

SHARING  
KNOWLEDGE

# Trends in Technology

Tackle anything

Trends in funding and subsidy of innovative technology

brighthands  
Knowledge creating borders



## Trend 1

Standardisation in  
subsidy schemes.  
Focus on company  
innovation strategy  
increases success.

## Trend 2

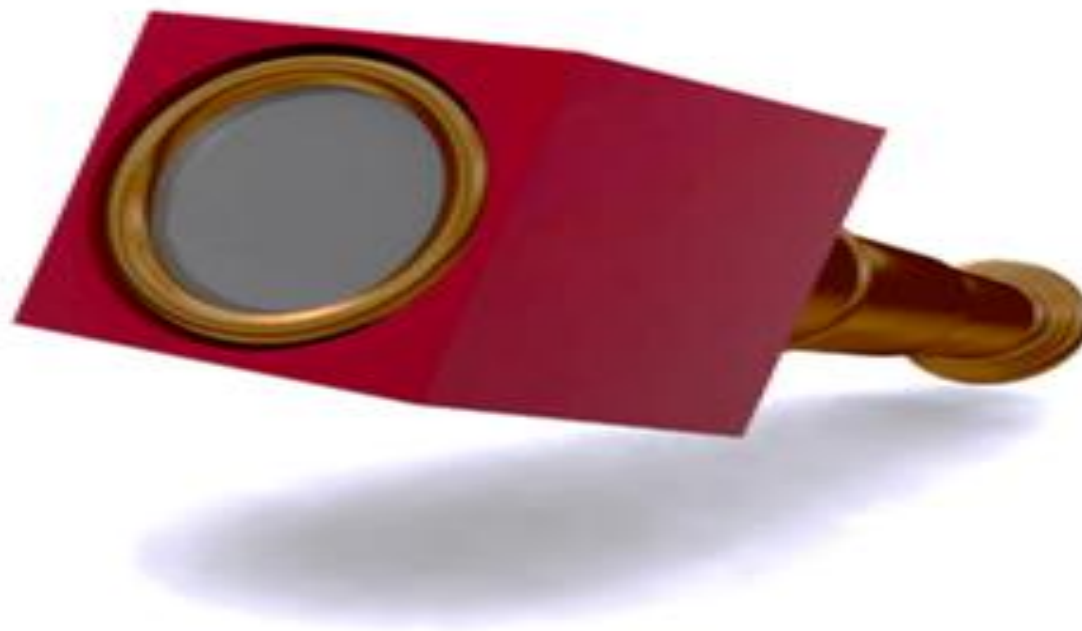
Shift from (fundamental)  
science driven innovative  
subsidy schemes towards  
valorisation and economic  
value driven innovative  
subsidies.

## Trend 3

Upfront (financial)  
viability checks  
increase: more  
assurance by  
subsidy funds  
required to be  
eligible

Focus on  
SME

# Brief introduction





# How to tackle anything

Innovation strategy first, funding and subsidy second

## **General opinion:**

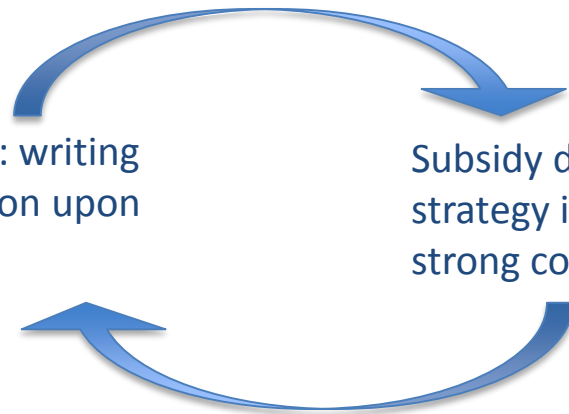
- Writing subsidy proposals is timeconsuming
- Success rates from subsidies are low
- Administrative burden once a subsidy is granted

## **Cause:**

- 'Subsidy thinking' instead of 'innovation strategy thinking'

Responsive attitude: writing proposals is a reaction upon calls for proposals

Subsidy driven entrepreneurship: the company strategy is driven by subsidies instead of a strong company innovation profile



## **Solution:**

- **Corporate Innovation Strategy FIRST**

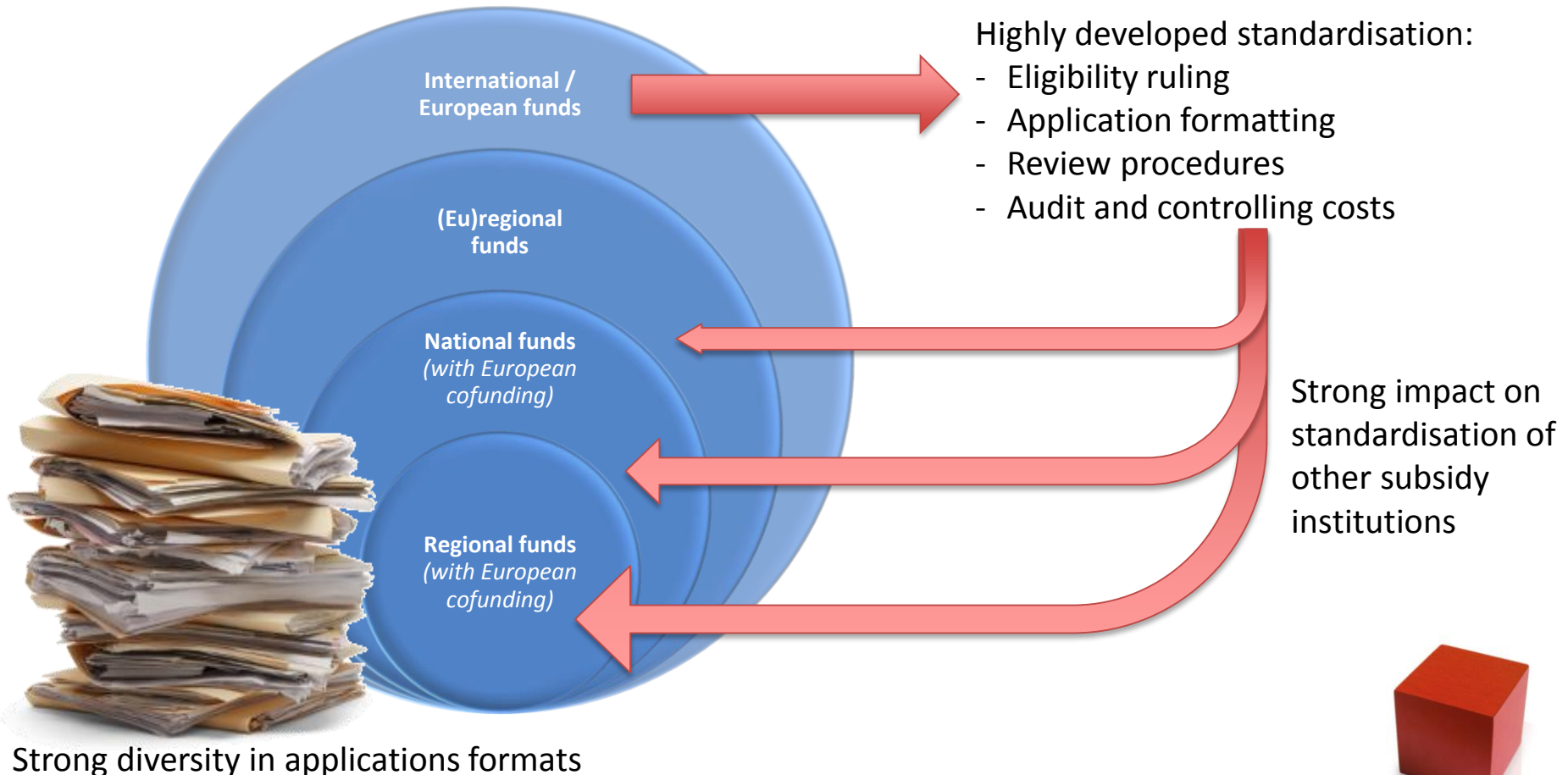


# How to tackle anything

Innovation strategy first, funding and subsidy second

Trend  
1

## ***Trend in formats of subsidy institutions:***





# How to tackle anything

## Innovation strategy first, funding and subsidy second

### ***Trend in formats of subsidy institutions:***

Proposal title	The most concrete summary of the proposal!
Abstract/summary	What are the objectives How will objectives be achieved What is the relevance of the objectives
Consortium/partners	Who is applying, alone or in consortium, strength of the applicant(s)
Excellence of the proposal	Objectives, concept, methodology, ambition
Impact	expected impact and maximisation, dissemination of results
Implementation	work plan, workpackages, tasks, deliverables, milestones
Management	organisational structure, expertise, resources, critical risks
(Ethics and security)	

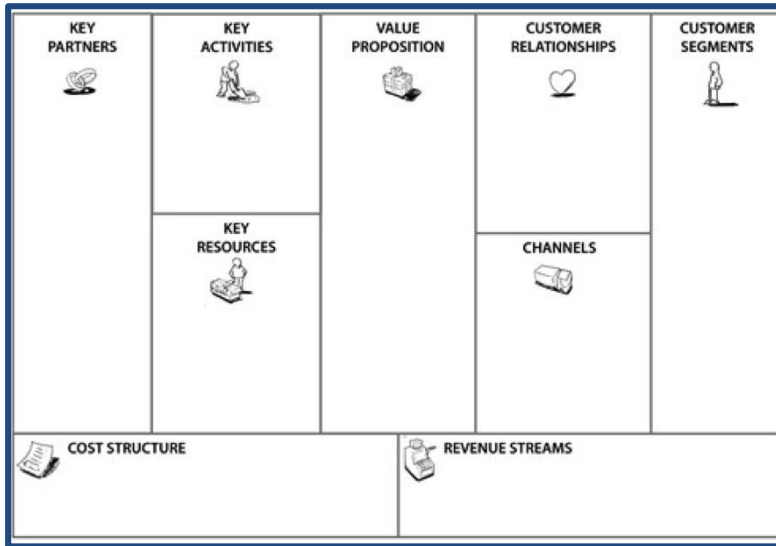


# How to tackle anything

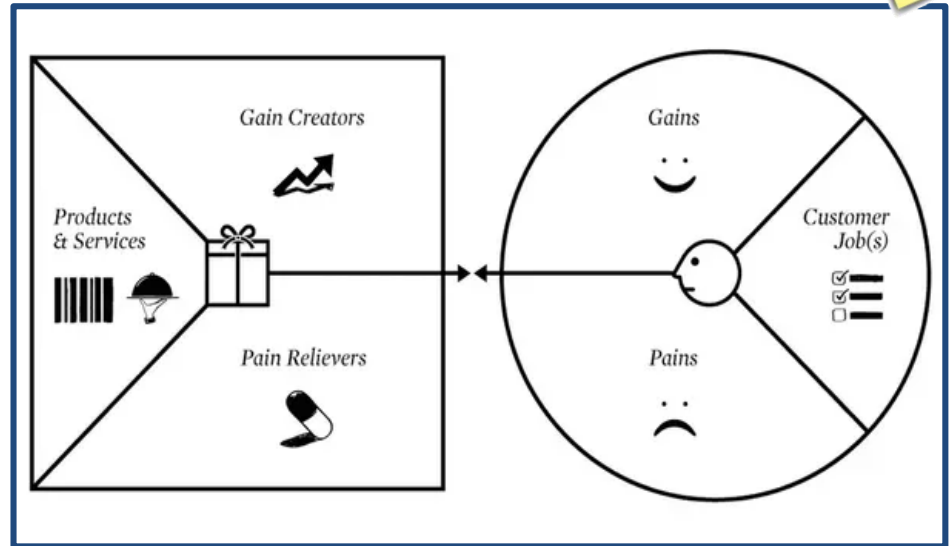
Innovation strategy first, funding and subsidy second

Trend  
1

Business Model Canvas



Value Proposition Canvas



**Company Innovation Strategy**

Subsidy formats





Trend  
2

# The everlasting paradigm

bridging the S&T <-> business development gap



- Funding schemes used to be focussed on Science
- Market and economic value would grow automatically
  
- Conclusion: this didn't work
  
- Shift in focus in subsidy schemes:
  - importance of company (SME) involvement in proposals
  - valorisation of knowledge into market.
  
- On regional, national and international/European level





# The everlasting paradigm

bridging the S&T <-> business development gap



## Examples:

- Regional:  
AMIBM Industrial doctorates programme, LBDF
- National:  
NWO KIEM subsidy, NWO Industrial doctorates
- European:  
SME Instrument, Fast Track to Innovation,  
Marie Curie Programme (in business)





# Have your company 'in good shape'

Trend towards more upfront assurance

- Increase in 'financial viability checks' by subsidy funds
- Information on the financial position of applicants over the last three years requested -> CONSOLIDATED COMPANY
- In case a (co)applicant does not pass the financial checks and balances, the proposal will not be eligible
- Also increased upfront legal/administrative checks

**Have your company financially and legally 'fit' in order to be eligible for funding**

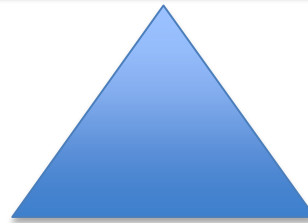


# The funding/subsidy jungle

keeping focus and overview, choice making in opportunities

Overall company strategy  
Innovation Strategy and R&D  
Investment amount needed  
Time to market  
IPR protection  
Own resources / matching  
Administrative Organisation

Content of subsidy scheme  
Match with company strategy  
Application timeline  
Subsidy amount  
Eligibility and accountability  
Success ratio  
Evaluation process



# Upcoming calls for subsidy

- NWO Industrial Doctorates
- SME Instrument Phase 1
- SME Instrument Phase 2
- FTI Fast Track to Innovation
  
- In General:
  - all draft papers for Horizon2020 calls for proposals are available
  - First calls for proposals Horizon2020 2018 are already open:
    - Future and Emerging Technologies (FET) on 22 May 2018
  
  - time indication for OP Zuid calls for proposals 2018 is available:
    - 1B1 (strengthening valorisation system) Dec18-March19 and Dec19-March20
    - 1B2 (Valorisation SME) June18-Nov18 (together with MIT R&D)
    - 1B3 (strengthening Human Capital) Dec17-May18

A screening of your company innovation strategy vs. calls for proposals is possible, enabling you to be ready in time to target high potential subsidy schemes for your company



## Fit the subsidy to your business, not your business to the subsidy

Subsidies focus on (economic) value creation -> enough opportunities for companies / SME's

Applicants (companies) must be upfront financially 'fit' in order to be eligible for applications





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