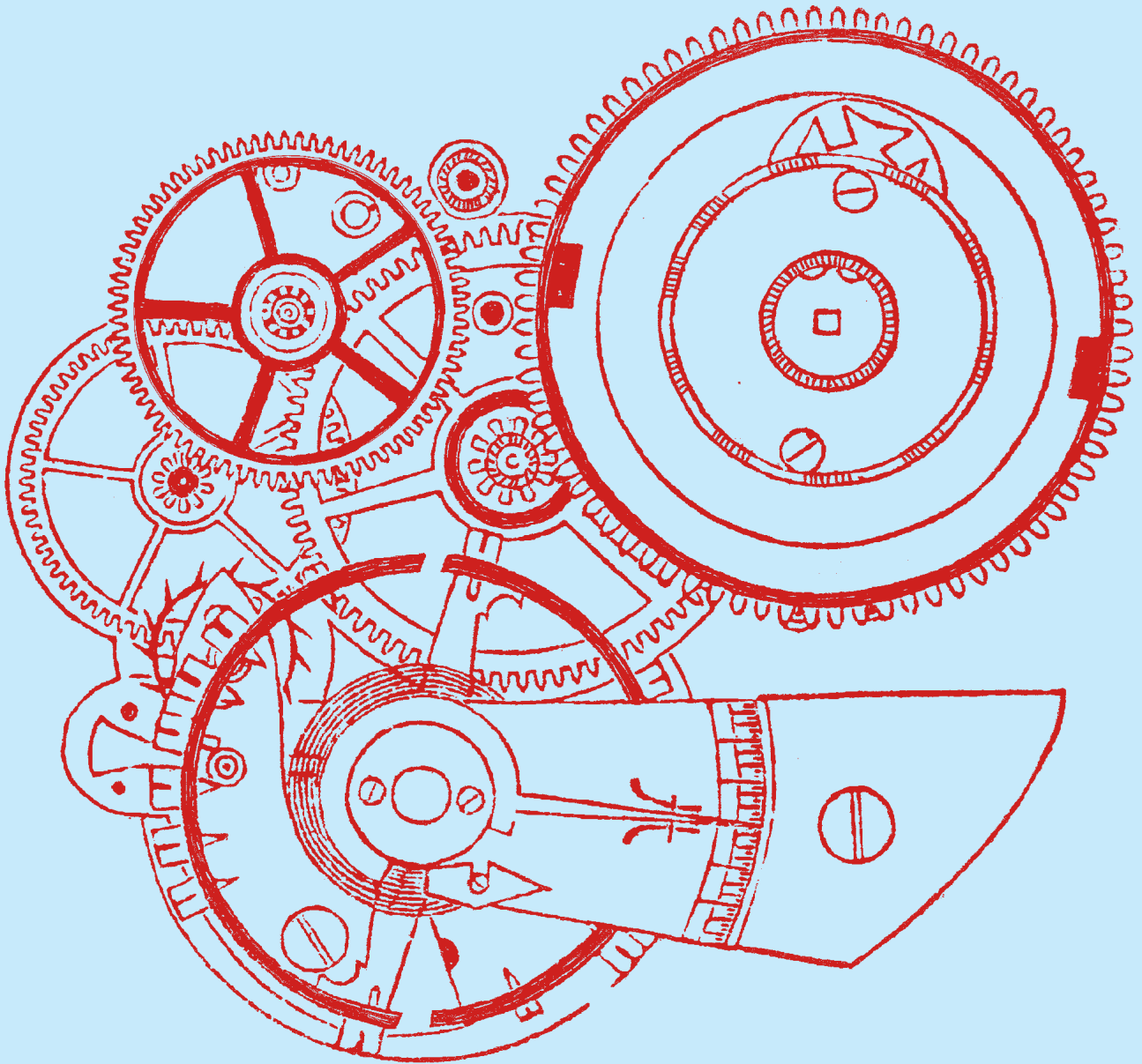


# Innovation Works



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# RD&I funding

**We are experts in RD&I funding: any public funding programmes and R&D tax incentives for innovation projects. We collaborate with organisations from across the board, including companies, research centres, universities, non-governmental organisations and public bodies.**

**We work on our clients' strategies, to turn innovation into the key competitive factor for them.**

**What is Innovation.** Innovation is a process that transforms markets and allows different stakeholders to advance. Innovation is also about taking and facing risks. Innovating is facing up to a challenge, as well as planning, coordinating and allocating sufficient human and material resources to achieve the defined objectives. Setting off to a better future requires enhancing innovative solutions and concepts in the corporate strategy. Innovate? Yes, but in a planned and coordinated way.

**A leading company in innovation management**

## In figures

Years of experience	30+
Qualified professionals	200+
Offices located internationally	11
Clients	1,500
R&D tax claims/year	900
Success rate in H2020	33%
Proposals submitted/year	2,000+
€Million return to clients in 2 years (H2020)	120+



# Areas of expertise



## Life science

- Health
- Biotech
- Chemistry
- Agri-Food



## Technologies

- ICT
- Open Data
- Security
- Materials
- Internet



## Societal challenges

- Smart Cities
- Transport
- Environment
- Social economies
- Energy

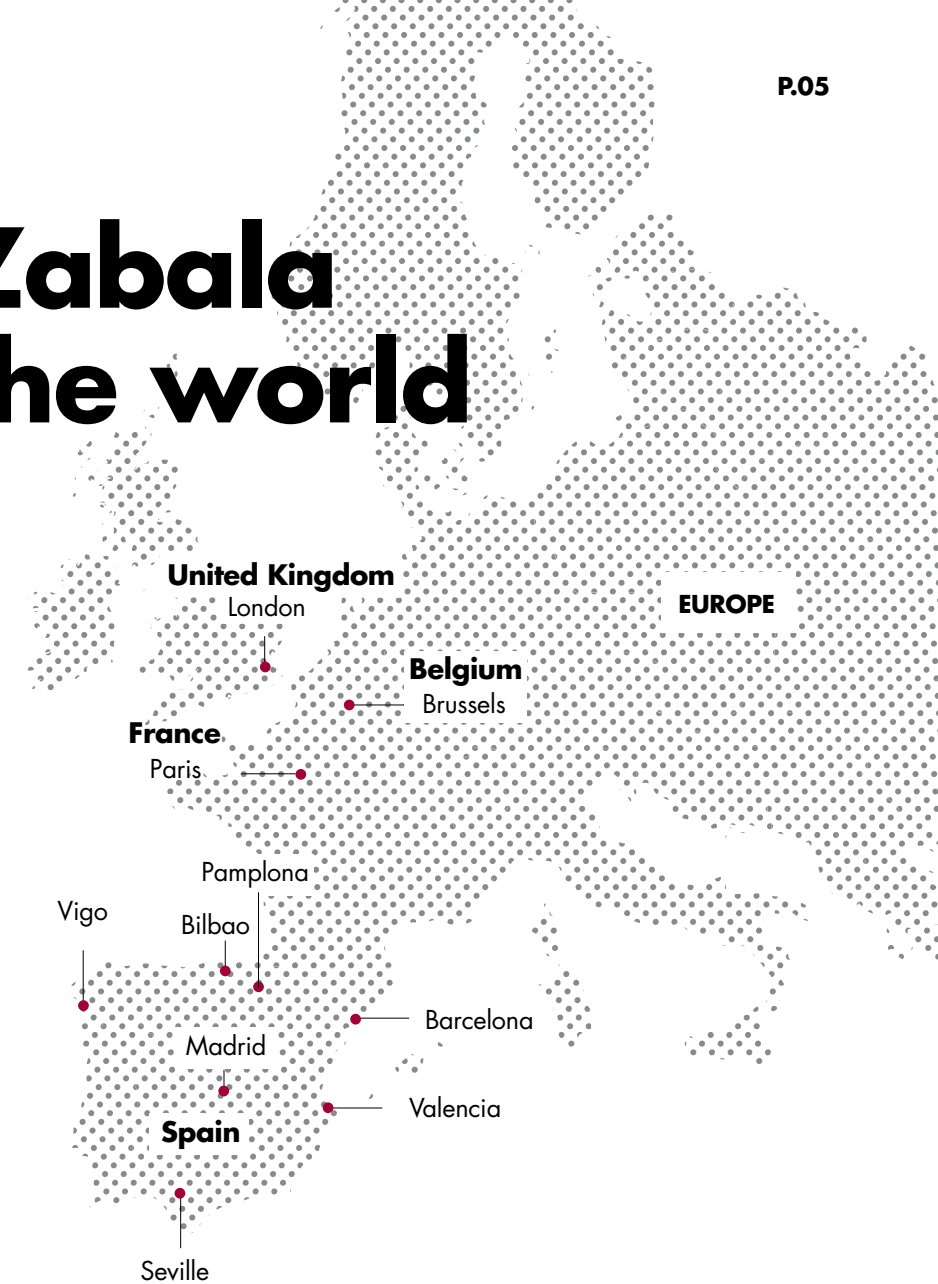


## Industrial leadership

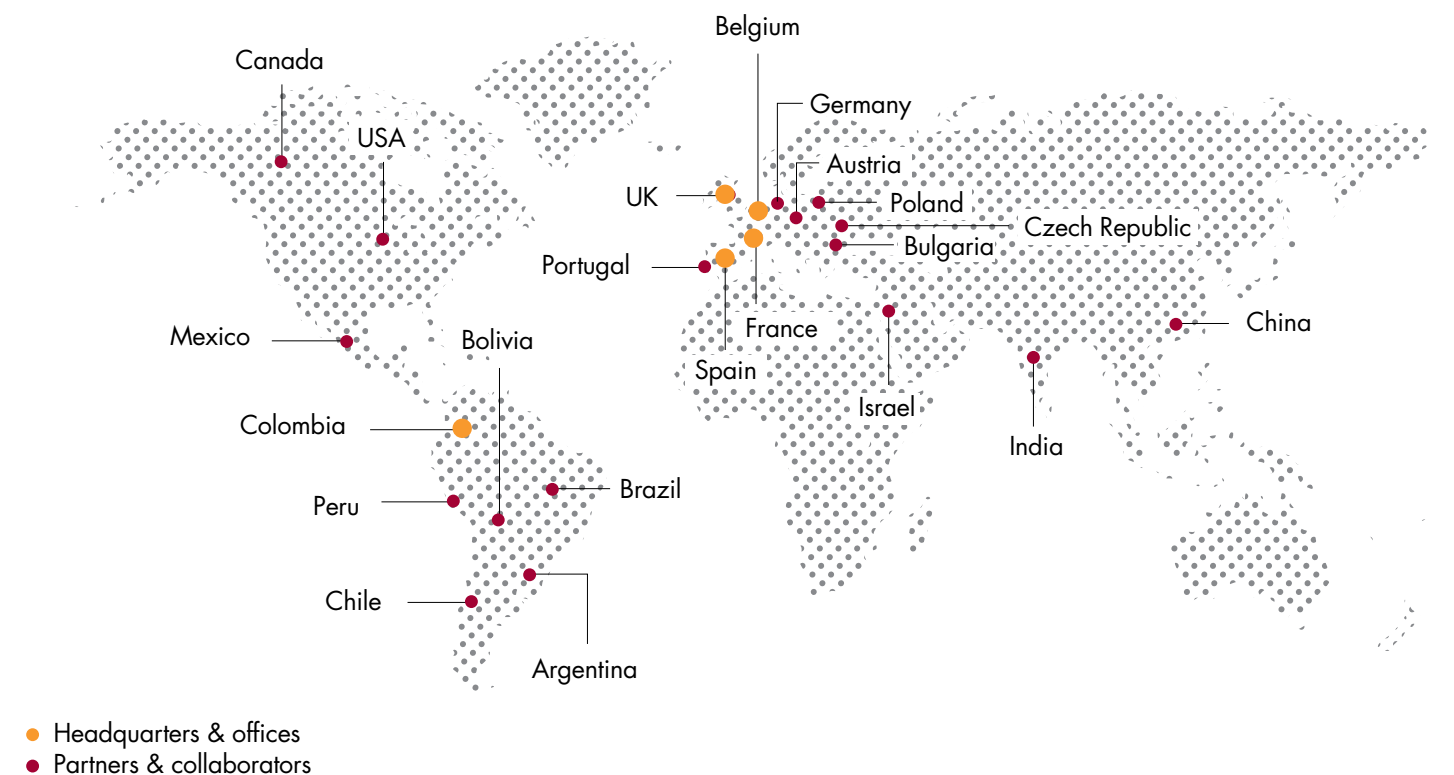
- Production technologies
- Industry
- Processes
- Product

# Zabala in the world

## Eleven offices internationally located



## Partners and collaborators





# European services



## Grant Funding

### Vital support for your innovation projects

Innovation projects at European level could help you open up international markets. While there are many grant funding opportunities for organisations operating in Europe, accessing these grants can often be challenging due to the very particular requirements of each call and the

highly competitive nature of the application process. Over the years, we have developed effective ways of helping you to succeed.

### Our Approach

- Analyse your current activities in RD&I, your planned investments and your future strategy.
- Identify financing opportuni-

ties in line with your activities and create a coherent funding strategy that follows you RD&I roadmap.

- Assist in scoping the projects to determine if and how they fit any identified programmes.
- Identify and contact any complementary partners for the projects.
- Prepare the application and justification documentation in

collaboration with your people for the submission to the relevant funding bodies.

- On success, liaise with your designated staff and the funding body on a periodic basis to report progress according to the programmes' requirements.



## Strategic Positioning in Europe

### From the funding opportunity to the European project

Europe offers many opportunities to support and foster Research, Development and Innovation actions. Competition is very high and being well positioned requires a fine thorough action plan to increase your visibility in Brussels.

networks and associations in the European framework and determining the optimal way to get you involved.

· Staying in contact with the most relevant people in charge of the definition of policies and regulations at European level to keep you abreast of the latest developments.

- Working consistently with you to structure your activities into European collaborative RD&I projects to apply for appropriate European grants.
- Working constantly to increase the chances of your participation in European projects in your areas of interest.

### Our Approach

- Defining the strategic areas of relevance at European level, including related key stakeholders.
- Analysing the relevant



## R&D Tax Relief

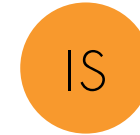
### Additional incentives for your R&D activities

R&D activities are constantly promoted by governments across the world through different forms of tax relief incentives. Many factors influence the level of benefit that can be achieved in different countries and subtle variations exist in different schemes depending on the R&D initiatives promoted by specific countries...

Our R&D tax teams bring together seasoned technical and costing professionals that can work with your people to untangle the intricacies in each scheme and carry out the required technical and financial diligence to successfully justify your claims.

### Our Approach

- Scope your activities to identify clearly defined projects and analyse the associated spend.
- Hold technical discussions to assess the projects carried out against the qualification criteria.
- Work with your finance people to gather all the relevant qualifying costs according to the allowed categories.
- In case of audits, work with you to answer queries from the relevant tax authorities and bridge any information gaps.
- Work with you subsequently to develop appropriate tailored data logging and data gathering methods to simplify the process for future claims.



## International Services

### Financing opportunities in European and international programmes

Zabala can identify financing opportunities and incentive programmes in line with our clients' strategies in any country. We are able to provide you with tailored services to target specific parts of

your overall innovation and investment funding strategy all around the world. In order to offer the most effective service, our international department works in close collaboration with our trusted network of international partners who adhere to the same standard of service quality as we do.



## Studies

### Opening up new markets

Zabala enhances your innovative solutions and concepts as part of your corporate RD&I strategy.

Collaborating with public administrations for the promotion of Innovation is also an integral part of our activities.

### Our Approach

- Design, implement and eval-

uate RD&I policies at regional, national and European level.

- Facilitate your Business Plan elaboration.
- Simplify the internationalisation process.
- Support the management of Intellectual Property aspects.
- Contribute to value Creation upon results assessment.
- Manage Innovation-related European platforms/partnerships.



## Social Innovation

We define Social Innovation as the development and implementation of new ideas (products, services and models) to meet social needs. We offer our clients the possibility to integrate Social Innovation in their company practices to develop the social value of their businesses and integrate human rights in their daily activities. Social responsibility with Social Innovation sets clear the differentiators among

businesses and establishes real competitive advantages.

### We can manage:

- Reviews of internal policies.
- Adaptation of international frameworks.
- Internal audits.
- Impact studies and risk analysis.
- Impact assessments and mitigation plans.
- Development of social projects.
- Intervention Strategies.

Any sector is open to undertaking a main innovation, and International tenders implies the possibility of reaching international markets for your products or services. We work with tenders coming from the main European and International institutions, including European Commission, European Investment Bank, European Bank for Reconstruction and Development and multilateral organizations such as World Bank group.

### Our Approach

Identification and analysis of the most suitable international tender opportunities

according to the business and regional priorities of the client:

- European Institutions & EU Development programmes.
- Multilateral Development Agencies.

Management of the tender process:

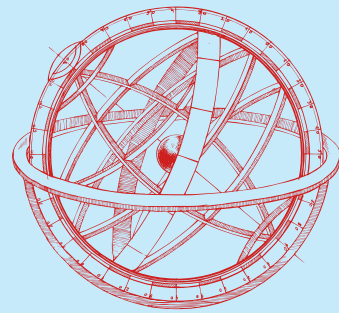
- Partner and experts search to set up a transnational and multidisciplinary consortium with all the expertise required.
- Support with the definition of the Tender strategy.
- Preparation of all the administrative: from the expression of interest to the tender submission.
- Support the client with the technical and financial proposal.



# Working methodology

**A working method as efficient as it is rigorous.** We pride ourselves on delivering our comprehensive service in accordance with a very unique methodology, developed during our 30 years of history. A working method, as efficient as it is rigorous. A process that is developed over several milestones:

00



## The client, the compass

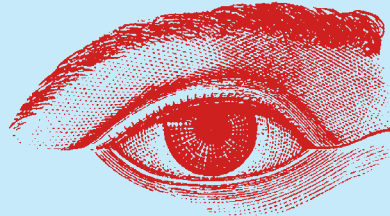


Our compass is the client; our mission, to solve their problems, by making innovation their key competitiveness factor. In order to do this, we get involved and

assume their needs as being our own, so that we manage them effectively. This way, the client can focus on their own know-how.

**We help our clients to make innovation their key competitive factor**

01



## Analysis and detection of opportunities



**A first phase that involves three actions: analysis, definition and concretisation**

**01.** We carefully analyse the Strategic Plan of our customers, understanding their investments and activities.

for both, R&D and innovation projects, as well as providing support on investment and competitiveness too.

**02.** We define a whole strategy by identifying public funding opportunities (at regional, national and European level)

**03.** We seek and specify the best alternatives to achieve grant funding/tax relief.

02



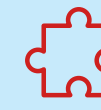
## Development of the project proposals



We develop the project proposals and manage the application process to the relevant programmes.



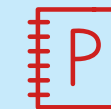
**01.** Definition of the proposal's structure



**02.** Partners search



**03.** Coordination and contacting all the partners

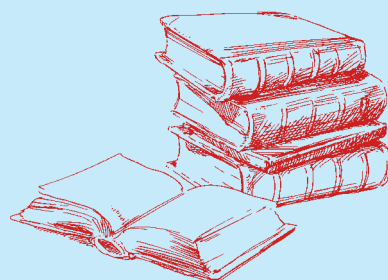


**04.** Data collection and elaboration of the full proposal including administrative, technical, IPR and financial aspects



**05.** In time submission

03



## Project management



Once the proposal has been approved, we assist the client with the management of the awarded project, providing support to the coordinator with administrative and financial duties, including the IP strategy and dissemination plan of the R&D results.



**01.** Follow-up of the project progress



**02.** Technical and financial reports



**03.** Consortium meetings



**04.** Liaison with the EC



**05.** Templates and internal procedures' guidelines



**06.** Administrative and financial support to the entire consortium



**07.** Legal issues















**08.** Tools for management and internal communication



# Case studies

**We lead projects and studies supported by the European Commission**

01 <b>Smart Energy Networks</b> www.etip-snet.eu	02 <b>Smartcities Replicate</b> www.replicate-project.eu	03 <b>LT Observatory</b> www.lt-observatory.eu	04 <b>Spire</b> www.spire2030.eu
			
05 <b>Waste4think</b> www.waste4think.eu	06 <b>Slim</b> www.slim-project.eu	07 <b>Hivacar</b> Salud H2020	08 <b>Finodex</b> www.finodex-project.eu
			
09 <b>IIT</b> www.iit-project.eu	10 <b>ProBIO</b> www.probio-project.eu	11 <b>Sinfonia Smartcities</b> www.sinfonia-smartcities.eu	12 <b>Inneon</b> www.inneon.eu
			

**It is not the sector, but the project.** It is not the company's size, but its attitude. It is not where, but how and with whom. Because Innovation means transforming knowledge and technology into commercial opportunities: with clear goals, planning and proper budgets.

# Our DNA

**Commitments and values**

## CSR

Our commitment to the Corporate Social Responsibility is focused on social groups that work with people at risk of social exclusion, together with the promotion of values such as sustainable development, support for groups with special needs, or sports.

## Environment

Ideas transformed into sustainable solutions. Biodiversity, Energy Efficiency, Energy, water and environmental innovation technologies.

## Social Action

Our team comes up with solidarity projects to collaborate on.

## Support and Sponsorship

Zabala is part of different boards related to social inclusion, sports and employment.

Zabala Innovation Consulting is attached to the United Nations global Compact, an international initiative promoting CSR.



**United Nations**  
Global Compact

## Core values

- Trust
- Respect
- Cooperation
- Innovation
- Commitment
- Professional competence
- Independence and responsibility

**“A company is only as valuable as its innovation value”**

**José María Zabala**  
CEO  
Zabala Innovation Consulting





**01**  
Integrate innovation into the strategy of the company



**02**  
Directly support and drive innovation from the company's Management team



**03**  
Innovate, take into account competitive market



**04**  
Take informed risks and face up to them



**05**  
Delegate and concentrate on your core business



**06**  
Make an innovation plan and follow it



**07**  
Turn your ideas into well-structured innovation projects



**08**  
Cooperate with other companies, technological centres, and universities



**09**  
Invest material and human resources according to your innovation objectives



**10**  
Look to the future and integrate the innovation culture into all aspects of your business



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