



USH Pro Business
and
Applied Research Solutions - ARS
are inviting you at

SME INSTRUMENT MASTERCLASS

17 December 2018, 10.00-17.00

34-36 Nicolae Iorga Street, 1st floor, Bucharest



HORIZON 2020

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment that this money will attract. It promises more breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market.

Part of Horizon 2020 is the SME Instrument. This is a unique training course, aimed at enabling organisations to better understand and take advantage of the various European funding opportunities suitable for SMEs. The course is designed to equip participants with the necessary skills and know-how to produce high quality and successful SME Instrument Phase 1 and Phase 2 proposals.

SME Instrument is part of Horizon 2020, the world's largest funding scheme for research and innovation. Companies are invited to submit innovation proposals to cover 70% of the costs of various pre-commercial innovation activities:

- **Phase 1 (50,000 EUR grant): technical, economic and regulatory feasibility study, development of an elaborated business plan**
- **Phase 2 (up to 2.5M EUR grant): testing, optimization, validation, large-scale demonstration of an innovative product, process or service**

The masterclass will be a whole-day event and is dedicated to innovative SMEs working on high potential groundbreaking technologies that would potentially change or open new European markets. It includes:

- **Full overview of SME Instrument Phase 1 and Phase 2**
- **Most important aspects of the proposal templates**
- **Examples of winning Phase 1 and Phase 2 proposals**
- **Evaluators' perspective – DOs and DON'Ts**
- **Sections templates designed to maximize your chances for success**
- **Overview of EC'S feedback report**

Lecturers:



Evgeny Kossev, Founder of Applied Research Solution Limited

Evgeny is a professional Horizon 2020, consultant with a good track record in the SME Instrument scheme. His working experience started at the University of Aberdeen, European Business Development department managing 25+ high-value Horizon 2020 projects and continued as a Funding and Innovation Manager at Swansea University in Wales. In 2014 he founded ARS which has supported many companies and institutions successfully bid various EU funding schemes. ARS is specialized only in Horizon 2020 and for 4 years attracted more than 30M EUR for its clients.



Costin Lianu, General Manager USH Pro Business, Prorector International Relations Spiru Haret University

Costin Lianu is the coordinator of the innovation ecosystem of USH Pro Business's platform, comprising innovative hubs in București, Brașov, Ploiești, Craiova, Constanța and Câmpulung. USH Pro Business, the entrepreneurial center of Spiru Haret University coordinates activities of smart specialization in clusters and networks from different sectors, such as be agrifood, furniture, constructions, IT&C, textile, engineering, creative industries and other.

AGENDA

09:30 – 10.00	Registration and welcome coffee
10:00 – 10.45	Full overview of SME Instrument Phase 1 and Phase 2
10 :45 – 11.45	Most important aspects of the proposal templates
11:45 – 12.00	Coffee break
12 :00 – 13.00	Examples of winning Phase 1 and Phase 2 proposals
13 :30 – 14.00	Break
14:00 – 15.00	Evaluators' perspective - DOs and DONTs
15:00 – 16.00	Sections templates designed to maximize your chances for success
16:00 – 17.00	Overview of EC's feedback report

- The training course is in English and will take place on December 17, 2018 at the headquarters of USH Pro Business Center located on 34-36 Nicolae Iorga street, floor 1st, sector 1, Bucharest
- Participation fee is 60 Euro /person. *The participation fee will be paid in LEI at the BNR exchange rate on the billing day*, into the account RO08 RZBR 0000 0600 0466 9150, opened at Raiffeisen Bank, Victoria Branch, having as beneficiary the SPIRU HARET UNIVERSITY, CIF 14871616, address: 13, Ion Ghica str, Bucharest. The payment order will mention "SME Instrument masterclass". *Please ask for the invoice before the payment.*
- To confirm the participation you can send the registration form at e-mail office@ushprobusiness.ro
- The proof of payment will be scanned and sent to office@ushprobusiness.ro, until 14.12.2018
- The price includes: Templates and coffee-break

Looking forward seeing you at "SME Instrument masterclasses"