

The background features a large, dark blue geometric shape on the right side, resembling a stylized 'W' or a series of overlapping planes. Inside this shape, a hand is shown holding a glowing, multi-colored cube (blue, orange, and yellow) against a dark background with a network of white lines and dots. The left side of the page is white with a light blue diamond-shaped grid pattern.

INNO WIDE

CALL FOR EXPERTS

Viability Assessment Projects in
International Markets



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INNOWWIDE Call for experts for Viability Assessment Projects in international markets

INNOWWIDE Second Call for Viability Assessment Projects

Call Dates: Opening 15/01/2020 – Closing 31/03/2020

The INNOWWIDE consortium is launching a new call for experts with relevant expertise in areas such as technology and innovation transfer, market research, internationalization and accessing new markets¹.

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1. What is INNOWWIDE?

To compete effectively in new and emerging foreign markets European SMEs need to develop partnerships with strategic partners from countries outside Europe. to undertake *co-creation of RTDI projects*² and further joint business development (new product-market combination)

The INNOWWIDE pilot call aims to bring innovative European SMEs to the forefront of international markets by funding Viability Assessment Projects (VAPs) in cooperation with local stakeholders around the world, creating the conditions to increase the uptake of European innovative solutions in markets outside of Europe. The programme follows a bottom-up approach, with no specific topics to be addressed.

2. What is a VAP?

A VAP is an instrument conceived for innovative European SMEs with the ambition to develop a new and innovative product-market combination (or process or service) with strategic counterparts outside Europe

VAPs are a comprehensive, balanced and coherent set of preliminary technical, market, legal and socioeconomic assessments intended to validate the viability of an international, innovative business solution along emerging global value chains (international, innovative product-market combination development) in collaboration with strategic counterparts, considering where appropriate frugal innovation³, **including the preparatory phase of a future International Cooperation RTDI project underpinning the product development stage.**

¹ Experts already registered in the experts database do not need to resubmit again, just update information, see section 6

² In the context of INNOWWIDE co-creation of RTDI projects are intended as the joint definition of international collaborative RTDI projects of European /H2020 Associated Countries SMEs with entities from beyond the EU or Associated Countries for further joint product development. Product development must be understood in the widest sense, i.e. product / service / process development.

³ Fraunhofer and Nesta (2017) define frugal innovation as: “the process of innovating in conditions of constraint, to produce solutions that are substantially more affordable than alternatives, and accessible to a broader range of people, while also meeting user needs as – or even more – effectively”. It is especially appropriate for open innovation schemes with lower end developing countries and should be considered for VAPs targeting them

Each VAP must focus on a target third country as pilot market wherein to develop and validate the proposed innovative business solution, in close collaboration with local counterparts.

VAPs must also identify and assess key local technical and market framework conditions in the target third country that may favour or impede the effective deployment of the proposed innovative collaborative solution.

Finally, VAPs also include a refined and viable definition of such innovative business solution, together with their implementation strategies in the target third country.

After VAP implementation SMEs should have a clearer view regarding future product development activities in the target market together with local counterparts that could encourage future investment decisions.

3. VAPs specific requirements and outcome

More specifically, VAPs must:

- **Be the preliminary phase of a potential International Cooperation RTDI project of the applicant SME with local counterparts in the target country in the short or medium term⁴.**
- Feature a co-creation⁵ based product-market development preparatory work done by a European innovative SME together **with at least one future local strategic partner, initially bound in as subcontractor for VAP implementation⁶** -e.g. a supplier, customer, end user, research provider or complementary technology developer-. The foreseen product-market combination must create high impact on the targeted third country pilot market.
- Include a wide variety of activities to explore the practical (societal and cultural acceptance), technological and commercial viability of the proposed co-creation based innovative solution and how it needs to meet local conditions and demands.
- **Last six months**
- Have a minimum eligible budget of € 86,000

All the VAPs must result in a **final report⁷** addressing the:

- **Technical feasibility (incl. upgrade/transfer/integration) of the proposed joint product-market development and future International Cooperation RTDI project preparation and inception**

⁴ Local counterparts could be the strategic subcontractor and/or another company / institution with RTDI capability and ready to favour the exploitation of the future technological cooperation RTDI project results

⁵ Co-creation (joint product / process / service development with local counterparts) is a management initiative, or form of economic strategy, that brings different parties together (for instance, a company and a group of customers), in order to jointly produce a mutually valued outcome. Co-creation brings a blend of ideas from direct customers or viewers (who are not the direct users of the product) which in turn creates new ideas to the organization. Cf. [Wikipedia](#)

⁶ Other non-strategic subcontractors brought in as conventional service providers are also allowed if needed and duly justified (e.g. innovation and/or market consultants, legal advisors etc.)

⁷ The beneficiary SME must commit to establish specific VAP financial accounts and to report to the INNOWWIDE consortium details of the execution and results of the VAP.

- Business model viability
- Key local legal, financial, political, cultural and behavioural aspects conditioning business and technology development and how to cope with them
- Optimal exploitation pathways, including further RTDI and product development investment with local counterparts and involvement of potential end users / clients as early adopters / launching customers.

4. Overview of the evaluation process and expert's role

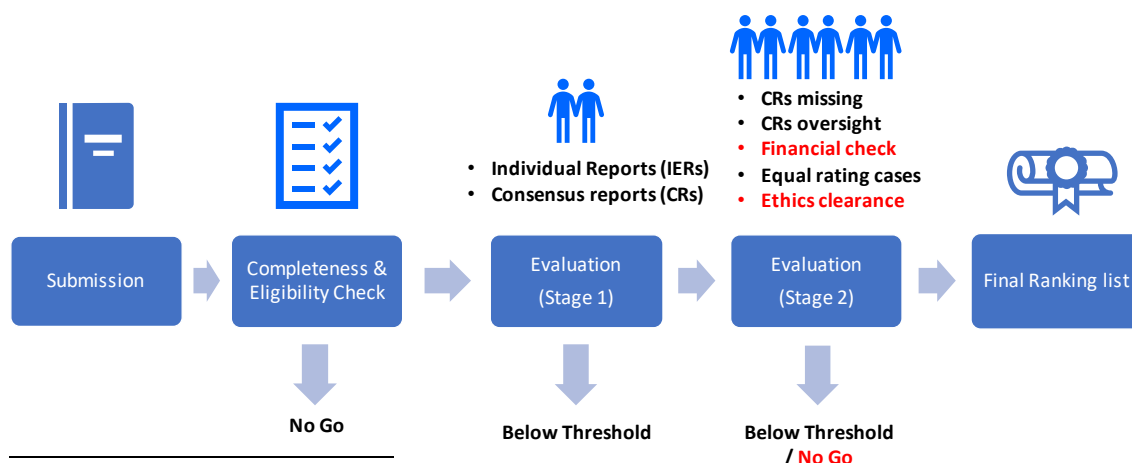
The INNOWWIDE Call 2 will start in April 2020 and finish in May 2020. Experts will have to confirm their availability within this period

INNOWWIDE uses a **two-stage remote evaluation process** to evaluate submitted applications.

- > Stage 1: Individual VAP Evaluation by two remote independent experts, one of them acting as rapporteur in charge of drafting an Evaluation Consensus Report (CR)⁸.
- > Stage 2: High-level Experts Review Panel (ERP) oversight, dealing with, successively:
 1. VAPs without CR and/or strong discrepancies between evaluators at stage 1. ERP will produce those lacking from stage 1 together with their corresponding scoring.
 2. Stage-1 CRs and scores oversight to detect potential inconsistencies. CRs-scores alignment
 3. Assessment of the financial situation of applicant SMEs for final high-scored, above threshold proposals with clear options of being funded
 4. Final score adjustment of VAPs with equal scores and nearing the funding threshold
 5. Further Ethics clearance, wherein those VAP proposals failing to comply with Ethics requirements will be discarded.

The ranking list stemming from the Ethics scrutiny will be the final one elevated to the INNOWWIDE CSA General Assembly (GA).

The diagram below illustrates the whole process:



⁸ Experts will be provided with Evaluation Guidelines including VAP evaluation criteria

Experts rely on their technical and market know-how within their field of expertise to provide **objective assessments consisting of scores, comments and recommendations**. Specific expert profiles requirements and profiles are detailed next.

5. Who can become an INNOWWIDE expert?

Experts are chosen through a previous selection procedure, as commented in the following section.

Experts must have an excellent understanding of international collaborative RTDI planning and project implementation, dissemination and exploitation strategies (post-RTDI business development), appropriate target market areas and routes to those markets.

Please note that the evaluation work is performed entirely in English, hence the experts must be able to effectively communicate and write in English.

More specifically, experts must comply with **at least five years of experience** in some of the following areas:

1. ***Co-creation and technology uptake facilitation (innovation and technology transfer services):***
 - Definition of a joint R&D project for co-creation or technology adaptation with a local subcontractor or other local partner(s)
 - Analysis of the IP environment
 - Technology scouting and novelty verification, technology valuation, technology legal situation analysis, technology protection & valorisation strategy design
2. ***Market prospection***
 - Accessing new markets, internationalization of SMEs, improving SME competitiveness, improvement of investment readiness – coaching, mentoring...
 - Administrative and legal business environment, administrative and legal FTO/due diligence verification, business analysis & planning, new business opportunities, strategic and project management
3. ***Research experience***
 - Brand engagement and positioning, concept development, trend watching, customer insight, user experience, product innovation, message development
 - Competition analysis, observational studies, risk analysis, segmentation study, case studies, focus groups, in-depth interviews, experimental studies, survey design

6. How to apply for INNOWWIDE Calls evaluation?

The [EUREKA Association](#) is the INNOWWIDE consortium member in charge of the entire evaluation procedure, in particular the expert recruitment and selection management.

In order to be selected as individual expert or member of the Experts Review Panel (ERP), expert candidates must first register in the EUREKA Expert Database (EED):

<https://expert-community.eurekanetwork.org/#/register>

E-mail confirmation of registration will be sent by the EUREKA Association.

Already registered experts in the EED wishing to participate in the INNOWWIDE Call evaluation **must check that their profile is up to date before April 2020**. They can access their EED profiles with the following link: <https://expert-community.eurekanetwork.org/#/>

The INNOWWIDE team will be looking up the most appropriate expert candidates in the EED and prepare an *initial list of accepted experts*.

Accepted experts will receive an e-mail from the INNOWWIDE team in March 2020 asking them to confirm their availability within the said evaluation period April 2020 – May 2020.

The final selection and assignment of experts, out of the final list of accepted and available ones, will take place in early April 2020.

7. Important notice

Creating a profile in the Eureka Expert Database (EED) will also give you an opportunity to participate in other EUREKA initiatives in the future.

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