



Finanziamenti Europei per PMI: le opportunità dell'European Innovation Council (EIC)

UFFICIO CONSULENZA R&S E FINANZIAMENTI EUROPEI

Roma, 16 Luglio 2020

INDICE



1. Intesa Sanpaolo e l'innovazione



2. Intesa Sanpaolo e European Innovation Council




2.1 Il Programma dello European Innovation Council



2.2 Il processo di selezione: Tips & tricks

Il Gruppo Intesa Sanpaolo in sintesi: Risultati

Totale Attivo euro 816.012 mln		~ 11,8 milioni in Italia	
Crediti verso clientela euro 395.229 mln			~ 19,0 milioni di clienti
Raccolta diretta bancaria euro 425.512 mln		~ 7,2 milioni all'estero	
Raccolta diretta assicurativa e riserve tecniche euro 165.838 mln		4.799 sportelli	3.752 in Italia
Patrimonio Netto⁽¹⁾ euro 55.968 mln			1.047 all'estero
Risultato netto 2019 euro 4.182 mln		Capitalizzazione di mercato ⁽²⁾ euro 38,5 mld	

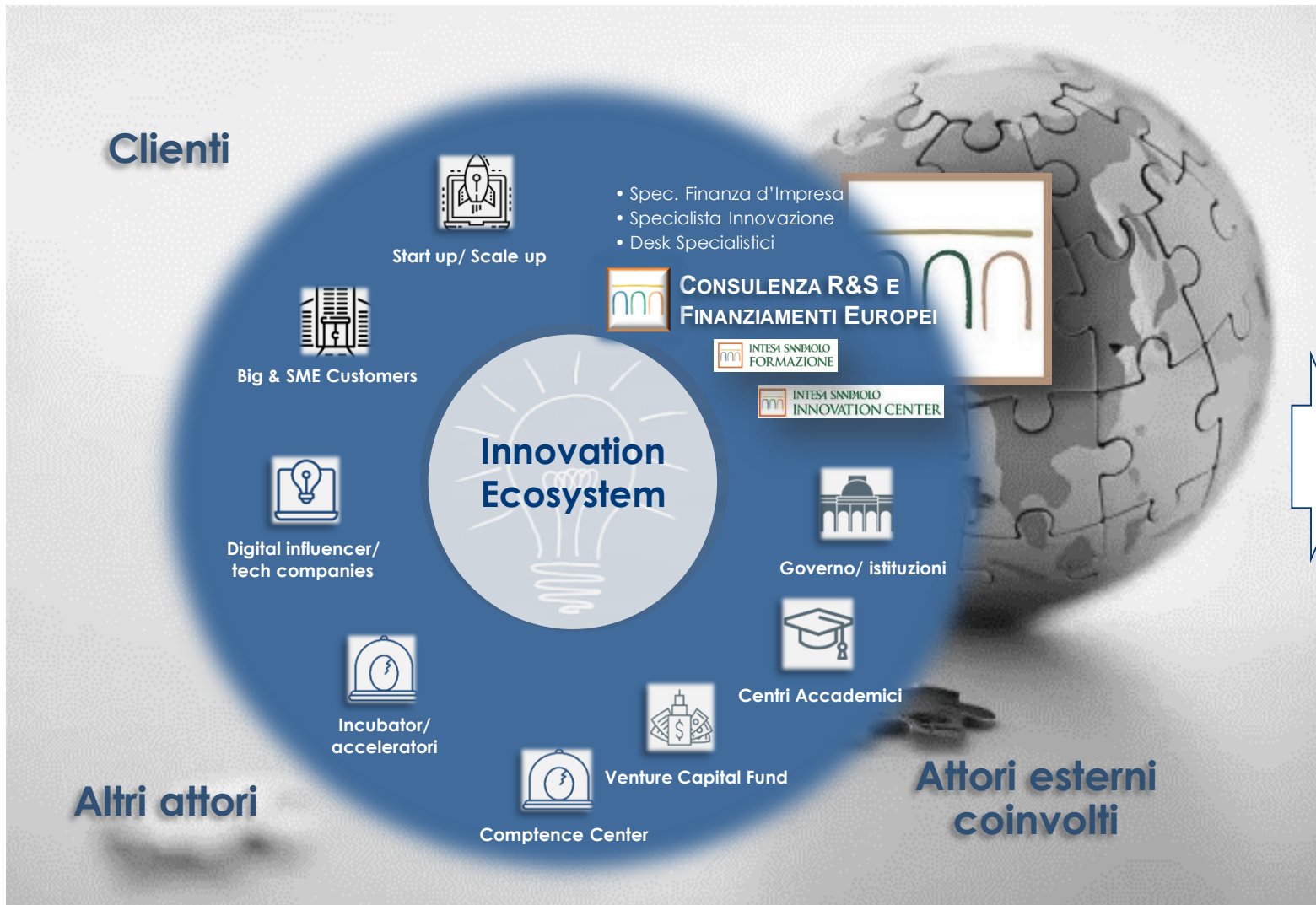
Dati al 31 dicembre 2019

(1) Incluso Utile Netto

(2) Al 28 febbraio 2020

L'ecosistema innovazione si presenta complesso e con una moltitudine di attori coinvolti

Intesa Sanpaolo per le Imprese: un «ecosistema» complesso



L'Innovazione è un tema chiave per lo sviluppo delle Imprese

Intesa Sanpaolo - in coerenza con la mission di supportare l'imprenditoria e il suo sviluppo - **ha l'obiettivo di affiancare a 360 gradi i propri clienti nei processi di innovazione e favorire il trasferimento tecnologico dall'ecosistema ricerca e innovazione al mercato.**



fattori chiave per affermarsi sui mercati...

Formazione

Brevetti e marchi

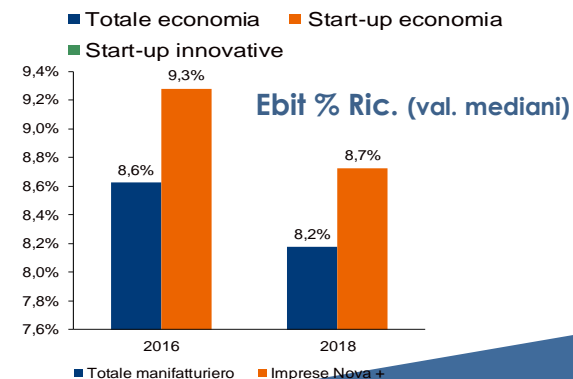
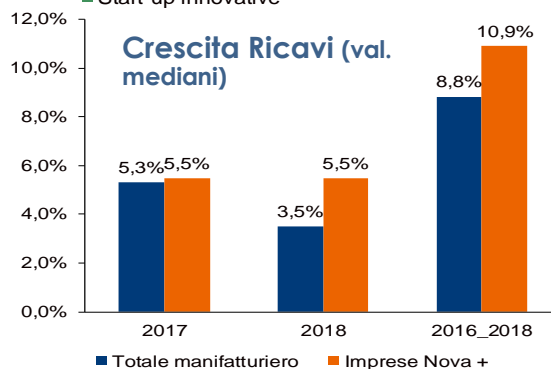
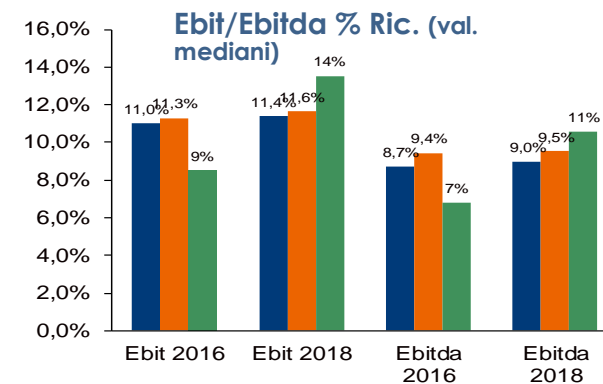
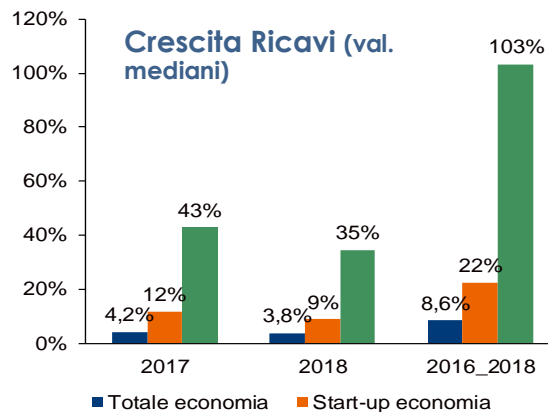
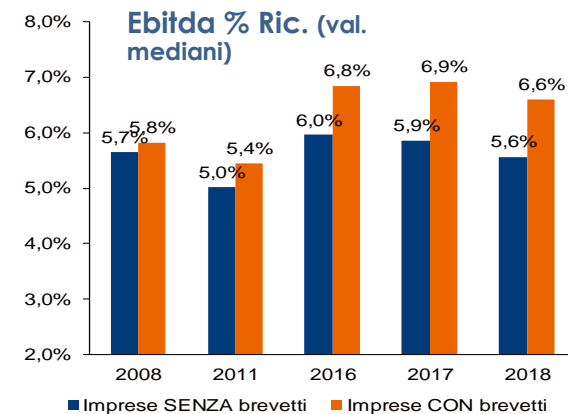
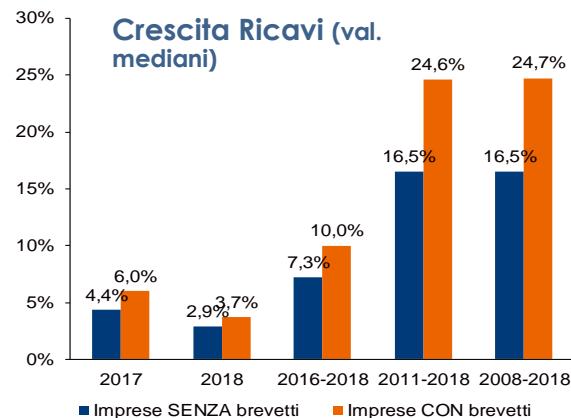
Innovazione

Governance

Export

Internazionalizzazione

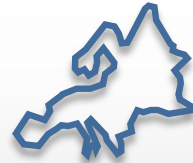
Digitalizzazione



L'ufficio Consulenza R&S e Finanziamenti Europei intende offrire un servizio di assistenza a 360 gradi ...

6

Europa



... per accompagnare e supportare le imprese nell'**accesso ai programmi di finanziamento europei** in ambito di R&I



Ricerca e Sviluppo

... per **continuare ad essere competitivi in mercati in continua evoluzione**, partecipando direttamente ai programmi di finanziamento della Commissione Europea sulle tematiche di interesse del Gruppo (i.e. circular economy e cyber-security)

Innovazione



... per stimolare la **cooperazione tra imprese, centri di competenza territoriali e centri di eccellenza scientifica**, con l'obiettivo di favorire i processi di innovazione e moltiplicare le occasioni di trasferimento tecnologico e di conoscenza dal mondo della ricerca verso il mercato



Proprietà intellettuale

... per la **tutela e valorizzazione della proprietà intellettuale**, al fine di aumentare e/o proteggere il valore dell'azienda

Equity



... per **agevolare l'accesso delle imprese innovative al mercato dei capitali** e degli investitori (sia espressione della CE che investitori esterni)



Finanziamenti

... per **sostenere i programmi di R&I delle imprese innovative**, finanziare i Seal of Excellence e/o i programmi di R&I co-finanziati dalla Commissione Europea (NOVA+)

Consulenza R&S
e Finanziamenti
Europei

... facendo leva sull'esperienza maturata nei finanziamenti R&D&I e sulle competenze sviluppate in ambito europeo e nella finanza straordinaria... 7

Ufficio Consulenza R&S e Finanziamenti Europei

Consolidata esperienza

- **50 anni di gestione** di fondi pubblici per **Ricerca e Innovazione**
- Forte attenzione agli investimenti high tech

Squadra d'eccellenza

- **Ingegneri specializzati** per tecnologia **accreditati** come **esperti indipendenti UE** per la valutazione tecnico-industriale di progetti di ricerca e innovazione tecnologica, proposti a valere degli ultimi 3 programmi comunitari (FP6, FP7 e Horizon 2020)
- **Esperti in finanza straordinaria**

Competenze distintive

- **Valutazione sia di natura tecnologica sia finanziaria** di iniziative / progetti complessi nel campo della R&S&I

Partendo da consolidate esperienze, l'Ufficio punta ad offrire una ampia offerta di servizi di consulenza tecnologica, valutazione industriale di progetti, coaching e scouting, finalizzati a:

- supportare le imprese italiane nelle **partecipazioni ai bandi europei di R&S&I**
- individuare i più adeguati **partner, tecnologie ed investitori** a livello europeo
- valorizzare la **proprietà intellettuale**

...con soluzioni dedicate a sostenere le esigenze specifiche delle imprese che investono in Ricerca e Innovazione: Nova+ il finanziamento per l'innovazione

■ Nova+ è una linea specifica di finanziamento a medio-lungo termine a supporto delle Imprese che investono in R&I

NOVA+: il finanziamento per l'innovazione

Flessibilità

- Possibilità di **finanziare fino al 100% del costo del progetto**
- **Durata fino a 8 anni** per progetti di ricerca complessi e impegnativi
- **Pre-ammortamento** variabile secondo la tipologia di investimento, estendibile fino a 30 mesi per i progetti più ambiziosi
- **Erogazione anticipata** rispetto alla realizzazione dell'investimento (di norma 50% alla stipula e il restante 50% alla realizzazione di almeno metà degli investimenti), in funzione delle esigenze del piano di investimento

Competitività

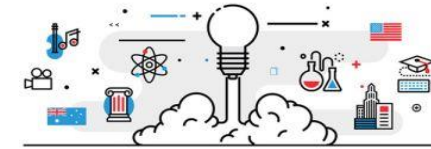
- **Ricerca delle più favorevoli condizioni economiche** fin dal momento della stipula del finanziamento **anche grazie al ricorso**, ove possibile, **a specifici Prestiti BEI**, al **Fondo di Garanzia PMI** e alla **Garanzia FEI-Innovfin**

Semplicità

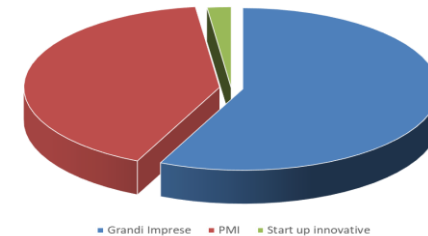
- **Rapidità e snellezza operativa**: **documentazione** ridotta all'essenziale (nessun dettaglio analitico sui costi)
- **Confronto tra banca e impresa** in merito alle decisioni di investimento (**team di ingegneri ed esperti in finanza straordinaria** in grado di fornire valutazioni tecnico-industriali)

NOVA+: track record e key figures

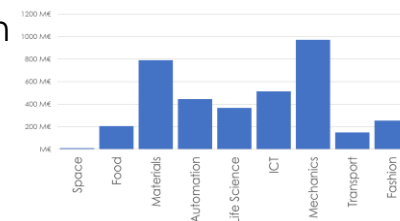
- **€ 2,0 mld di erogazioni** a sostegno di **1.700 progetti per € 3,8 mld** di investimento in R&I ad elevato contenuto tecnologico attraverso Nova+



- Significativa la quota di start-up e **PMI innovative finanziate, con circa € 70 mln di investimenti finanziati per startup innovative**



- **Ampio spettro dei mercati raggiunti** con oltre il 50% degli investimenti finanziati concentrato nei settori di Industria 4.0 e Bioeconomy



INDICE



1. Intesa Sanpaolo e l'innovazione



2. Intesa Sanpaolo e European Innovation Council



2.1 Il Programma dello European Innovation Council



2.2 Il processo di selezione: Tips & tricks

Intesa Sanpaolo hosted the Italian stage of the European Innovation Council

The roadshow stage dedicated to the programme approved by the European Commission for research and innovation arrives in Milan



- The event, organized by the European Research Promotion Agency (APRE) and requested by the European Commission and the Italian Ministry of Education, University and Research (MIUR), is part of a roadshow that brings the EIC pilot to major European cities.
- The event has been organized with the objective to present the operational details envisaged by the European Commission under the Enhanced EIC Pilot and starting a dialogue between the Commission itself (**Jean-David Malo EIC Task Force Director**) and the main national stakeholders on the future **Framework Programme 2021-2027 (Horizon Europe)**

- **Intesa Sanpaolo, as the first Italian Bank, promotes innovation and welcomes the event**



- **Speakers** for Intesa Sanpaolo Group: **Stefano Firpo**, General Manager, Mediocredito Italiano e **Davide Turco**, Indaco Venture Partners.
- **External Speakers:** **Luca Moretti** (National Representative H2020 Horizontal Programme Committee National Research Council of Italy); **Daria Ciriaci** (Head of European Affairs Cassa Depositi e Prestiti); **Nicoletta Amodio** (Head of Industry and Innovation Confindustria); **Emanuele Occhipinti** (Vice President Greenrail Group)

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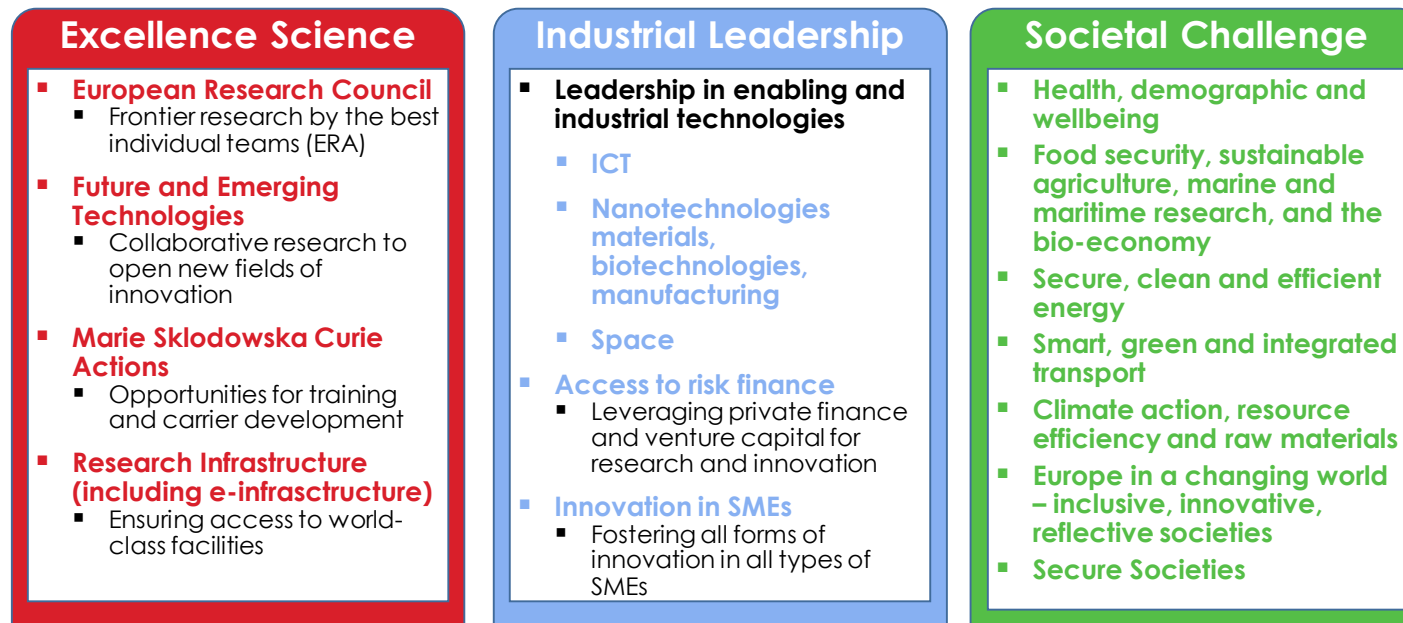
2.1 Il Programma dello European Innovation Council



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The European Innovation Council – a brief introduction

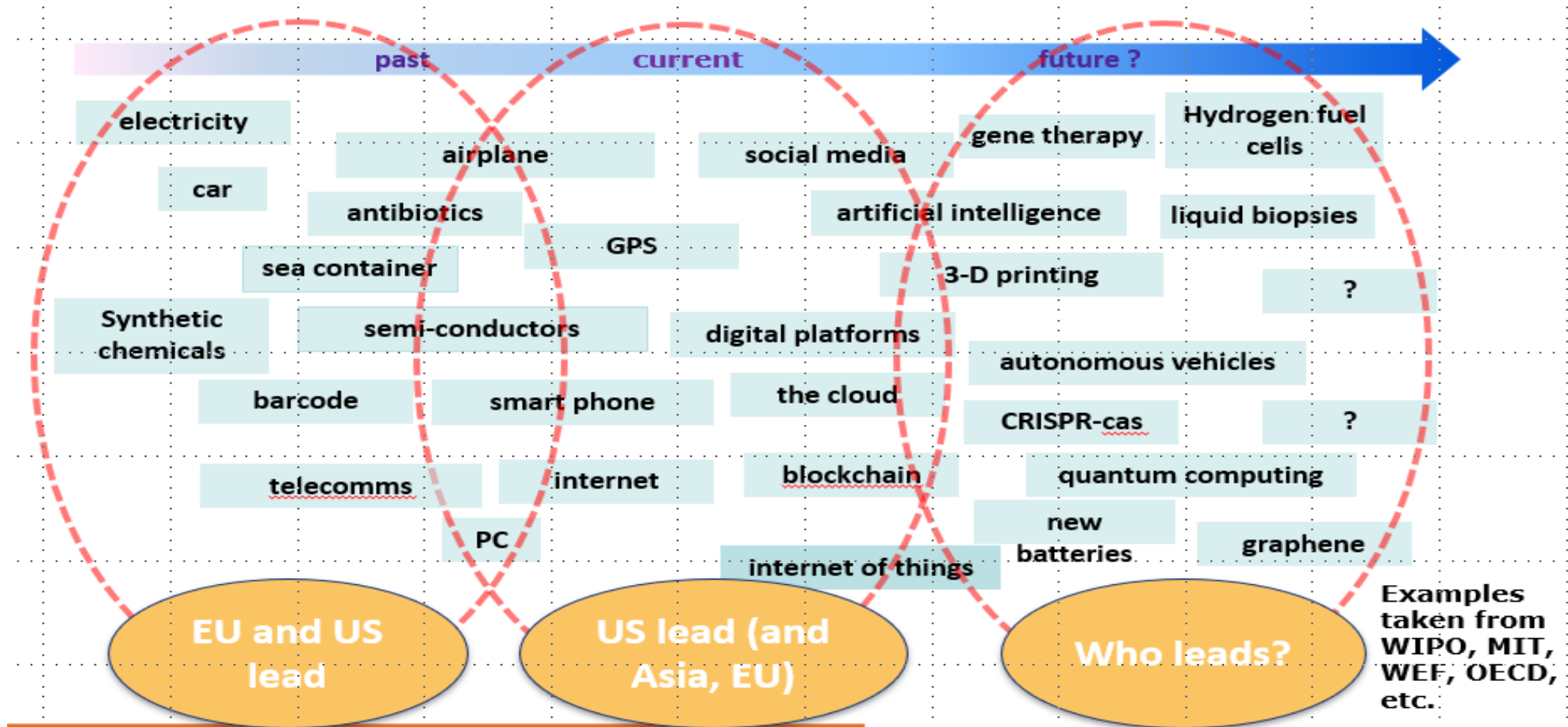
The **EIC pilot phase** was launched on 27 October 2017 in **the framework of the Horizon 2020** program 2018-2020. The main aim of the EIC intervention is to contribute to the development of the economy and industrial footprint of the EU generating breakthrough and disruptive innovations.



With a budget of **~€ 2.2 billion for the period 2019-2020** the EIC pilot will be acting as a one-stop-shop for innovation funding.

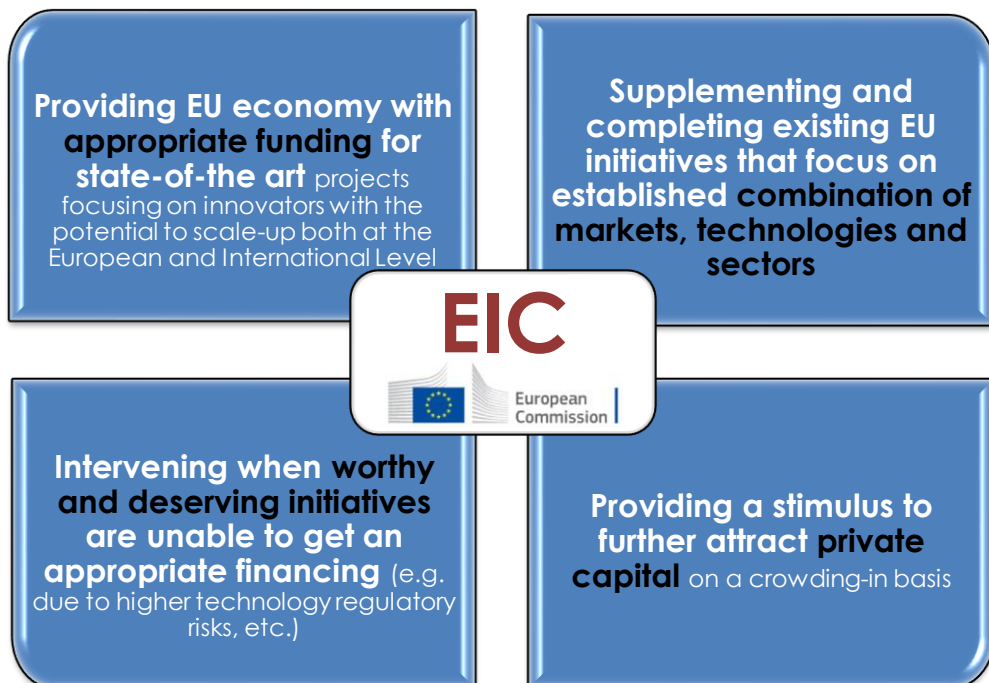


Who will lead the next wave of breakthrough and disruptive innovation?



The concept of the European Innovation Council (EIC) is part of the European Commission's effort to give innovative companies with high-potential projects an appropriate support to become world leading enterprises. The main aim of the EIC intervention is to contribute to the development of the economy and industrial footprint of the EU generating breakthrough and disruptive innovations.

OBJECTIVES



Scheme of intervention

EIC Enhanced Pilot (2019-2020)

Pathfinder: Grant
(Visionary ideas from early technology to pre-commercial)

€ 700 million

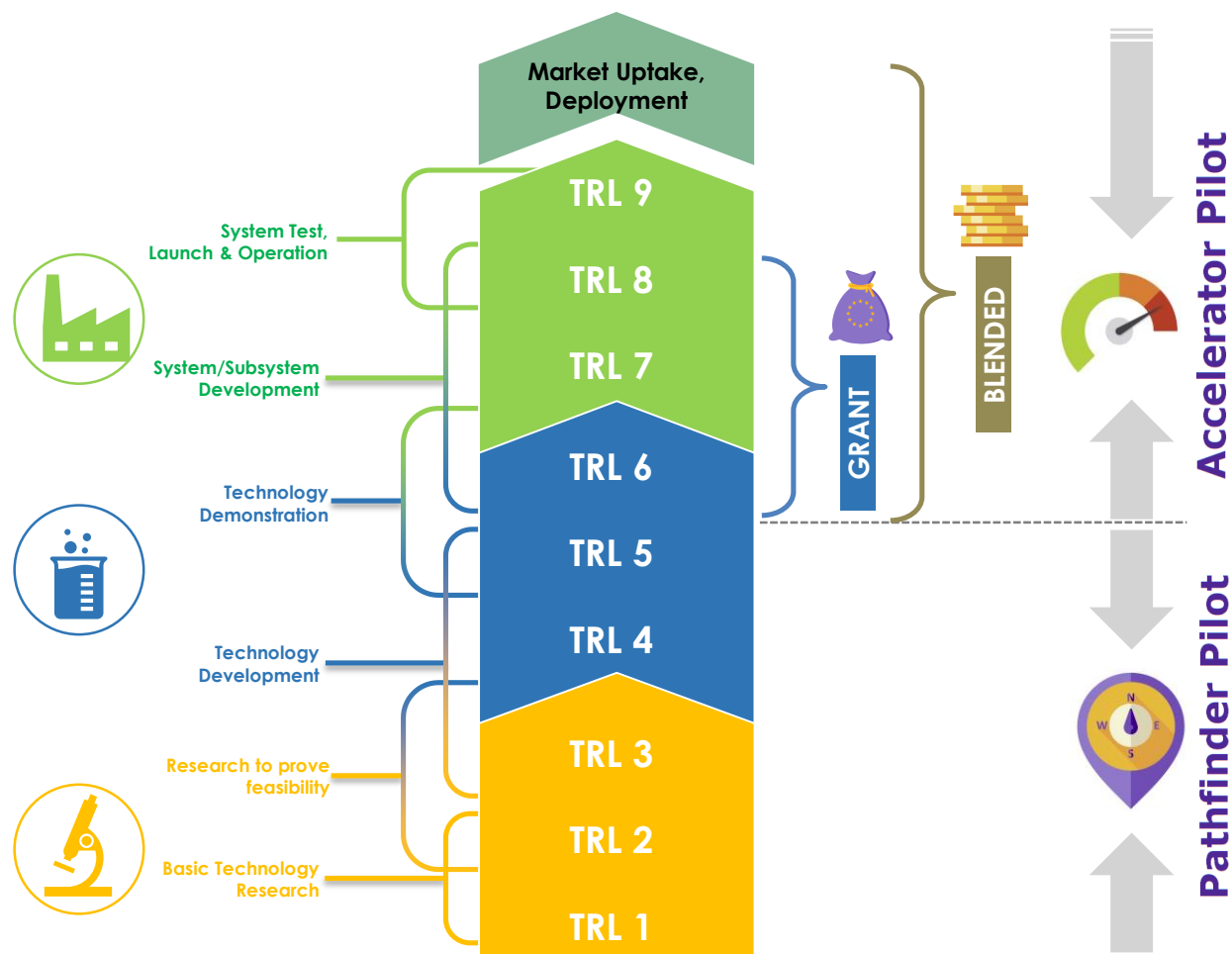
Accelerator:
Grant & Blended Finance
(from pre-commercial to market & scale-up)

€ 1.500 million

Coaching, mentoring and business acceleration services for all SMEs

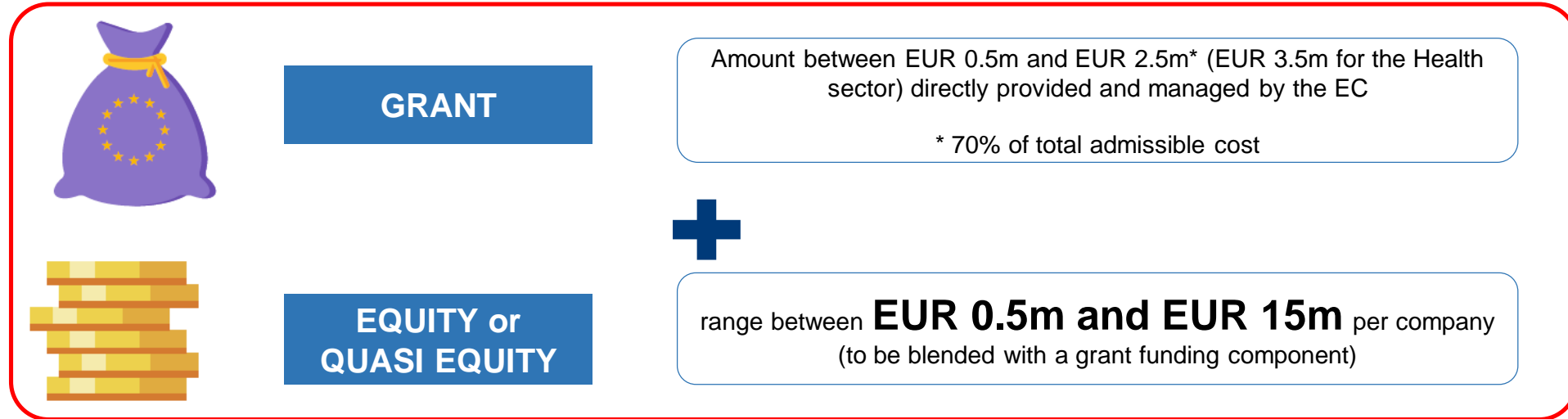
EIC Horizon Prices + Support Actions (€ 50 million)

In its pilot phase (until 2020) the EIC Fund will have an initial budget of EUR 100m.



- Candidate companies will apply to the EIC Accelerator through a **public call for proposals** published by the EC.
- The applicants detail in their submission the activities:
 - supported by the grant – namely from **TRL 6 to TRL 8**
 - but even the **TRL 9 and deployment activities** although not covered by the grant, as a demonstration of the intention and ability of the beneficiary to deploy to market, and of the expected impact of the proposal.
- Following the selection, the EC will initiate the grant agreement **preparation** and in parallel, will channel proposals selected for blended finance to the EIC Fund for the process regarding the equity component.

The EIC Fund equity investment (in the form of equity or quasi-equity) will range between EUR 0.5m and EUR 15m per company (to be blended with a grant funding component between EUR 0.5m and EUR 2.5m (EUR 3.5m for the Health sector) directly provided and managed by the EC).



The EIC Fund will target minority ownership stakes **from 10 to 25%** up to 30% in case of add-on investments

Only in particular cases EIC Fund will target a blocking minority identified as of strategic interest for the EU (e.g security, defence).

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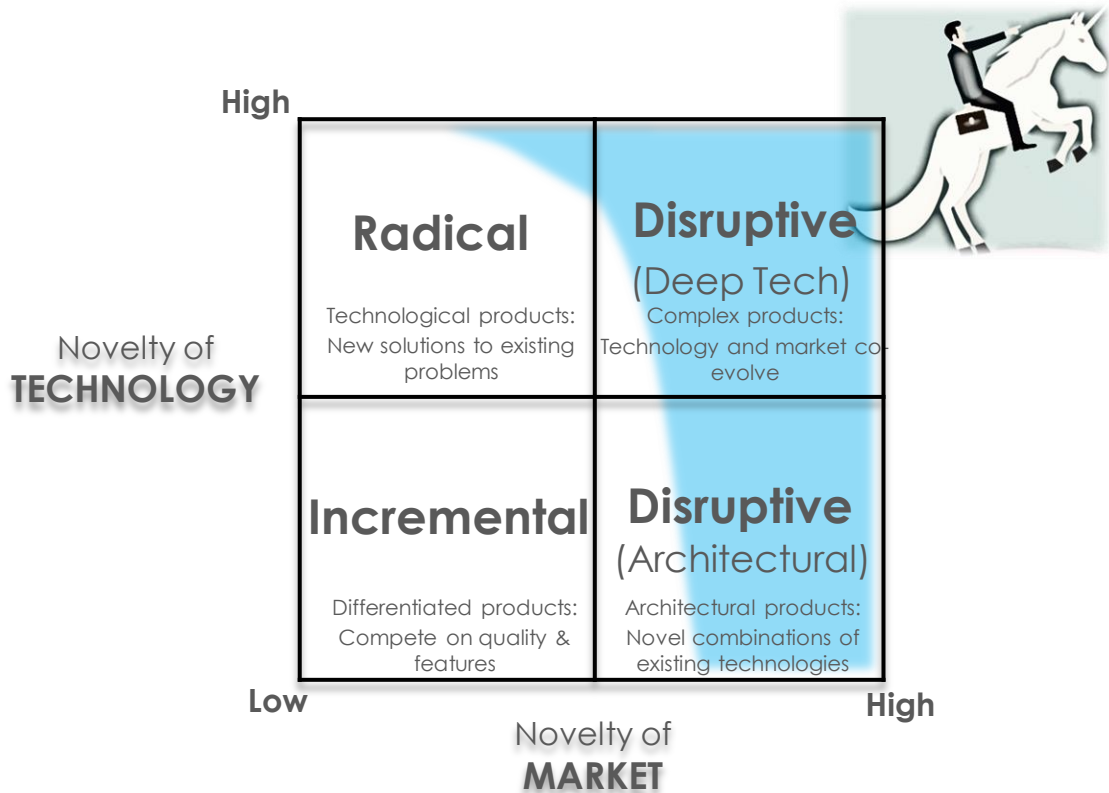
2.1 Il Programma dello European Innovation Council



2.2 Il processo di selezione: Tips & tricks

Which projects are financed?

Disruptive innovations



Stage of development

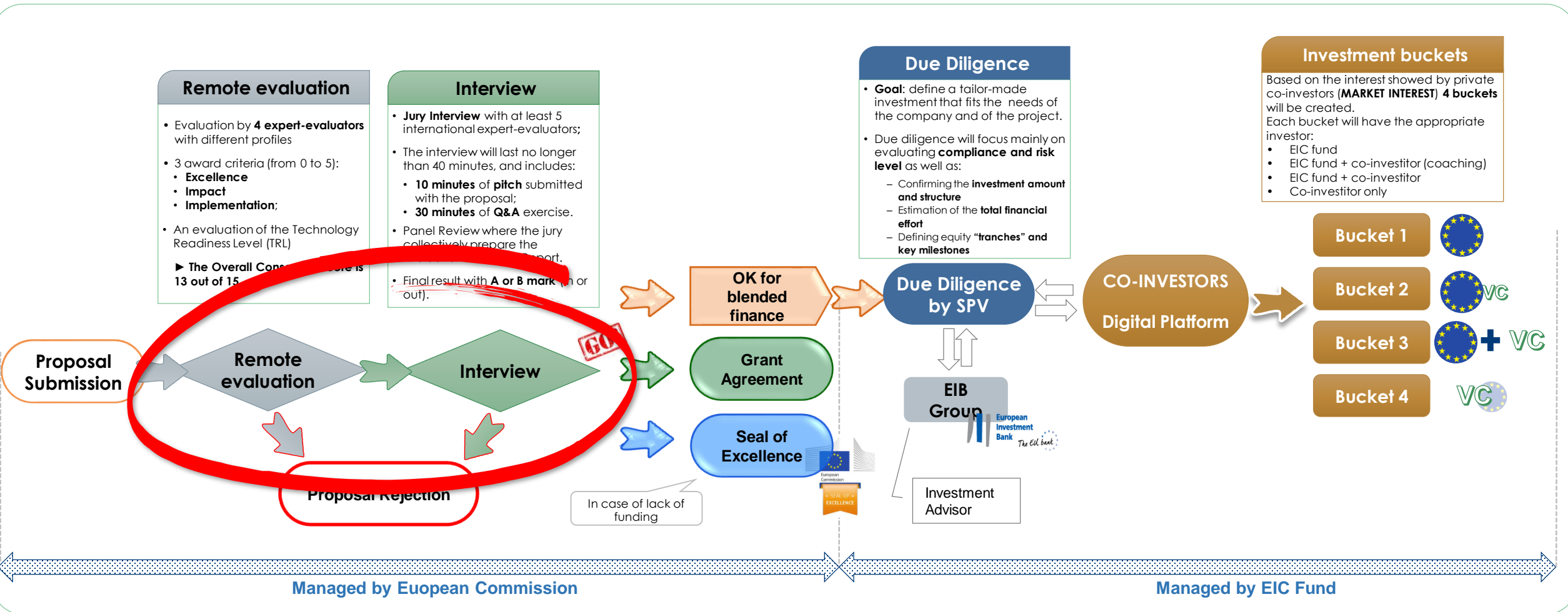
TRL ≥ 6 (Technology Readiness Level)



Non-bankability

“The inability to attract sufficient funding” due to the high-risk level or a market failure

EIC Accelerator case





Document 1 - Proposal template

Summary

1. Excellence

- Idea and solution
- Innovativeness
- Stage of development

2. Impact

- Market and customers
- Commercialisation strategy
- External Strategic Partners
- Intellectual property
- Scale up potential
- Key Performance Indicators
- Broader impact

3. Implementation

- Team and capabilities
- Financing needs
- Equity (if blended finance requested)
- Need for EIC support
- Risks
- Approach
- Work packages, deliverables, milestones
- Resources



Document 2 - Annex 1 – 3

- Annex 1 – Security and Ethics
- Annex 2 – CVs
- Annex 3 – Others

Documents 4 and 5



**Annex 4 – Financial and corporate information
Excel file**



Annex 5 – Pitch-deck

Focus on the first steps: some tips

Remote evaluation

- Evaluation by **4 expert-evaluators** with different profiles
- 3 award criteria (from 0 to 5):
 - **Excellence**
 - Impact
 - Implementation;
- An evaluation of the Technology Readiness Level (TRL)
► The Overall Consensus Score is 13 out of 15.

Proposal Submission



Remote evaluation

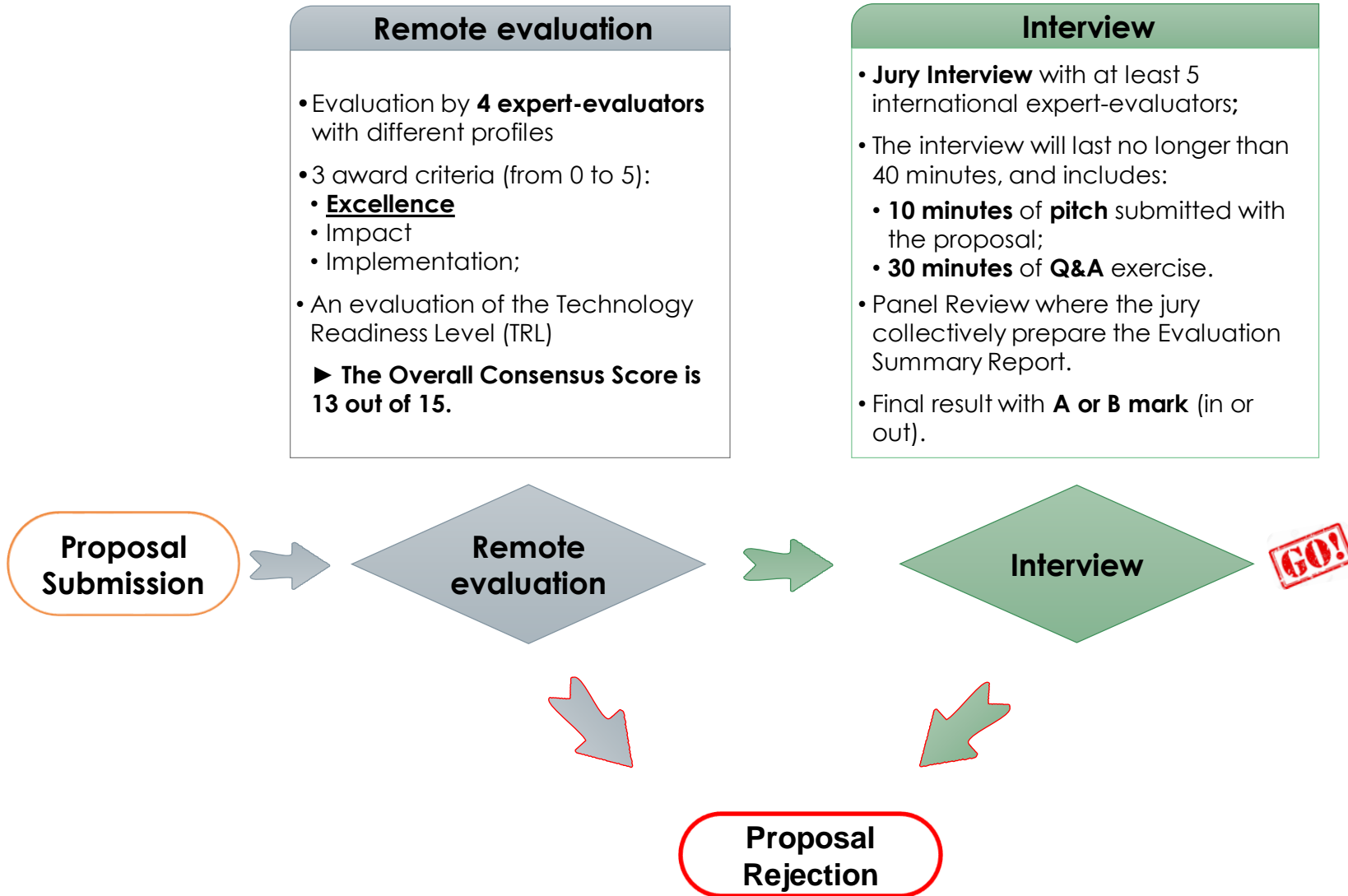


Proposal Rejection

Who is evaluating?

Some tips

- Start on time!
- Tell a story (for the brain and for the eyes)
- Straight to the point
- Be consistent
- Be concise
- Review the proposals



Who is evaluating?

▪ **Implementation: Team and financing**

- Does the **team** have the capability and motivation to implement the innovation proposal and bring it to the market?
- Is the company faced with the impossibility to leverage sufficient investment from the market due to the level of financial risks or existing market failure? In addition, particularly for blended finance requests, is the company deemed '**non-bankable**' by the market in view of the activities to be developed?

▪ **Impact: Commercial strategy and scale-up**

- Are the **business model** and **commercialization strategy** well thought through? How sound are the **financial planning and projections**?
- Does the innovation have the potential to **scale-up** the applicant company? Have the **financial needs** to ensure the company's success been adequately quantified?

▪ **Excellence: The feasibility of the idea**

- Does the **innovation** – through its degree of novelty or disruptiveness – have the potential to create a new market or significant impact in existing ones? Is the **timing** right for this innovation (i.e. feasibility, market readiness)?

“The inability to attract sufficient funding” due to the high-risk level or a market failure

- No revenues and no assets at all
- Or First revenues but no or not enough assets
- Or commercial activities and assets but not yet profitable
- Or starting to be profitable but still too risky for other investors to comply with all needed investments to go to next step of development

More on non-bankability

- A company which **has already investors and/or has already revenues may still be non-bankable** if it is not able to attract enough investments and/or if it doesn't have enough financial traction for the project submitted
- **Does the bankability applies to the company or to the project?**
 - For **one-project companies**, the company has to be non-bankable
 - For **companies with multiple projects**, the project must be non-bankable and its impact on the company must be thoroughly assessed
- **Bankability can be a reason to reject a proposal!**

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