



OPORTUNIDADES H2020: INSTRUMENTO PYME

Claves para la preparación de propuestas.

Recomendaciones y estrategias

David Seoane, consultor senior, econet

Santiago de Compostela, martes 6 de junio de 2017




Introducing
OpenFunding





Formación:

- Licenciado en **Derecho**, Universidad de A Coruña
- Master en **Estudios de la Unión Europea**, administración europea y gestión de recursos comunitarios, Universidad de A Coruña

Experiencia Profesional:

 Consultor Senior, econet (desde 2008), grupo  FundingBox

 Project Manager, FundingBox (desde 2017), proyecto  **<IMPACT>**
CONNECTED CAR

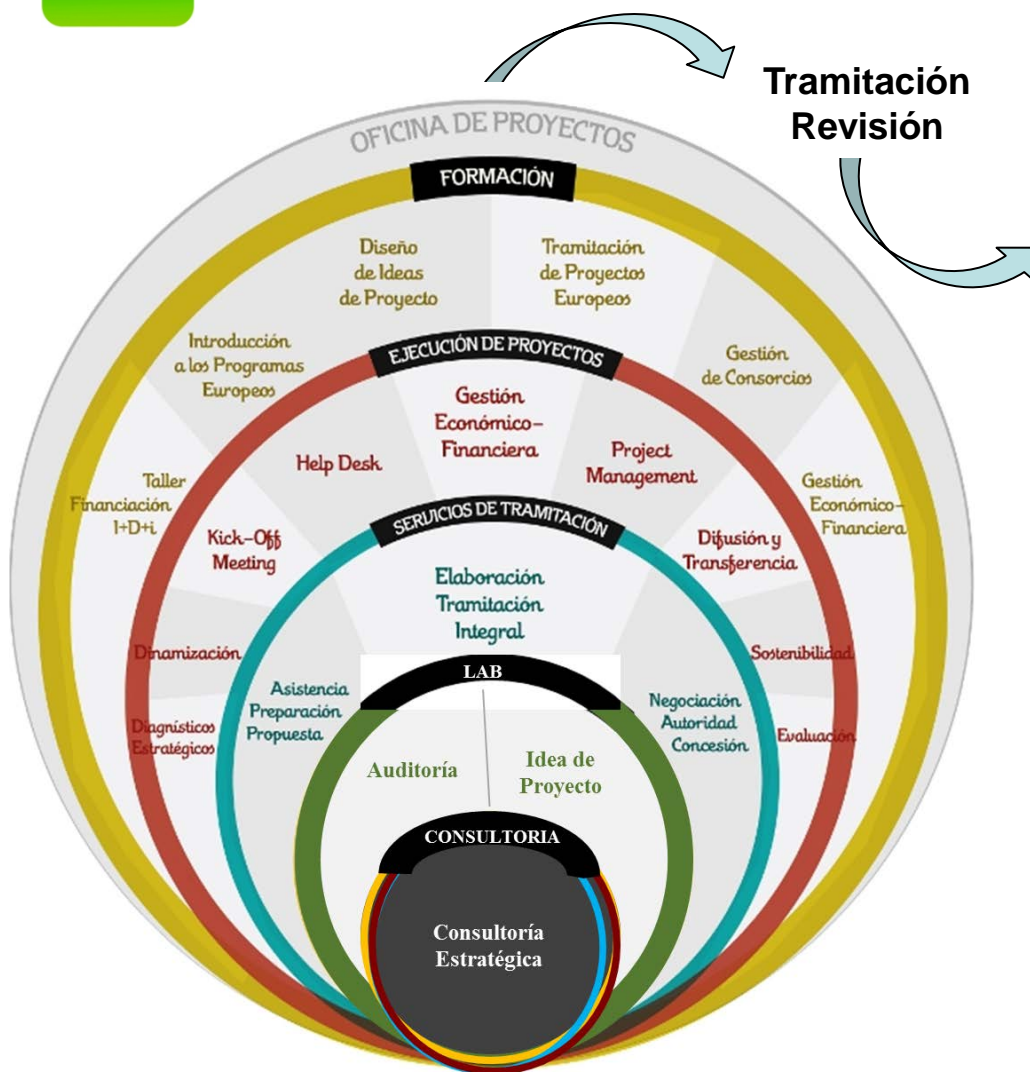
 Evaluador experto SME-INST (desde 2014)

 Experto Eureka-Eurostars (desde 2016)

Más de 10 años de experiencia en proyectos europeos

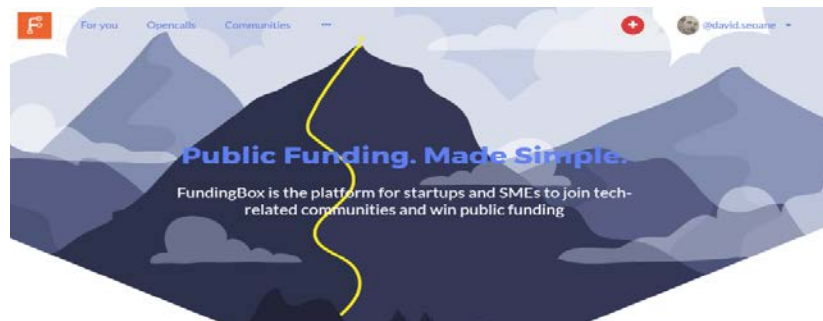
<https://www.linkedin.com/in/davidseoane/>

Sobre la empresa



Datos Clave

- ✓ Experiencia (25 años) desde 1991
- ✓ 3.000 proyectos
- ✓ 1.300 Millones € conseguidos
- ✓ Más de 300 proyectos colaborativos presentados (UE)
- ✓ Más de 60 propuestas presentadas al **Programa Marco**
- ✓ **Ratio de éxito del 40,85%** en Programa Marco (H2020)
- ✓ **SME-INST-1: Ratio del 50%**
- ✓ **SME-INST-2: Ratio del 65%**





Hacerse experto / evaluador

1ª recomendación: aprender evaluando...

The screenshot shows the 'RESEARCH & INNOVATION Participant Portal' for Experts. The user is logged in as DAVID SEOANE. The left sidebar contains a menu with 'My Expert Area' selected, and a 'News' section with a link to 'The 3rd Health Programme and the Consumer Programme'. The main content area displays a welcome message, a 'H2020 ONLINE MANUAL' button, and a green box with 'January 2016 New important information for H2020 experts'. Below this, there are tabs for 'Profile', 'Contracts', and 'Tasks'. The 'Profile Data' section includes a prompt to update profile information and a list of program preferences: Horizon 2020, ERASMUS+, EUROPE FOR CITIZENS, CREATIVE EUROPE, EU AID VOLUNTEERS, and Education, Audiovisual and Culture Executive Agency (EACEA). A green box confirms 'Your profile is VALID', and a grey box shows the last modified date as '20-Dec-2016'.

(A-Z) Sitemap About this site Contact Legal Notice Search English

European Commission

RESEARCH & INNOVATION

Participant Portal

European Commission > Research & Innovation > Participant Portal > Experts

MY AREA HOME FUNDING OPPORTUNITIES HOW TO PARTICIPATE EXPERTS SUPPORT Search

My Organisation(s)
My Proposal(s)
My Project(s)
My Notification(s)
My Formal Notification(s)
My Expert Area

Welcome to the Expert area in the Participant Portal. H2020 ONLINE MANUAL

January 2016
New important information for H2020 experts (excluding H2020 experts contracted by ERCEA)

My Roles
My Account
Logout

News

The 3rd Health Programme and the Consumer Programme, managed by the Consumer, Health and Food Executive Agency (CHAFEA), and the Research Fund for Coal and Steel (RFCS) are now using the European Commission's experts database to select experts for assignments including the evaluation of proposals and monitoring of projects. If you are already registered as an expert and wish to also

Profile Contracts Tasks

Profile Data

New employer or qualification to add? Change in contact details? It is important to keep your profile up-to-date!

• Your programmes preferences are:

- ✓ Horizon 2020 (including Euratom programme) ERASMUS+
- ✓ EUROPE FOR CITIZENS
- ✓ CREATIVE EUROPE
- ✓ EU AID VOLUNTEERS
- ✓ Education, Audiovisual and Culture Executive Agency (EACEA)

Your profile is VALID

Last Modified on:
20-Dec-2016



Hacerse experto / evaluador

El perfil de experto

European Commission > Research & Innovation > Participant Portal > Experts

Welcome **D SEOANE VILARIÑO**

Candidature number
EX2014D172925

@ davidseoane@gmail.com

My Data

- Profile
- Identity
- Bank Accounts

My Contracts

6/6 Status Complete

- Personal Details**
- Programme Selection
- Languages
- Education
- Area of Expertise
- Professional Experience

Profile - Personal Details

Let us know who you are.

i We respect your privacy. You can consult the privacy statements for Experts on the Participant Portal (PP) page covering all the PP data protection and privacy conditions

Title	Mr. ▾
First name	David
Family name	SEOANE VILARIÑO
Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female
Date of birth (dd/mm/yyyy)	19/12/1982
Nationality	Spain ▾
Second nationality (if applicable)	Select ... ▾

Contact Details

Let us know how to contact you and where to send any documentation

i e-mail is the main form of communication, although we may need to get in touch by other means.



Hacerse experto / evaluador

Lista de expertos: conflicto de interés...o si no os gusto ☹

3 - Call specific questions

Call specific declaration(s)

I declare on my honour that: Neither I nor any of the members of the consortium (if relevant) are involved in concurrent submission or implementation with another SME instrument Phase 1 or Phase 2 project.



Does your proposal build on a SME instrument Phase 1 project? Please indicate.

☐ Yes ☒ No

Excluded Reviewers

You can provide up to three names of persons that should not act as an evaluator in the evaluation of the proposal for potential competitive reasons.

Formularios: Call specific questions.
Se pueden excluir
por razones competitivas (hasta 3)

Extended Open Research Data Pilot in Horizon 2020

If selected, applicants will by default participate in the [Pilot on Open Research Data in Horizon 2020](#)¹, which aims to improve and maximise access to and re-use of research data generated by actions.

However, participation in the Pilot is flexible in the sense that it does not mean that all research data needs to be open. After the action has started, participants will formulate a [Data Management Plan \(DMP\)](#), which should address the relevant aspects of making data FAIR – findable, accessible, interoperable and re-usable, including what data the project will generate, whether and how it will be made accessible for verification and re-use, and how it will be curated and preserved. Through this DMP projects can define certain datasets to remain closed according to the principle "as open as possible, as closed as necessary". A Data Management Plan does not have to be submitted at the proposal stage.

Lista de evaluadores: <https://ec.europa.eu/easme/en/news/list-sme-instrument-evaluators-published>

Contrato: http://ec.europa.eu/research/participants/data/ref/h2020/experts_manual/h2020-experts-mono-contract_en.pdf



Hacerse experto / evaluador

Definición de conflicto de interés:

- (a) was involved in the preparation of the proposal
- (b) stands to benefit directly or indirectly if the proposal is accepted
- (c) has a close family or personal relationship with any person representing an applicant legal entity
- (d) is a director, trustee or partner or is in any way involved in the management of an applicant legal entity
- (e) is employed or contracted by one of the applicant legal entities²⁴ or any named subcontractors
- (f) is a member of an Advisory Group set up by the Commission to advise on the preparation of EU or Euratom Horizon 2020 work programmes, or work programmes in an area related to the call for proposals in question
- (g) is a National Contact Point, or is directly working for the Enterprise Europe Network
- (h) is a member of a Programme Committee



El proceso de evaluación

- La evaluación es en **remoto**.
- Los evaluadores tendrán un conocimiento sobre financiación y desarrollo de negocio (**no necesariamente expertos** en el área temática)*.
- No hay consensus meeting.
- Feedback a los solicitantes: corto y estandarizado.
- No hay negociación

* El factor evaluador

El proceso de evaluación

- Condiciones de elegibilidad:
 - ser una PYME con ánimo de lucro (según establece la Recomendación de la Comisión 2003/361/EC) y
 - pertenecer a un Estado Miembro de la Unión Europea y/o a un país asociado considerado en H2020.



****Herramienta cualificación de Pymes****

El proceso de evaluación

Medidas para reducir solicitudes:

No hay posibilidad de solicitar propuestas durante:

- Período de evaluación pendiente
- Proyecto en ejecución

Independientemente de la Fase




El proceso de evaluación

- La propuesta será admisible si:
 - Es enviada según el **procedimiento electrónico** antes de la fecha límite de convocatoria.
 - Es **legible, accesible e imprimible**.
- Se considerarán inadmisibles propuestas **incompletas**, considerando como tales aquellas que no incluyan los **datos administrativos**, la **descripción** de la propuesta y los **documentos** que se especifican en la convocatoria.



El proceso de evaluación

- 4 expertos, individualmente, en remoto
- Puntuación final = media de las individuales



Criterios	Fase 1	Fase 2
Impacto	4	4
Excelencia	4	4
Ejecución	4	4
Umbral general	13	12

IMPORTANTE: la evaluación no continúa si la propuesta no alcanza el umbral mínimo para impacto

El proceso de evaluación

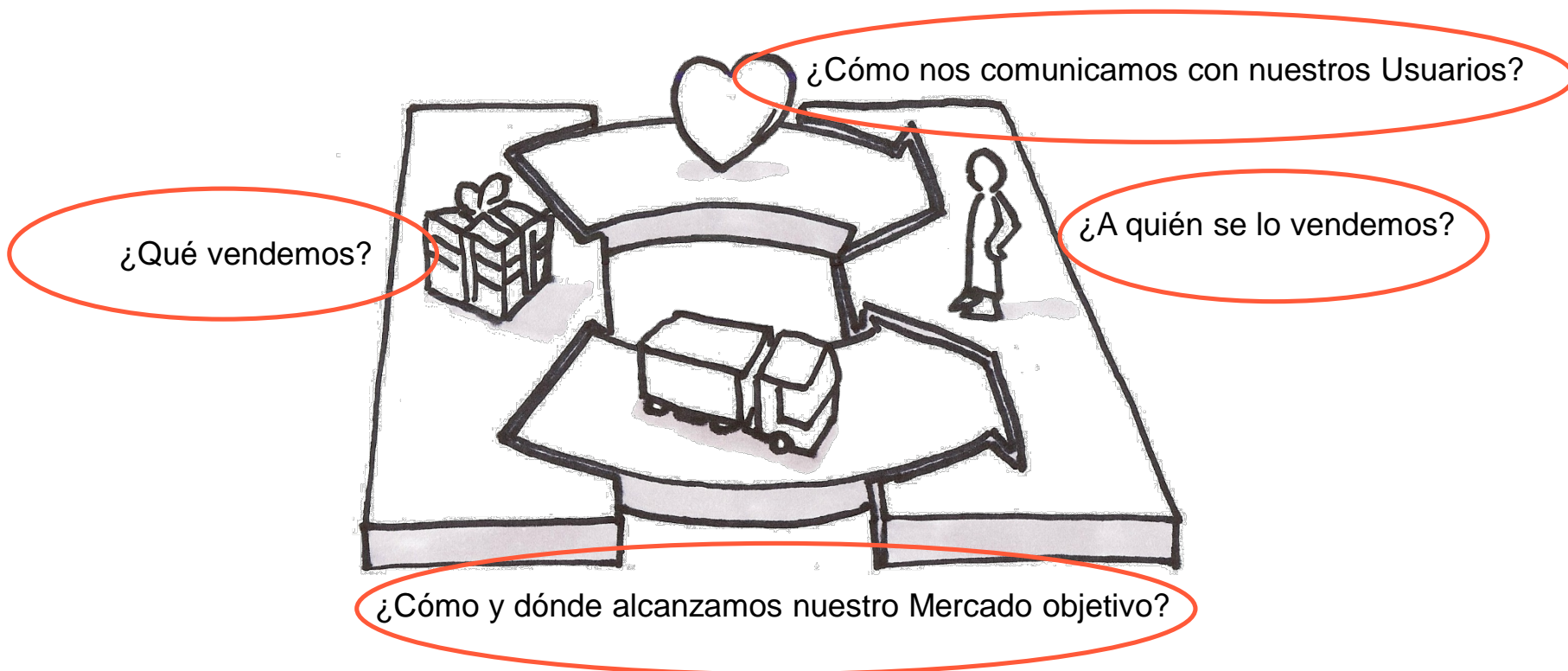
- El criterio IMPACTO

	Excellence	Impact	Implementation	TOTAL
Propuesta 1	5	4	5	14
Propuesta 2	4,5	5	4,5	14

EJEMPLO: en caso de empate, gana la propuesta 2 (5 en impacto)!!

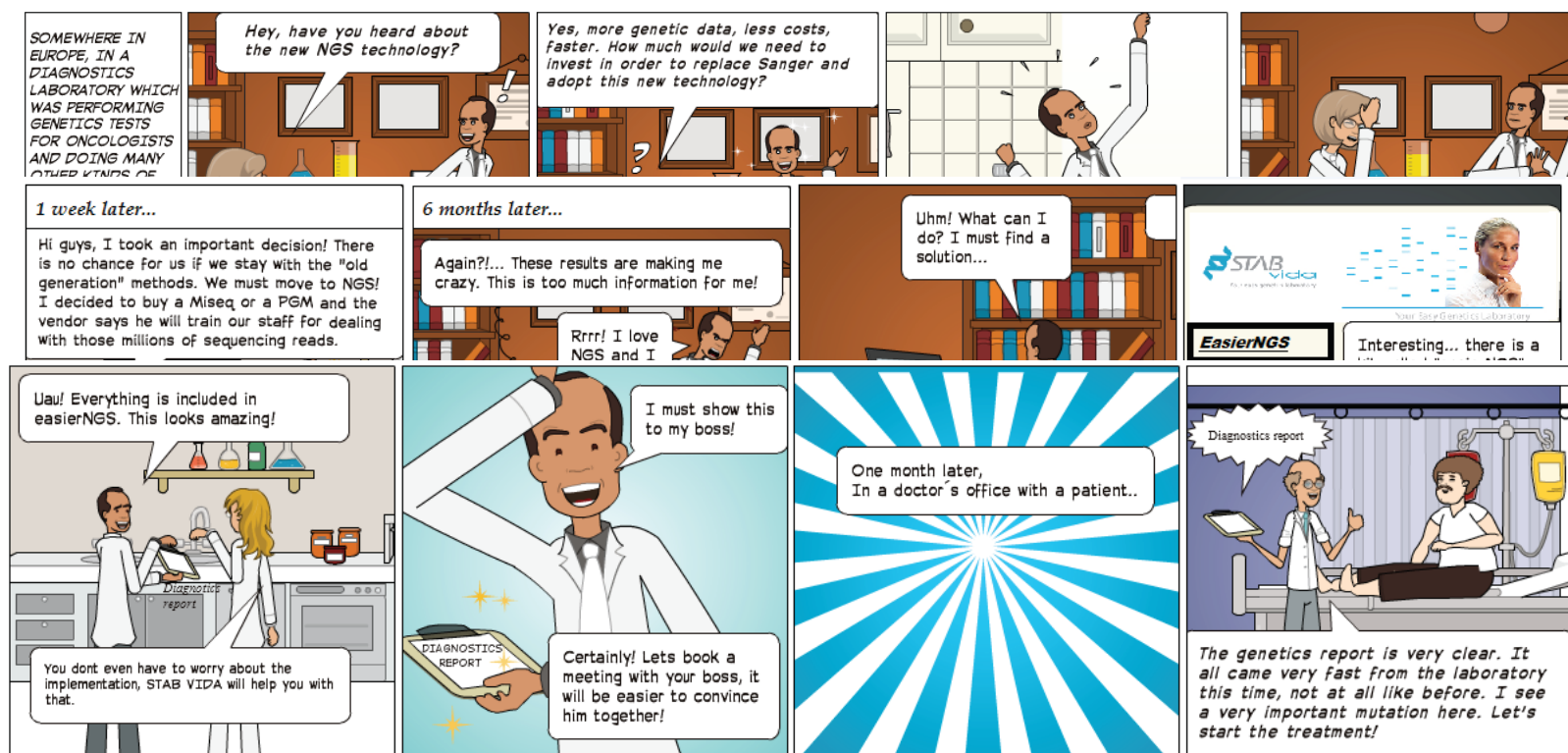
Convenciendo al evaluador

Estamos lanzando al mercado algo nuevo...¿qué nos debemos preguntar?

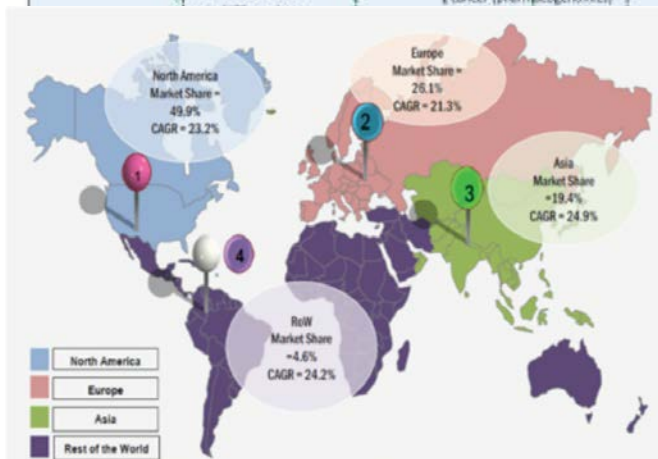
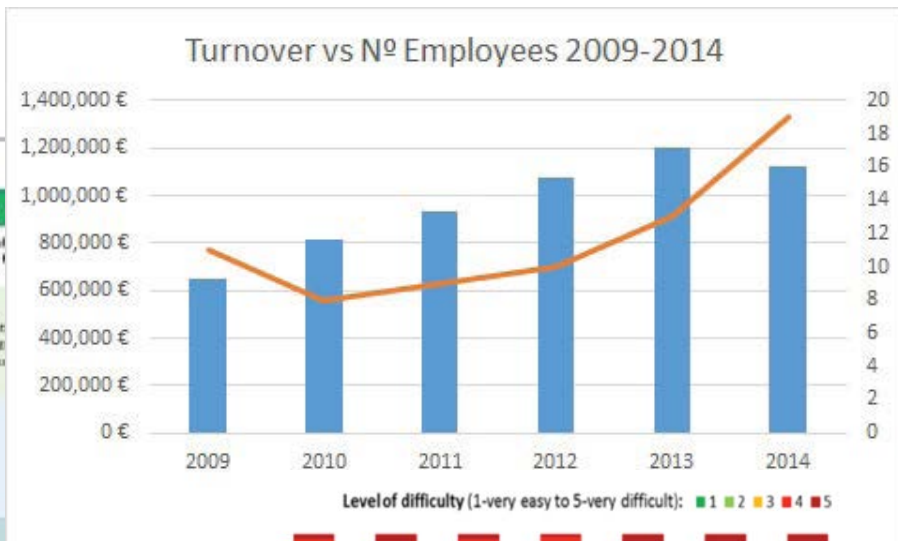
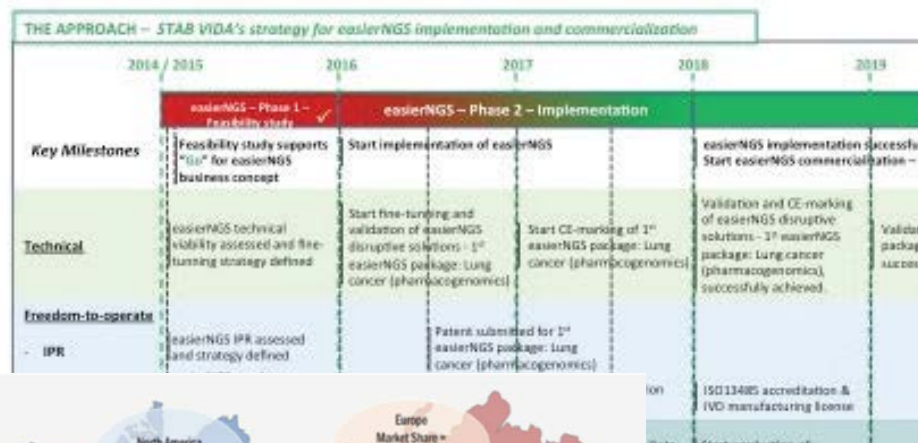


Convenciendo al evaluador

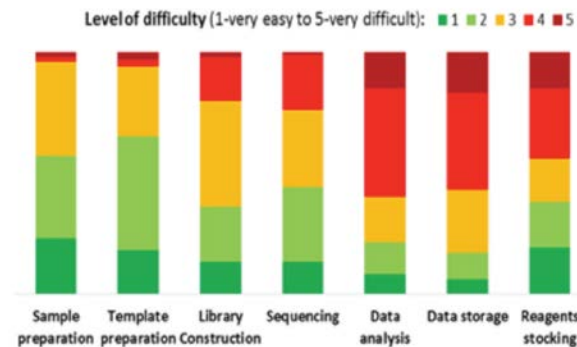
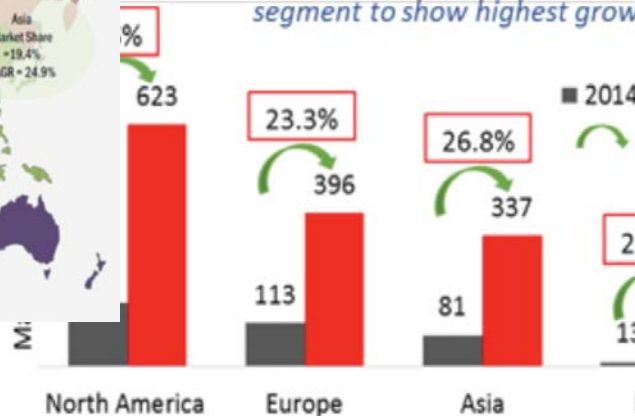
Storytelling: hay un **problema**, de unos **usuarios** que busca **solución**



Estrategia, datos contrastados








Global and Clinics NGS segment is the NGS en segment to show highest grow



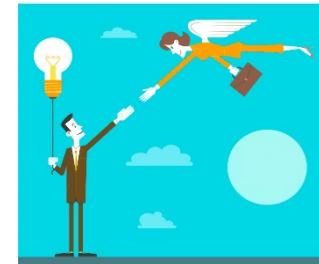
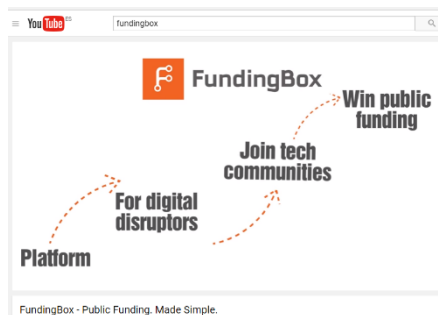
Convenciendo al evaluador

Compárate, con rigor...

	 (USA)	 (USA)	 (Netherlands)	 (USA)	 (Singapore)
Value proposition to Consumers	Enable customers to read and understand genetic variations through increasingly simple solutions, more economic but always reliable.	Advancing human health through advanced personalized diagnostics and therapeutics.	Enable customers to achieve outstanding success and breakthroughs in life sciences, applied testing, pharmaceuticals and molecular diagnostics.	Providing innovative products and superior customer service in order to get higher quality results in less time.	Enable each individual customer to provide research results and clinically relevant answers with a high degree of quality, efficiency and cost effectiveness
Distribution channels	B2B (local distributor, ILC, Lda)	B2B though the online shop (nearest distributor is in Spain)	B2B (in Portugal only through a local distributor, IZASA)	B2B though the online shop (nearest distributor is in Spain)	B2B (orders only can be made directly with the company)
Customer target groups	Researchers	Researchers and Medical Geneticists	For researchers and medical genetics of molecular biology applications	Researchers and Medical Geneticists	Researchers and Medical Geneticists
Revenue Logic	Large number of customers/ High Gross Margin	Reduced cost per-base sequencing products	Diversity of products and services	Solutions in bulk quantities with custom formats and by a competitive cost	Test solutions adaptable and scalable to individual workflow and volume requirements
Key resources	Illumina sequencing platforms represents almost 70% of market share	Streamlined workflow process; reduced cost of reagents;	NGS and PCR Consumables and related products (kits) are responsible for 88% net sales	Logistics: Overnight delivery	Automated reporting of diagnostic data
Quality of results	Most of reagents and bioinformatics are RESEARCH USE ONLY. CE mark products do not contain all reagents	Easy to use, all in one kit; Shortening the time required for library preparation.	kits are only for molecular biology applications	Highest efficiency to achieve robust results while minimizing library prep associated bias.	CE/FDA reagents and equipments including software for data analysis (Sentosa System)

La “olvidada” sección 4: la PYME (FASE 1 y FASE 2)

- La sección 4 es una oportunidad para venderse (no page limit)
- ¿Qué aportamos aquí? Todo lo que no hemos podido en secciones anteriores sobre:
 - Historia de la empresa
 - Logros, premios, rondas de inversión conseguidas.
 - Fotos, reconocimientos, vídeos (links), p.e. DEMOS DE PRODUCTO



La “olvidada” sección 4: las subcontrataciones (FASE 2)

- Los evaluadores puntuarán el criterio IMPLEMENTATION por debajo de UMBRAL si NO ES CONVINCENTE
- La CE pone especial acento en formar a los evaluadores en este aspecto (Best Value for Money)
- Art.13 of the General Model Grant Agreement (GMGA):
 - *"If necessary to implement the action, the beneficiaries may award subcontracts covering the implementation of certain action tasks".*



- *En SME-INST-2 tiene especificidades! (BEST VALUE-FOR-MONEY)*

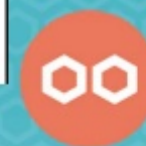
La “olvidada” sección 4: las subcontrataciones (FASE 2)

- ¿Qué tenemos que buscar?
 - Las **tareas** que va a hacer el subcontratista está **identificadas** (Parte B)
 - Una **estimación de costes** de cada subcontrato (Parte B) y los costs estimados por beneficiario (Parte A)
 - Una **tabla completa** de esos costes.
 - **Justificación de la necesidad** (Parte B);
 - El **procedimiento** para seleccionar la mayor **ratio precio-beneficio**



La “olvidada” sección 4: las subcontrataciones (FASE 2)

SEE SOME
EXAMPLES



Known subcontractor

RED S.P.A.

The subcontractors will provide for the right of "the applicant" to **commercially exploit the results generated** during the subcontract implementation.

Tasks subcontracted:

- ✓ Task 4.2 Quality Plans
- ✓ Task 4.4 1st stage of prototype construction on dry dock; load out
- ✓ Task 4.5 2nd stage of prototype construction from harbour pier
- ✓ Task 4.6 Coordination for supply and implementation of tower and nacelle

Price: 380.000 €

Description of the tasks: RED S.P.A. will be responsible for..... The works will last 3 months.

Procedure to select RED S.P.A.:

- ✓ Identification of 3 or more companies specialised in... and located in our geographical area;
- ✓ Request for price offer of costs, the time requested for the work and the years of experience;
- ✓ Selection of the best offer in terms of costs, time requested and years of experience.

Justification for the choice of RED S.P.A.:

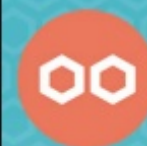
RED S.P.A. fulfils the criteria indicated in the selection procedure. Beside this the company has already collaborated in the construction ofand is heavily familiarized with the construction of the..... RED S.P.A. has also experience in theone of the most critical aspects in the construction of concrete wind towers.

La “olvidada” sección 4: las subcontrataciones (FASE 2)

SEE SOME
EXAMPLES



Unknown subcontractor



Task to be subcontracted

- Clinical trials to provide evidence of the performance of the Cell Filtration Device and the Slide reading software.

Description of the selection procedure

We will seek two companies located in two different areas. We will choose the best offer in terms of price, quality, etc.

Not enough information!

Desde la evaluación al ESR: el “factor evaluador”

Lo que comenta el evaluador no lo ve la PYME: respuesta en puntuación

– Criterion 1 - Impact

Current score: 4.86 / 5.0 ; Threshold 4; Weight 100%

Note: Where appropriate, the application should make reference to the successfully finalised Phase 1 project.

The proposal indicates in a convincing way that there will be demand/market (willing to pay) for the innovation when the product /solution is introduced into the market

9.5

Explanation

Under Phase 1 easierNGS has carried out a feasibility study confirming market / end-users expectations. However, if lung cancer will be the first sub-segment market of users to introduce the product, some more details about results of the study within these users should be made available.



Score: 4.04 (Threshold: 4/5.00 , Weight: 100.00%)

The expected impacts listed in the work programme under the relevant topic

The proposal describes in a realistic and relevant way how the innovation has the potential to boost the growth of the applying company.

Good to Very Good (7 – 8.99)

Enhancing innovation capacity:

The proposal demonstrates the alignment with the overall strategy of the participating SME(s) and the need for commercial and management experience, including understanding of the financial and organizational requirements for commercial exploitation as well as key third parties needed

Good to Very Good (7 – 8.99)

Strengthening the competitiveness and growth of companies and create new market opportunities:

A European added value has been taken into account in the following aspects: a) the assessment of the market, b) the analysis of the competition, c) the impact on EU/global challenges.

Good to Very Good (7 – 8.99)

The proposal indicates in a convincing way that there will be demand/market (willingness to pay) for the innovation when the product /solution is introduced into the market.

El “factor evaluador” no resuelto

Desde la evaluación al ESR: el “factor evaluador”

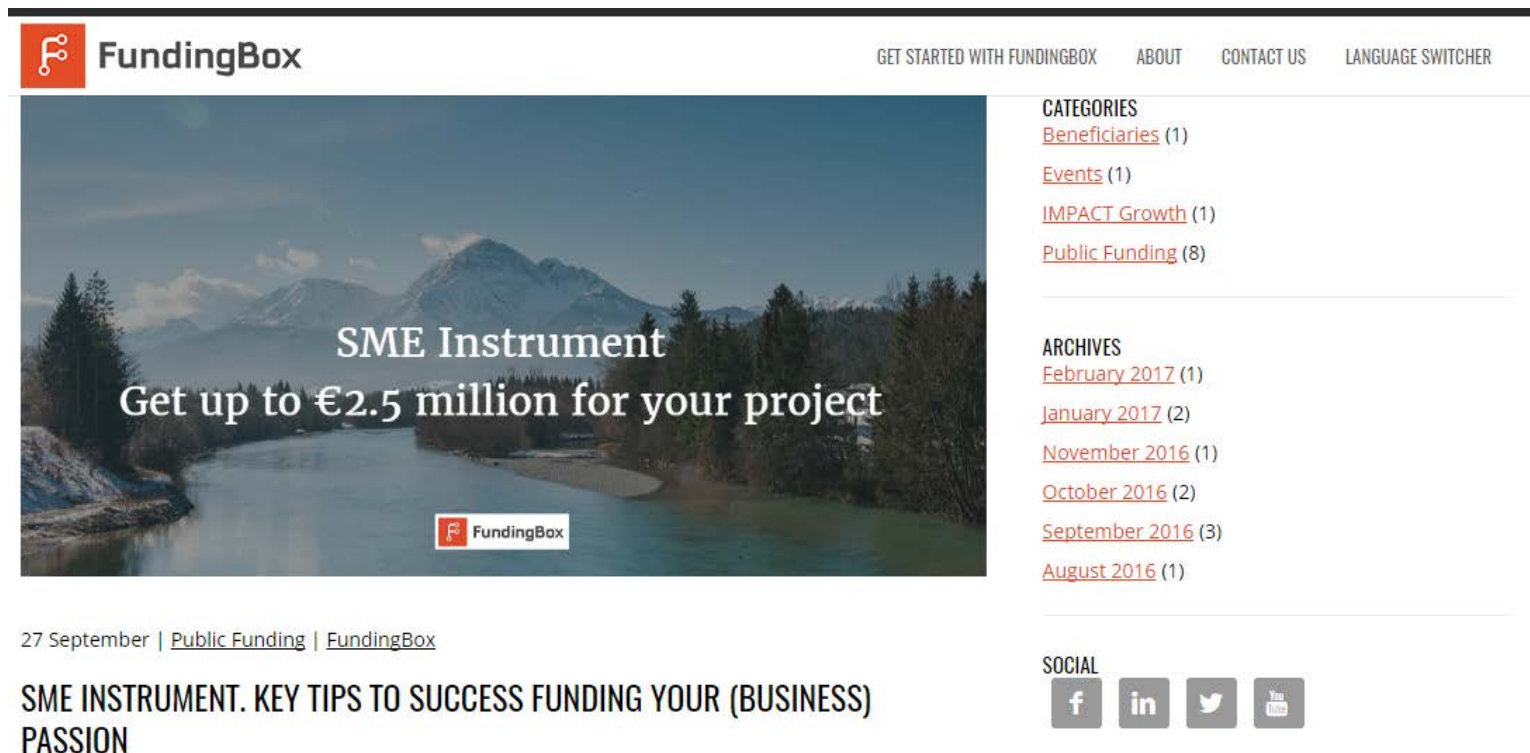
Convencer desde el ABSTRACT y EMPATIZAR:

- Unique selling point – propuesta de valor
- ¿Dónde está el mercado?
- ¿Dónde nos vemos dentro de 5 años?



Propuesta que de ganas de leer, que se note el “cariño” puesto en su preparación

<http://blog.fundingbox.com/index.php20160927sme-instrument-key-recommendations-to-success-funding-your-business-passion/>



The screenshot shows the FundingBox website header with navigation links: GET STARTED WITH FUNDINGBOX, ABOUT, CONTACT US, and LANGUAGE SWITCHER. The main content area features a large image of a mountain landscape with a river, overlaid with the text 'SME Instrument' and 'Get up to €2.5 million for your project'. Below the image is a small FundingBox logo. To the right of the main content, there are two sections: 'CATEGORIES' with links for Beneficiaries (1), Events (1), IMPACT Growth (1), and Public Funding (8); and 'ARCHIVES' with links for February 2017 (1), January 2017 (2), November 2016 (1), October 2016 (2), September 2016 (3), and August 2016 (1). At the bottom right, there is a 'SOCIAL' section with icons for Facebook, LinkedIn, Twitter, and YouTube.

FundingBox GET STARTED WITH FUNDINGBOX ABOUT CONTACT US LANGUAGE SWITCHER

SME Instrument
Get up to €2.5 million for your project

27 September | [Public Funding](#) | [FundingBox](#)

SME INSTRUMENT. KEY TIPS TO SUCCESS FUNDING YOUR (BUSINESS) PASSION

CATEGORIES
[Beneficiaries](#) (1)
[Events](#) (1)
[IMPACT Growth](#) (1)
[Public Funding](#) (8)

ARCHIVES
[February 2017](#) (1)
[January 2017](#) (2)
[November 2016](#) (1)
[October 2016](#) (2)
[September 2016](#) (3)
[August 2016](#) (1)

SOCIAL
[f](#) [in](#) [t](#) [You Tube](#)



Preguntas, por favor...

Gracias por vuestra atención...

David Seoane Vilariño

Consultant, econet Spain

e-mail: david.seoane@econet-consultants.com

skype: david.seoane.vilarino

Mobile: +34 663 991 414

www.econet-consultants.com