

Financing innovation (1)

- Key selection parameters for financing

- Risk of failure (R)
 - Innovation height (I)
 - Time to market (T)
- } “RIT”

- Public funding aim to trigger R&D projects by reducing the financial risk, but is governed by strict regulations not to induce distortion of competition. Degree of funding is linked to above 3 parameters.

Public funding:	≥75%	≤65%	50 – 20%	20 – 0%
Project type:	Competence build up	R&D	Development	Commercialisation
“RIT”:	All high	2 high	1 high	All low

- Your contribution does not have to be monetary as own time and efforts are required



Financing innovation (2)

- Applying for public funding is an investment where the probability of success is highly dependent on your expertise.
 - Norner's experts can help you in analysing your R&D challenge, enabling you to select the optimum funding platform
 - Norner can take you through the preparation of a project proposal and significantly increase your probability of being approved for a grant
 - Some funding platforms also give public support for project proposal preparation
- Establishing, running and reporting funded project is by many regarded as a bureaucratic and complicated.
 - Norner will help you build a strong consortium and coordinate it well based on its experience from a significant international network of companies from several value chains
 - Norner can support you in communicating with the European Commission or other funding bodies



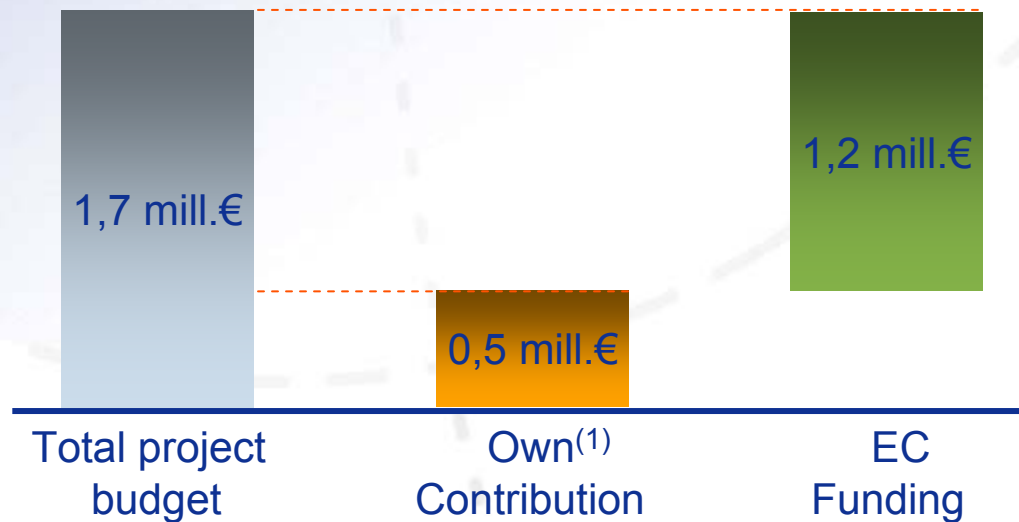
Financing innovation (3)

- Who should do the R&D work?
 - Depending on the funding platform, you will be required to do everything from significant to insignificant parts of the R&D work. Some funding instruments are aiming at companies with advanced own R&D and others for companies with no own R&D
 - Norner is a strong R&D provider in materials in general and within the value chain from gas to plastics in particular. To cover all areas of R&D, Norner has partnered up with a network of Research and Technology Organisations (RTOs) throughout Europe. Whatever challenge you may have, Norner will match you up with a competent RTO
- What will the project budget look like?
 - Pre-project funding may start at 20k€ while main R&D projects will vary from 100k€ to >2500k€ depending on funding platform



Financing innovation (4)

- What will the project budget look like?
 - Pre-project funding may start at 20k€ while main R&D projects will vary from 100k€ to >2500k€ depending on funding platform
 - Example from FP7's "Research for the benefit of SMEs" and 2yr project:



(1): No monetary contribution

Financing innovation (5)

- Project planning and execution
 - Norner has been running projects both from within large organisations and as external RTO. Focus has been on industrialisation and commercialisation of solutions and securing deliverables according to objectives has been essential.
 - Norner has developed project management tools for proper planning, follow-up and reporting in order to secure budget control, closing of gaps and fast project execution

#	Task Name	2009				2010				
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Initial Intention	■								
2	Cost Collection	■	■							
3	Assessment		■							
4	Charter			■						
5	Task 1 Report				■					
6	VTRAI Review					■				
7	Develop Action Plan						■			
8	Task 2 Report							■		
9	VTRAI Review								■	
10	Meetings/Briefing									■
11	Final Report									■
12	VTRAI Review									■
13	Final Briefing									■

