



CALL FOR EXPERTS

Viability Assessment Projects
in International Markets



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INNOWWIDE Call for experts for Viability Assessment Projects in international markets

First call dates: 01/04/2019 - 31/05/2019

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.

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?

Viability Assessment Projects (VAPs) are a comprehensive, balanced and coherent set of preliminary technical, market, legal and socioeconomic assessments intended to validate the viability of international, innovative businesses solutions along emerging global value chains.

They should identify and assess key framework conditions that may favour or impede the effective deployment of collaborative solutions and models in target third countries.

The VAPs also include a refined and viable definition of such business solutions and models, together with their implementation strategies.

Each VAP should:

- Feature a co-creation¹ partnership with a local partner/subcontractor – e.g. a supplier, customer, consultant, legal advisor, research and development provider, collaborator or absorber - from the VAP focus country. See annex for the eligible countries and categories.
- Include a wide variety of activities to explore the practical, technological and commercial viability of an innovative solution and how it fits to meet local conditions and demands.
- Last no more than six months
- Be the first phase of a potential innovative technology cooperation project with an actor in that country in the short/medium term.²
- Have eligible costs of at least €86,000, to be funded at up to 70% (a fixed grant of €60,000)

¹ Co-creation 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](#)

² The actor could be the subcontractor or another company/institution with R&D capability and ready to favour the exploitation of the cooperation project results.

- Be carried out by a SME established in a EU member state or a Horizon 2020 Associated Country, which subcontracts a local partner

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

The evaluation process will start in early June 2019 with a total duration of 7 weeks.

- **First stage: 10th June 2019 – 28th June 2019**
- **Second stage: 1st July – 19th July 2019**

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3. What do the experts do?

The functioning of INNOWWIDE is entirely dependent on the evaluations performed by our individual experts. Experts use their skills and knowledge within their field of expertise to provide objective assessments. They ensure that only the best ideas have the opportunity to receive public funding.

4. Who can become an INNOWWIDE expert?

All individuals 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 and research experience*
 - 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
 - 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

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

5. Evaluation procedure

INNOWWIDE uses a two-step procedure to evaluate submitted application. During the first stage, two independent experts remotely evaluate the proposals following the INNOWWIDE criteria.

Proposals with equal scores close to the funding limit (as defined by the ranking list) proceed to the Review panel composed of two experts tasked with determining the final ranking position of these applications. Experts for the Review panel are selected from the pool of independent experts eligible for the first stage.

6. Important notice

The [EUREKA Association](#) is the INNOWWIDE consortium member in charge of the entire evaluation procedure. If you are interested in participating in INNOWWIDE as an independent expert or a member of the Review panel, please create a profile in the EUREKA expert database. Creating a profile will also give you an opportunity to participate in other EUREKA initiatives in the future.

Please note that the confirmation of your registration will come from the EUREKA Association.

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