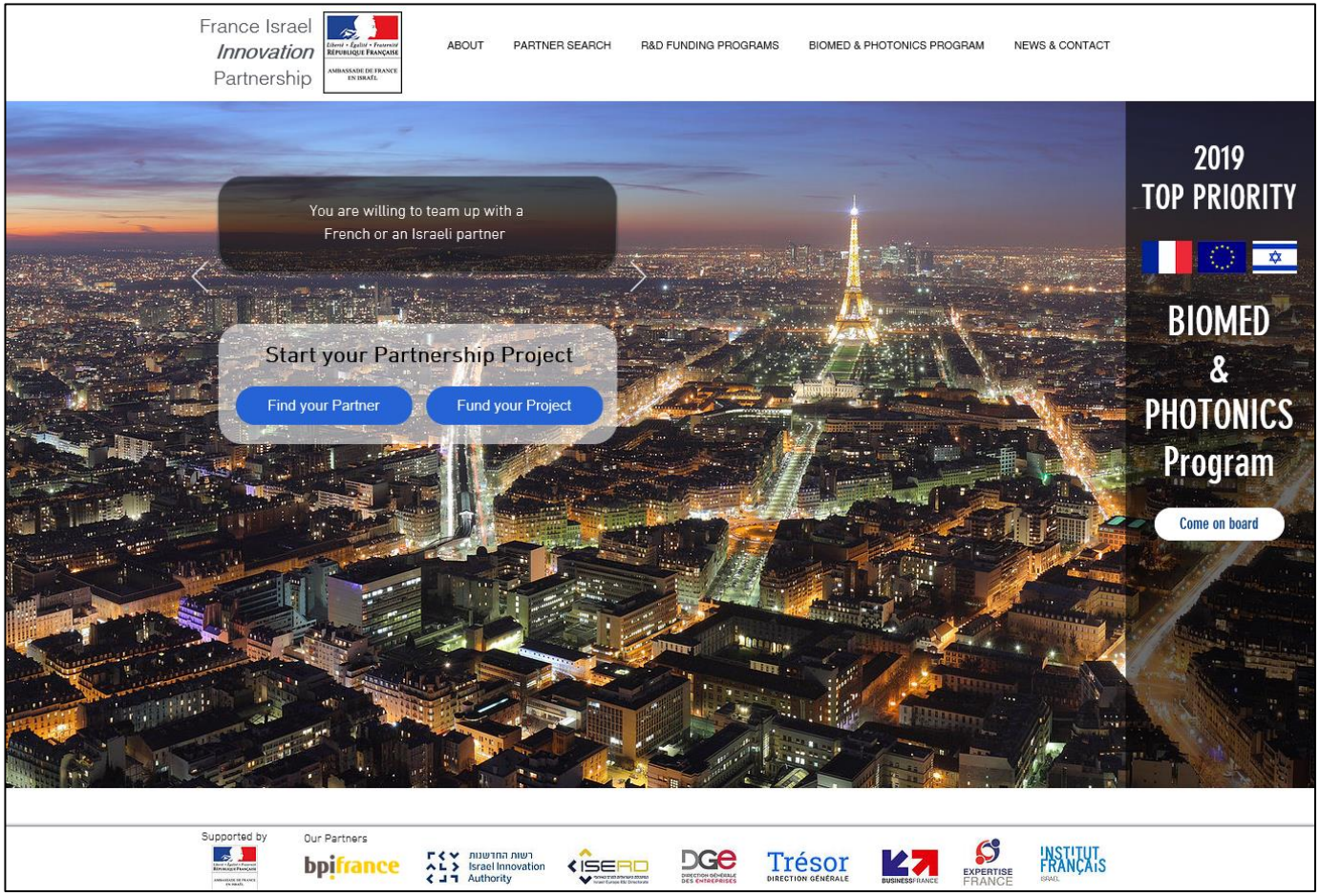
Bilateral Programs Manager - Europe; EUREKA and Eurostars National Project Coordinator (NPC)

Tel: 972-3-5118185
E-mail: uzi@iserd.org.il

© EUREKA Secretariat 2017

Innovation Task Force

www.franceisrael-innovation.org



© EUREKA Secretariat 2017

Innovation Task Force

- We are **a non-profit initiative** within the **Embassy of France in Israel**, committed to **connect France and Israel through R&D partnerships**.

  We believe that a lot of value lies in the technological cooperation between the two ecosystems.

- We are dedicated **to foster R&D partnerships** by helping you to:
  - **Identify partners** for collaboration and introduce you to the right contacts and companies.
  - target the most relevant public **funding programs** to support your R&D projects.
  - **seize the opportunities** in the field of innovation between the two countries.

- **Contacts :**
  - **Aurelie Guthmann** aurelie.guthmann@businessfrance.fr
  - **Marc Azuelos** marc.azuelos@expertisefrance.fr

© EUREKA Secretariat 2017

eurostars™

Aim Higher

applications@eurostars-eureka.eu

Cut-off : **12 September 2019**

20:00 Brussels Time

Good luck!

More info: **www.eurostars-eureka.eu**

Contact: **www.eurostars-eureka.eu/home/contactus**

© EUREKA Secretariat 2014