

Criteria for application and jury evaluation creative_to market/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

Business

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? Additionally, describe 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.

Project

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.

Product / service details

Describe the creative product/service for which marketing and/or sales activities will be executed. Where is the product currently available (i.e. markets), which target audiences are currently addressed, which distribution channels are implemented? Provide details about pricing, and describe the revenue development.

Market analysis

Describe the target market (sector, geographic etc.). What defines the market in general? What distribution channels are used? Describe the competition. What are the main differences of the product/service/process in comparison to competitors?

Marketing and/or sales strategy

Describe your marketing/sales strategy. What are the goals of the project, which activities will be implemented to achieve them? Describe which communication and distribution channels, which have been identified, and how these will be utilised. It must be clear how customers will be acquired on the target market, and how the product/services will be distributed. Details about marketing and sales strategy must be reflected in the working packages.

Network

Which networking and cooperation partners are relevant for a successful realisation of the project? How will they be addressed? What does the cooperation consist of?

Business model

Describe your business model in relation to the project. Elaborate specifically on price calculations and revenue expectations. What are the economic potentials of the project? Provide unit prices, expected sales volume and/or customer numbers.

Further development

What are the impacts on the company as well as on the business environment (industry, city of Vienna etc.)? Describe developments and changes. What are the effects of results and learning on the company?

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	10	yes
5.	Market analysis	0 – 5	10	yes
6.	Sales strategy	0 – 5	10	yes
7.	Business model	0 – 5	10	yes
8.	Resources	0 – 5	5	yes
9.	Financing	y/n	-	yes
10.	Operational relevance			
10.1	Business and strategic relevance	0 – 5	15	yes
10.2	Potential of business	0 – 5	5	yes
11.	Relevance for regional economy	0 – 5	10	no
12.	Cross-cutting topics	0 – 5	5	no
13.	Employment	0 – 5	10	no
Sum			100	

Indicators

No.	Indicator	Scale	Score	KO
1.	Planning	0 – 5		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		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.	Marketing and communication strategy	0 – 5		yes
	Are the measures described comprehensibly, and are they suitable to reach the project's aims? Does the project open a new market, a new target audience, or a new business sector? The minimum requirement is defined as the orientation towards a new market with the existing portfolio, the initial market entry with a new range of product/service, or the use of new distribution channels.			
6.	Sales strategy	0 – 5		yes
	Are distribution channels defined and are these pursued effectively? Is the intended (international, local, or global) positioning realistic? Is the creative potential used to realise new sales strategies, and can new business models result from these? Does the company show sufficient knowledge about the execution of activities within the team and the delegation to experts?			

7.	Business model	0 – 5		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?			
8.	Resources	0 – 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?			
9.	Financing	y/n	-	yes
	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?			
10.	Operational relevance			
10.1	Business and strategic relevance	0 – 5		yes
	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? 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.			
10.2	Potential of company	0 – 5		no
	Is the previous business operation indicative of a successful project realisation and positive development of the company?			
11.	Relevance for the regional economy	0 – 5		no
	What is the project’s importance for the city of Vienna, specifically concerning employment, creation of value, exemplary role etc.			
12.	Cross-cutting topics	0 – 5		no
	Evaluate the (positive) impacts of the project on the following topics: ecology and resource efficiency, equality and diversity, further sociopolitical topics. 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.			