

## Horizon 2020: An Innovative Business Perspective



**Tim Llewellyn is CEO and co-founder of nViso SA, a leading provider of emotion recognition software. Based on award-winning proprietary 3D facial imaging technology, nViso solutions allow for state-of-the-art emotion measurement and analytics. With applications in market research and a strong R&D focus, the company is actively exploring new domains for product development. And with two Horizon 2020 projects running, they are targeting completely new areas.**

### **Why did you decide to take part in Horizon 2020 projects?**

We are a start-up constantly looking to develop innovation and technology in our products. We had success with a CTI project conducted jointly with EPFL and were looking to enlarge this collaborative R&D approach. H2020 offers a very good setting in this regard, bringing together a diverse set of like-minded partners willing to work together towards a common goal and help us advance faster than our competitors. If you want to conduct exploratory R&D and to get financing for it, the powerful access to collaborations and resources at international level is the largest asset of H2020.

### **When did you discover Horizon 2020? How does it fit into your R&D strategy?**

We discovered H2020 in 2014, at the time of the programme's launch. With H2020, we are focusing on long-term vision for the company, as opposed to more tactical, revenue-driven activities. This implies of course higher risk but potentially more pay-off in the longer term.

### **What do these projects bring to your business?**

They provide us a diverse set of benefits, key among them being credibility in new fields, international networking and R&D financing. These projects provide introductions to international networks, creating a great base for potential partners and clients. They bring direct cash for R&D, that you are free to spend on research on these topics. But most importantly, they provide us credibility for product development in new areas. If you are an SME, it is difficult to establish credibility in new domains. H2020 provides a robust framework for this, essential in order to take advantage of future opportunities.

### **How can companies use Euresearch services?**

Euresearch can help with all kinds of questions about the functioning of the programmes, calls and administrative issues as well as aspects such as how to search for academic partners abroad.

Interview by Irina Sakharova Quitt, SME Advisor  
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