

# EIC INNOVATORS' SUMMIT

The European Innovation Council is inviting a selected number of investors, corporate representatives and influencers to attend its EIC Innovators' Summit. The two-day event will bring together more than 600 top companies from the most important funding programmes on innovation of the European Commission (SME Instrument, FTI and FET-Open).

The Innovators' Summit will be an exceptional networking platform for companies, finance and corporate partners to exchange experiences and explore business opportunities. Under the motto "Innovation Kitchen", expect to find a gourmet menu of engaging keynotes, curated workshops and enticing pitching sessions under an overall atmosphere of entrepreneurship and creativity.

Don't miss out on the chance to join our thriving and exclusive community and gain access to some of the most innovative European companies shaping the future of business.

Iberdrola, P&G, Airbus, Accel and Balderton Capital are some of the distinguished guests that have already booked a seat at our table. Will you join them?

To learn more about how the SME Instrument unique ingredients are being used to scaleup the recipes of the next generation of European entrepreneurs, take a look at our impact report [here](#).

## MORE INFORMATION

[ec.europa.eu/easme/sme](http://ec.europa.eu/easme/sme)

[#EICSummit18](#) @H2020SME



## SAVE THE DATE!

10th-11th September  
Station Berlin  
Berlin – Germany

# À LA CARTE

## Meet the chefs

Ideally placed in the middle of the venue, the Agora will be the connection point where you can learn all about the companies, their track record and the ingredients for their success. The chefs will present their recipes together with the people who invested in their company. Be inspired, get to know fruitful partnerships and learn both sides of the story.

## Share your recipe

The EIC Innovators' Summit is where you want to learn about internal organisation, gather insight on how to scale-up your business, improve your marketing and consumer satisfaction strategies, attract investors and funding or take your company to new markets. We've cooked up a series of unique workshops designed to allow participants to unleash their creativity, deepen their knowledge through collaboration and experience sharing, all under expert tutelage from our skilled team.

## The 3-star cooking challenge

Eight pitching sessions on the main stage of the event will present an invaluable occasion to connect with some of the most delicious SMEs in Europe today. Only 6 top companies from our portfolio will be selected for each pitching session. The best recipes will be presented to a noteworthy panel of investors, VC's and business angels. The top 8 chefs voted by the audience will also receive a special award.

## Dinner for two

Networking is at the core of the event, and formal and informal opportunities will be created to promote sharing of experiences and opportunities. Business networking will be ensured using the matchmaking tool available from the registration and active throughout the event via our app. Participants will be able to select whom they want to meet and book a table for it.

## Market

The best and freshest products and ideas from all over Europe will be in our market. This showcase will take place in the main hall of the conference, ensuring prime visibility to investors, potential clients and the media. If you're interested in reserving a seat, use our App to claim your spot in one of our two hot booths for limited time slot presentations. The market is the ideal place to meet with your project officer and discover all the funding opportunities available under the EIC pilot.

## Desserts

Our dessert cart will be packed with an assorted selection of textures and temperatures, combining local delicacies with international favourites. We're also baking superb sound and interactive entertainment options aimed to delight and engage our guests.

### MORE INFORMATION

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[#EICSummit18](https://twitter.com/EICSummit18) [@H2020SME](https://twitter.com/H2020SME)

# THE SME INSTRUMENT

The SME Instrument offers fullcycle business innovation support. Companies can apply for two distinct phases. Phase 1 offers a lump-sum of €50 000 to carry out a concept and feasibility assessment. Phase 2 invests between €0.5 and 2.5 million in innovation activities such as demonstration, testing, prototyping, pilot lines, scale-up studies and market replication.

The nature of the program is very selective. With only a 6% of applications being accepted, this means that only the most convincing and excellent proposals are funded after a thorough evaluation by multinational panels of technology, business and finance experts.

The SME Instrument supports breakthrough inventions in the most radical areas of innovation and that are the most susceptible to create and shape new markets. Funded companies are active in 31 out of the 37 most ground-breaking innovation areas mapped by the MIT and World Economic Forum.

## Key facts about SME Instrument companies:

**10%** 8 COMPANIES ON THE STOCK MARKET

of European tech IPOs in 2017 were companies funded by the SME Instrument

**70%** 18 COMPANIES ACQUIRED BY BIG PLAYERS

of acquirers are tech companies based in Europe

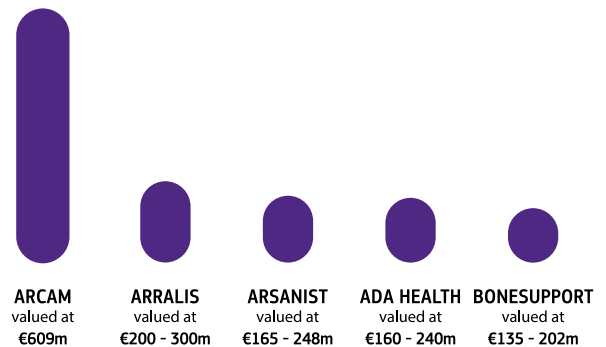
**48%** HALF OF COMPANIES INCREASED PROFIT

of Phase 2 companies increased profitability or became profitable

## Top 5 investors backing SME Instrument companies:



## Top 5 backed SME Instrument companies:



## 9 companies in the Financial Times 1000 Europe's Fastest Growing Companies Ranking 2017

SME Name	Sector	Annual Revenue growth 2013-016
Virtus	Technology	163.5%
Seistag	Management Consulting	157.6%
Rimac Automobili	Automobiles	112.1%
Ampacimon	Industrial Goods	57.8%
Adservio	Support Services	53.8%
Optomed	Technology	49.9%
Hightex	Technology	46.6%

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# AGENDA

**Please note:**  
Schedule and Agenda are  
subject to change without notice.

## September 10


- 10:00 - 12:00 **Pitching training - tips & tricks**
- 14:00 - 14:30 **Welcoming address**
- 14:30 - 16:00 **Start cooking for many**  
*Scaling up your business*
- Sell the new menu**  
*Effective branding creates a competitive edge for your business*
- Eating out or at home?**  
*Improve your supply chain and distribution with make-or-buy decisions*
- Brigade de cuisine**  
*Attracting and keeping the best new people*
- Turn critics into feeders**  
*Validation of your offering, from the market*
- Never eat alone**  
*Get surrounded with smart people - working with an advisory board*
- Green energy pitching**
- Life science pitching**
- 16:30 - 18:00 **Connecting stories**
- Mass catering**  
*Using the community to grow your business*
- From the greenhouse to the kitchen**  
*Moving from R&D to commercialisation*
- Investors roasting entrepreneurs**  
*Investors share secrets of support or rejection*
- Spice it up**  
*Entering the Indian market*
- Cooking with your neighbours**  
*Cross-border business development in Europe*
- A coaching cookbook?**  
*How to get real impact from coaching*
- Medical devices/eHealth pitching**
- Mobility pitching**
- 18:00 - 21:00 **Networking reception**

## September 11

- 09:30 - 11:00 **Connecting stories**
- Nouvelle cuisine**  
*Emerging technology trends*
- Sell the recipe to your peers**  
*Peers comment on your strategy presentation*
- Sweet & Sour cooking**  
*Entering the Chinese and SE Asian markets*
- At the table, or on the table**  
*Surviving the tough investor interrogation*
- Cooking with giants**  
*Effective working with big business*
- Rearrange your kitchen**  
*Trying new organisation and management methods*
- Software pitching**
- New materials pitching**
- 11:30 - 13:00 **Most succesful workshop**
- Eating with Giants**  
*Ways to cooperate with big corporate companies*
- What diet to grow fat?**  
*The ingredients for successful scaling up*
- A new head chef**  
*Why and how to hire a new CEO*
- Is your steak well done?**  
*Investment readiness hints and tips*
- One dish for every taste?**  
*Market segmentation and sales development*
- Your secret sauce**  
*IP and licensing best practices*
- Food and agritech pitching**
- Industry 4.0 pitching**
- 13:00 - 14:30 **Lunch**
- 14:30 - 15:30 **Final pitching contest and award ceremony**
- 15:30 - 16:00 **Closing session**

**MORE INFORMATION**

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