



Strategic Objective ICT-2011.4.1:

SME Initiative on Digital Content and Language

Twitter discussion: use **#so41**

SME Initiative on Digital Content and Language

- SME initiative addresses:
 - Digital Content
 - Languages Technologies
- Instruments: STR, CA+SA
- Budget 35 M€ (CSA 9 M€)

Key dates and deadlines

- **Publication of WP:** 23 July 2010
- **Planned* Call Opening:** 01 February 2011
- **2 stages submission:**
 - **Short proposals*:** by 28 April 2011
 - **Full proposals*:** 28 September 2011
(if successfully passed 1st evaluation)

Feedback periods

- **Inquiries** from publication date until one month before the end of Opening (now - 28 Mar 2011)
- **Go/no-go decision:** early June 2011
No inquiries between the 2 stages
- **Final submission** by 28.09.2010
- **Selection:** Nov 2011
- **Start:** Q2 2012

What's a "short" proposal?

- **part A** (forms with partners & resources) as in any normal ICT submission
- **part B** (narrative, **5 pages**) is **anonymous**; it contains an outline description of the planned project:
 - rationale
 - innovations
 - outputs
 - impact

Evaluation of “short” proposals?

- The potential & relevance of the “idea” and potential impact are going to be evaluated (criteria 1+3)
- no “plan” / no implementation details at this stage (criteria 2)
- remember: at this stage you are not selected, you are invited to develop a full proposal

Evaluation of “full” proposals?

- All 3 criteria will be evaluated
- Definition of evaluation criteria in the handouts (extract from the Work Programme)
- Successful proposers will be invited for negotiation

Criteria of consortia

Focused STREP (STR) projects

- Duration up to 24 months
- Budget up to 2 M€ funding

Compact STR consortia

- up to ~6 private/public partners
- at least 2 SMEs
- accounting for >30% of the total EU funding

no "legal" constraints for **CSA** other than common sense & available budget

What's an SME?

- An **enterprise** which has
 - fewer than 250 **employees**
 - an annual **turnover** not exceeding 50 M€
 - or an annual **balance-sheet total** not exceeding 43 M€
- **Relationships** with other enterprises must be taken into account (notably independence)

SME status

- **Proposals:** SME status accepted by self-declaration
- **Validation** by the European Commission **during the negotiation according the official definition** of SMEs can be found at

http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm

- Having **less than 2 SMEs** during the negotiations (due to failure of validation) leads to stopping

A few trends/opportunities

- Geospatial
- Financial
- Transportation
- Traffic
- Weather
- Real estate
- Government
- Telecoms
- Bibliography
- Scientific
- Bioinformatics
- 3D
- Real time
- Energy
- Tourism

Also welcome digital content

- Music
- Visual design
- Technical design
- Imagery
- Audio
- Video

Important skills

- Data mining
- Statistics
- Inference
- Data modeling
- Data integration
- Analytics
- Visualization
- Operations
- Scalability
- Crawling
- Scraping

Conclusions & FAQs

- **What accounts as a data resource:** you choose
- **What sort of product/service/application:** those you would use yourself (or are useful to a market/community you know)
- **How many partners:** as dictated by the project, as few as possible! probably 3-6

Conclusions & FAQs II

- **Industry led?**: engine yes, contract not necessarily
- **Involvement of commercial/user partners**: yes, in most cases
- Can I **change partners in between**? yes; the evaluation are independent of each other, but follow the criteria (e.g. 2 SMEs)

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infso-e2@ec.europa.eu

<http://cordis.europa.eu/info-management/>

continuing **Twitter** discussion, use **#so41**

