

5th INNOWWIDE CALL – EUREKA

For Market feasibility projects

2026

Call Budget	OPEN	Deadline	Project Duration
60,000€ per-Project 4.2 million euro to fund 70 projects	1 October 2026	1 December 2026, 14:00 CET	6 MONTHS

1. Beneficiaries

- legally constituted SME according to EU recommendation 2003/361, in an eligible country participating in Innnowwide (EU Member States, Iceland, Israel, Norway, Switzerland, Türkiye, or United Kingdom).
- The project includes an **independent subcontractor** (local counterpart) in the target country.
- INNOWWIDE is **mono beneficiary**. The program supports the organization in the EU member state, Iceland, Israel, Norway, Switzerland, Türkiye, or United Kingdom, but entities in target countries that SMEs choose to collaborate with can benefit indirectly as subcontractors. The subcontractors are not party to the grant agreement i.e., they do not have a contractual relationship with the Funding Authority.
- Companies that have received funding under any of the 2022–2025 calls will not be eligible to participate.

2. Summary

INNOWWIDE supports innovative SMEs to assess the viability of their commercial or research ambitions for internationalization in a target country. By participating, SMEs can conduct market feasibility projects for their innovative solutions over a six-month period, working with local organizations based in their selected target country (in Africa, Americas, Asia or Oceania).

3. Eligibility Criteria

- The applicant **SME** is a legally constituted SME according to EU recommendation 2003/361, in an eligible country participating in Innnowwide (EU Member States, Iceland, Israel, Norway, Switzerland, Türkiye, or United Kingdom).
- The project includes an **independent subcontractor** (local counterpart) in the target country.
- INNOWWIDE is **mono beneficiary**. The program supports the organization in the EU member state, Iceland, Israel, Norway, Switzerland, Türkiye, or United Kingdom, but entities in target countries that SMEs choose to collaborate with can benefit indirectly as subcontractors. The subcontractors are not party to the grant agreement i.e., they do not have a contractual relationship with the Funding Authority.
- The project includes a combination of **eligible activities** (See Section 7).
- The project duration is six months.
- Funding for each project is a maximum of 60,000 euro. Since the Innnowwide maximum funding support rate is 70%, the total eligible project costs must be **at least 86,000 euro**, with beneficiaries self-funding any project costs beyond 60,000 euro.

- The application is complete. It includes the application form itself, the annex (workplan) in the template provided and all declarations, including your main **subcontractor's commitment**.

4. Topic/Scope

- SMEs can carry out a market feasibility project at different stages. For example, when exploring or developing a research and development (R&D) project idea, or after a successful R&D project to understand whether their new product, process or service might be commercialised in targeted global markets.

- **WHAT IS A MARKET FEASIBILITY PROJECT?**

A market feasibility project includes preliminary technical, market, legal and/or socioeconomic assessments intended to validate the feasibility of your international and innovative business solution (product-, process- or service-market combination) within new and emerging global value chains. Your market feasibility project must:

1. Have a target country (a pilot market) where you intend to develop and validate your innovative business solution in collaboration with local counterparts. You should consider, where appropriate, frugal innovation.
2. Be led by an innovative SME from a European Union Member State or Iceland, Israel, Norway, Switzerland, Türkiye, or United Kingdom.
3. Have one local partner (e.g., a supplier, customer, end user, research provider, or complementary technology developer) in the selected target country, as main subcontractor for the market feasibility project. The expected outcome must have a high impact in the target country (pilot market).
4. Feature product- (or process-, or service-) market development.
5. Include a variety of activities to identify and assess key local technical and market framework conditions in the target country that may favour or impede the effective deployment of your innovation.

5. Funding & Cost Categories

- Eligible costs include personnel, subcontracting, purchasing costs – travel and subsistence, equipment depreciation, other goods, works and services; and indirect costs (automatically calculated on the basis of a 25% flat-rate of the total direct eligible costs, excluding subcontracting).
- Each successful market feasibility project will receive a fixed grant of 60,000 euro. The funding to each SME market feasibility project coordinator will be processed as follows:
 - A pre-financing of 70% (42,000 euro) provided at the beginning of project implementation.
 - The remaining 30% (18,000 euro) transferred at the end of the project

6. Evaluation process

Evaluated by three remote experts (one of them acting as rapporteur, responsible for drafting a consensus report), using the online call management platform, according to three criteria: excellence, impact and quality and efficiency of the implementation. Your application is given points out of 100:

EXCELLENCE (threshold: 18/30):

- a) Projects objectives, ambitiousness, and degree of innovation
- b) Competitive advantage
- c) Alignment with SME's overall business strategy
- d) Co-creation or technology adaptation

IMPACT (threshold: 24/40):

- e) Market size
- f) Impact on end-users
- g) Market access and risk
- h) Societal, environmental, ethical and gender relevance, in particular, within the frame of Sustainable Development Goals (SDGs).

QUALITY AND EFFICIENCY OF THE IMPLEMENTATION (threshold: 18/30):

- i) Capacity and role of the applicant SME and the main subcontractor
- j) Availability of resources required.
- k) Realistic and clearly defined project management and planning
- l) Reasonable cost structure

7. Mandatory Activities

To be eligible, your application must include elements from sections 1, 2 and 3 (market and technical activities) and can include (but not exclusively) elements from sections 4 and 5 (business development and promotion).

Your market feasibility project must include some of (or all) the following activities:

1. Co-creation and technology uptake preparatory work (innovation and technology transfer services)

- a) Frugal innovation and the preparatory phase of a future international R&I project with the local strategic subcontractor
- b) Analysis of the IP environment: Identification and assessment of the legal (and related technical and financial) IP environment in the target country, legal, technical (certification and alike) and commercial (royalties or duties) constraints or advantages for IP registration and defence
- c) Technology scouting and novelty verification: Inventory and study of legal, technical and commercial situation of existing, registered and potentially legally conflictive technologies in the target market
- d) Technology valuation: Technology market value calculation by experts (valuation and pricing through discounted cash flow, market comparison, benchmarking, rating and ranking, etc.)
- e) Technology legal situation analysis: Due diligence of the technology legal situation in the target country (legal evaluation and actions to ensure overall technology freedom to operate and legal protection in the target country)

- f) Technology protection and valorisation strategy design: Design, planning and preliminary implementation of measures to valorise existing technologies (licensing, venturing or partnering)
- g) Certification and homologation compliance verification: Compulsory regulatory technical certification, testing and benchmarking activities
- h) Technology partnership matchmaking
- i) Small-scale proof of concept (trial and assimilation, further R&I preparatory work)

2. Market research (desk and field studies):

- a) Business opportunities early survey detection (pre-conceptualisation)
- b) Qualitative analysis (consumer analysis: segments, preferences, patterns, motivations, opinions, attitudes, values, culture, etc.)
- c) Product commercial research (local customer experience oriented: concept, design, supply, use, etc.)
- d) Market quantitative analysis (real, potential or tendencies)
- e) Competition analysis (market share, positioning, value propositions, value chains, etc.)
- f) Analysis of potential partners for distribution and marketing
- g) Analysis of potential suppliers
- h) PESTLE (political, economic, sociological, technological, legal and environmental) and market barrier analysis

3. Compliance verification:

- a) Administrative and legal freedom to operate or due diligence verification
- b) Business related social and cultural best practices identification and implementation planning

4. Business prospection trips – limited and justifiable within your market feasibility project:

- a) Trade fairs, conferences, info days or networking and matchmaking events
- b) Joint workshops or meetings with potential partners
- c) Workshops with partners to prepare international R&I projects

5. Specific promotional technical material preparation (technology valorisation-oriented) – limited and justifiable within your market feasibility project

