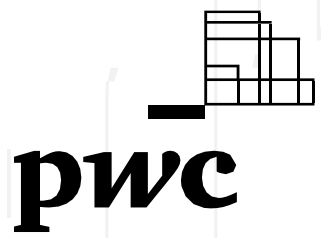


WELCOME

Is Horizon Europe the funding opportunity for your SME?

One year into the European Innovation Council (EIC) - PwC's insights



Is Horizon Europe the funding opportunity for your SME?

One year into the European Innovation Council (EIC) - PwC's insights

Shlomit Dola, Tax Partner, Head of Global Incentives Services, PwC Israel

Shelly Diamant, Senior Manager, Global Incentives Services, PwC Israel

Yael Govezensky, Manager, Global Incentives Services, PwC Israel

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- 3 EIC Pathfinder & Transition
- 4 EIC Accelerator
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- 6 Questions



Meet the Presenters

■ Shelly Diamant-Yaffe, Senior Manager GIS

Shelly has over seven years of experience in providing global incentive services to Israeli and multinational clients in the fields of Horizon Europe, the Israeli Innovation Authority, and other international incentive programs.

Prior to joining PwC Israel, Shelly spent seven years at a leading big four accounting firm in the Horizon Europe team within the global incentives department. Prior to that Shelly worked as a director of an international outsourcing company and spent several years in the UK working for top global companies such as Financial Times.

Shelly holds a BA in Psychology from the University of Witwatersrand in South Africa (WITS), as well as an MBA from WITS Business School, where she graduated with a distinction.

■ Yael Govezensky, Manager GIS

Yael has over five years of experience in providing global incentive services to companies of all sizes and stages, Israeli or multinational, while focusing on R&D grants in the framework of Horizon Europe, the Israeli Innovation Authority, and other incentive programs.

Yael holds a B.Sc. in Biology from Tel Aviv University, and M.Sc. in Medical Science from Bar Ilan University, and is in the process of completing her MBA from Tel Aviv University.



Introduction to Horizon Europe

- **Horizon Europe** is the EU's key funding program for research and innovation
- **Budget of €95.5 billion: 2021-2027** (Successor of the Horizon 2020 program)

3X
more often among **top 1%**
cited publications
compared to output in
Member States



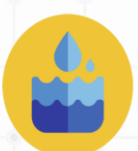
fuel EU's **scientific and technological excellence** and
the strengthen the European
Research Area (ERA)

**Science
& technology**



tackle policy priorities,
including **green and digital
transitions** and Sustainable
Development Goals

Society



boost Europe's
**innovation uptake,
competitiveness
and jobs**

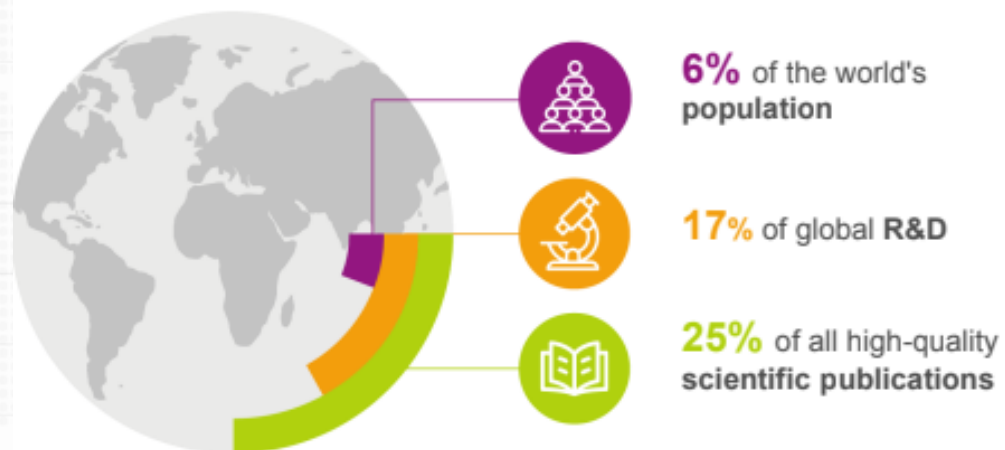
Economy



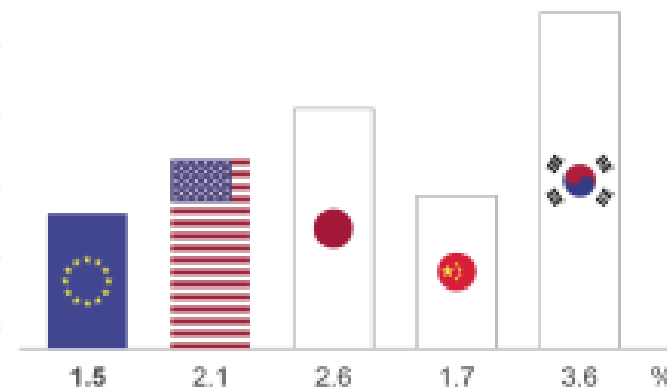
19%
estimated labour
productivity increase in
funded companies **thanks
to the programme***

Introduction to Horizon Europe

- Europe's knowledge and skills are its main resources, but Europe can do better at transforming this into leadership in innovation and entrepreneurship



1.5% EU business R&D investment



Introduction to Horizon Europe



* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme

The European Innovation Council (EIC)

European
Innovation
Council



Innovation Performance

- **Strong research performance not translated** into innovation
- Lack of breakthrough / disruptive innovation that create new projects

Innovation Funding

- Financing gaps (2 “valleys of death) in
- **Transition** from lab to enterprise
 - **Scaling up** high risk initiatives

Innovation Ecosystem

- Many national & local ecosystems, but **fragmented at European level**
- Need to **include all regions, talent & diversity**



The European Innovation Council (EIC)



European
Innovation
Council



Funding schemes are
either:

Open: bottom-up
with no predefined
topics

Challenges: top-down
challenge driven calls



TRL Levels Explained

TRL 9	Actual system proven in operational environment	Product manufacturing	IA Innovation Action
TRL 8	System complete and qualified	Product demonstration	
TRL 7	System prototype demonstrated in operational environment		
TRL 6	Technology demonstrated in relevant environment		
TRL 5	Technology validated in relevant environment	Technological research	RIA Research Innovation Action
TRL 4	Technology validation in lab		
TRL 3	Experimental proof of concept		
TRL 2	Technology concept formulated	Basic research	
TRL 1	Basic principles observed		



The European Innovation Council (EIC)

European
Innovation
Council



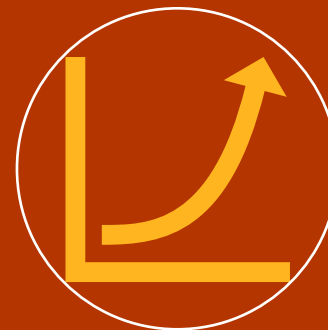
Pathfinder

Turn Europe's
excellent science into
breakthrough
technologies



Transition

Turn Europe's
breakthrough
technologies into
disruptive innovations



Accelerator

Turn Europe's
disruptive innovations
into scalable, global
businesses

Bottom-up & Top-down Components



EIC PATHFINDER

- The EIC Pathfinder program funds research to develop breakthrough technologies
- Small consortia or single applicants
- Grants of **up to €3m** (open) or **€4m** (challenges)
- **Funding of 100% of the eligible costs**

PATHFINDER
R&I grants
(from early technology
to PoC: **TRLs 1 to 4**)

- **Pathfinder EIC Challenges**

Clean & efficient cooling

Construction digitalisation

Precision nutrition

Responsible electronics

In-space solar energy

- Deadline Pathfinder Challenges: 18 October 2023

EIC TRANSITION

- This program aims to transition PoPs to validation in application environment
- Restricted to proposals built on results of the EIC pathfinder, ERC POC or EDF projects
- Single applicants or small consortia (2 partners) or consortia of 3 – 5 partners
- Grants of **up to €2.5m**

TRANSITION
R&I grants
(POC to pre commercial: TRLs 4
to 5 or 6)

- **Transition EIC Challenges**

Micro-nano-bio devices

Environmental intelligence

Chip-scale optical frequency

- Transition Open - 12 April 2023
- Transition Challenges - 27 September 2023

EIC ACCELERATOR

- This program aims to help breakthrough innovations to commercialize

Start-ups & SMEs

- Seeking to scale-up high impact innovations with the potential to create new markets or disrupt existing ones

Deep-tech

- Innovations building on scientific discovery or breakthrough technologies

Significant funding

- Innovations where significant funding is needed over a long period of time, & are too risky for private investors alone

ACCELERATOR

Grants & investment for single SMEs & start-ups (from pre commercial to market & scale up: TRLs 5 or 6 to 8)



EIC ACCELERATOR

Breakdown of funding

Grant Component

Max **2.5 million** EUR
Eligible costs reimbursed up to
70%
Project of **24** months
SME eligibility criteria
Small mid-caps not eligible

Investment Component EIC Fund

Min **0.5 million** EUR – max **15**
million EUR
Usually in the form of direct
equity or quasi-equity
Max **25%** of voting shares
Patient capital principle (7-10
years for ROI)

EIC ACCELERATOR

- Single start-ups and SMEs, individuals and small mid-caps
- Support provided:

Blended Finance

Grant & investment
Support for development (TRL 5 – 8), deployment & scale-up (TRL 9)

Grant First

If innovation still needs
significant work to validate &
demonstrate in relevant
environment

Grant Only

If there is proof that your
company has sufficient
funding for deployment &
scale-up (TRL 9)

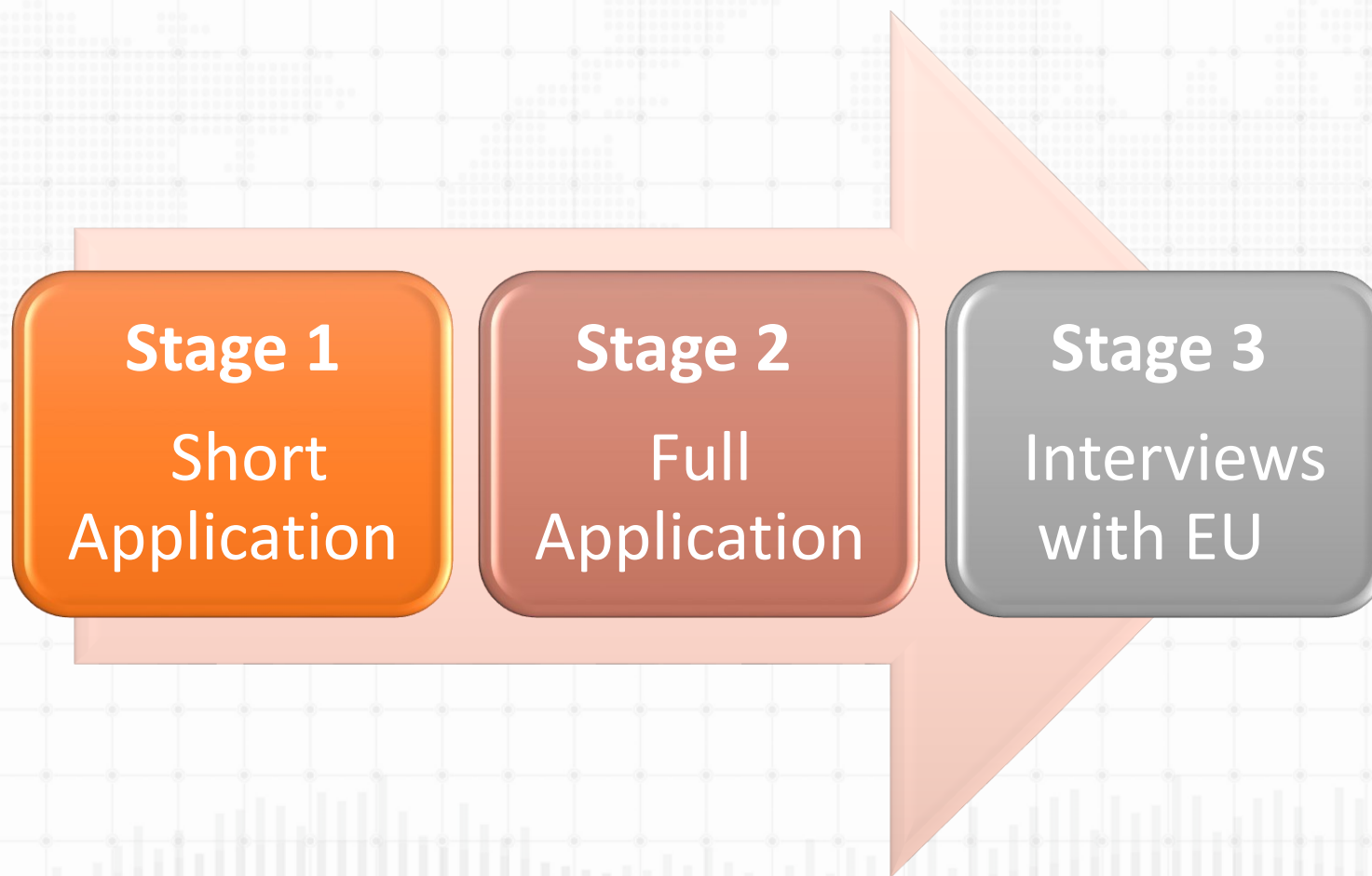
Investment Only

If your company is seeking to
fill the funding gap for rapid
scale & don't need grant
(mostly small mid-caps)



EIC ACCELERATOR

- Step by step evaluation process:



EIC ACCELERATOR

■ Stage 1

Stage
1

Short application
questionnaire on
EIC Accelerator
platform

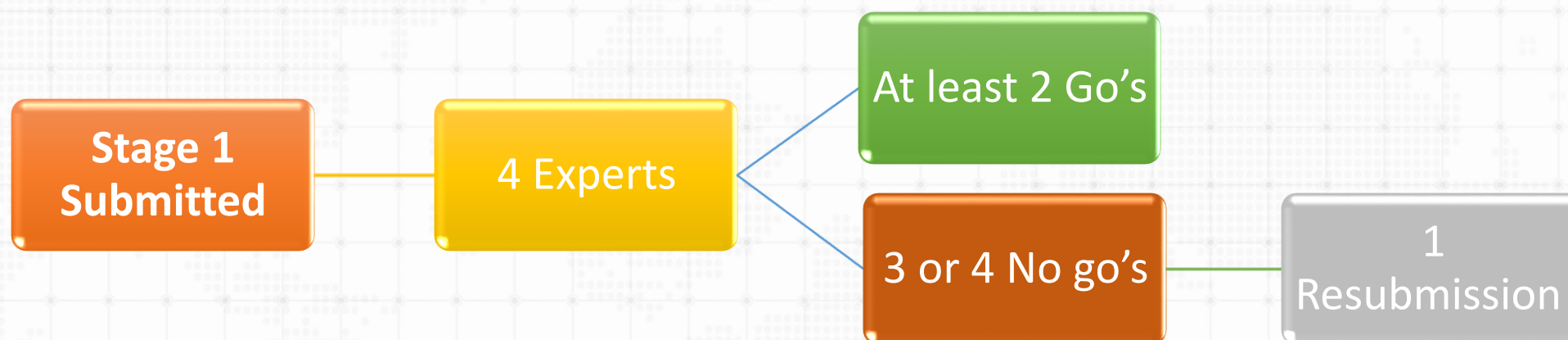
10 slide
presentation

3 minute video
pitch



EIC ACCELERATOR

Stage 1 evaluation process



- Continuously open
- ~4 weeks for results



EIC ACCELERATOR

■ Stage 2

Stage
2

**Full application
questionnaire on
EIC Accelerator
platform**

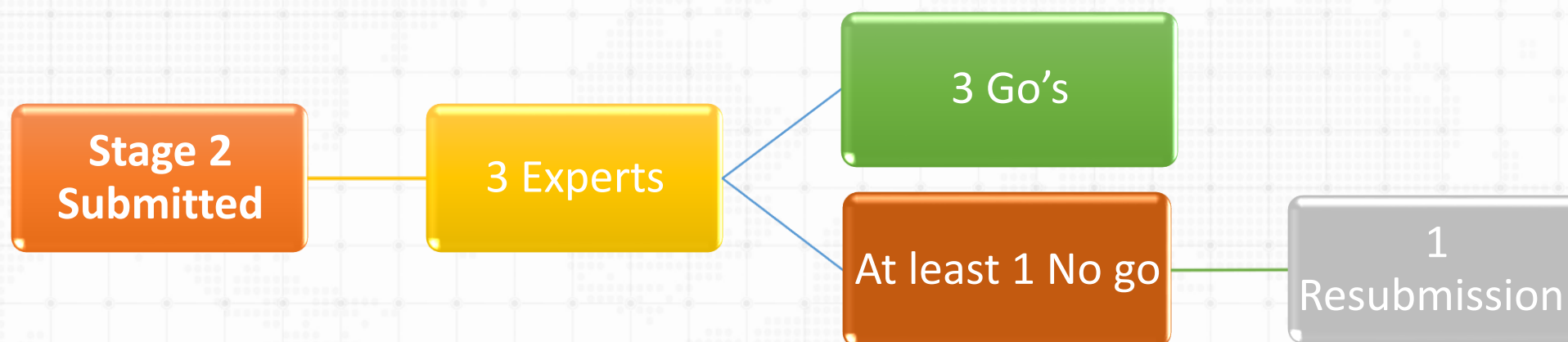
Business Plan

Appendices:
FTO, DMP, financial
information,
presentation, LOIs,
optional annex



EIC ACCELERATOR

Stage 2 evaluation process



- 3 more cut-offs in 2023
- March, June, October



EIC ACCELERATOR

■ Stage 3

Stage 3

Interviews

With EIC panel members,
comprised of serial
entrepreneurs, investors,
VCs & innovation experts

Present your pitch presentation

10 minutes

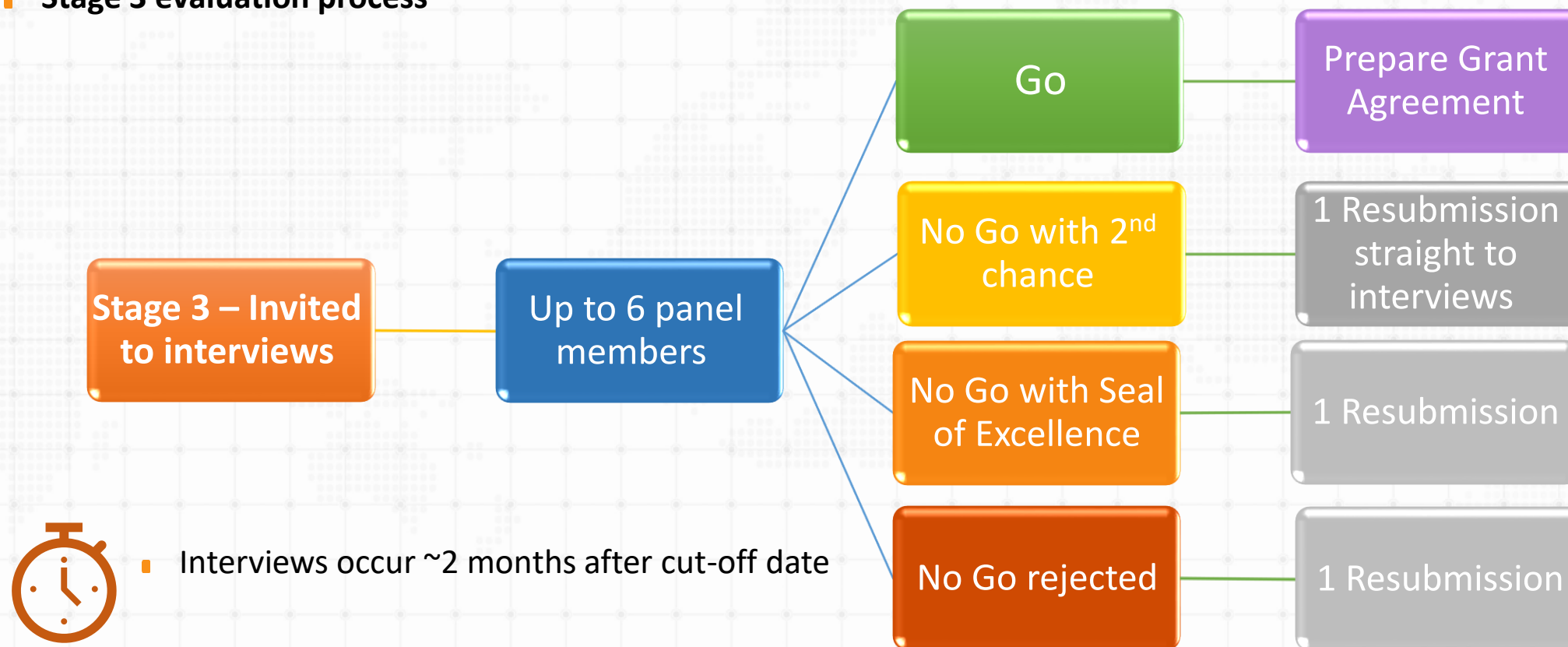
Answer questions from panel members

30 – 45 minutes



EIC ACCELERATOR

Stage 3 evaluation process



Interviews occur ~2 months after cut-off date

EIC ACCELERATOR

- 2023 cut-off dates have open calls and challenges in March, June, & October:

Biomarkers for cancer

Decontamination for pandemic management

Energy storage

New European Bauhaus

Quantum or semiconductor components

Resilient agriculture

Space technologies & services



How PwC can assist

- PwC can maximize the chances of an eligible deep-tech SME to advance to interview stages and attain prestigious EIC grants via expert PwC advice along the entire application process, including:

Stage 1

Building strong business case
Assistance with market
description, impact definition
market research &
Assistance in preparation of
video, including script

Stage 2

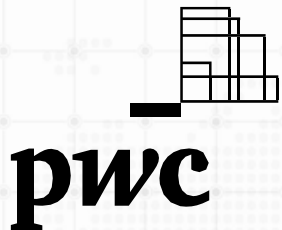
Advise on budget & work
packages structure
Assist with content writing
Review of solidity of business
model and strategy

Stage 3

Thorough preparation for
interviews
Simulations with panel
interviewers
Guidance on giving
presentations

Stage 4

Assistance with validation and
admin process prior to grant
& investment agreements
Assistance with project
management & reporting to
EU throughout project
duration



Thank you

for participating

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