

FINANCIAL GUIDELINES FOR APPLICATION EXPERIMENTS

I) Funding an Application Experiment under SmartEEs

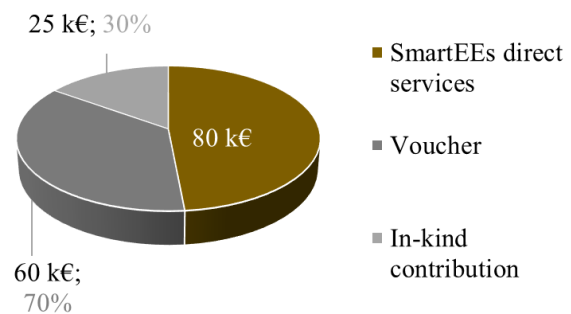
SmartEEs is a European acceleration program providing support to Innovative Companies to access new markets and grow their businesses by integrating flexible electronics technologies into advanced products and services.

Types of companies eligible to SmartEEs support are:

- SMEs, start-ups and Midcaps
- Tech (innovative companies) or non-tech (traditional industries)
- From all activities fields

The budget available for an Application Experiment is up to 165 k and consist of three shares:

- **80 k€** (max.) worth of technical and non-technical services delivered directly by SmartEEs.
- **60 k€** (max.) Voucher assigned to the Innovative Company.
- **25 k€** (max.) In-kind contribution (own funding) from the Innovative Company complying with Horizon H2020 funding rules¹.



II) SmartEEs direct services

Technical services will be provided by SmartEEs to the Innovation Company in order to integrate flexible electronics technologies into advanced products and services.

These services will be complemented by **non-technical services** related to innovation & business development (table) in order to set up the business model and value chain of the product demonstrator delivered by the Application Experiment.

During the Application phase, the IC will identify the SmartEEs services which are necessary to the realization of its Application Experiment.

The Application Experiment that is successfully evaluated and selected will get into discussion with SmartEEs consortium to set up a detailed work plan of the Application Experiment. During this phase,

¹ Funding rate of 70% of eligible costs: for a 60 k€ Voucher (70%) granted under SmartEEs, the beneficiary must allocate 25 k€ as in-kind contribution (30%) to the Application experiment.



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the services formerly identified at the Application phase will be refined. Once finalized and agreed upon within a Service Delivery Agreement, these services will be delivered directly by the SmartEEs partners to the IC during the Application Experiment. **These direct services will be limited to a value of 80 k€ per Application Experiment.**

NON-TECHNICAL SERVICE		DESCRIPTION
Product development	Management of product development	To support each IC in considering the right design taking into account design to cost, environmental constraints, regulations, and manufacturability
	IP management	To optimize IP management to generate good value and differentiation for the IC. This is especially important to further attract private investment and customers.
	Supply chain development and management	To support each IC in identifying the right suppliers, manufacturers and partners along the entire supply chain.
Business support	Business case validation	To support each IC in validating the relevance of its innovation opportunity for value creation
	Market validation - voice of the customer	To support IC in finding the right approach to gather market feedback early on in its product development phase
	Unique value proposition and business model definition	To support IC in defining its unique value proposition and business model via a mentoring service
	Business model development	To support IC with brokerage activities through SMARTEES network
Access to finance	Validation of business plans	Support IC with good methodology to build and validate business plan
	Sourcing public funds	Advise IC in the best financing strategy and introduction of support and potential financial partners
	Private investment	



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III) Voucher & In-kind contribution by the Innovative Company

The **Voucher** is the **Financial Support** allocated by SmartEEs to the IC for exclusive use within the frame and during the duration of the Application experiment. Its maximum value is 60 k€.

The **Voucher can be used to cover the cost of all services not available from the SmartEEs consortium, i.e. the cost of services provided by other third parties.**

Based on Horizon H2020 funding rules¹, the Voucher must be complemented by an **In-kind contribution** from the IC following the 70-30% rule. This means that if an Innovative Company is granted a 60k€ Voucher (70%), the IC will have to ensure the remaining 25 k€ (30% co-funding) in order to cover its share of the Application experiment.

IV) Eligible costs for Voucher & In-kind contribution

The **Voucher and the In-kind contribution from the IC will be used to** cover services that are not available within SmartEEs (direct services - see above) and IC’s own costs that are necessary to the successful realization and completion of the Application Experiment. Only the costs listed below are eligible:

- Qualified human resources from the IC dedicated to the Application experiment
- Consumables, Components, Materials for the product demonstrator
- Travelling (E.g. one meeting for kicking of the Application Experiment)
- Subcontracting (*other third parties* than the IC)

Please note that equipment and investment costs are not eligible.

Other third parties (table) are optional to the Application Experiment. Other third parties must be sub-contractors proposing products & services readily available at the time of the application. The sub-contracted products & services must have no impacts on the risk assessment of the Application Experiment. Sub-contractors are not partners in the Application Experiment.

Other third parties

THIRD PARTY TYPE	SERVICE DESCRIPTION
Suppliers of ICs for designs, materials, components, equipment, and system-level integration processes.	Other, additional but optional Third Party - Delivering services and developing parts and processes for fabrication of the functional demonstrators at TRL 6
Suppliers of ICs for testing and validation services	Other, additional but optional Third Party - Delivering services and developing methodologies for testing and validation of the functional demonstrators in TRL7 conditions
(Future) customers (end-users) of ICs’ products	Other, additional but optional Third Party - Providing product requirements and feedback about the functional demonstrators and business cases



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V) Service Delivery Agreement

Conditions of use and payment of the Voucher will comply with the *Standard Delivery Agreement* and the *Specific Delivery Agreement*, both parts of the *Service Delivery Agreement*.

VI) Payback Conditions

SmartEEs introduces payback conditions for Innovative Companies succeeding in the commercialization of products launched during the exploitation phase of SmartEEs (beyond the Application Experiment).

These conditions will be fair and limited to the IC income associated to the SmartEEs-enabled products. For instance, payback would occur only in case of product sales and be limited in time, typically 3-5 years.

These conditions will be stated inside the *Service Delivery Agreement*, before the Application Experiment actually starts.



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