

INNOSUP EXPERIMENTS AT FFG

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INNOSUP PROJECTS IN FFG

Social Innovation Matched Crowdfunding (SIMCROWD)

grant nr 824220

- Supplemental Program evaluation
- Impact of public grant money on individuals' interest in contributing to a social crowdfunding campaign

Innovation Capacity Building in SMEs (INNOCAP)

grant nr 824221

- New service development
- Best approach to fostering readiness of Start Ups and SMEs for non-technical innovation processes

Feedback for small companies and first timers (FeedsFirst)

grant nr 824222

- New service development
- Optimizing the feedback given to funding recipients of innovation projects in General Programmes

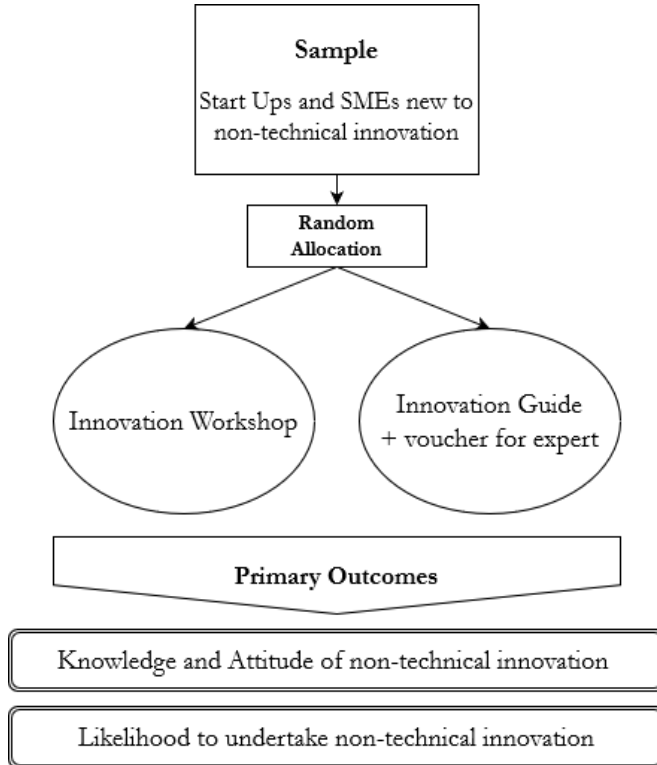
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This RCT is part of project that has received funding from the European Union's Horizon H2020 Innovation in SMEs programme under grant agreement Nr 824221

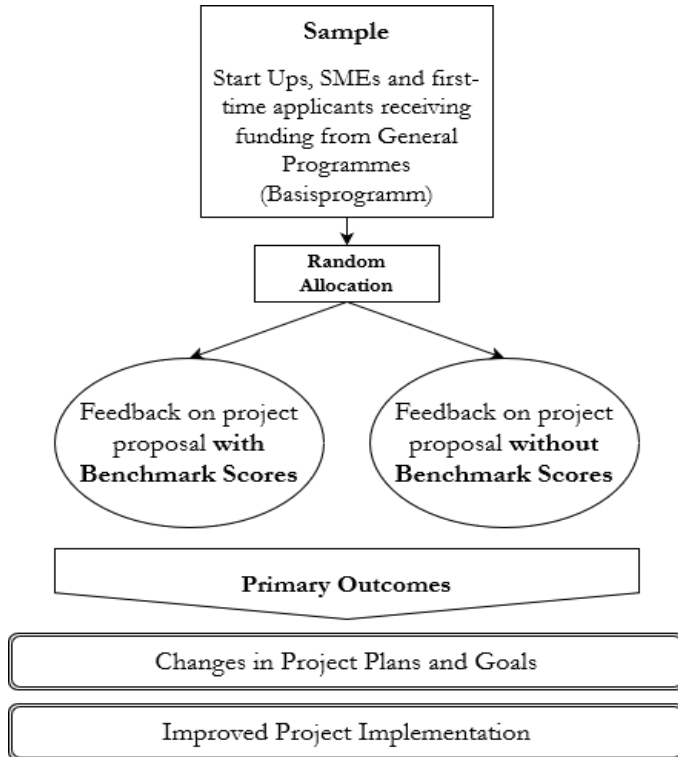


INNOVATION CAPACITY BUILDING IN SMES (INNOCAP)

- **Reason for the experiment:** we noticed that many innovators lacked skills and experience in designing and executing innovation projects.
- **Research Question:** Which approach has the most impact in preparing novice innovators for a non-technical innovation project?
- **Results expected end of 2022**



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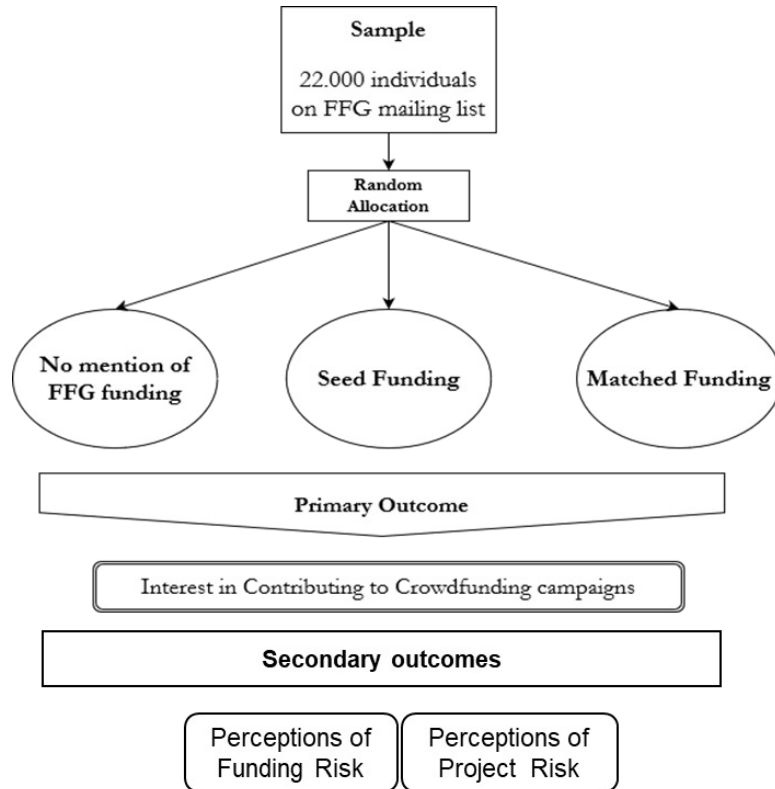


FEEDBACK FOR SMALL COMPANIES AND FIRST TIMERS (FEEDS FIRST)

- **Reason for the experiment:** Traditionally only rejected proposals receive feedback from FFG. We assumed that funded projects might also benefit from expert feedback.
- **Research Question:** Do Benchmark Scores have an impact on a firm's perception of the feedback?
- **Results expected end of 2022**



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SOCIAL INNOVATION MATCHED CROWDFUNDING (SIMCROWD)

- **Reason for the experiment:** we noticed that many projects focusing on social innovations had trouble raising funds to match FFGs funding.
- **Research Question:** How does funding from FFG (a public funding agency) impact the likelihood of the “crowd” to contribute to crowdfunding campaigns of early-phase social innovation projects?



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SIMCROWD - RESULTS

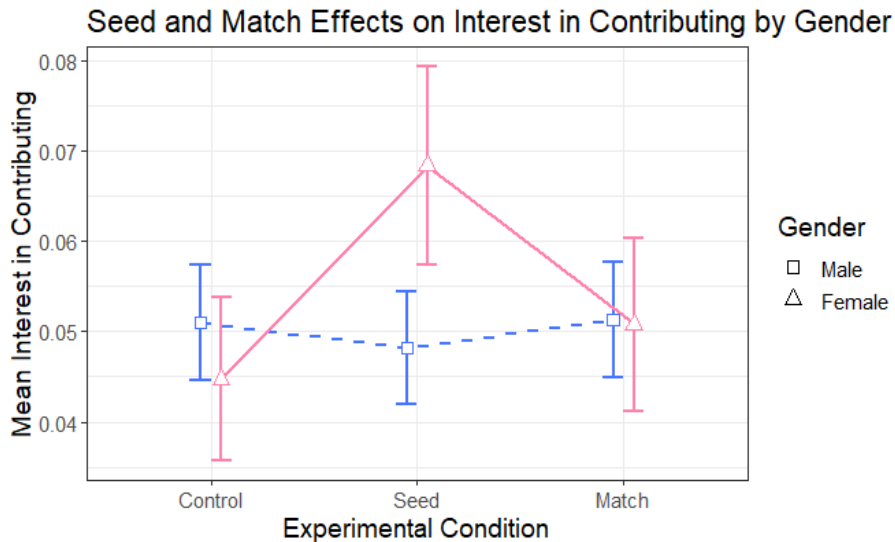


Image: Bapna S and Burtch G (2021)

- Women in the Seed group demonstrate significantly more interest in contributing than the other groups, while FFG funding did not have much of an impact on men in either group.
- Also, women in the Seed group were much more likely to see lower risk for overall project success.
- Full Analysis: Bapna S and Burtch G (2021). An Experimental Evaluation of Major Donor Funding Schemes for Crowdfunded Social Ventures. Available at SSRN: <https://ssrn.com/abstract=3938577>



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SIMCROWD – CONCLUSION

- Funding from FFG acts a quality signal for social crowdfunding campaigns and projects, and does not diminish the likelihood that an individual will be interested in contributing
- These results are informing future designs of the Social Crowdfunding program, particularly in how FFG grant should be communicated in CF campaigns, but have also led to re-thinking future communications and the design of new funding measures beyond Social Crowdfunding.

CONCLUSION

- RCTs and other forms of experimentation are an important tool in the set of methods used in evaluations as they open up new opportunities to **test** and **evaluate the impact** of programs and services
- From an agency perspective, experiments create **spaces for learning and change** - elements necessary for a more modern innovation policy and agency
- However, RCTs, specifically, can be **resource intensive** and demands **specialized skills**, thus they should be approached mindfully and should best done together with academics or other experts.

THANK YOU FOR YOUR ATTENTION!

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