

#innovacion
#ayudascdti
#asesoramiento
#internacionalizacion



@CDTIoficial



Claves para tu propuesta completa al Acelerador: El presupuesto

HORIZONTE
EUROPA
@HorizonteEuropa

*Esther Casado,
@eCasado_CDTI*

8 de junio de 2021

1. Elementos claves: *TRL*, *WP*, Tareas & *Milestones*
2. Costes del *grant* & escalado
3. Presupuesto
4. Justificación del *EIC need*
5. Excel

El TRL de tu proyecto

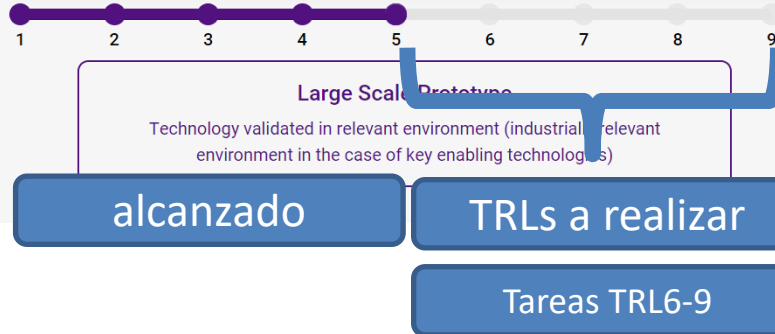
Past achievements

Now describe the work you have done so far: first specify the TRL level achieved and then indicate the actions taken in the past to achieve it.

What TRL have you achieved?

Warning!

Before updating your current TRL, please note that the tasks declared in your workpackages can be updated automatically if they are targeting lower TRL than your current TRL.



Desarrolla el plan de trabajo

1

Your "innovation activities" related workpackages (TRL 5-8) covered by the EIC Grant component

+ Create new workpackage

T

WP 1 Desarrollo 1

2 tasks
2 features assigned

Edit

MA

WP 2 precomercializacion - difus...

2 tasks
3 features assigned

Edit

M

WP 3 gestion del grant

3 tasks
0 feature assigned

Edit



2

Your initial market deployment activities (TRL 9) covered by the Equity component

MA

WP 4 puesta en mercado del producto

3 tasks
2 features assigned

Edit

M

WP 5 gestion el equity

1 task
0 feature assigned

Edit

Todos con tareas

Alguno sin *features*

3

Your scale-up activities related workpackages (post TRL 9)

You will be able to fill more information about these activities in the Go 2 Market part.

GRANT

- Técnicos – Sin limite – con lógica
 - ✓ Desarrollo producto
 - ✓ Validación con clientes
 - ✓ Ensayos clínicos
- (PRE) *Market Activities* (1WP)
- Gestión (1WP)

Actividades preparación despliegue

- *Market Activities* (1WP)
- Gestión (1WP)

Actividades escalado -explotación

- Ingresos-costes “Go2M”



Si os falta algún campo

Milestones

Declare the milestones of your project

Milestones are checkpoints produced at a specific point in a task while deliverables are tasks results such as reports, studies, tests, etc. While milestones can sometimes correspond to the completion of a deliverable, the two are not necessarily linked. It is not necessary to have a milestone for every deliverable. However, the most important deliverables can be good indications of where you want to place milestones.

EIC Mandatory Milestones

These milestones are mandatory and correspond to the achievement of TRL levels during the project. It has been automatically generated following your task declaration in the previous step. However, you are totally free to edit them.

MM 7

Achievement: TRL 7
Expected Month: 9

Edit

MM 8

Achievement: TRL 8
Expected Month: 24

Edit

MM 9

Achievement: TRL 9
Expected Month: 36

Edit

Custom milestones

+ Create a new custom milestone

You are free to add custom milestones that do not correspond to any achievement in the TRL scale.

CM 1

Expected Month: 9

CM 2

Expected Month: 18

CM 3

Expected Month: 36

CM 4

Expected Month: 0

Milestones Grant 1st

Declare the milestones of your project

Milestones are checkpoints produced at the completion of a deliverable, the two are where you want to place milestones.

EIC Mandatory Milestones

These milestones are mandatory and cannot be edited. You are totally free to edit them.

As you selected "Grant first", you will have to overcome the "key milestone" that prevents you from going beyond the activities. This TRL level is in the details which one is your "key milestone".

MM 7

Achievement: TRL 7

Expected Month: 9

Edit

Custom milestones

+ Create

You are free to add custom milestones that are not mandatory.

CM 1 Mi producto 1 listo

Expected Month: 9

Expected Month: 18

Expected Month: 36

Expected Month: 0

As you selected **"Grant first"**

you will have to define the **highest TRL** level you can achieve **before the bottleneck** that prevents you from going beyond and requesting capital for "market / scale up activities" is overcome.

This TRL level will be the **"key milestone"** that will determine the **EIC's decision** on whether or not to proceed with the initial funding.

Key milestones en el Grant 1st

Edit an EIC mandatory Milestone x

Name of the milestone *

MM 8

☒ This milestone is my 'key milestone'

Describe precisely this milestone, the bottleneck(s), the associated risk and the means to overcome it. *

kk

2/1000

Achievement (TRL) *

1 2 3 4 5 6 7 8 9

Expected Month *

24

The tasks you declared to this TRL achievement are the following. Assuming all this tasks are needed in order to achieve this level of TRL, the expected month for this milestone is automatically calculated from the expected delivery date of the deliverables.

| Workpackage | Task | End Month |
|-------------------------------------|-------------------------------|-----------|
| WP 1 Desarrollo 1 | subproducto 2 | 12 |
| WP 2 precomercializacion - difusion | IP gestion | 18 |
| WP 2 precomercializacion - difusion | asistencia a foros | 18 |
| WP 3 gestion del grant | gestion financiera | 24 |
| WP 3 gestion del grant | DMP | 6 |
| WP 3 gestion del grant | interlocucion con la Comisión | 24 |

1. Key milestone
2. Hito /
bottlenecks
3. Fecha-TRL

Paquetes trabajo, Tareas

Edit a workpackage

1. Workpackage information 2. Assignment to features 3. Deliverables 4. Budget

Name of the workpackage * WP 1 Desarrollo 1

Type of the workpackage Technology development

Objectives of the workpackage *
En este WP desarrollo el producto 1 que contribuye a las feautes 1, 2 y 3 y me permite tener el producto

Start Month * 1

End Month * 12

Tasks

Please indicate the achievement linked to this task. A task must be relative to the achievement of a specific TRL level. If you think that your task is linked to multiple level of TRL, please create a task for each TRL level concerned. Ex: A task assigned to TRL 6 means this task is needed to achieve TRL 6.

Name of the task * subproducto1

Targeted TRL * TRL 7

Task description * el subproducto corresponde a la features 1

Development level * subsystem

Effect(s) on Solution * es parte de la solución

1. Tareas: sin limite, con deliverables y costes
2. *Features*
3. *Deliverables* – siempre 1 final por tarea
4. Costes – por tarea

GRANT ①

Actividades despliegue ②

y los costes

Costes – por tarea

- A. Personal. Personal & **SME Owner**
- B. Subcontrataciones
- C. Viajes, equipos, fungibles y otros servicios NO técnicos

Edit a workpackage

1. Workpackage information 2. Assignment to features 3. Deliverables 4. Budget

Select your task

subproducto1 subproducto2

Total: 705000 € - 4 types of cost

You do not need to declare overheads, they are automatically calculated by the EIC (25% of the direct costs - subcontracting) to define its financial contribution.

| Type of cost * | Amount (€) * | Person-months * |
|---|--------------|-----------------|
| A.1 Employees | 350000 | 100 |
| Description * | | |
| personal necesario para desarrollo subproducto 1 | | |
| B. Subcontracting costs | 250000 | |
| Description * | | |
| Subcontratación de centro para desarrollo subproducto 1 | | |
| C.2 Equipment | 100000 | |
| Description * | | |
| equipo necesario para el desarrollo | | |
| C.1 Travel and subsistence | 5000 | |
| Description * | | |

Type of cost *

Amount

A.1 Employees

A. Personnel costs

A.1 Employees

A.2 Natural persons under direct contract

A.3 Seconded persons

A.4 SME owners and natural person beneficiaries

B. Subcontracting costs

C. Purchase costs

C.1 Travel and subsistence

C.2 Equipment

C.3 Other goods, works and services

D. Other cost categories

D.1 Financial support to third parties

D.2 Internally invoiced goods and services

D.3 Transnational access to research infrastructure unit costs

D.4 Virtual access to research infrastructure unit costs

Budget - Finance

3

Necesidades financieras para el escalado

What is the expected growth potential of your solution in terms of turnover, profit, jobs?

Turnover *

250000

Profit *

50

Jobs *

15

6/1000

2/1000

2/1000

What are the Unit economics for your business?

Your unit selling price *

5

Unit selling price of your main competitors *

15

Your unit production cost *

1

Your unit profit margin *

4

Explain or develop further with other Unit economics (e.g LTV, CAC, etc.) *

0/1000

What is your growth strategy? * ?



Profitable growth



Non profitable growth



Other



1) **Excel:** ventas, profit, empleo => impacto

2) **Unit economics:**
métricas del negocio

- ¿Cuál es la “unidad” de mi negocio? P. ej. el cliente (*SaaS*), el coche (automoción), etc.
- Coste adquisición - CAC
- Ingresos por cliente - LTV
- Tasa de perdida de clientes (*Customer Churn Rate* - CCR)

3) **Estrategia de crecimiento**

3 Escalado

What are your financial needs to scale-up?

How many months after the beginning of the project do you think you will start to sell? * months

What are your expected exploitation revenues and costs?

| Year | Expected exploitation revenues | Expected exploitation costs ? |
|--------|---|--|
| Year 1 | <input type="text" value="1500000"/> € | <input type="text" value="500000"/> € |
| Year 2 | <input type="text" value="5000000"/> € | <input type="text" value="1000000"/> € |
| Year 3 | <input type="text" value="15000000"/> € | <input type="text" value="1500000"/> € |

Esperamos que se incluya un campo para describir el escalado:
Actividades claves – hitos – financiación/presupuesto



**Budget -
Finance**

Presupuesto

FROM IDEA

5

6

TRL

7

8

9

TO MARKET

Year 1

Year 2

Year 3

1

Innovation activities (TRL < 9)

Eligible costs

| | |
|--|--------------------|
| Total of the direct costs declared in the workpackage to achieve TRL 8 | 1,150,500 € |
| Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) | 206,375 € |
| Total of eligible costs | 1,356,875 € |

Reimbursement rates

| | |
|---|-----------|
| Maximum amount that you can ask in grant to the EIC | 949,813 € |
| Amount of grant requested to the EIC | 949 812 € |
| Total Investment needed | 407,063 € |

2

Market / Scale-up activities

Investment for market preparation (TRL 9)

| | |
|--|--------------------|
| Total of the direct costs declared in the workpackage to achieve TRL 9 | 5,850,000 € |
| Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) | 0 € |
| Total of the costs for market preparation | 5,850,000 € |

Costs for exploitation

| | |
|--|--------------------|
| Total of the exploitation cost Year 1 | 500,000 € |
| Total of the exploitation cost Year 2 | 1,000,000 € |
| Total of the exploitation cost Year 3 | 1,500,000 € |
| Total of costs for the exploitation | 3,000,000 € |
| Additional investment needed | 100 000 € |
| Total of investments | 8,950,000 € |

1) Aparecen los costes de las tareas de los WP de TRL6/8

2) Los costes de las tareas de WP de TRL9

3) Costes del escalado

Presupuesto *blended*

Innovation activities (TRL < 9)

Eligible costs

| | |
|--|--------------------|
| Total of the direct costs declared in the workpackage to achieve TRL 8 | 1,150,500 € |
| Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) | 206,375 € |
| Total of eligible costs | 1,356,875 € |

Reimbursement rates

| | |
|---|-----------|
| Maximum amount that you can ask in grant to the EIC | 949,813 € |
| Amount of grant requested to the EIC | 949 812 € |
| Total Investment needed | 407,063 € |

Market / Scale-up activities

Investment for market preparation (TRL 9)

| | |
|--|-------------|
| Total of the direct costs declared in the workpackage to achieve TRL 9 | 5,850,000 € |
| Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) | 0 € |

Total of the costs for market preparation

Costs for exploitation

| | |
|---------------------------------------|-------------|
| Total of the exploitation cost Year 1 | 500,000 € |
| Total of the exploitation cost Year 2 | 1,000,000 € |
| Total of the exploitation cost Year 3 | 1,500,000 € |

Total of costs for the exploitation

| | |
|------------------------------|-----------|
| Additional investment needed | 100 000 € |
|------------------------------|-----------|

Total of investments

8,950,000 €

Financing breakdown

| | |
|---|-------------|
| Amount of grant requested to the EIC | 949 812 € |
| Total investment needed | 9,357,063 € |
| Total amount of investment requested to EIC (Max 15 000 000€) | 5 000 000 € |
| Total funding from other sources | 4,357,063 € |
| Please detail other source(s) of funding (amount, origin) | |
| VC interesados en cofinanciar con I comision | |

- 1) Defines *GRANT*
- 2) Piensas en todas las necesidades de inversión, incluido el 30%
- 3) Defines cuánto pides al Fondo EIC
- 4) Justificas otras fuentes para el resto

Presupuesto GRANT 1st

| Innovation activities (TRL < 9) | Market / Scale-up activities |
|--|---|
| Eligible costs Total of the direct costs declared in the workpackage to achieve TRL 8 1,200,500 € Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) 206,375 € Total of eligible costs 1,406,875 € <div>Please declare your key milestone in the milestones section</div> | Investment for market preparation (TRL 9) Total of the direct costs declared in the workpackage to achieve TRL 9 5,850,000 € Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) 0 € Total of the costs for market preparation 5,850,000 € Costs for exploitation Total of the exploitation cost Year 1 500,000 € Total of the exploitation cost Year 2 1,000,000 € Total of the exploitation cost Year 3 1,500,000 € Total of costs for the exploitation 3,000,000 € Additional investment needed 100 000 € Total of investments 8,950,000 € |
| Reimbursement rates Maximum amount that you can ask in grant to the EIC (the lower of 2 500 000 and 70% of your total costs) 984,812 € <div>Please declare your key milestone in the milestones section</div> Amount of grant requested to the EIC 949 812 € Total other sources 457,063 € <div>Please declare your key milestone in the milestones section</div> Please detail your other sources of funding for Innovation Activities. If you have none, or not enough to cover your key milestone you should ask for some investment (partial Blended finance) | |

1) Defines *key milestone*

Presupuesto GRANT 1st

Innovation activities (TRL < 9)

Eligible costs

| | |
|--|--------------------|
| Total of the direct costs declared in the workpackage to achieve TRL 8 | 1,200,500 € |
| Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) | 206,375 € |
| Total of eligible costs | 1,406,875 € |
| Of which total to achieve key milestone TRL 8 (indirect costs included) | 1,253,750 € |

Reimbursement rates

| | |
|--|-----------|
| Maximum amount that you can ask in grant to the EIC (the lower of 2 500 000 and 70% of your total costs) | 984,812 € |
| Of which total to achieve key milestone TRL 8 | 877,625 € |
| Amount of grant requested to the EIC | 949 812 € |

| | |
|---|-----------|
| Total other sources | 457,063 € |
| Of which total to achieve key milestone TRL 8 | 303,938 € |

Please detail your other sources of funding for Innovation Activities. If you have none, or not enough to cover your key milestone you should ask for some investment (partial Blended finance)

Market / Scale-up activities

Investment for market preparation (TRL 9)

| | |
|--|-------------|
| Total of the direct costs declared in the workpackage to achieve TRL 9 | 5,850,000 € |
| Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) | 0 € |

| | |
|--|--------------------|
| Total of the costs for market preparation | 5,850,000 € |
|--|--------------------|

Costs for exploitation

| | |
|---------------------------------------|-------------|
| Total of the exploitation cost Year 1 | 500,000 € |
| Total of the exploitation cost Year 2 | 1,000,000 € |
| Total of the exploitation cost Year 3 | 1,500,000 € |

| | |
|--|--------------------|
| Total of costs for the exploitation | 3,000,000 € |
|--|--------------------|

| | |
|------------------------------|-----------|
| Additional investment needed | 100 000 € |
|------------------------------|-----------|

| | |
|-----------------------------|--------------------|
| Total of investments | 8,950,000 € |
|-----------------------------|--------------------|

Se detallan los costes de las tareas hasta el **key milestone** (TRL alcanzado)

Eligible costs

| | |
|--|--------------------|
| Total of the direct costs declared in the workpackage to achieve TRL 8 | 1,200,500 € |
| Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost) | 206,375 € |
| Total of eligible costs | 1,406,875 € |
| Of which total to achieve key milestone TRL 8 (indirect costs included) | 1,253,750 € |

Reimbursement rates

| | |
|--|-----------|
| Maximum amount that you can ask in grant to the EIC (the lower of 2 500 000 and 70% of your total costs) | 984,812 € |
| Of which total to achieve key milestone TRL 8 | 877,625 € |
| Amount of grant requested to the EIC | 949 812 € |
| Total other sources | 457,063 € |
| Of which total to achieve key milestone TRL 8 | 303,938 € |

Please detail your other sources of funding for Innovation Activities. If you have none, or not enough to cover your key milestone you should ask for some investment (partial Blended finance)

Presupuesto GRANT 1st

2) Defines GRANT

3) y cómo financias el 30%

- Justificas otras fuentes si no se lo pides a la Comisión
- o se le pide a la Comisión.

Financing breakdown

| | |
|---|-------------|
| Amount of grant requested to the EIC | 949 812 € |
| Total investment needed | 9,407,063 € |
| Do you need an investment from EIC to cover TRL 5 to 8? | 457 063 € |
| Total funding from other sources | 8,950,000 € |
| Please detail other source(s) of funding (amount, origin) | |

VC interesados en cofinanciar con I comision, ventas etc

Do you need an investment from EIC to cover TRL 5/8?

Grant only

Presupuesto *GRANT 1st only*

Innovation activities (TRL < 9)

Eligible costs

Total of the direct costs declared in the workpackage to achieve TRL 8

1,150,500 €

Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)

206,375 €

Total of eligible costs

1,356,875 €

Reimbursement rates

Maximum amount that you can ask in grant to the EIC (the lower of 2.500.000 €)

Amount of grant requested to the EIC

Total other sources

Please detail your other sources of funding for Innovation Activities. If you have other sources of funding, please detail them in the following table:

| Source of funding | Amount |
|-------------------|--------|
| | |

Market / Scale-up activities

Investment for market preparation (TRL 9)

Total of the direct costs declared in the workpackage to achieve TRL 9

5,850,000 €

Total of the indirect costs (either 25% of direct costs minus subcontracting costs or your real indirect cost)

0 €

5,850,000 €

500,000 €

1,000,000 €

1,500,000 €

3,000,000 €

100,000 €

8,950,000 €

Companies submitting a grant-only or grant first proposal must provide detailed information on how they are planning to secure additional funds for TRL 5 to 8, as well as for TRL 9 activities onwards for grant-only proposals.

Amount of grant requested to the EIC

949812 €

Total funding from other sources

8,950,000 €

Please detail other source(s) of funding (amount, origin)

VC interesados en cofinanciar con I comision

3) Justificas los recursos propios

Necesidad de la ayuda de la COM

Explain why you have not been able to raise sufficient investment to carry out the project and why you need the support of the EIC. *



0/1000

Elaborate on how the EIC funding will impact your scalability. * ?

0/1000

Companies submitting a grant-only or grant first proposal must provide detailed information on how they are planning to secure additional funds for TRL 5 to 8, as well as for TRL 9 activities onwards for grant-only proposals. *

0/1000

What exit strategy do you expect, including the timeline and expected return on investment? Explain the assumptions. *



0/1000

- 1) Por qué necesitas la ayuda de la COM.
- 2) Impacto de la ayuda en el escalado del negocio.
- 3) Justificación de fondos para el escalado si pides *grant only*.
- 4) Estrategia de salida del fondo: hipótesis, fechas y *Rol*.

Excel: hipótesis y planes en números

❑ *P&L, Cashflow & Balance*

- **Revenues**, Gross Margin, Selling, General and Administrative **expenses**, R&D expenses, other operational expenses
- **EBITDA**, EBT
- **CASHFLOWS**
- BALANCE SHEET: Assets, Outstanding liabilities, Equity, etc

❑ Historial de financiación

- **External** Debt as of application date
- Total **cash balance** as of application date
- **Cash burn** per month (as per last month)

❑ Métricas & ratios del negocio

- **Cash** and cash equivalents
- Total **debt**
- Total **Equity**
- Gross Margin, %
- **EBITDA** Margin, %
- Debt-to-Equity ratio
- Return on **Equity**, %
- Return on **Capital Employed**, %
- **Break-even** (operating cashflows)

¿tienes el balance equilibrado?



Audience Q&A Session

 Start presenting to display the audience questions on this slide.

Quedamos a vuestra disposición

EIC Accelerator (+ecosistemas europeos de innovación)



esther.casado@cdti.es
@eCasado_CDTI



lucia.inigo@cdti.es
@Lucialnigo_CDTI



luis.guerra@cdti.es
@LGuerra_CDTI

www.horizonteeuropa.es



+ info sobre programas y ayudas
para la
internacionalización de la I+D+I española



@HorizonteEuropa - @CDTIoficial