

Eureka InvestHorizon FAQ

This document provides an overview of Eureka Investment readiness activities for 2020-2021. During this period, Eureka investment readiness activities are implemented in collaboration with the InvestHorizon Accelerator Programme funded by the European Commission.

What is InvestHorizon?

[InvestHorizon](#) is a programme financed by the European Commission, in association with Eureka, to facilitate series A funding for selected deep tech companies boosting their investment readiness and investor relations. The programme is run by a consortium coordinated by Tech Tour. InvestHorizon Accelerator offers free services to raise the investment readiness of SMEs from EU, Horizon2020 and Eureka countries.

Which are the activities implemented by Eureka within the InvestHorizon Programme?

Eureka is responsible for implementing two main activities:

1. International missions
2. Corporate activities

INTERNATIONAL MISSIONS

What are the international missions organised by Eureka?

Eureka will organise two international missions, to Canada and Singapore. Planned for 2020, due to COVID these events have been postponed until 2021. These are organised in collaboration with Eureka member/partner organisations National Research Council (Canada) and Enterprise Singapore and alongside major start-up events organised in the country.

The international missions are planned as 3-4 day trips aimed at developing understanding, capabilities and opportunities to European SMEs to develop international connections with non-EU-investors and other strategic potential partners. These missions offer companies the possibility to discover a new start-up ecosystem, providing them with international perspectives, a better understanding of the local start-up ecosystem, coaching and market opportunities.

In more detail the missions are to:

1. Toronto, Canada, within the Annual Health Innovation Week 12-16 April 2021, in collaboration with [MaRS](#) and the NRC
2. Singapore, late 2021 (date tbc), within SWITCH event in collaboration with Enterprise Singapore. Eureka efforts will focus on the organisation of a physical mission, however, Eureka companies will also be invited to participate at the [SWITCH](#) event 2020 scheduled from 7-11 December 2020. Eureka has suggested themes to be covered during this year's event and we are organizing a webinar with Enterprise Singapore in October to present the event and relevant sessions to all Eureka companies. Enterprise Singapore has put no limits on the final number of companies that

can attend the online sessions. Eureka will share shortly with you the details of the webinar to be disseminated among your companies.

What is the programme of Eureka's international missions?

The programme includes:

- Introduction to the local start-up ecosystem (public policy to support start-ups & scale-ups)
- Inspirational talks
- Learning sessions on:
 - ✓ Tax & legal issues, including IPR
 - ✓ Raising capital & access to market
 - ✓ Building corporate partnerships
- Pitching & Match-making: speed dating session

How many companies will participate in each international mission?

- A total of 15 companies will participate in each international mission (physical events). Companies will be selected from the InvestHorizon pool of companies. ONLY companies from Eureka financially committed countries¹ are invited to express interest on international physical missions.
- For the online SWITCH event 2020 there are no limits on the number of companies that can participate. Terms of participation (ticket prices) are being finalised.

Will the international missions be thematic?

Canada: Yes, the international mission to Canada will be thematic and will focus on the healthcare sector. Only companies from the healthcare sector will be selected to participate in this mission.

Singapore: Yes, the international mission to Singapore in 2021 will be thematic. Only companies from the cleantech/mobility sectors will be selected to participate at this mission. The online SWITCH event 2020 will focus on the theme of resilience, with a high relevance for start-ups providing solutions which address the current COVID-related crisis.

Which companies can participate in the international missions?

Online SWITCH 2020: Open to companies selected by InvestHorizon and all Eureka companies.

2021 physical events: Only companies from the targeted sectors which have been previously selected to participate in the [InvestHorizon Accelerator Programme](#) from Eureka financially committed countries² will be eligible to participate in the Eureka international missions.

¹ EUREKA financially committed countries: Denmark, Finland, France, Germany, Israel, Lithuania, The Netherlands, Norway, Portugal, Slovenia, Spain, Sweden, Switzerland and UK).

All companies from those countries participating in the InvestHorizon Programme and from the targeted sectors will be asked to express interest to participate in the international missions and the most suitable companies will be selected.

In case we have no companies from any of those countries we will open up a discussion with the relevant member from that country to decide whether we include any other Eureka company from that country.

What are the selection criteria for companies to participate at the international missions?

- Start-up & scaleup indicators: Funding to date, revenues, traction, strength of the team
- Motivation to scale and benefit from the destination start-up ecosystem
- Capacity of scaling-up to the destination start-up ecosystem

Who will do the selection for companies to participate at Eureka international missions?

Eureka will do the final selection of companies based on a list of nominees provided by the InvestHorizon coordinator (TechTour). Coaches developing an action plan for companies will ask companies about their interest and provide Eureka with a list of nominees for each physical mission.

Can companies express interest to participate at both international missions or only to one of them?

Companies can express interest to participate in both international missions but they need to justify the reason for their interest to participate in each of them. In case the number of applications is too high, companies may be selected to participate in only one international mission.

Do companies who have already submitted an application for InvestHorizon need to submit a new application to participate in international missions or is the application to the [InvestHorizon Acceleration Programme](#) enough?

There is no need to submit a new application. The Eureka international missions are included within the package of activities offered to companies participating in InvestHorizon.

Is participation in the international missions free for companies?

Participating in the international missions will be free for companies and limited to one representative per company.

CORPORATE ACTIVITIES

What are the Eureka corporate activities?

One of the Eureka's core strategic objectives is to help European SMEs establish contacts and partnerships with Large Corporate Partnerships, Open Innovation and Corporate Venturing teams. Companies participating in InvestHorizon and Eureka start-ups will benefit from Eureka's corporate venturing activities.

Eureka offers a tailor-made programme for corporates who want to explore solutions to industry challenges in dialogue with start-ups from their sector, and sharing their experience on how to build successful partnerships with start-ups.

Corporates are invited to lead three online sessions with start-ups on themes of common interest, predefined by the corporate. The topic for the first discussion will be "how to build successful partnerships with corporates". During this session the relevant corporate will share its experience on engaging with start-ups providing tips and tricks for start-ups. Two other thematic sessions will follow, to be defined with the relevant corporates.

This programme will allow corporates to engage in an ongoing dialogue with pre-selected companies from their sector and across different countries.

Eureka programme offers corporates access to a selected pool of investment-ready SMEs across different sectors and countries, within and beyond the EU.

No financial contribution is expected either from participating SMEs nor from corporates. 14 Eureka members are financially committed to cover the cost of this initiative.

Why should corporates join Eureka's corporate activities?

- Branding: Join other top brands heavily involved on innovation
- CSR: showing your commitment to support European entrepreneurs and innovation across Europe
- Broadening the scope of deal flow: low-cost access to start-ups outside the reach of company's own promotion channel accessing to new technologies
- Collaboration: broader framework of open innovation through leveraging the resources of non-competitive corporates to collaborate with start-ups
- Complementarity: to individual corporates' activities on innovation and entrepreneurship at regional and national level
- Best practice exchange: with the most active corporates in open innovation and entrepreneurship

Eureka is currently engaging with corporates from several sectors including Healthcare, digital/AI, Cleantech, and Mobility.

When will these activities be implemented?

Eureka's corporate activities for start-ups will be implemented during 2021.

How many companies will participate at the corporate activities?

The final number of companies will be determined depending on the expectations from each corporate. Eureka efforts will be focused on quality rather than quantity of companies to ensure that enough attractive number of companies per sector are connected to the target corporate.

Which companies can participate at the corporate activities?

Companies who had been selected to participate in [InvestHorizon](#) and Eureka start-ups will be eligible to participate at the corporate activities.

InvestHorizon companies will be asked to express interest to participate in the corporate activities, justify the reasons for that interest and to explain their motivation.

Who does the selection for SMEs to participate at the corporate activities?

Eureka will select the companies who will participate in the corporate activities based on a list of nominees provided by [InvestHorizon](#) Coordinator (TechTour) and suggestions from members on Eureka companies to be involved on corporate activities.

What are the selection criteria for SMEs to participate in the corporate activities?

1. Capacity & expertise of the start-up team in the relevant sector (33%)
2. Motivation of start-up team to be part of the corporate activities and to work specifically on the theme proposed (33%)
3. Adequacy of their current solution to the specific corporate challenge/theme (33%)

Do companies need to submit a new application to participate at the Eureka corporate activities or is the application to InvestHorizon enough?

There is no need to submit a new application. The information provided on the application for the InvestHorizon Accelerator Programme is enough.

Are corporates or start-ups expected to contribute financially to the Eureka corporate activities?

Neither corporates nor start-ups participating in the corporate activities will be expected to contribute financially to the implementation of these activities

Which corporates are part of the programme?

Eureka is currently opening discussions with several corporates, Members of the steering committee of funders (SCF) are requested to provide suggestions on names of corporates and contacts details. Eureka secretariat has prepared an introductory email that can be sent to each

corporate to facilitate the introduction to the Eureka Secretariat who will follow and introduce in detail the corporate activities.

So far we have opened discussions with Philips, AVL, and Solvay. AVL and Solvay are both willing to engage and collaborate with us. Philips Head of Partnerships has declined the invitation due to other priorities.

The focus for the time being is on European corporates but any corporate who is willing to collaborate with start-ups and willing to offer support to Eureka start-ups is more than welcome.

For the moment we are focusing on the following sectors: healthcare, Digital/IA, cleantech and Mobility but corporates from other sectors can be included too.

GENERAL QUESTIONS ABOUT INVESTHORIZON EUREKA ACTIVITIES

What happens if a start-up does not have a supporting investor to involve in the programme. Is there anyone else they can involve?

The companies that do not have a supporting investor to involve could involve the following representatives instead:

1. a prospective investor (including business angels).
2. a representative from a national or regional promotional bank (in case of institutional funding) who knows well your company and is actively involved in supporting you to find an investor.
3. a business advisor with relevant investment background and experience.