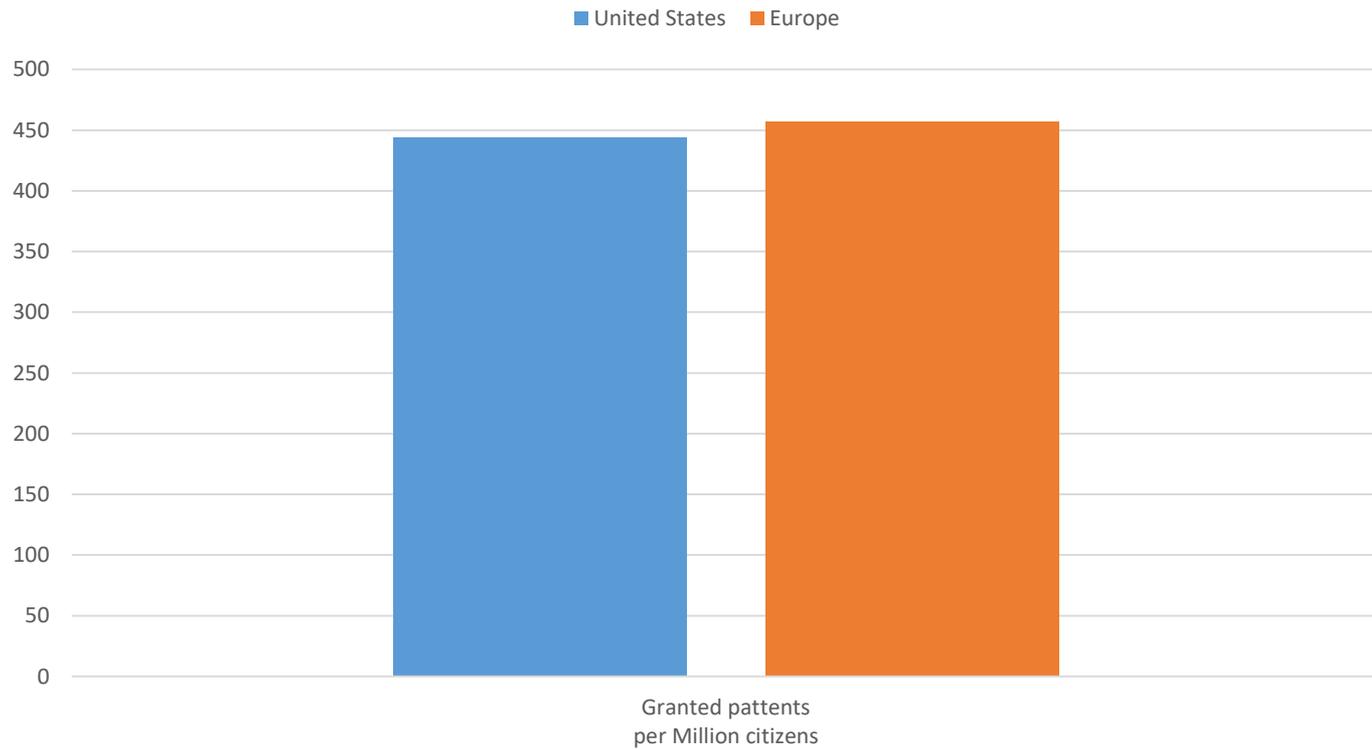
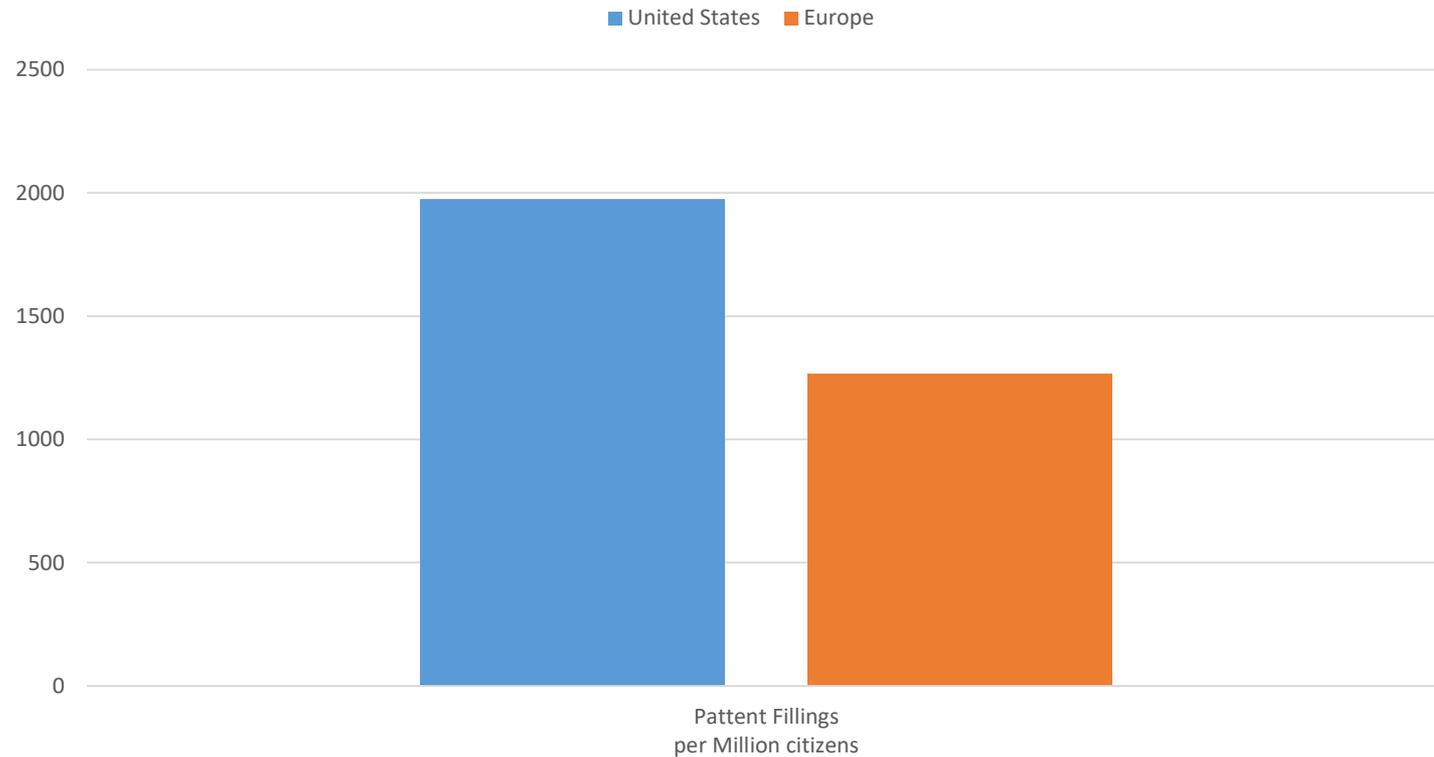


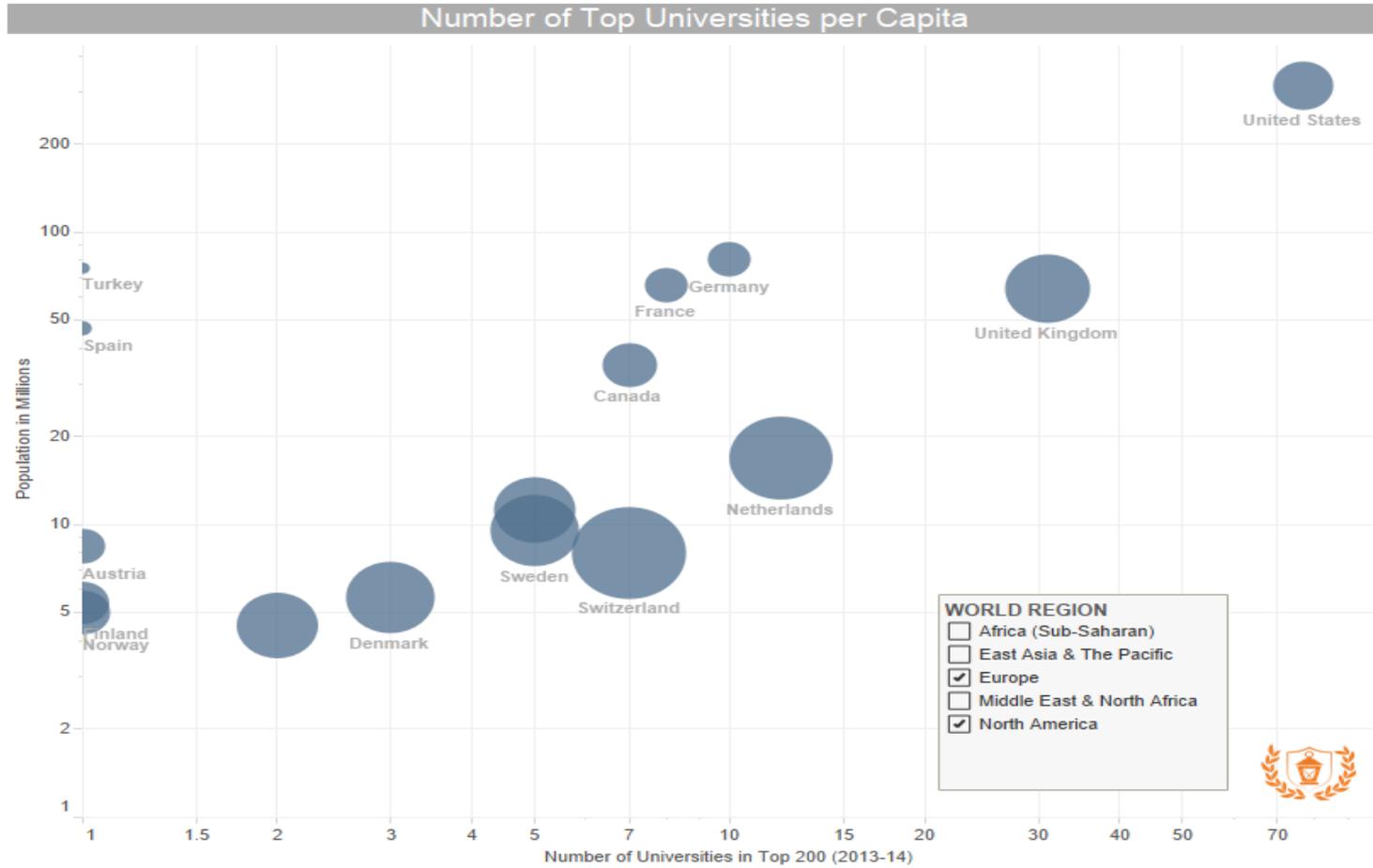
Simplision's Experience with H2020 SME

Granted Patents per Million Citizens



Patent Fillings per Million Citizens

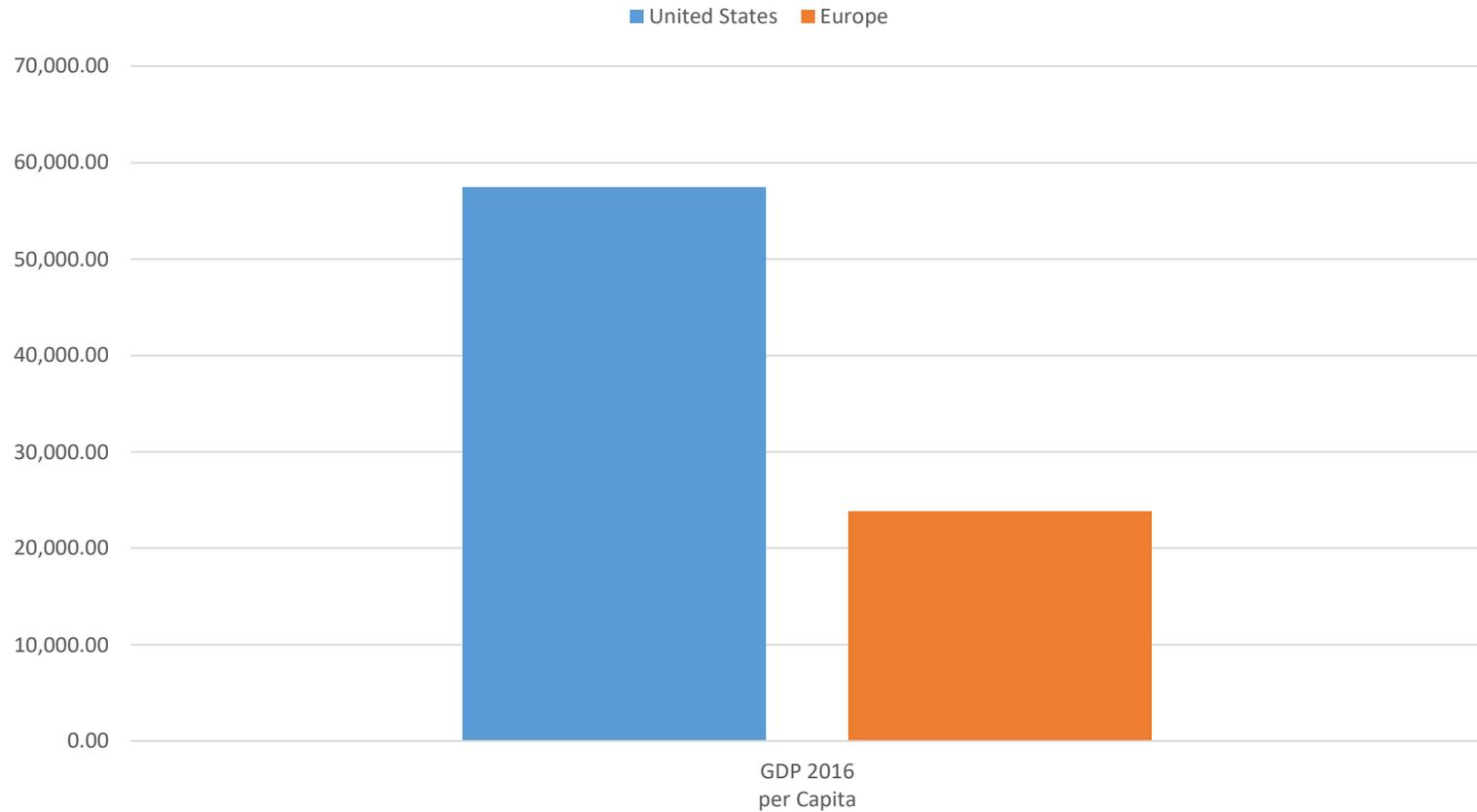




- Granted 35th place (57 patents)
- Fillings 32 (425 fillings)
- Success rate 13% (USA 22%, Europe 36%)

(In the last 10 years)

Economy Performance – GDP per Capita



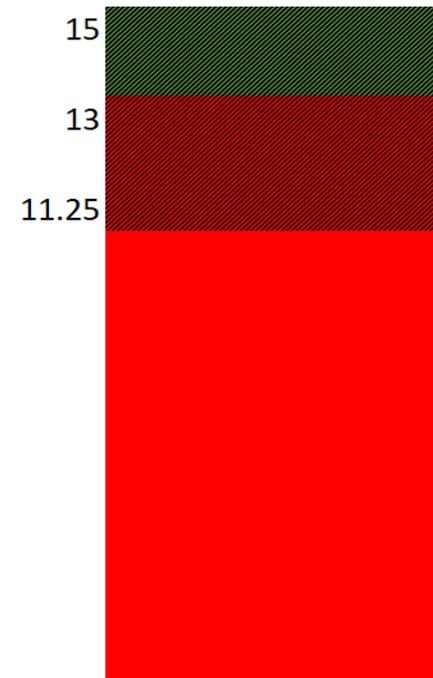
Country	GDP/Capita 2016 \$	Europe Rank
Luxembourg	105,829	1
Switzerland	79,578	2
Norway	71,497	3
Romania	9,439	31
Turkey	9,317	32
Moldova	1,872	45

W Rank	Name	Industry	Revenue 2016 \$M	Employees	Country
5	Toyota	Motor vehicles and parts	\$254,694	364,445	Japan
6	Volkswagen Group	Automotive	\$240,264	626,715	Germany
9	Apple	Electronics	\$215,639	116,000	USA
11	McKesson	Healthcare	\$198,533	64,500	USA
15	Samsung Electronics	Electronics	\$173,957	325,000	S Korea
17	Daimler	Automotive	\$169,483	282,488	Germany
18	General Motors	Automotive	\$166,380	225,000	USA
21	Ford Motor	Automotive	\$151,800	201,000	USA
26	Amazon	Internet	\$135,987	341,400	USA
27	Foxconn	Electronics	\$135,129	724,772	China
29	Honda	Automotive	\$129,198	211,915	Japan
31	General Electric	Conglomerate	\$126,661	295,000	USA

Rank	Company	Revenue \$B 2016	Employees	Country
1	Apple	\$229.20	116,000	USA
2	Samsung	\$173.90	308,745	S Korea
3	Amazon	\$135.90	341,400	USA
4	Foxconn	\$135.10	726,772	China
5	Alphabet	\$90.20	72,053	USA
6	Microsoft	\$85.30	114,000	USA
7	Hitachi	\$84.50	303,887	Japan
8	IBM	\$79.90	414,400	USA
9	Huawei	\$78.50	180,000	China
10	Sony	\$70.10	128,400	Japan
11	Panasonic	\$67.70	257,533	Japan
12	Dell	\$64.80	138,000	USA
13	Intel	\$59.30	106,000	USA
14	HP	\$50.10	195,000	USA

- Maximum 15
- Threshold 13
- "Overall perception" 25%
- Our project scores:

10.97, 12.37, 10.99, ~~13.30~~ & 10.38



- Although threshold is high it does not guarantee funding!

- SME is the most competitive call in H2020
 - Writing a SME application takes from days to weeks
 - RO does not founds SOE Ph1 winner
 - SOE is just a paper – no national funding guaranteed
 - SOE does not bring any advantage in winning national funds
 - SME national focal points provide no real help
-

This is the question!

- Gamble if you have employees with nothing else to do!
(we can provide a template commented by a consultant in UK)
 - Instead of wasting time with SME (H2020) or national funds, do some business and invest the profit in research. Even if money is less, at least is more predicable so you can plan a real research not a chimera.
-

- EU IT innovation lags US for decades
 - France and Germany confirms H2020 IT failure announcing another parallel program in Dec 2016
 - <http://in.reuters.com/article/germany-france-digital-idINKBN1421QH>
 - Personal opinion: H2020 is decoupled from the realities of IT
-

- Experience with 3 submissions for PoC (ANCSI)
 - Zero predictability upon terms (open, qualification, sign, pay)
 - “Pertinent” reasons for rejection:
 - ✓ evaluators that don’t know what electronic signature of ReCom is
 - ✓ the PhD thesis did not meet the "standards" although it was awarded by ETH Zurich (4th best univ. in Europe, where Einstein studied and taught)
 - ✓ budget evaluated at an arbitrary exchange rate
 - ✓ annex differ from the requirements of project guide
 - ✓ Filling the VAT annex correctly is considered eliminatory even if the VAT is 0
-

- Deliver a successful cloud storage solution while other failed - 3.5% of the market;
 - Compete Google, Microsoft, Amazon, Google and DropBox;
 - Raise the European IT sector digital sector;
 - Make big data possible (“less than 0.5% of all data is ever analysed and used, just imagine the potential here” *Forbes*);
 - We have a developed a prototype;
 - 5 years post project REALISTIC revenue expectation is € 350 M/Y - opening a \$18 Billion annual market for other players;
 - Rhetorical questions: if this project is not funded, what else is funded? Where are the results of higher "potential" projects?
-

- IT start-up from Brasov founded in June 2015
 - Vision – simplicity applied in IT
 - Values: proficiency, quality and high ethical standards
 - 3 years reported profit
 - Productive business – IT infrastructure design and implementation
 - Among our customers: IBM, Siemens, Pentalog and Deutsche Telekom
 - Invest in research
 - Product development, business dev. and operations in Romania
-

- Horizontal evaluation
 - Precise evaluation criteria
 - => overall perception 0%
 - Focus on innovative IT
 - Promote continuous innovation
 - Less bureaucracy and paperwork
 - Evaluators with relevant knowledge
-

Thank you!

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