

- **Webinar for applicants**
- **Innowwide Call 5 (2026)**

-
- 29 September 2026
 - 11:00 CEST

EUROPEAN
PARTNERSHIP



Co-funded by
the European Union

 **eureka**
innowwide

AGENDA

What we will cover today

Innowwide programme

What it is, key figures and examples of funded projects
Market Feasibility Projects

Innowwide Call 5 (2026)

Who can apply
How to apply
Evaluation, selection and funding

Testimonials from beneficiaries

Microfy – Spain to New Zealand, Call 4 - *Project ongoing*
Hodos Media – United Kingdom to Zambia, Call 3 - *Project finished*

Tips and resources

Common mistakes and where to find support

Q&A

- **Recording:** this webinar is being recorded. Slides and the recording will be shared afterwards
- **Microphones:** your microphone is automatically muted and there is no option to 'raise your hand'
- **Questions during the session:** use the 'Questions' button to submit your queries. Some will be addressed in the Q&A session
- **FAQs:** we will also create an FAQ section on the [Innowide resource library](#)
- **Questions after the session:** If you have additional questions, you can email our helpdesk at innowide@eurekanetwork.org

Eureka programmes



supports innovative SMEs international R&D projects (two calls for projects per year)



supports research and business ventures in new markets (one call per year)



drives companies towards private investment or strategic partnerships



eases access to the EIC Accelerator (20 tickets per year)



Connect innovators with thematic industry-led communities

(various Cluster calls per year and possibly joint calls for projects)



offers flexibility for international R&D projects (Open call - Multilateral calls - Thematic calls)



offers flexibility for international R&D projects with non-Eureka countries

Other Eureka programmes

ABOUT INNOWWIDE

What is Innnowwide?

PURPOSE



Supports innovative SMEs and startups in their internationalisation efforts.

SCOPE



Focused on feasibility: it does not fund commercialisation, launch or export.

METHODOLOGY



Preliminary assessments (technical, market, legal and socioeconomic)

RESULTS



Validates whether the solution answers a real market need and has potential for future commercialisation.

APPROACH



Bottom-up and global

These efforts lay the basis for future business expansion and long-term market presence, supporting the internationalisation of SMEs and startups.

ABOUT INNOWWIDE

Programme benefits



Market exploration

An opportunity to explore international markets outside of Europe



Risk reduction

Allows to conduct feasibility projects and mitigate risks



International collaboration

Fosters collaboration with local partners, facilitating market entry



Flexibility

- Two main approaches:
- Post R&D validation
 - Partner assessment



€60,000 Lump-sum

Low administrative burden

ABOUT INNOWWIDE

Key figures

Innovative SMEs and startups run market feasibility projects in Africa, Asia, the Americas and Oceania.

24

million euro

of EU budget for the
2022–2027 period

400

**market feasibility
projects to fund
€60,000 per project.**

33

eligible countries
whose SMEs and
startups can apply

260

projects

funded across four
calls
(2022 – 2025)

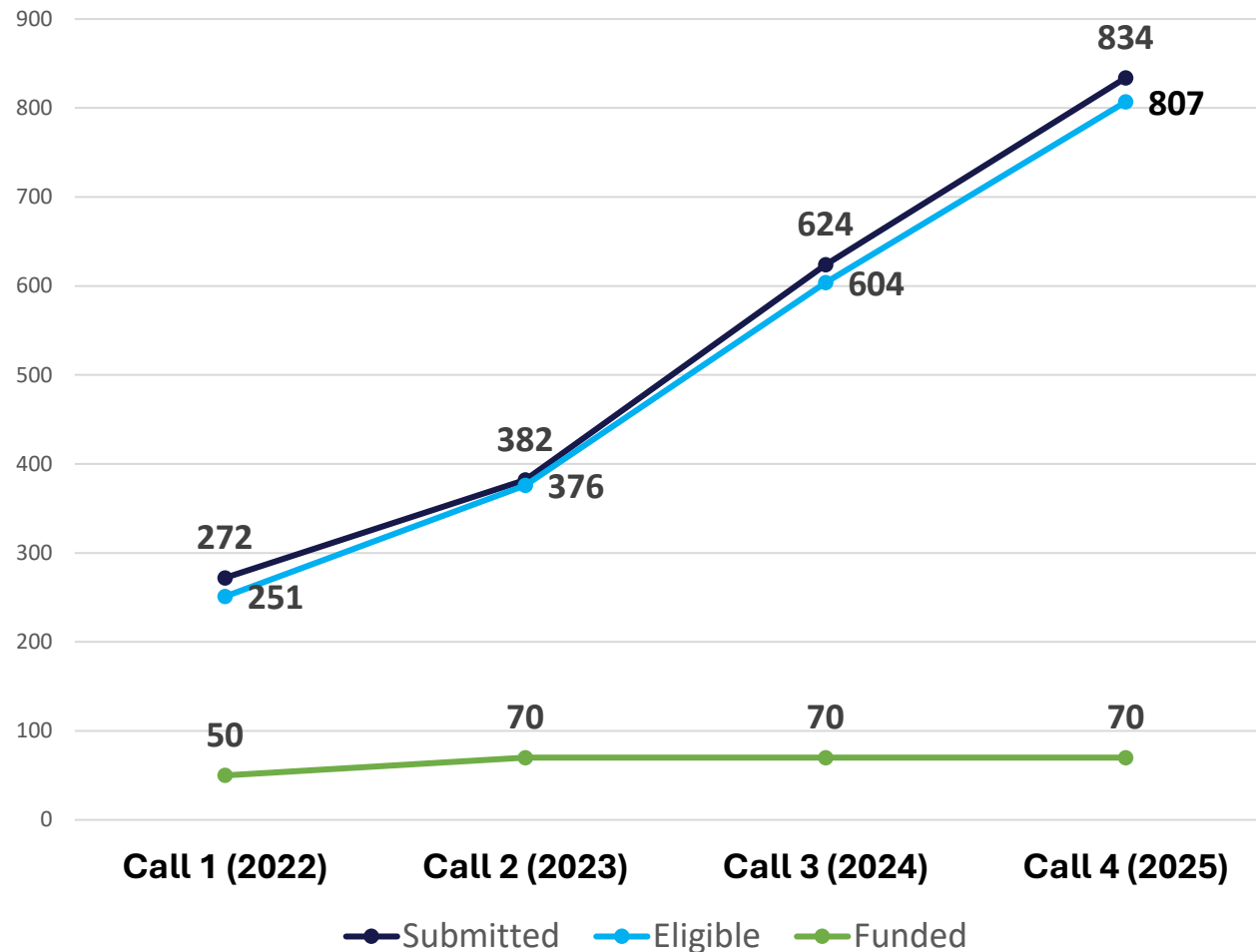
50+

target countries

across the 260 funded
projects
(2022 – 2025)

ABOUT INNOWWIDE

Participation



**Demand is growing;
...so is the competition**

Applications rising

From 272 in Call 1 to 834 in Call 4.

High eligibility

Most applications pass the eligibility check.

Fixed funding

Since Call 2, 70 projects are funded per call.

8.7%

success rate in Call 4
compared with 19.9% in Call 1

Two more calls to be implemented by 2027. Call 5 (2026) expects more than 900 applications.

ABOUT INNOWWIDE

Examples of funded projects

Innowwide is bottom-up: any sector,
any technology.

Biomarkers for dementia
using XR + EdgeAI
in Singapore

Alarm system
for detecting stroke
symptoms
in Japan

Water sources for irrigation
and farming use
in Kenya

Bio-Based Technology
to preserve fresh fruits
in Australia

**Wastewater treatment &
biomass production**
in Colombia

Circular materials
for manufacturing
in the USA

Want to read two full funded proposals?

[Example I of an Innowwide funded project proposal](#)

[Example II of an Innowwide funded project proposal](#)

MARKET FEASIBILITY PROJECTS

What an Innnowwide project looks like



Cooperation: One SME or startup from one of the 33 eligible countries, paired with **one independent local subcontractor** in the selected target country.



Six months duration



Minimum €86,000 of eligible costs; **€60,000 lump-sum grant** (the beneficiary SME covers at least €26,000)



Technical and market feasibility work, with promotional activities optional.
Detailed on slide 17.

MARKET FEASIBILITY PROJECTS

What they are and what they are not

How ready is my innovative solution to enter a new international market?
What adaptations or requirements must be met to fit that market?

WHAT THEY ARE

Preliminary assessments

Technical, market, legal and socioeconomic checks to validate feasibility in a new market.

A step before commercialisation

The focus is feasibility, not product launch, scale-up or export.

May also be a bridge to future R&D

They can prepare a future international R&D project with your local counterpart.

WHAT THEY ARE NOT

Not R&D or business plans

Research activities and business plans come later; this stage only tests feasibility.

Not unilateral projects

They require a local partner; a solo assessment does not qualify.

Not only travel

Not exclusively business trips, workshops, matchmaking events or promotional activities.

INNOWWIDE CALL 5 (2026)

At a glance

Global call

No geographic focus: choose the target country outside of Europe most relevant to your innovation.

Open call

No thematic focus: any technology or innovation area is eligible.

€4,2M

To fund 70 projects

€60,000 per awarded grant

2 months to apply

Application window

1 October – 1 December 2026, 14:00 Brussels time.

Details are published in the Call 5 guidelines on the Eureka website.

INNOWNWIDE CALL 5 (2026) - ELIGIBILITY

Who can apply?

ELIGIBLE

SMEs and startups meeting the EU definition, with their own legal personality, established on or before 1 December 2024 in one of the 33 eligible countries — and not previously funded by Innnowwide (2022–2025).

NOT ELIGIBLE

- Branches or offices without their own legal personality
- Departments/centres/offices of a parent organisation and without their own legal personality
- Entrepreneurs and self-employed (natural persons)

Eligible applicant countries

33 eligible countries in total — your company must be legally established in one of them

EU MEMBER STATES (27)

Austria · Belgium · Bulgaria · Croatia · Cyprus · Czechia · Denmark · Estonia · Finland · France · Germany · Greece · Hungary · Ireland · Italy · Latvia · Lithuania · Luxembourg · Malta · Netherlands · Poland · Portugal · Romania · Slovakia · Slovenia · Spain · Sweden

HORIZON EUROPE ASSOCIATED COUNTRIES AND EU PARTNERSHIP ON INNOVATIVE SMEs MEMBERS (6)

Iceland · Israel · Norway · Switzerland · Türkiye · United Kingdom

INNOWWIDE CALL 5 (2026) - ELIGIBILITY

Eligible target countries and main subcontractors

Eligible target countries

Any country in Africa, the Americas, Asia or Oceania — you choose the pilot market.

Not eligible as targets

Countries under EU restrictive measures, and countries whose SMEs can apply for funding (e.g. Israel, Türkiye).

Who can be your subcontractor

Any type of legal organisation: SME, large company, university, research centre or self-employed professional.

Independent and local

It must be independent from your organisation and legally established in the target country.

INNOWWIDE CALL 5 (2026) - ELIGIBILITY

Eligibility criteria (1-4)



- 1 Application** Complete application in English, including the workplan in the mandatory template and all declarations.
- 2 Applicant**
NEW IN CALL 5 An SME under the EU definition legally based in one of the 33 eligible countries, legally established for at least two years by the call deadline (on or before 1 December 2024) and not previously funded by Innowwide (2022–2025).
- 3 Partner** An independent subcontractor legally based in the selected target country in Africa, the Americas, Asia or Oceania.
- 4 Status** No bankruptcy or ‘undertaking in difficulty’ status for any organisation involved.

Most common reason for ineligibility: a workplan incomplete (e.g., missing Gantt and/or work packages tables, or not in the mandatory template).

INNOWWIDE CALL 5 (2026) - ELIGIBILITY

Eligibility criteria (5-9)



- | | | |
|---|----------------|--|
| 5 | Civil focus | Exclusively civilian applications. |
| 6 | Duration | Six months project duration. |
| 7 | Costs | Minimum total eligible costs of €86,000
Funding for each project is a maximum of €60,000. Since the Innowwide maximum funding support rate is 70%, the total eligible project costs must be at least €86,000, with beneficiaries self-funding any project costs beyond €60,000. |
| 8 | Subcontracting | Subcontracting costs above zero — a realistic share of the budget for your local partner. |
| 9 | Activities | A combination of eligible activities , with at least one from each mandatory category. |

Some of the eligibility criteria are automatically validated by the system upon submission.

The automatic completeness check is only a support tool and does not confirm eligibility. Applicants must verify compliance with the eligibility criteria by other means.

INNOWWIDE CALL 5 (2026) - ELIGIBILITY

Eligible activities

Mandatory (at least one activity from each of these categories)

Co-creation and technology uptake

Early collaboration with the local partner, IP and legal work, technology scouting, valuation, protection, certification, matchmaking, small proofs of concept.

Assess whether your innovation can be technically deployed in the target country

Market research

Qualitative and quantitative studies: customers, competition, partners and suppliers, PESTLE and barrier analysis.

Identify real business opportunities and market conditions

Compliance verification

Freedom-to-operate checks and understanding of local business and cultural practices.

Confirm you can legally and culturally operate in the market

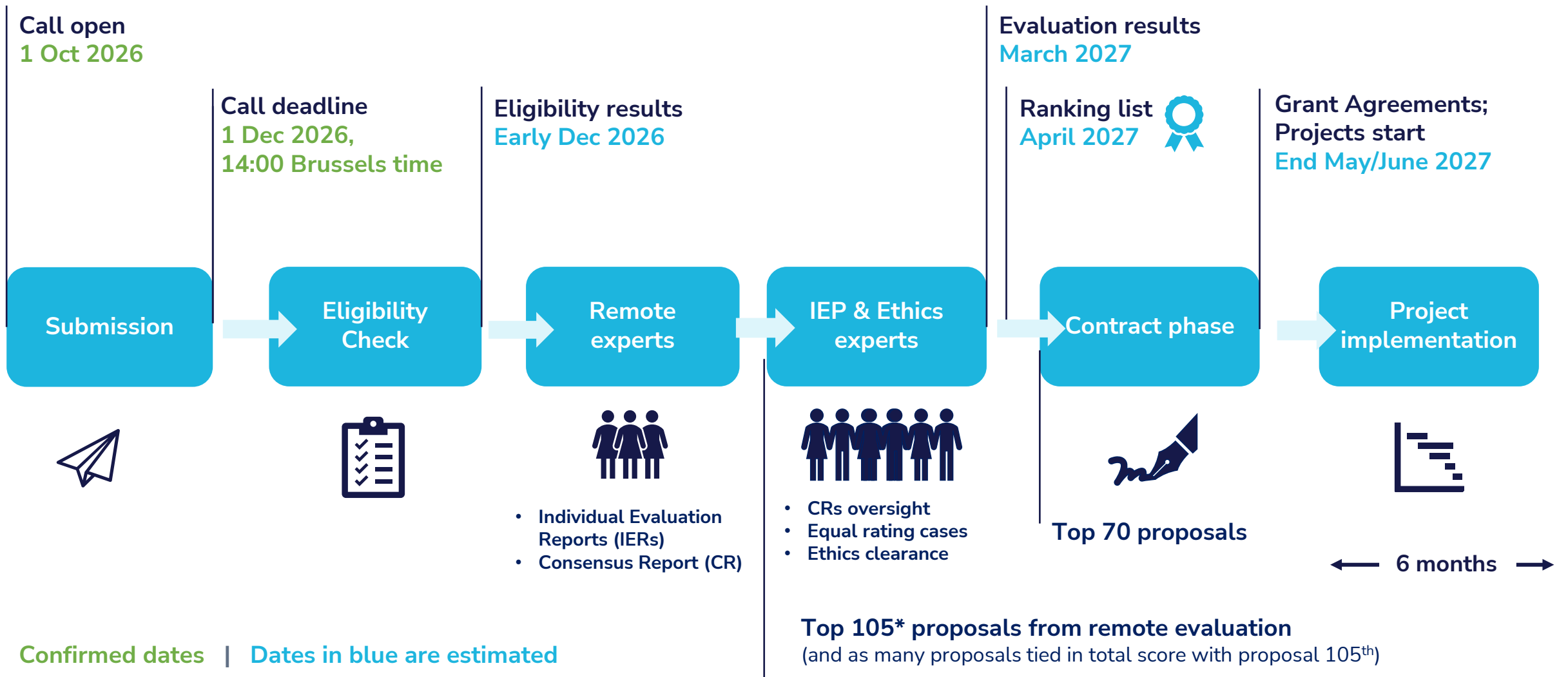
Optional

- Business prospection trips: visits, events and meetings linked to the project.
- Promotional technical material supporting market and partnership development.

Full list: section 4.2 “Eligible activities” of the Innowwide call guidelines.

INNOWWIDE CALL 5 (2026)

Call process and key dates



Step 1 — Review the call materials and check your fit – start early!

Review the call materials

Read all guidance documents: call guidelines, the application form template, FAQs and other resources available in the [Innowwide resource library](#).

Check you are eligible

Confirm you meet every eligibility criterion before you invest time in writing the application.

Understand the evaluation criteria

Read them early: they help you spot weaknesses in your proposal and address them before submission.

Then

- Define why you want to run the project, justify your choice of the target country and main subcontractor, and outline the resources and skills required to implement the project effectively, activities and timeline.

Step 2 — Technology Readiness Level (TRL) rules

Minimum TRL 4	Maximum TRL 8	TRL 7 if further R&I is planned
The innovation must have a minimum TRL of 4 in your home market : validated in a lab or relevant environment and ready for initial application or demo.	The TRL of that innovation must not exceed 8 in your target country.	Where further R&I activities are expected, TRL 7 is the indicative top limit.

Eligible: TRL 4–8

- TRL 1–3 early research
- **TRL 4 validated in lab**
- **TRL 5–6 validated and demonstrated in relevant or industrial environments**
- **TRL 7 prototype in operational environment**
- **TRL 8 system complete and qualified**
- TRL 9 proven in operational environment.

Step 3 — Find a suitable local partner (your main subcontractor)

Your partner must

- ✓ Be independent from your organisation
- ✓ Be based in your target country
- ✓ Bring legal, technical, market or other relevant expertise

Your partner can be

- A research or technology collaborator
- A consultancy or legal service provider
- A broker or intermediary
- An end-user of your innovation
- Or another profile, depending on your market and project focus
- Any legal entity: SME, large company, university, research centre or freelancer

Think long term

Innowwide aims to foster lasting partnerships: could this subcontractor become a strategic partner for the future?

In short

Choose the best partner for your Innowwide project — and, if possible, one who could grow with you over time.

INNOWNWIDE CALL 5 (2026) – HOW TO APPLY

Every practical step of your application happens on the **Eureka SmartSimple** platform at <https://eureka.smartsimple.ie/>
See the [SmartSimple platform guidelines](#) for full details.

Profile and organisation setup

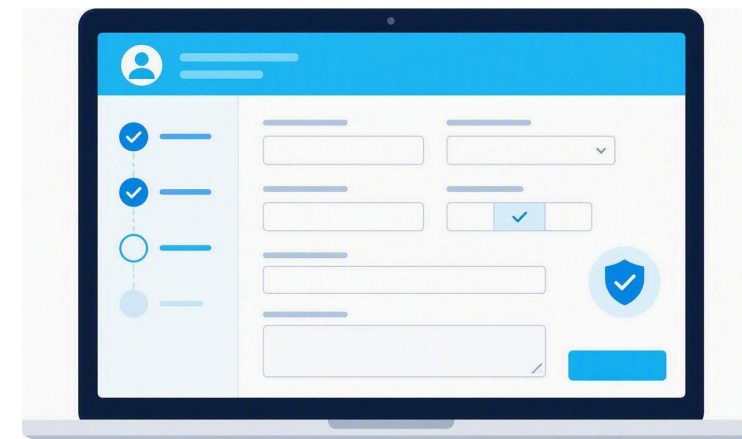
- Keep your organisation and personal profile details up to date; use a professional email address.
- If your organisation already exists but was created by another user, do not create a duplicate → email innnowwide@eurekanetwork.org to link your profile to it.

Working on your application

- Start using the platform early in the process so you are familiar with it.
- Save your draft and return to it as often as you wish before the call deadline.
- **Only one upload: Workplan in the mandatory template.**

Save, validate, submit

- **‘Save Draft’** saves the record but performs NO validation — use it regularly.
- **‘Save and Validate’** saves the record and validates it.
- **‘Submit’** validates all fields, checking that mandatory fields and formatting requirements are satisfied.



Your subcontractor

- **Before you can submit**, they must 1) accept the invitation and 2) sign the commitment **in the platform**.
- **Invite them early** — they need time for both steps.

one application per organisation · submission does not confirm eligibility

Nine sections

Flexible order to complete — one exception: finish the project description before inviting your subcontractor.

Project description

Summary, feasibility objectives and expected outcomes.

Other sections

Participant information • SME assessment • ethics • DoH

Core sections

Excellence

Impact

Quality and efficiency of the implementation.

The pitch

A concise summary of the three core sections that makes your application stand out.

Tip: write it last

Remember

- Keep your subcontractor informed outside the platform.
- Invite them early — they need time before the deadline.

A [Innowwide application form \(Word version\)](#) is available in the Innowwide library, but only applications submitted via SmartSimple by the deadline are considered.

Participant information

YOUR ORGANISATION ALREADY HAS THESE

- Legal registration number
- Date of company registration/incorporation
- VAT number
- NACE code(s) or equivalent

Ensure they are correct and that you can provide supporting documents on request.

YOUR ORGANISATION MAY HAVE THIS ALREADY

- **PIC number**

9-digit identifier for legal entities in EU funding programmes. It is essential — request it early via the EU Funding & Tenders portal.

[Find a registered organisation](#)
or
[register your organisation](#)

Applicants are accountable for requesting their PIC number in time.

Eureka has no control over the EU Funding and Tenders portal — direct any issues there to its IT Helpdesk.

Impact section – Target market and potential end users

NEW IN CALL 5

TABLE · MARKET SIZE AND GROWTH

Same requirement, clearer guidance on how

- Expected market size (€) and expected growth rate (%) stay numeric fields, and still need justifying.
- Justify them in Market description. NEW: give the source and/or a short calculation or assumption (300 characters).
- Where possible, use **Total Addressable Market (TAM) / Serviceable Addressable Market (SAM) concepts** and state which one your figure refers to.
- One row per market sector; Short Term (2 years) and Long Term (4 years) impact, 200 characters each.

TABLE · REVENUE EXPECTATIONS

Say where the rationale goes

- Give your revenue projections in EUR, as before.
- NEW: explain the rationale in the Comments field — key assumptions, calculation approach and/or data source.
- Estimates can be indicative at this stage, but they must be substantiated, as before.

Without a source or an assumption, evaluators cannot tell whether your market figures are realistic.

INNOWWIDE CALL 5 (2026)

Some questions to ask yourself before starting an application

CAN I APPLY?

- An innovative SME or startup in one of the 33 eligible countries?
- Legally established on or before 1 December 2024?
- No previous Innowwide funding (2022–2025)?

IS THIS THE RIGHT PROJECT?

- A target market outside Europe clearly identified?
- An innovation that is mature, but not yet deployed there?
- A feasibility study — not product development or scale-up?

AM I READY TO DO IT?

- An independent local partner in mind to support the project?
- Able to run a six-month project from mid-2027 and cover at least €26,000 of the costs (min. €86,000 eligible costs – €60,000 grant)?
- A solid innovation, a clear business opportunity and a realistic plan to explore it?

You will also fill in a mandatory pre-questionnaire on the platform before starting an application — the replies are not saved and are not binding.

How your application is evaluated

Four stages, from submission to the ranking list.

1

ELIGIBILITY CHECK

An administrative check by the Innnowwide team

2

REMOTE EVALUATION

Independent experts score your application against the three criteria and agree a consensus report. **The top 105 proposals go forward.**

3

PANEL AND ETHICS REVIEW

The independent evaluation panel confirms the ranking and settles tied scores, and the ethics experts complete the ethics review.

4

RANKING LIST

The panel's final ranking determines which proposals are selected for funding.

You receive one evaluation report

INNOWWIDE CALL 5 (2026) – EVALUATION AND SELECTION

Three evaluation criteria

Maximum score: 100 points. Each criterion has its own minimum threshold — you must pass all three.

Scored by independent experts

Excellence — min. 18/30

Objectives, ambition and degree of innovation; competitive advantage; alignment with your business strategy; co-creation or technology adaptation.

Impact — min. 24/40

Market size; impact on end users; market access and risk; societal, environmental, ethical and gender relevance, including the UN SDGs.

Quality & efficiency — min. 18/30

Capacity and role of the SME and the subcontractor; resources availability; realistic planning and project management; reasonable cost structure.

Remember

- Impact carries the highest weight.
- Passing the thresholds is not enough: only the top-ranked proposals are selected for funding, so aim to stand out.

Full criteria and scoring: Innowwide Call 5 guidelines and evaluation guidelines.

Three evaluation criteria

**Innowwide is competitive; even good proposals may not get funded.
For a strong application, your project should be:**

EXCELLENT

A solution that is innovative and ambitious, and that surpasses what is currently available on the target market.

IMPACTFUL

Real value in the target market, a clear advantage for society and a contribution to the UN Sustainable Development Goals.

VERY WELL PLANNED

A clear, realistic work plan with credible cost and time estimates — and a subcontractor who is genuinely the best route to your objectives.

Evaluation results: qualified or unqualified

UNQUALIFIED — if any of these applies

- You scored below the threshold on one or more individual criteria.
- You met every threshold, but your total score was not high enough to progress (not included in the top 105).
- You progressed to the panel and ethics review, but did not pass them.

QUALIFIED — if all of these apply

- You met the minimum on all three criteria.
- Your total score was high enough to progress (included in the top 105).
- You passed the panel and ethics review.



RANKING LIST OF QUALIFIED PROPOSALS

- Selection list — the 70 top proposals, invited to the contract phase.
- Reserve list — next in line if a selected proposal drops out.

Funding

LUMP SUM GRANT

€60,000

per selected project,
paid in two
instalments.

PRE-FINANCING

70% (€42,000) within one month of signing the Grant Agreement.

BALANCE PAYMENT

Remaining 30% (€18,000) after delivery and acceptance of a complete **final report**. Reporting includes a technical report, financial statements, and an end of project questionnaire.

MONO-BENEFICIARY

Funding goes to the applicant SME which subcontracts its local counterpart (the main subcontractor) in the target country.

The 70% pre-financing remains the property of Eureka until the balance payment is calculated.

The local partner cannot be changed at contract signature: it must be the organisation named in the application, as its participation is part of the evaluation.

TESTIMONIAL — INNOWWIDE CALL 4 BENEFICIARY

HoneyAI-NZ

“Market feasibility to assess HONEY.AI commercialization in New Zealand”

ORGANISATION

Microfy Systems

HOME COUNTRY

Spain

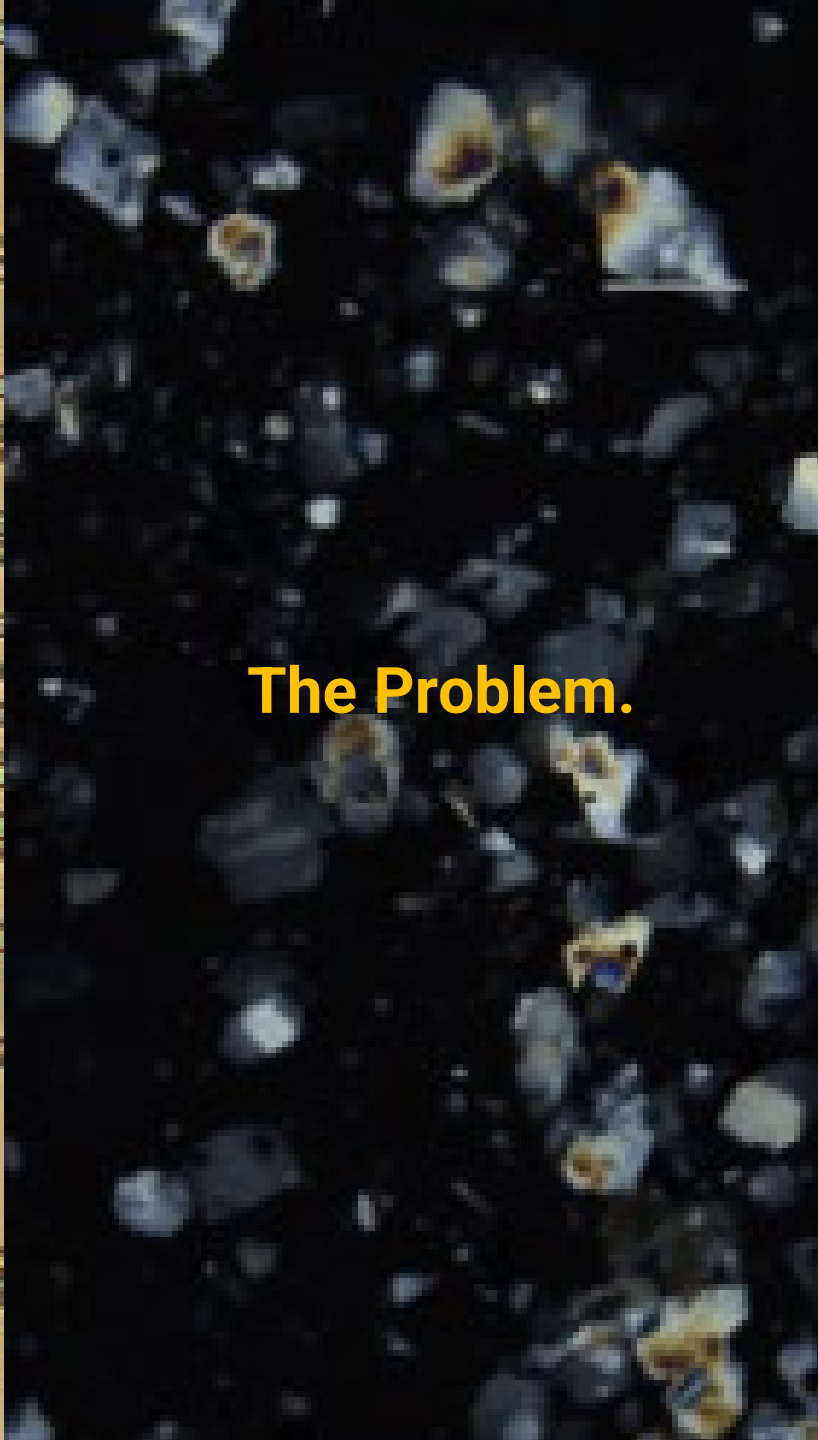
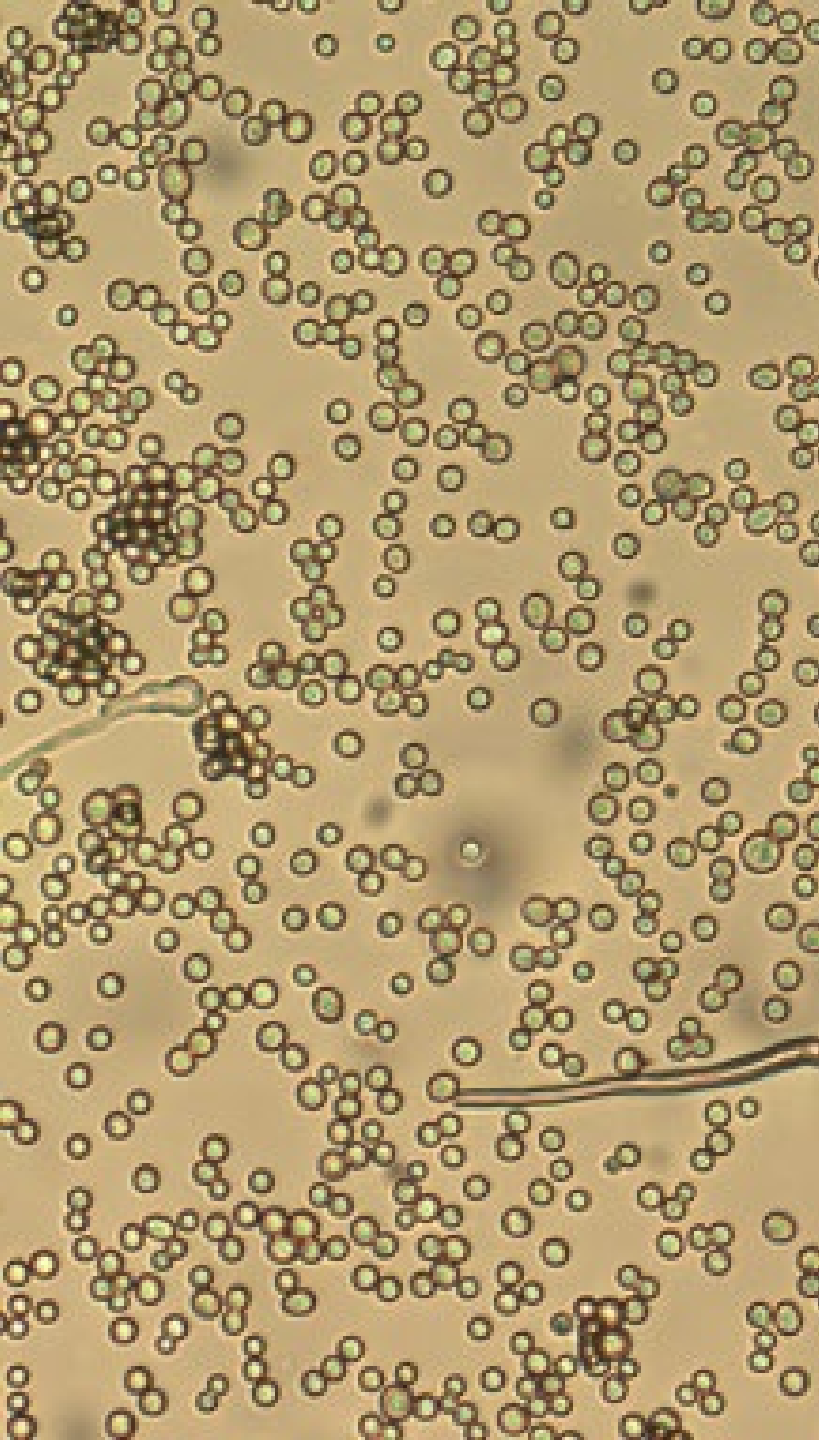
TARGET COUNTRY

New Zealand

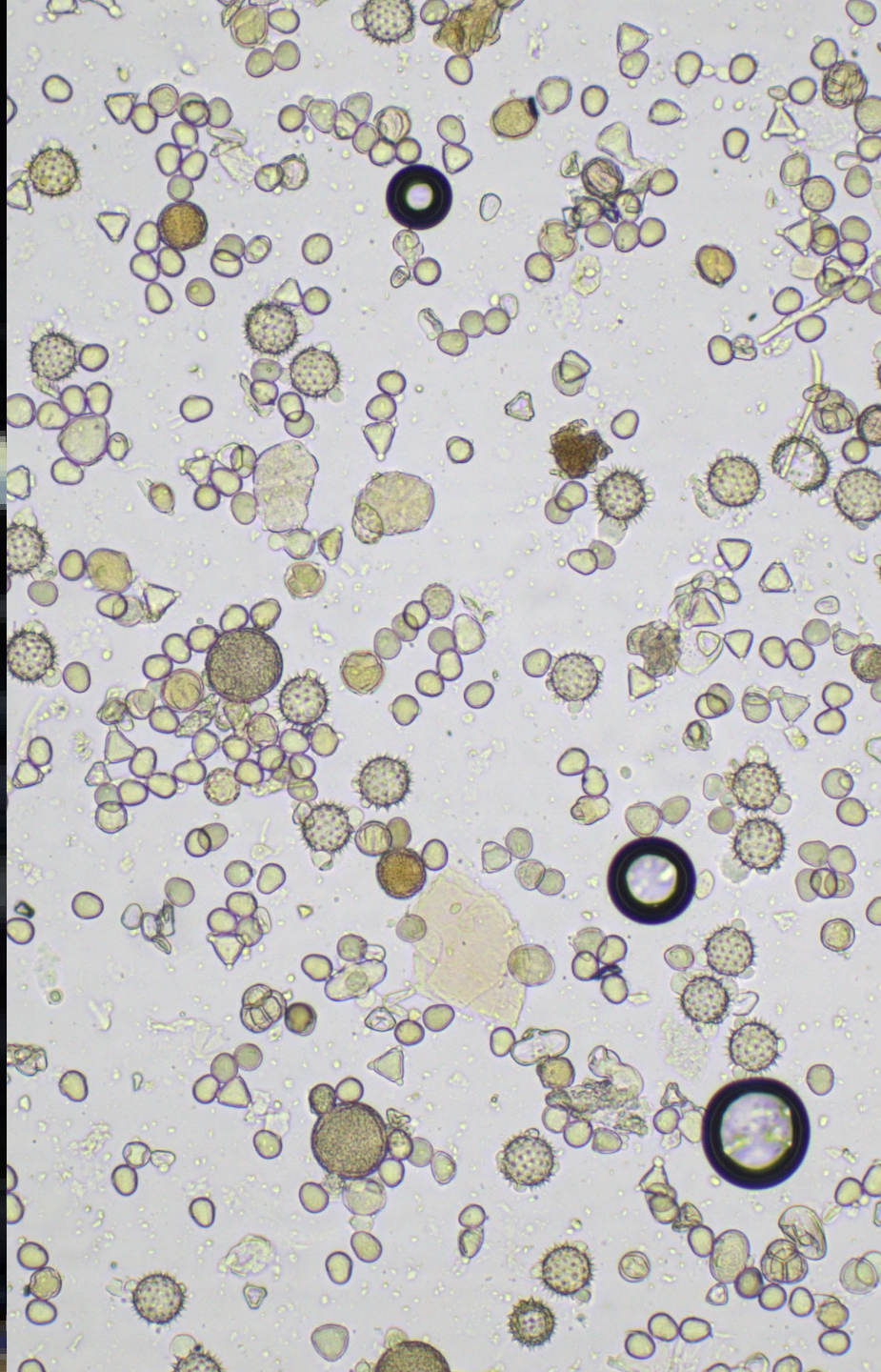
Microfy.AI

AI-POWERED AUTOMATED MICROSCOPY

IRATXE PERALES
CEO at MICROFY SYSTEMS

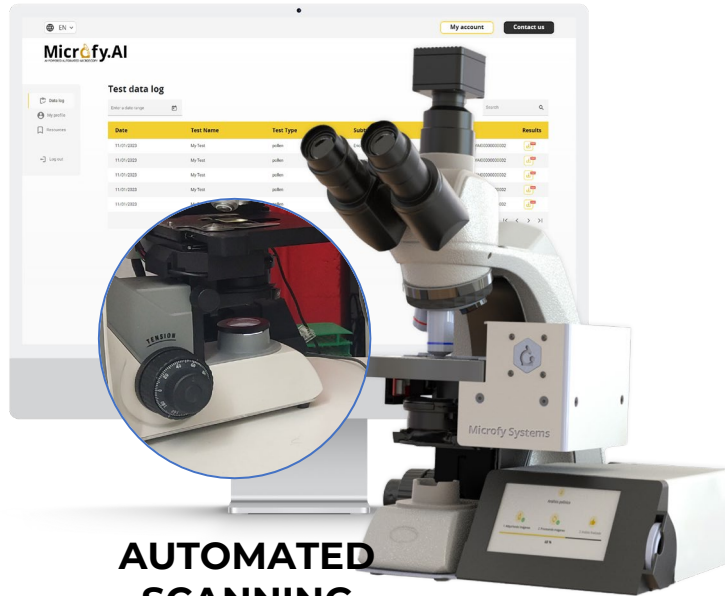


The Problem.



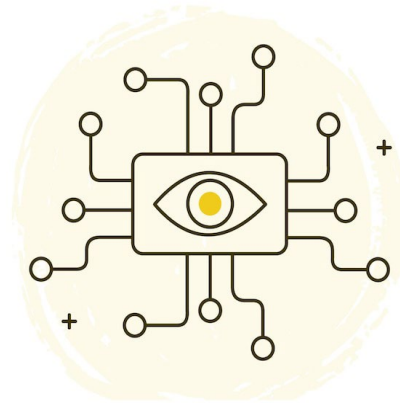
Microfy's mission.

Democratize smart microscopy in the food sector



**AUTOMATED
SCANNING
MICROSCOPE**

4.8k€
(Device Purchase)



**COMPUTER
VISION + AI**

+PaaS
(Platform-as-a-Service)



Affordable



Non-lab users

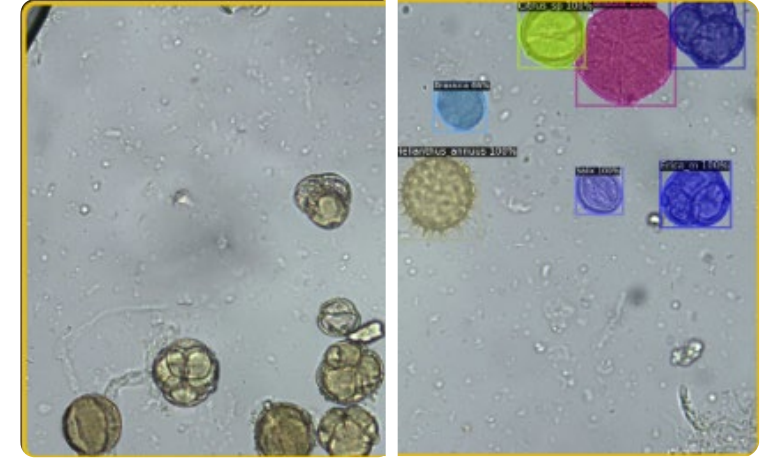
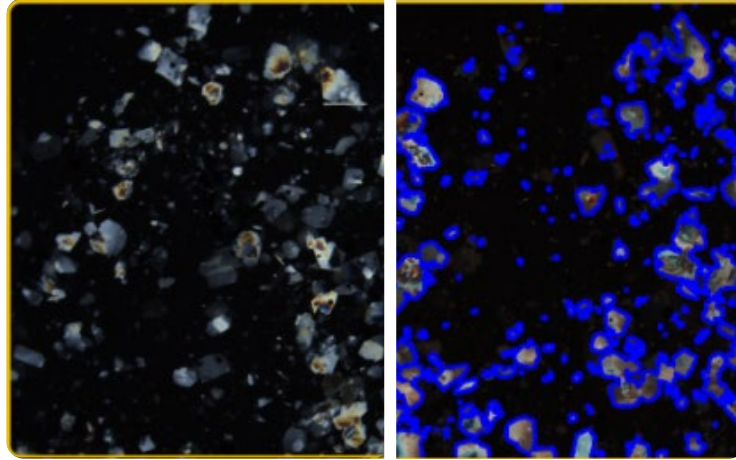
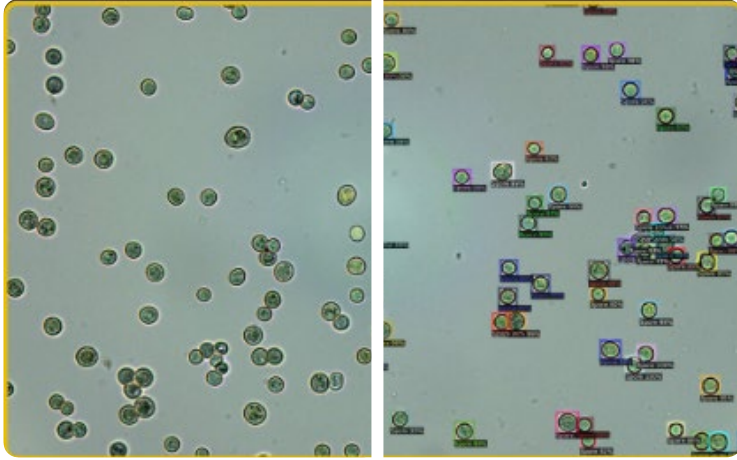


Plug&Play



Fast & accurate

What do we do? Ready-to-use operations



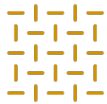
Cell counting



Yeast count & viability



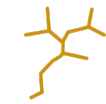
Particle dimension measurement



Texture assessment



Object detection & classification

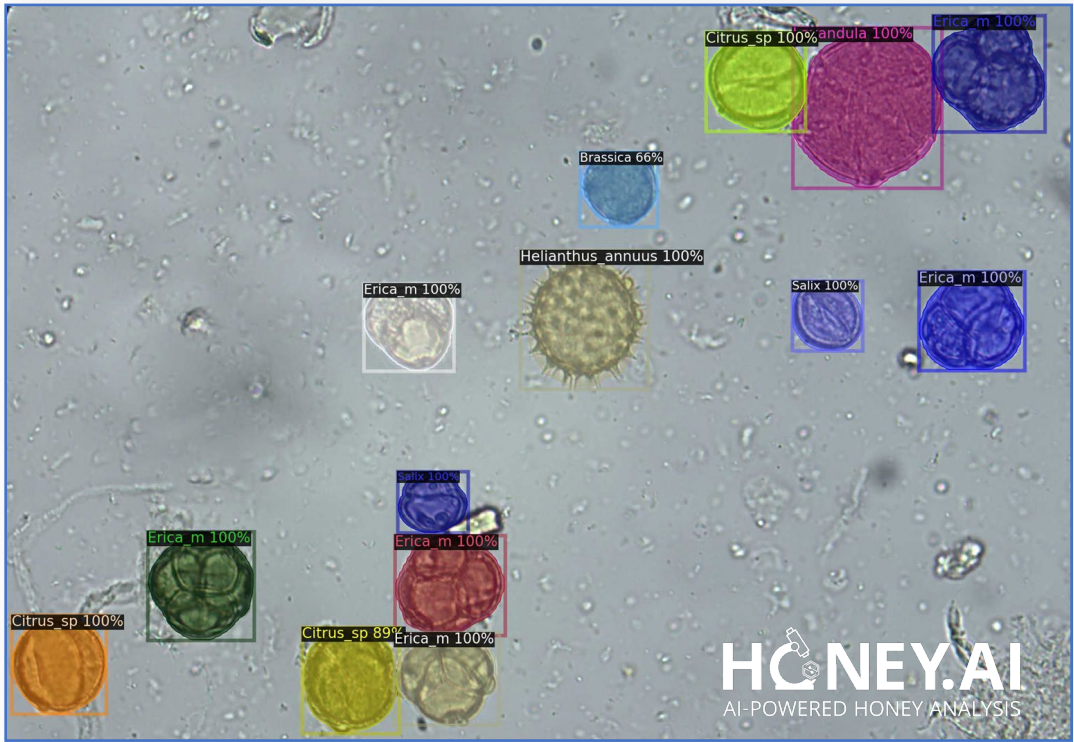
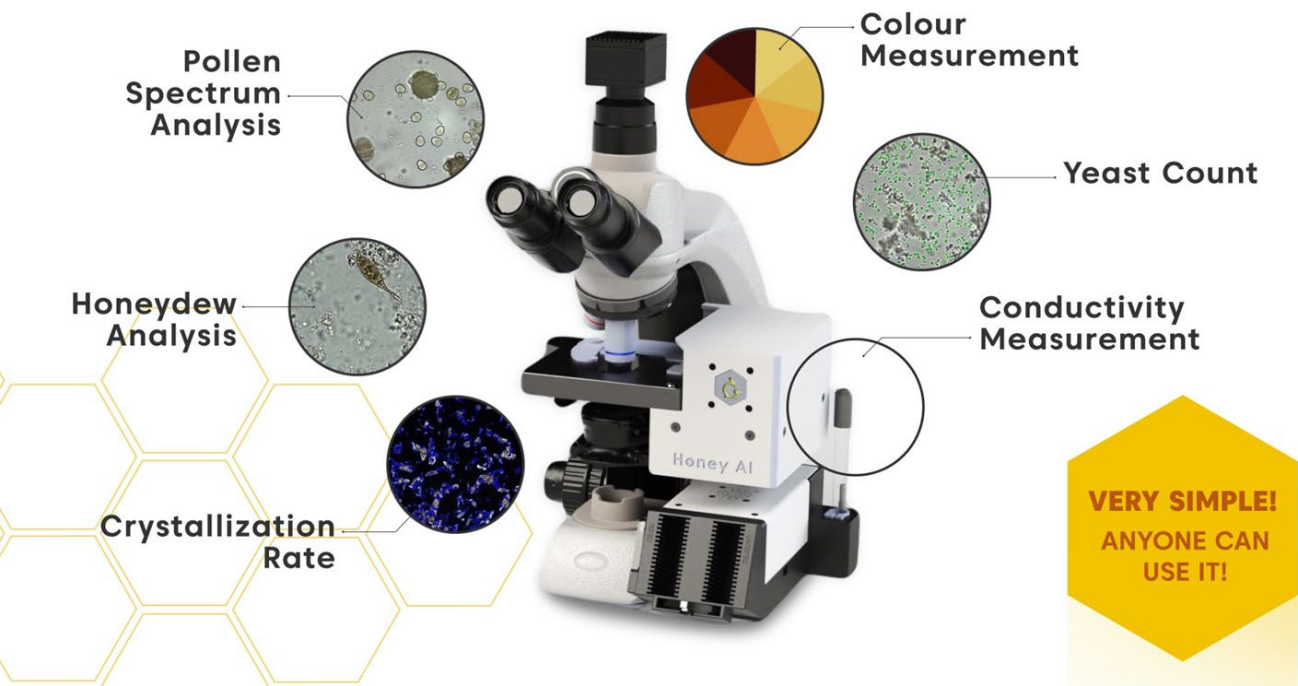


Hypha growth

First Commercial Usecase: Honey.AI

40 paying clients in 11 countries.

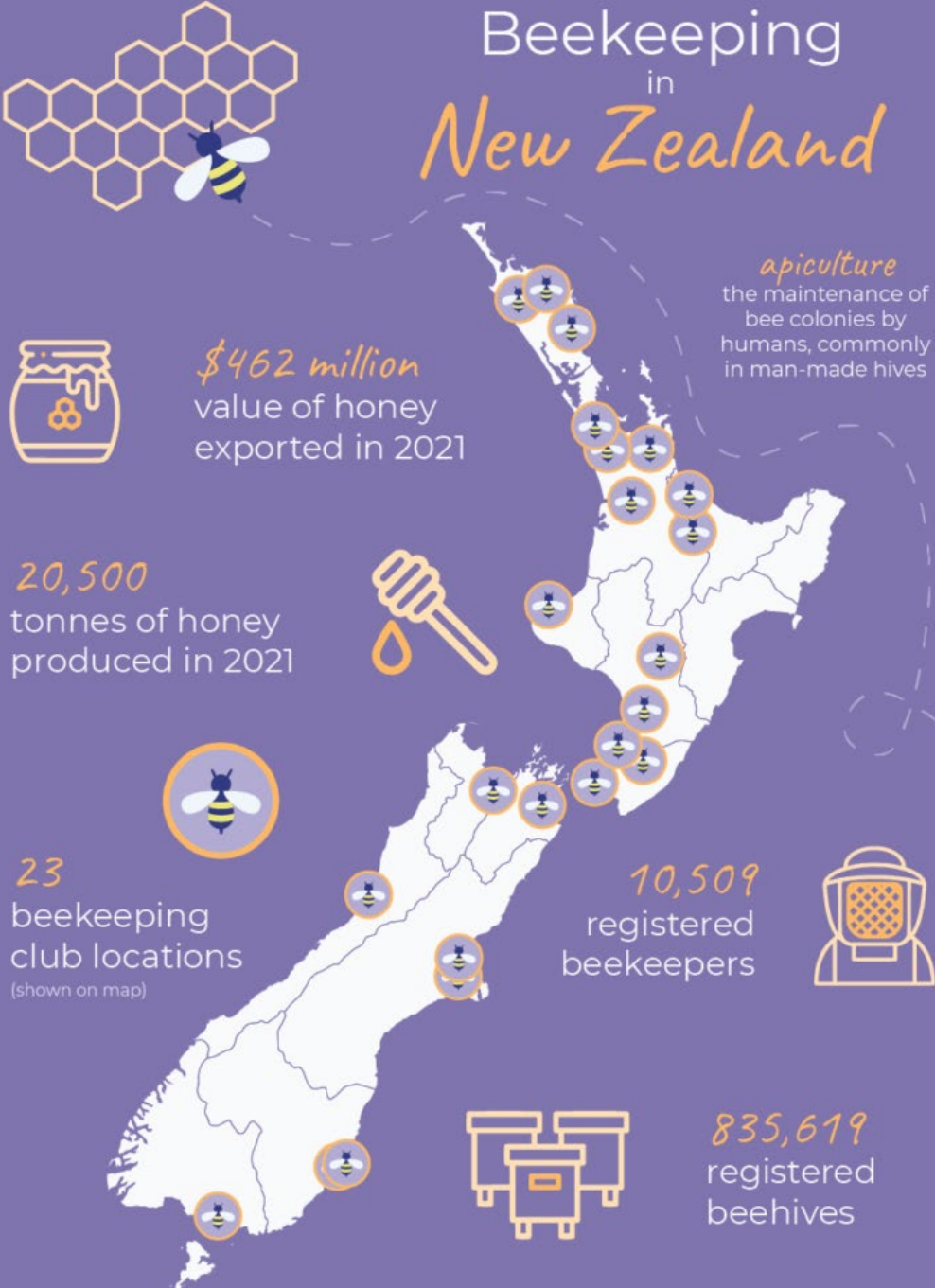
www.honey-ai.com



Pollen analysis is done multiple times per year

			
Large beekeepers	Traders	Retail honey packers	Cooperatives
100-200 tests/year	200-300 tests/year	300-400 tests/year	200-1000 tests/year

INNOWNWIDE PROJECT (NZ)



OBJECTIVES AND SUBCONTRACTORS

Katherine Holt PhD.

The activities are framed within 3 WPs, with one deliverable per work package, and 2 milestones:

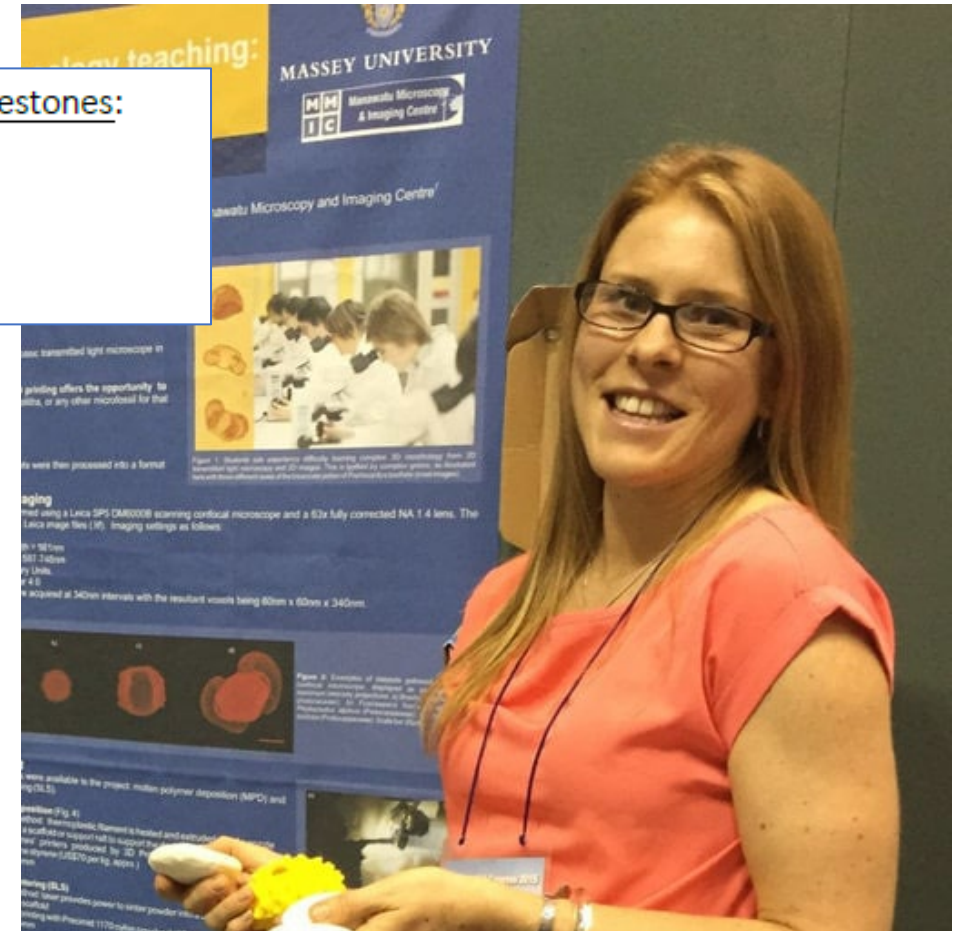
- ✓ WP1 - Technology validation [M1-M6] ▶ activity i) and ii)
- ✓ WP2 - Compliance Verification [M1-M2] ▶ activity iii) and iv)
- ✓ WP3 - Product-market fit Validation [M3-M6] ▶ activities from v) to ix)



<https://www.globalresearch.nz/>



<https://www.paq-labs.com/honey-testing>



WORKPLAN OF THE PROJECT

WORK PACKAGES			Start week	End week	Duration
WP 1	Technology validation	Task responsible	Week number	Week number	n. of weeks
1.1	Small-scale proof of concept	Microfy / Palynoservices Aotearoa	1	26	26
1.2	Definition of a complementary joint RTDI Project for technology adaptation	Microfy / Palynoservices Aotearoa	18	26	8
WP 2	Compliance Verification		Week number	Week number	n. of weeks
2.1	Business related social and cultural best practices identification	Microfy	1	10	10
2.2	Certification/homologation compliance verification	Microfy and PAQ Labs	4	10	7
WP 3	Product-market fit Validation		Week number	Week number	n. of weeks
3.1	Business opportunities early survey detection	Microfy /Global Research	9	16	8
3.2	Market quantitative analysis	Microfy	9	16	8
3.3	Competition analysis	Microfy	12	20	9
3.4	Analysis of potential partners for marketing (prescribers) and distribution	Microfy / Palynoservices Aotearoa	20	26	7
3.5	Analysis of potential suppliers	Microfy	20	26	7

MY EXPERIENCE AND USEFUL TIPS

- ❑ **Impact is very important.** Show figures and why this Project is so important for your company
- ❑ **Justify ROI and Value-for-Money.** You must demonstrate the coherence of your budget
- ❑ **Signature process:** Plan the signature process with your subcontractor well in advance.
- ❑ **Use AI to support the application. Very useful!** But use it only as a tool drafting support. Check the accuracy, coherence, consistency and real storytelling of the final text, remove unnecessary repetition and check that AI goes to the point.
- ❑ **Use Ethics Section to describe ethics topics well.** High level of details
- ❑ **Workplan Section can include pictures and visuals.** Take advantage when useful!!
- ❑ **Work on the risks sections.** It is very important for evaluators
- ❑ **Define an ambitious but realistic workplan and scope, supported by a coherent budget.**
- ❑ **Main subcontractor's interest:** Where relevant, explain the main subcontractor's interest in the project and the potential for longer-term collaboration



**Democratizing smart microscopy
for the food and agri industries.**



Iraxe.perales@microfy.ai



www.microfy.ai



[@microfy-systems](https://www.linkedin.com/company/microfy-systems)



**Funded by
the European Union**

TESTIMONIAL — INNOWWIDE CALL 3 BENEFICIARY

SAHEL

“Satellite Assessment for Highways and Environment in LMICs”

ORGANISATION

Hodos Media Ltd

HOME COUNTRY

United Kingdom

TARGET COUNTRY

Zambia

Innowwide beneficiary testimony

Hodos Media: Innowwide as the first stepping-stone

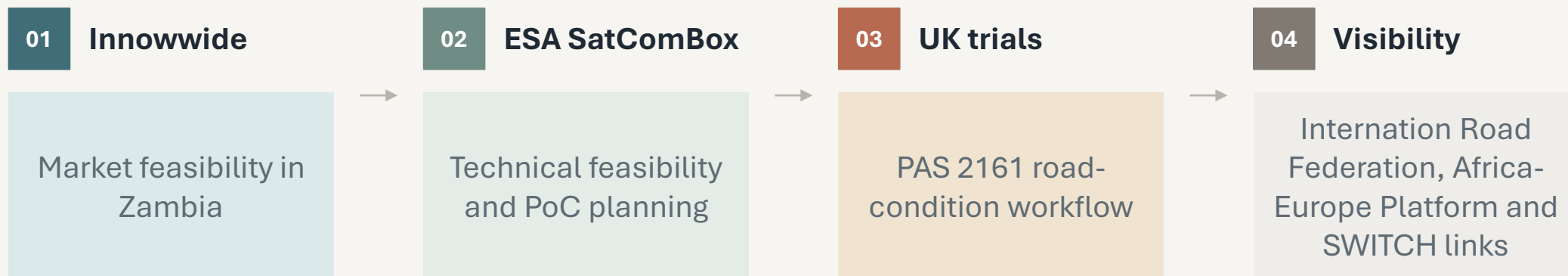
SAHEL market feasibility study, and the wider road-monitoring journey that followed.



Kevin Prescott
Managing Director at Hodos Media



“A small, practical feasibility study can become the first stone in a much longer bridge.”



1. ORGANISATION

Hodos Media: applied transport and mobility R&D

Hodos turns defined transport problems into evidence, prototypes, trials and implementation plans.

“We work where roads, vehicles, drivers, data and communications meet.”

CORE OPERATING AREAS

Roads and infrastructure

Road-condition assessment, field capture, maintenance planning and constrained operating environments.

Vehicles, tyres and operations

Condition signals, fleet context and the relationship between evidence, safety and maintenance decisions.

Data and communications

GNSS, image capture, connectivity, traceability, assurance and decision-support workflows.

SAHEL sits within Hodos' continuing road-monitoring programme: low-cost data capture, road-authority needs, GNSS, communications and practical deployment in constrained or low-connectivity settings.

2. SAHEL PROJECT

Market feasibility before a larger technical pilot

The project tested whether affordable, satellite-enabled road monitoring could be adopted and sustained in Zambia and similar LMIC settings.

PROJECT DESIGN



Design discipline: make the feasibility project answer a real next-stage decision, not merely produce a report.

3. WHY INNOWWIDE MATTERED

Two features made the grant unusually valuable

For Hodos, the value was not only the funding. It was the type of collaboration and the discipline of the first feasibility step.

1. International partner freedom

A grant that allows meaningful work with an international partner is unusual. Many national schemes are restrictive because they want the money and delivery activity to remain local. Innowwide made the foreign partner central to the feasibility work.

2. A first stepping-stone

The feasibility study created a controlled way to begin the innovation and collaboration journey before committing to larger trials, procurement or deployment. It was a first step with a defined purpose.

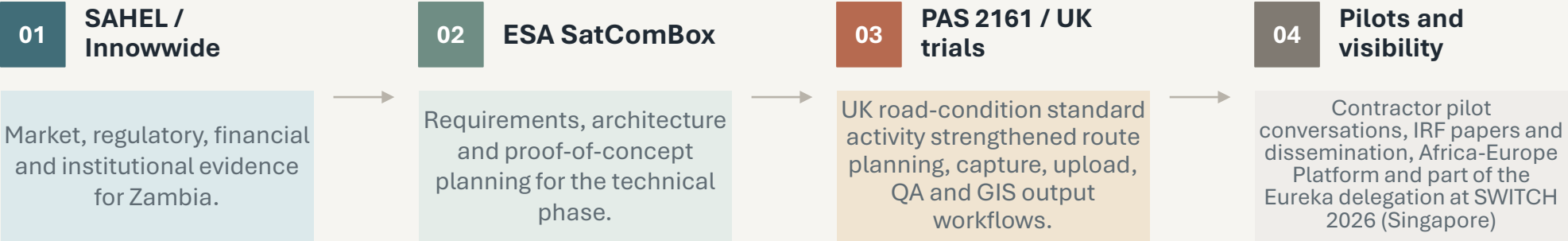
“You do not need a perfect crystal ball. You do need a plausible route to the next test.”

The useful question is therefore: what evidence will this study produce, and who could use that evidence next?

4. AFTER INNOWWIDE: THE WIDER JOURNEY

Opportunities can be international and closer to home

SAHEL did not end as a single report. It became part of a sequence of technical, commercial and dissemination opportunities.



APPLICANT LESSONS

Write for the next decision	Make outputs reusable	Plan, then adapt
A good feasibility project should leave a customer, funder or partner able to decide what happens next.	Requirements, risks, cost assumptions and workflows should be useful beyond the final report.	The future route will change. The bid still needs a credible direction and a first set of stepping-stones.

“The best outcome is not certainty. It is a credible path from feasibility to the next funded or operational step.”

Common mistakes to avoid (I)

- Submitting at the last minute and discovering validation errors too late — use **‘Save and Validate’** regularly.
- Not using the mandatory workplan template — uploads missing the Gantt or work-package tables, or otherwise non-compliant, are discarded. **Download the template from the call page.**
- Deleting an accepted invitation to your subcontractor and sending a new one — the first commitment form is not removed, so two exist and submission is blocked. **Check whether the invitation has already been accepted before deleting it.**
 - **How invitations work:** you can remove an invitation to your subcontractor while it is still pending. Once it is accepted, the system automatically generates a commitment form for your subcontractor. In that case, you would need to email the helpdesk to remove the extra commitment form.

The helpdesk replies promptly, but immediate assistance in the final days cannot be guaranteed.

Common mistakes to avoid (II)

- **Engaging your main subcontractor too late**
 - Finding a partner takes time, and e.g., universities may need weeks to clear a contract internally. Start the search before you start the application — our website has a [list of organisations](#) that can help, although we cannot guarantee it will produce a match.
- **Missing step 2 of the commitment**
 - Your subcontractor must accept the commitment and declaration of honour in SmartSimple; accepting the email invitation is not enough.
- **Forgetting time zones**
 - Check your subcontractor's local time against the Brussels deadline.

Note: the subcontractor in your application must be the one in your signed contract — no changes during the contract phase are allowed.

The helpdesk replies promptly, but immediate assistance in the final days cannot be guaranteed.

Tips for a strong proposal

- **Read the guides for applicants and experts.** Tailor your application to the criteria and thresholds.
- **Make it easy for evaluators:** clear language, a realistic workplan, a proposal that is easy to follow.
- **Demonstrate market demand and end-user need;** impact carries the highest weight, so make it measurable.
- **Show team capability and the value of the international collaboration.**
- **Organize work packages (WPs) and activities sequentially:** Develop a clear and logical timeline for all tasks over the six-month (26-week) market feasibility project.
- **Use the work plan to substantiate the budget request:** Each cost should be clearly justified.
- **Do not confuse gender dimension (needs of women and men) with gender balance (your team).**
- **Select only the SDGs where your project can make a realistic contribution**
- **Have someone review the proposal before you submit.**

Previous applicants estimate 40 to 80 hours to complete an application. Start early.

Support and resources

- Programme page: [Innowwide page](#)
- Call page: [Innowwide Call 5 \(2026\)](#)
- Library: [Innowwide resource library \(call documents, application form template, FAQs, etc.\)](#)
- Application platform: <https://eureka.smartsimple.ie/>

Questions?

Innowwide helpdesk: innowwide@eurekanetwork.org



INNOWNWIDE

5th Innowwide call for market feasibility projects – Autumn 2026

Helping SMEs go global

 Co-funded by the European Union

EUROPEAN PARTNERSHIP

Innowwide is funded by the European Union and the **Innovative SMEs**

Start Date: 1 October 2026, 12:00 AM CET
End Date: 1 December 2026, 2:00 PM CET

[Apply](#)

Application process

Your application

- Innowwide Call 5 guidelines
- Innowwide pre-application questionnaire
- Innowwide Call 5 evaluation guidelines

Templates and examples

- Innowwide workplan template (Word version)
- Innowwide application form (Word version)
- Example I of an Innowwide funded project proposal
- Example II of an Innowwide funded project proposal

Application system

- SmartSimple platform guidelines

Q&As session will start in 5 minutes

Post your questions in the chat — we will take some. After the webinar, we will publish a FAQs section on the Innnowwide library.

Thank you for your attention!

Good luck with your Call 5 application.