Eurostars is...

Joint programme between EUREKA and EU

Dedicated to R&D-performing SMEs

Market-oriented

Bottom-up

International cooperation
Eurostars under Horizon 2020

1.148 billion
Eurostars total public budget 2014-2020

75% + 25%
EUROSTARS COUNTRIES CONTRIBUTION + EU CONTRIBUTION
The map above presents Eurostars countries and does not reflect geographical placement and exact size of countries. The above map is only intended to facilitate visitors’ navigation and give them access to information about EUREKA or Eurostars-2 projects or programs, and shouldn’t be construed as reality.

- **Countries with public funding**
- **Countries without public funding**
SMEs in the driving seat

EUROSTARS SME PROFILE

- 50% At least 50% of the job done by SMEs
- 64% R&D-performing SMEs
- 83% SMEs have less than 50 employees
- 40% SMEs workforce is dedicated to R&D activities
Market-oriented

INNOVATIVE

PRODUCT

PROCESS

SERVICE

YEAR 1 YEAR 2 YEAR 3 YEAR 4 YEAR 5

Market introduction is foreseen within 2 years after project completion
Bottom-up approach

**TECHNOLOGICAL AREAS**

- Electronics, IT and Telecoms Technology: 35%
- Biological Sciences / Technologies: 23%
- Industrial Manufacturing, Material and Transport: 15%
- Energy Technology: 7%
- Technology for Protecting Man and the Environment: 6%
- Agriculture and Marine Resources: 3%
- Agrofood Technology: 3%
- Chemistry, Physical and Exact Sciences: 2%
- Other: 6%

**MARKET AREAS**

- Medical / Health Related: 35%
- Industrial Products / Manufacturing: 18%
- Computer Related: 11%
- Energy: 8%
- Services: 7%
- Consumer Related: 6%
- Communications: 6%
- Biotechnology / Molecular Biology: 5%
- Other: 14%
A typical Eurostars project is...

- **3-4** participants
- **2-3** countries
- **29** months average duration
- **1.4 M€** average project cost
# Eurostars-2 in numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects Submitted</td>
<td>1,553</td>
<td>30%</td>
<td>472</td>
<td></td>
</tr>
<tr>
<td>Number of Applications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Applicants</td>
<td>4,951</td>
<td></td>
<td>1,511</td>
<td></td>
</tr>
<tr>
<td>Number of Participants</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Costs of Applications</td>
<td>2.0 BILLION €</td>
<td></td>
<td>675 MILLION €</td>
<td></td>
</tr>
<tr>
<td>Project Success Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Costs of Approved Projects</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Countries Involved</td>
<td>38</td>
<td></td>
<td>290 MILLION €</td>
<td></td>
</tr>
<tr>
<td>Estimated Public Funding</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Eurostars-2 in numbers: Luxembourg participation

<table>
<thead>
<tr>
<th>PROJECTS SUBMITTED</th>
<th>30% SUCCESS RATE</th>
<th>PROJECTS FUNDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUT-OFF 1-5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUMBER OF APPLICATIONS</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>NUMBER OF APPLICANTS</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL COSTS OF APPLICATIONS</td>
<td>7.7 MILLION €</td>
<td>1.7 MILLION €</td>
</tr>
<tr>
<td>COUNTRIES INVOLVED</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

© EUREKA Secretariat 2014
A typical Eurostars project in Luxembourg...

- **3 participants**
- **3 countries**
- **31 months** average duration
- **1.7 M€** average project cost
Participants profile Luxembourg

- R&D SME
- Research institute
- Large company
Technology and market area Luxembourg

- Biotech: 50%
- ICT: 33%
- Energy: 17%
- Biotech / medical: 50%
- Construction: 17%
- ICT: 17%
- Transport: 17%
Project partners in Luxembourg projects

- France: 3
- Germany: 2
- Austria
- Belgium
- Czech Republic
- Netherlands
- Spain
Impact achieved

1 M€ PUBLIC FUNDS
14 M€ PRIVATE FUNDS

9.6 M€

ACHIEVED OR EXPECTED ADDITIONAL TURNOVER
Expected impact

10,000 JOBS CREATED

60% INCREASED NUMBER OF EMPLOYEES

2,000 PRODUCTS, PROCESSES OR SERVICES RELEASED ON THE MARKET

WITH 1 M€ PUBLIC FUNDS 10 M€ ADDITIONAL TURNOVER IS EXPECTED
Reasons to participate

• You want to do something that is too big to do alone

• Requires collaboration across the value chain

• You have a solution for someone else

• You need access to someone else’s science/technology

• Access skills you do not have

• Share risks

• Access new markets
## Reasons to participate

### Differences Eurostars - SME instrument

<table>
<thead>
<tr>
<th></th>
<th>Eurostars</th>
<th>SME instrument</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>target</strong></td>
<td>consortium: SMEs + other participants</td>
<td>single SMEs</td>
</tr>
<tr>
<td><strong>budget per project</strong></td>
<td>± € 1 M</td>
<td>± € 3 M</td>
</tr>
<tr>
<td><strong>funds</strong></td>
<td>national (75%) + EU (25%) somehow flexible</td>
<td>EU (100%)</td>
</tr>
<tr>
<td><strong>success rate</strong></td>
<td>29%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Eurostars process

APPLICATION

EVALUATION

MONITORING
Application process

1. Project Idea
2. Create MY EUROSTARS ACCOUNT
3. Complete the APPLICATION FORM
4. Evaluation
5. SUBMIT
6. Upload ANNEXES
7. Check YOUR ELIGIBILITY!
8. Contact YOUR NPC

READ RELEVANT GUIDELINES!
Straightforward, secure application
## Project Pitch

1. **Project Title**
   - QUEST

2. **Project Acronym**
   - QUEST

3. **What do you want to do? What will you deliver?**
   - New technology

4. **Why do you want to do it?**
   - New technology

5. **How will you make money?**
   - New technology

6. **Select technical area**
   - AGRICULTURE AND MARINE RESEARCH
     - Agricultural technology
   - Agriculture Machinery/Technology

7. **Select market area**
   - AGRICULTURE, FORESTRY AND FISH
     - Animal Husbandry

---

**Project Total Cost:** 1835000 €
Application: To do list

1. Check if your organization is eligible to receive funding. **Speak to your NPC about all available options.**
2. Complete all sections of the application form.
3. Ensure that each organization has the correct status.
4. Ensure that all contact details are correct.
5. Upload annexes.
6. Double-check content – proof reading is the cheapest way of making your application better.
7. Check your application form is complete.
8. Check your application is eligible.
9. Submit!
Application: links to additional information

Using the online application system

EUROSTARS
Funding excellence in innovation
Using the online application system

Available at www.eurostars-eureka.eu/static/forms/Guidelines_for_using_the_online_application_system_version_1.0_for_upload.pdf

Guidelines for completing an application

EUROSTARS
Funding excellence in innovation
Guidelines for completing an application

Available at https://www.eurostars-eureka.eu/static/forms/Guidelines_Application.pdf
Evaluation
Eligibility

Project leader is an **R&D-performing SME** from a Eurostars country.

At least **2 Participants**
- Autonomous entities
- Legal entities from at least 2 Eurostars countries

**SMEs are in the driving seat**

International balance

Project duration is max. 3 years

Market introduction within 2 years
Eligibility criteria

**E1 - Consortium Leader is an R&D-performing SME**

<table>
<thead>
<tr>
<th>SME Headcount (where ( X ) is the number of FTEs)</th>
<th>Minimum number of FTEs dedicated to R&amp;D whichever is fewer</th>
<th>Minimum % of FTEs dedicated to R&amp;D</th>
<th>Minimum % of Turnover dedicated to R&amp;D</th>
</tr>
</thead>
<tbody>
<tr>
<td>( 0 &lt; X \leq 100 )</td>
<td>6.0 or</td>
<td>10.00 %</td>
<td>10.0 %</td>
</tr>
<tr>
<td>( 100 &lt; X &lt; 260 )</td>
<td>10.0</td>
<td>10.00 %</td>
<td>10.00 %</td>
</tr>
</tbody>
</table>

**E2 – The project leader is from a Eurostars country**

**E3 – The project contains at least 2 legal entities, independent from each other**

**E4 – The consortium is a partnership hosted by at least 2 Eurostars countries**

**E5 - The budget (excluding subcontracting) of the R&D-performing SME(s) located in Eurostars Countries is equal to at least 50.00% of the total project budget**
Eligibility criteria

E6 - No single entity is responsible for more than 75.00 % of the project budget

E7 – The participant(s) from a given country may not be responsible for more than 75.00 % of the total project budget

E8 – The project duration is 36.0 months or fewer

E9 – Market introduction is within 24.0 months of the project’s completion

E10 - The project meets the EUREKA criteria and must have a civilian purpose
Eligibility criteria

E11 - Each of the participating organisations in the consortium is a legal entity in the host country

E12 – None of the participating organisations have convictions for fraudulent behaviour, other financial irregularities or illegal business practices

E13 – None of the participating organisations have been declared bankrupt or are in the process of being declared bankrupt.
Eurostars eligibility guidelines

Available at www.eurostars-eureka.eu/static/forms/Eligibility_Guidelines_for_Project_Applicant.pdf
1st step: Assessment by independent experts

**ON EUROPEAN LEVEL**
- Database of experts
- 3 experts
- 3 evaluation criteria
- Application assessment

**SIMULTANEOUSLY**

**ON NATIONAL LEVEL**
- National funding bodies (NFB)
- Applications financial viability check
- Financial viability assessment
- Public funding

Results are given to IEP
Evaluation criteria

QUALITY AND EFFICIENCY OF THE IMPLEMENTATION: BASIC ASSESSMENT
- Quality of the consortium
- Added value through co-operation
- Realistic and clearly defined Project management & planning
- Reasonable cost structure

EXCELLENCE: INNOVATION AND R&D
- Degree of Innovation
- New applied knowledge
- Level of Technical Challenge
- Technological achievability & Risk

IMPACT: MARKET & COMMERCIALISATION
- Market size
- Market access and risk
- Competitive advantage
- Clear and realistic commercialisation plans
- Time to market
1st step: Assessment by independent experts

> For each sub criteria experts must provide a score out of six.

> The rounded average of the sub criteria scores is used as the score for the main criteria.

> Experts are said to be in agreement when their scores fall on the same side of the mid-point of the scale.

> If there is an outlying score (an expert scores the other side of the mid-point compared to the other two) that score is disregarded and not used in calculating the average value.

> A threshold for progression to the panel evaluation where for at least two major criteria, the average of the expert’s scores is 4.3* or greater, where there is agreement for the criteria in question.
# 1st step: Assessment by independent experts

<table>
<thead>
<tr>
<th>Project</th>
<th>Expert</th>
<th>Quality and efficiency of the implementation</th>
<th>Impact</th>
<th>Excellence</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEST 2</td>
<td>A</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Sum of scores: 13, 11, 11
Count of scores >3: 2, 2, 2
Score to be subtracted: Min, Min, Min
Score to be subtracted: 3, 1, 2
Sum of scores - Subtracted score: 10, 10, 9

Amended Average: 5.00, 5.00, 4.50

# criteria above 4.3: 3

RESULT: Revised

---

<table>
<thead>
<tr>
<th>Project</th>
<th>Expert</th>
<th>Quality and efficiency of the implementation</th>
<th>Impact</th>
<th>Excellence</th>
<th>Result</th>
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</thead>
<tbody>
<tr>
<td>TEST EX</td>
<td>A</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Sum of scores: 9, 14, 10
Count of scores >3: 1, 3, 1
Score to be subtracted: Max, - , Max
Score to be subtracted: 4, - , 4
Sum of scores - Subtracted score: 5, 14, 6

Amended Average: 2.50, 4.66, 3

# criteria above 4.3: 1

RESULT: Overseeing Body

---
2nd step: Scoring and ranking by independent panel

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>THRESHOLD</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>MAX 200</td>
</tr>
<tr>
<td>2</td>
<td>MAX 200</td>
</tr>
<tr>
<td>3</td>
<td>MAX 200</td>
</tr>
<tr>
<td>MAX</td>
<td>600</td>
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</table>

RANKING LIST

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROJECT</th>
<th>CRITERIA 1</th>
<th>CRITERIA 2</th>
<th>CRITERIA 3</th>
<th>TOTAL</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>9252</td>
<td>183</td>
<td>179</td>
<td>185</td>
<td>547</td>
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<tr>
<td>2</td>
<td>9856</td>
<td>177</td>
<td>176</td>
<td>178</td>
<td>531</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>185</td>
<td>8954</td>
<td>178</td>
<td>90</td>
<td>135</td>
<td>403</td>
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<tr>
<td>186</td>
<td>9899</td>
<td>120</td>
<td>122</td>
<td>121</td>
<td>363</td>
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<td>187</td>
<td>9134</td>
<td>121</td>
<td>95</td>
<td>127</td>
<td>343</td>
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<td></td>
<td></td>
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</tbody>
</table>
3rd step: Ethics review by independent ethics experts

What is ethics?

Ethics currently covers a number of elements, which are summarised in the following document, including topics such as stem cells, personal data protection, dual use...


To help participants to identify ethics issues in their project, the European Commission has drafted the H2020 guide “How to complete your ethics self-assessment” which contains more detailed information.

3rd step: Ethics review by independent ethics experts

Outcome of the Ethics review is the **Ethics screening report** with an ethics opinion

- **Ethics clearance**  
  no action needed
- **Conditional ethics clearance**  
  additional requirements
- **No ethics clearance**  
  very rare
Funding of project applications

• Only projects rated above the quality thresholds are recommended for funding

• The funding of projects is following the ranking list until national budget exhaustion

• The funding of partners is based on the national funding rules (info on Eurostars website)
Decentralised funding procedures

NFB = National funding body
Evaluation timing

Time-to-contract is within 4 to 7 months
Monitoring process

PROJECT DURATION 3 YEARS

MARTET INTRODUCTION 2 YEARS

NR = National report
PPR = Project progress report
FIR = Final report
MIR = Market impact report

NR

PPR
6 MONTHS

COMPLETE PROJECT

FIR

MIR

ANNUALLY 3 YEARS

PROJECT START

REPORTING

MAIN PARTNER

PARTNER COUNTRY 1

PARTNER COUNTRY 2

PARTNER COUNTRY 3

INFORMATION

PROJECT DURATION

3 YEARS

MARKET INTRODUCTION

2 YEARS

NR

PPR

FIR

MIR

ANNUALLY 3 YEARS

PROJECT DURATION

3 YEARS

MARKET INTRODUCTION

2 YEARS

NR

PPR

FIR

MIR

ANNUALLY 3 YEARS

PROJECT DURATION

3 YEARS

MARKET INTRODUCTION

2 YEARS

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MARKET INTRODUCTION

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PROJECT DURA
## Some misconceptions

<table>
<thead>
<tr>
<th>Thoughts</th>
<th>Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Descriptions of research methods matter more</td>
<td>Eurostars is for business. Exploitation and impact are vital.</td>
</tr>
<tr>
<td>than business plans</td>
<td></td>
</tr>
<tr>
<td>Partners from the countries with big budgets</td>
<td>Only the best projects are funded. If you sacrifice quality for budget</td>
</tr>
<tr>
<td>are best</td>
<td>availability you might still lose.</td>
</tr>
<tr>
<td>It’s all about who you know</td>
<td>Strict criteria ensure that excellence is the only factor</td>
</tr>
<tr>
<td>You are like the European Commission – you</td>
<td>Funding is defined by NATIONAL rules and may differ across countries</td>
</tr>
<tr>
<td>must have the same rules.</td>
<td>– contact your NPC</td>
</tr>
</tbody>
</table>
Factors for success

> Be available
  > allow time for necessary preparation (partner search, project proposal, consortium agreement…)

> Build up a « win-win » cooperation
  > show complementarities and added value of trans-national partnership during and after the project

> Set clear, measurable and verifiable objectives
  > define success indicators for technological performance as well as the commercial and financial targets to achieve
Factors for success

> Be technologically ambitious while remaining realistic
  > define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its results

> Point out the innovative nature of the proposal submitted
  > present new industrial applications and their impact on the industry sector and relevant markets

> Show partnership’s ability to meet its commitments
  > demonstrate each party’s management, scientific and technical skills as well as its available financial resources for the project
Factors for success

> Demonstrate clearly why the projects should be financed
  > highlight the risks and the strategic character of the project in terms of expected commercial and financial impact on a European scale

> Put the application in the context of the ‘project’
  > focus on the project methodology (objectives, means, results)

> Fill in the project application carefully and ensure it is clear
  > promote the key elements the evaluators are looking for and ask an objective party to read it

> Don’t allow yourself to be surprised by anything
  > Do your homework
  > Speak to your national project coordinator
Call planning

- Cut-Off 3: 5 March 2015
  → 266 applications - 96 funded; 36% success rate

- Cut-Off 4: 17 September 2015
  → 333 applications - 113 funded; 34% success rate

- Cut-Off 5: 18 February 2016
  → 266 applications – funding synchronization on-going

Cut-Off 6: 15 September 2016

2 Cut-off dates per year up to 2020
Jonas Van Bockhaven
EUREKA Secretariat
applications@eurostars-eureka.eu