

The funding and support  
programme for R&D-performing SMEs

Aim higher



eurostars™

PASSPORT

[www.eurostars-eureka.eu](http://www.eurostars-eureka.eu)

“ To focus on the needs of R&D-performing SMEs, enabling them to innovate and compete internationally – offering a helping hand towards commercial success. ”

This is your passport to R&D cooperation with the following countries:

|                |         |                 |                 |
|----------------|---------|-----------------|-----------------|
| Austria        | Finland | Latvia          | Slovak Republic |
| Belgium        | France  | Lithuania       | Slovenia        |
| Bulgaria       | Germany | Luxembourg      | South Africa    |
| Canada         | Greece  | Malta           | South Korea     |
| Croatia        | Hungary | The Netherlands | Spain           |
| Cyprus         | Iceland | Norway          | Sweden          |
| Czech Republic | Ireland | Poland          | Switzerland     |
| Denmark        | Israel  | Portugal        | Turkey          |
| Estonia        | Italy   | Romania         | United Kingdom  |

36 countries currently participate in Eurostars. The average number of participants per project is 3.2. The average number of countries represented in a project is 2.3.



# You, the SME, are in the driving seat

Eurostars provides funding and support to SMEs that lead international R&D projects.

Eurostars funds R&D projects that result in a commercially viable product.

Average Eurostars funding is 50% of project costs.\*

A project can apply for Eurostars funding if it is

- Led by an R&D-performing SME\*\*
- An R&D project
- Collaborative, involving participants from at least two Eurostars countries
- Market-driven

\* Available funding varies from 35% to 100% of eligible costs, depending on the type of organisation and the applicable national funding rules of the participating country.

\*\* For a full definition, see [www.eurostars-eureka.eu](http://www.eurostars-eureka.eu)



## EUROSTARS SUCCESS STORY



### The Product

A digital disruption in the academic publishing market, the Mendeley software coupled to an online platform is the Facebook of researchers.

### The Story

Two management school students team up with former last.fm CEO and use its east European connections to solve their problem: how to share and organise hundreds of academic papers?

### The Market

The market for scientific, technical and medical publishing was estimated at 10 billion euro in 2011 but it is possible that Mendeley itself had a considerable impact on that figure since then.

### The Impact

Acquired for 77 million euro by a publishing giant, Mendeley still looks like a start-up but part of its management has been reassigned to overlook the strategy of the company's new owner.



# Be faster and first to the market

The application process is easy: a single online form that is straightforward to complete, with a central evaluation by independent experts.

Eurostars has two application submission deadlines annually.\*

Eurostars is open to projects in all technology areas. Business knows best, so Eurostars is 'bottom-up' – YOU define the nature of your project.

The goal of every Eurostars project should be rapid commercialisation of R&D results. The product of the research should be on the market, being sold and generating revenues within two years of its completion.



\* check out submission deadlines at [www.eurostars-eureka.eu](http://www.eurostars-eureka.eu)



## EUROSTARS SUCCESS STORY



### The Product

Needle-free injection is a revolution for patients needing self-injection. The device is called Zeneo.

### The Story

A small biotech company called CrossJect attracts big investors and find the right partner for production on the mass scale.

### The Market

First sales are planned for 2014; 150 million units are to be produced.

### The Impact

8 million euro in 2012. CrossJect now plans to double its staff.



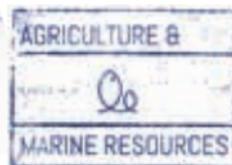
# Your opportunity to collaborate internationally and access new markets

Eurostars helps you to bring together an international consortium, involving partners from at least two Eurostars countries.

This international dimension allows the lead SME to combine expertise from different countries and different organisations.

Through this international consortium, businesses have easier access to new markets for the product of their R&D.

Eurostars is an ideal first experience in international cooperation, enabling small businesses to realise the many benefits of working beyond national frontiers.



# The Funding and Support Programme that

- Puts SMEs in the driving seat
- Is market-oriented
- Promotes international cooperation

The term Eurostars and the information contained in this document refers to the Eurostars Programme (2008-2013) and the Eurostars-2 Programme (2014-2020).

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