



ReConfirm

The Regional Co-operation Networks
for Industrial Modernisation

La piattaforma S3 per la chimica e le opportunità dell'Unione Europea per le imprese lombarde

Martedì 28 gennaio 2020

Ore 14.30 – 16.30

Assolombarda, Sala Camerana

Via Pantano 9 - Milano



ReConfirm



The **partnerships** in the S3P-Industry platform all aim to generate a **pipeline of industrial investment projects** with an **active participation of industry (companies and business organisations)**, as well as **research institutions, academia and civil society**.

An investment is an asset (or item) acquired with the goal of generating income or appreciation.

An investment is the purchase of “goods” that are not consumed today but are used in the future to create wealth

European regions and industrial actors are supposed to **identify** concrete international investment projects and **develop** them into **bankable business plans** as in their action plan within the S3P-Industry.

What it is missing so far

- Focus on investment
- Scaling up ambition/international integration
- Operational capabilities
- Going beyond H2020/Interreg and exchange of good practices
- positioning
- Complementarity with regional “assets”
- Involvement of “non public” actors
- Business model (international)
- “Sustainability”

Therefore, the investment approach asks for...

- Clarity
- International / cross-regional dimension
- Attractivity/competitive advantage
- Private sector back-up
- Institutional backing (RIS3, OPs)
- Time to market – maturity – TRL
- Project promoter

The key elements for investment projects...



- Should be revenue generating – self sustaining!
- Need to present a **business model** and contain a **clear investment proposition!**
- Shall manifest **its commercialization path**, the **innovation close to market** with a clear evidence of **impact!**
- Can have a **public funding/co-financing** component!

- ERDF funding, H2020 grants or similar are not considered as income!**

TAF – Next step

The investment proposal shall clearly describe...



- The **products/services**
- The **clients/customers**
- Evidence** on how the investment project idea was/will be **validated**
- The **business model** and the **revenue** streams
- Roles** of **project consortium members** and their complementarity
- The **international dimension** (how an international coverage will be achieved)

TAF- Next step

Roles and responsibilities ...



- Leadership:** Showcase **capacity** of a **Project manager/Project promotor** for developing a complex project.
- Implementation:** Showcase a **clear governance structure** for the preparation of **the business plan** and **the implementation** of the project. The **proposed team** should demonstrate **the right profiles** for **raising funds** and **implementing the investment**.
- Private sector engagement:** A **clear declaration of interest from companies** gives a first positive indication that the project may **meet a market need**. Reference to **only public funding** raises **questions** about **the commercial value of the project**. However, **blended financing** can be a **good option** for some of the investment propositions.

“First” Industry 4.0 fund...



A €300m fund to support 70 SMEs renovating their industrial tool

- ❑ The fund, managed by Idinvest, will help French, German, Spanish and Benelux companies to modernize.
- ❑ The initiative, financed half by the **EIB** and the **EIF** as well as with institutional **investors**, intends to allow companies to **rent** their new state-of-the-art machines. Idinvest will buy the equipment and manage the second life with tickets from €3n to €5m.
- ❑ "Developing **alternative financing** is a priority because it makes it possible **to complete the classic banking** or leasing offer with an innovative product adapted to the needs of SMEs", says Ambroise Fayolle, Vice-President of the EIB.

DIGITAL PLATFORM (MID-CAP PL)

EIB - Approved - 04/12/2017



Promoter: Provider of digital content

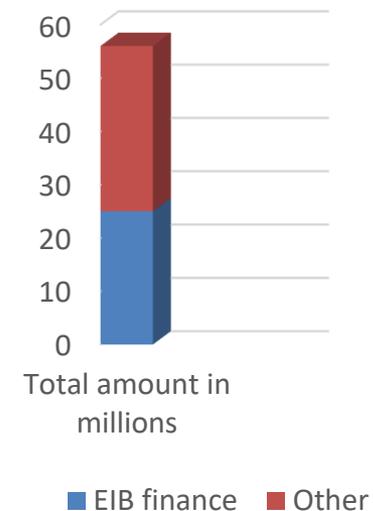
Countries covered: Denmark, Sweden, Finland, Netherlands

Description

The investment supports the development of an innovative digital platform for audio books, as well as the production of proprietary content.

Objectives

The investment aims at improving the company's competitiveness and result in new innovative products, solutions and applications for its customers.



Promoter (organisation/institution responsible for further developing the investment idea)	Information on: <ul style="list-style-type: none"> i. Type of legal person ii. State of the art (incorporation-operations) iii. Board of Directors – C-level iv. Governance set-up and rules
Investment project	<ul style="list-style-type: none"> i. International scope and consistency with S3s ii. Description (category, services/product, IPR, etc.) iii. Market and positioning iv. UVP, competitive advantage for the proposed investment v. Added value of each potential participant vi. Business model (indication how revenues are generated, and cash flows) vii. Envisaged financial request (grants, loans, equity, others) viii. Timing/Gantt
Private sector back-up	State of the art with committed private players / contributors
Institutional backing	State of the art for the institutional support (RIS3, Ops, other regional and national policies);
Funds already secured	From private and public sector

For more information visit:

s3platform.jrc.ec.europa.eu/reconfirm



Key elements for International Investment Ideas

When discussing possible **investments**, the issue of **sustainability** will be key, hence it is important to address:

- International / cross-regional dimension;
- Attractivity/competitive advantage;
- Private sector back-up;
- Institutional backing (RIS3, OPs);
- Time to market.

Investment protocol

Dear Andrea,

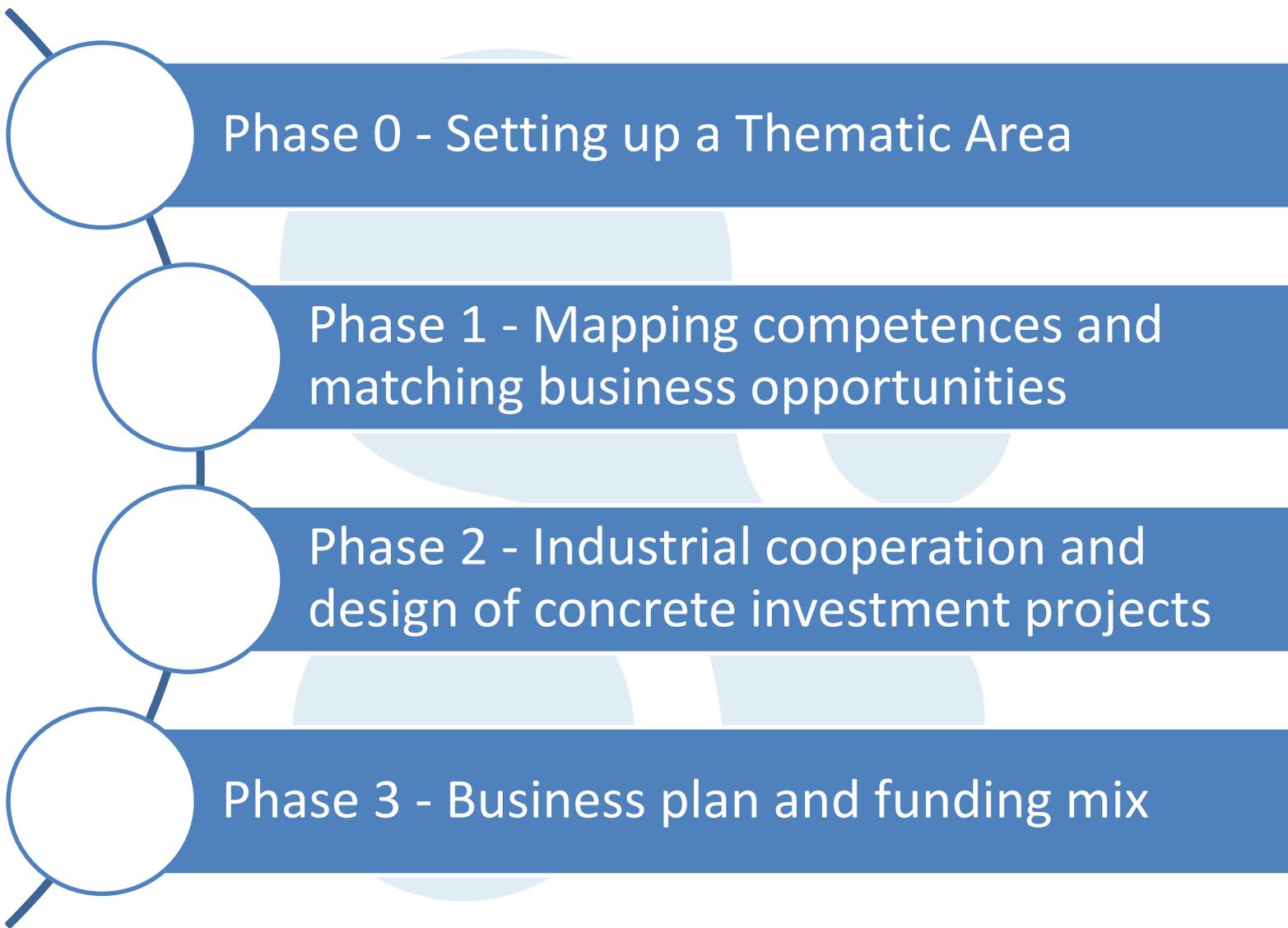
Making your projects successful”

which will basically cover part 3&4 of the TAF application form – See Annex of the TAF manual (also attached).

You understand best where the partnerships’ projects stand now and where they need to be to become ready for TAF experts’ support so please use that knowledge to convey the message J.

To make the partnerships realize that they need to step up their game in making their project ideas

more concrete than they are right now as well start engaging more with the private sector actors, start thinking of UVP of their project, its customers, its costs and revenue streams etc.



Phase 0 - Setting up a Thematic Area

Phase 1 - Mapping competences and matching business opportunities

Phase 2 - Industrial cooperation and design of concrete investment projects

Phase 3 - Business plan and funding mix

Key ingredients to go from an idea into a business plan

- Investments portfolio (within S3P-Industry)
- interregional dimension;
- Being public/private
- Having a promoter, a 'project manager from a lead organisation (investment promoter);
- Having the necessary human/financial resources to prepare the business plan (with the support of experts).

Milestones

Investment Idea Leader (IIL) identified

Relevant potential industrial partners, SMEs, clusters, other business players identified around the investment idea

Relevant potential academic organisations, EU associations, research actors, identified around the investment idea

First description of investment idea (product(s)/service(s)) agreed with initial background

Regional and national support measures and synergies with EU funds identified and analysed (relevant to the selected investment idea)

Investment idea validated

Investment proposition defined

Relevant industrial partners, SMEs, clusters, other business players engaged

Relevant academic organisations, EU associations, research actors engaged

Commitment from the regional/national decision makers/industry collected (Investment Protocol signed)

Investment promoter identified