

## Criteria for application and jury evaluation creative\_project/18 – 22

valid from 01.01.2018 – 31.12.2022

The criteria have been translated from their German version. Please note that only the German language version is legally binding.

## Criteria for application

### **Businesses < 1 year**

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#### **Past development**

Describe the general development of your company/institution

#### **Current situation**

Describe the current situation of your company/institution. What products / services are offered, and which developments are currently implemented? Describe further customers, market sector and competitors.

#### **Prospect and strategy**

Describe the strategy for the coming years. Will there be development of new products / services, and will there be expansion to new markets (parallel to the present project)?

#### **Creative industry**

Describe the section of the creative industries in which your project is embedded.

### **Founders and businesses > 1 year**

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#### **Creative and artistic education and experience of the founding team**

Describe the qualifications of the founding members focussing specifically on the artistic and economic aspects of experience in the creative industries. Provide details of relevant knowledge, education and experience necessary for a successful realisation of the project.

#### **Business development**

Describe the strategy for the coming years. Will there be development of new products / services, and will there be expansion to new markets (parallel to the present project)?

#### **Creative industry**

Describe the section of the creative industries in which your project is embedded.

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## Project

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### **Project summary (press release)**

Briefly describe the project in a few sentences. This text may be used by the Vienna Business Agency for publication (only in case of a grant).

### **Section of the creative industry**

The funding programs for the creative industry target companies, which realise projects within one of the following fields. Additionally, services that specifically address members of the creative industries are also eligible for application. Select the section, in which your project is mainly located:

Architecture, design, art market, fashion, multimedia (including games), publishing, music industry, film industry (including animation and visualisation), services for the creative industries.

### **Creative-artistic concept**

Describe your project and focus specifically on the creative-artistic concept.

### **Project realisation and challenges**

What are the main challenges (concerning content, personnel, strategic etc.) in realising the project (and founding the business)? The information must also be represented in the work packages below.

### **Further development**

What is the impact of the project on the business and its surroundings (industry sector, city of Vienna etc.)? What further developments and changes are to be expected? How will the company implement results and understandings for the long term?

### **Customer value and target audience**

What is the customer value gained from the product/service? Who are the target audiences?

### **Sales and marketing strategy**

What is the sales strategy to address customers/target audiences? Describe the marketing measures that will be implemented.

### **USP, competition and market analysis**

Describe the USP. How does the product/service/process differentiate itself from already existing solutions on the market? Describe competitors and their products/services/developments. Elaborate on the potential market and its future developments.

### **Price model and revenue expectation**

What is the price of the product/service? What does the planned revenue consist of? Calculations and expectations must be explained in detail.

### **Effects on employment**

Will new employees be hired for the project? If so, will the employment start during the project, or after the project is completed? Will they be full-time or part-time employees?

### **Cross-cutting topics**

Does the project have (positive) impacts on one or more of the following topics: ecology and resource efficiency, equal opportunities and diversity, further socio-political topics?

## Criteria for jury evaluation

### Overview

No.	Indicator	Scale	Score	KO
1.	Project planning	0 – 5	10	yes
2.	Business of the creative industry	y/n	-	yes
3.	Objective within the creative industry	y/n	-	yes
4.	Creative quality	0 – 5	20	yes
5.	Business model	0 – 5	15	yes
6.	Sales and marketing strategy	0 – 5	10	yes
7.	Resources	0 – 5	5	yes
8.	Financing	y/n	-	yes
9.	Operational relevance			
9.1	Business and strategic relevance	0 – 5	10	yes
9.2	Potential of company	0 – 5	5	yes
(9.)	Team and expertise	(0 – 5)	(15)	(yes)
10.	Employment	0 – 5	10	no
11.	Relevance for regional economy	0 – 5	10	no
12.	Cross-cutting topics	0 – 5	5	no
Sum			100	

\* Question 9 "Team and expertise" only applies to founders. It is used in place of "Business and strategic relevance" for businesses > 1 year

Criteria

No.	Indicator	Scale	Score	KO
1.	Project planning	0 – 5	10	yes
	Is the planning of the project complete, cohesive and plausible?			
2.	Business of the creative industry	y/n	-	yes
	Is the company a business within the creative industry? The programme's guideline defines the following sectors as part of the creative industries: architecture, design, art market, fashion, multimedia, publishing, music industry and film industry. Additionally, companies that offer services specifically targeting the creative industries are eligible for application.			
3.	Objective within the creative industry	y/n	-	yes
	Is the objective of the project situated within the creative industries? According to the programme's guideline eligible projects develop, produce or distribute creative products, processes or services within or aiming at the following sectors: architecture, design, art market, fashion, multimedia, publishing, music industry and film industry. Services targeting the creative industries: is the service targeting specifically businesses or actors within the creative industries?			
4.	Creative quality	0 – 5	20	no
	Is the project based on a highly creative concept which indicates an excellent range of service in its creative sector? What is the unique position of the project with regard to other creative services? Are expertise and experience within the company's team indicative of excellent creative quality? Factors of reproducibility and standardisation of the product or service are further key indicators.			
5.	Business model	0 – 5	15	yes
	Please evaluate the business model concerning quality and prospects of success. Does the application provide sufficient information about target audiences, customer benefits, additional value and forms of revenue generation?			
6.	Sales and marketing strategy	0 – 5	10	yes
	Please evaluate the sales and marketing strategy concerning quality and prospects of success.			
7.	Resources	0 – 5	5	yes
	Evaluate the extent to which the project is equipped with necessary resources (personnel, expertise, materials, licenses, legal etc.). Is the planning of resources feasible?			

	Financing	y/n	-	yes
8.	Evaluate the financial means of the project. In case of inadequate financing, can the requirement to provide proof of finances sufficiently secure the funding of the project?			
9.	Operational relevance			
	Business and strategic relevance	0 – 5	10	yes
9.1	Evaluate the importance and additional value of the project for the company (in comparison to the previous development). Indicators are revenue growth and business strategy (in the sense of change of behaviour, reframing or “nice to have”). Does the project exceed day-to-day operations and usual creative performance of the company (= minimum requirement)? Additionally, is it a major undertaking or one of many projects? The development of a new, additional (or decidedly improved) product/service is necessary to be qualified. Does the project enable new markets or target audiences? Evaluate not only the business model of the proposition in isolation but in the context of other activities and operations of the company and in view of future economic development.			
	Potential of company	0 – 5	5	no
9.2	Is the previous business operation indicative of a successful project realisation and positive development of the company?			
	Team and expertise*	(0 – 5)	(15)	(yes)
(9.)	Evaluate the qualifications of the founding members, specifically concerning creative and economic expertise, and do these indicate a successful realisation of the project and subsequent business development?			
	Employment	0 – 5	10	no
10.	What is the intermediate (positive) employment impact of the project? Is the project able to create employment during and extending its realisation?  Orientation for scores: 1-3 expected additional jobs – 1 point; 3-5: 2 points; 5-8: 3 points; 8-12: 4 points; more: 5 points; the scale may be adapted if a specifically dynamic development on the intermediate- or long-run must be expected, and/or there a significant growth is expected compared to past development.			
	Relevance for the regional economy	0 – 5	10	no
11.	What is the project’s importance for the city of Vienna, specifically concerning employment, creation of value, exemplary role etc.			
	Cross-cutting topics	0 – 5	5	no
12.	Evaluate the (positive) impacts of the project on the following topics: ecology and resource efficiency, equality and diversity, further sociopolitical topics.			

\* Question 9 “Team and expertise” only applies to founders. It is used in place of “Business and strategic relevance” for businesses > 1 year