

Application questions and evaluation criteria*

Tech4People

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Application questions

Questions about the company

For companies older than one year:

Company development to date

In general terms, describe the most important steps in the development of your company or organisation. What is the current situation of your company or organisation?

What products/services do you offer, and how are you currently developing? Please also describe your current situation relating to customers, the market and competition.

Outlook and company strategy

What is your company and development strategy for the coming years? In addition to the submitted project, are you planning to develop any other new products/services or enter new markets?

For start-ups or companies under a year old:

Founding team and prior experience

Describe the founding team. Describe any knowledge, training and experience pertinent to the successful implementation of the project. Please attach CVs by going to “Annexes” in the menu.

Planned company development

What is your company and development strategy for the coming years?

In addition to the submitted project, are you planning to develop any other new products/services or enter new markets?

Questions about the project

Short project description (press release)

Describe your project (content and outcomes or objectives) in a few sentences. This text will be used for publication in the event that funding is granted.

Objectives and description of project content and technical aspects

Describe the most important objectives, content and actions of your project.

Which specific problems, tasks and challenges does it seek to address and resolve? What specific outcomes should the completion of the project bring about?

Current technical capabilities

Describe the current technical capabilities or current knowledge relating to your project. List the key literature or publications for the subject area that form the basis for your R&D work. This is especially important for projects with a scientific background.

Hypotheses, risks, methodology, solution approach and findings

What are your initial considerations and **hypotheses** (if any)? Describe the key questions relating to content or technical aspects that your R&D work seeks to answer.

In your opinion, which open questions constitute **critical elements** in your R&D project and entail a particularly high **development risk**, while also being highly pertinent to the successful implementation of the project? Describe the means, technologies and **methods** by which you are intending to resolve the problems and challenges in question.

Please also indicate whether and to what extent regulatory regimens such as:

- the EU AI Act
- the General Data Protection Regulation (EU-GDPR)
- the Medical Device Regulation (MDR), and/or
- the In-vitro Diagnostic Regulation (IVDR)

are relevant to your project and are taken into account accordingly.

What specific **insights or outcomes** does the project aim to achieve?

Unique selling point, competition and market analysis

Explain your **unique selling point**. Explain what makes your project innovative in comparison to the current technical capabilities and current knowledge, as described above. What will set your product/service/process apart from developments already on the market? Describe your **competitors** and their products/services/developments. Describe your potential market as a whole, along with current and future market development. How has the market developed in recent years? How do you expect the market to develop in the short to medium term?

Protection strategy

What is your protection strategy for the outcomes of this project? Indicate whether the project is based on your own or third-party intellectual property or how you intend to obtain the necessary rights for third-party property.

Impacts/immediate benefits

Different needs of population groups as well as ecological and social aspects need to be considered and integrated in the development of new technologies, products or services, to ensure that technologies do not bypass human beings or even disrespect human values. Illustrate therefore the impacts/ immediate benefits of the solution for humans.

Elaborate, which particular problem or challenge your aspired product or service tackles or improves? Which immediate benefit does your aspired product or service have for humans or your target audience? How do you ensure that the well-being of human beings is the focus of your (digital) technology? Which potential impact does your project have on humans, communities and the environment? If applicable, describe possible harmful (ethical, social, ...) impacts of your project. How do you plan to deal with them and which measures do you take to counteract them?

Customers

Who are potential customers or users of your product, service, process or procedure?

Which needs of your customers/users does your proposition address?

Do you already have feedback or concrete interest of your customers (e.g. through enquiries, pilot projects, tentative agreements, etc.)?

Utilisation of the outcomes

How will the outcomes of the project be (commercially) utilised? Describe your marketing strategy, utilisation concept, existing sales structures, service network, etc.. Which sales structures and sales networks can you use, or are intending to use?

How do you intend to address your target markets? What financial and human resources are you allocating to this?

Environment (focus on climate action)

How will the submitted project affect the environment? Please describe the positive and negative impacts (and quantify them if possible). Think about:

- Emissions, energy consumption, water consumption, resource consumption, etc. before and after the project
- Waste management, recycling, recoverability for the circular economy
- Environmental pollution and impact on biodiversity

- Opportunities for more climate-friendly solutions, infrastructure and work equipment, selection of partners and suppliers

Please also indicate how the intended outcomes of the project compare to the existing situation and/or the current technical capabilities, and/or which improvements it is intended to achieve.

Diversity at a project level

Which positive and/or negative impacts can your project have on the various **target and user groups**? How do you take diversity considerations (e.g. age, gender, origin, accessibility) into account in the project implementation? In which developmental steps or work packages specifically?

If the project does not encompass any diversity considerations, please provide an explanation for this.

Is the **project team** well balanced in terms of diversity? Will the project improve on current industry ratios?

Employment effects

Are there any planned changes to the workforce as a result of the project, e.g. in the areas of development, production, sales or service? Will the company hire new employees? Are there plans to hire new employees during the project or after it is complete? Will these be full-time or part-time employees? What is your potential recruitment strategy?

Evaluation criteria

Overview

No.	Indicator	Scale	Knockout:
1.	Programme-specific requirements	Points *	≤ 0
2.	Resources	yes/no	no
3.	Financing	yes/no	no
4.	Feasibility/risk	yes/no	no
5.	Customer benefits	Points	≤ 0
6.	Economic effects within the company	Points	≤ 0
7.	Climate action/environmental objectives	Points	-2 **
8.	Diversity	Points	≤ -1 **
9.	Employment effects within the company	Points	-2 **
10.	Location effects	Points	≤ 0

* The point scale covers the value range from -2 to +3 points. (For the “Programme-specific requirements” indicator, the value range is 0 to +3 points.) If negative effects are expected for a particular criterion, minus points are awarded. A score of zero means that no effects are expected for this criterion. If positive effects are expected, +1 to +3 points are awarded. For significantly negative effects, -2 points are awarded. A score of +3 points is reserved for an expectation of highly positive effects for the respective criterion.

** If this evaluation criterion is cited as a focus topic in the objectives of the request for funding and specified as a “must-meet criterion”, the project should be expected to have a positive effect; otherwise this results in an automatic knockout. If it is cited as a focus topic and specified as “should-meet criterion”, a single score of -1 results in an automatic knockout. If it is not a focus topic, a single rating of -2 (= significant negative effect) results in an automatic knockout.

Evaluation criteria in detail

No.	Indicator	Type	Maximum points	Knockout
1.	Programme-specific requirements	Points	3	≤ 0
	This criterion is used to assess how effectively the submitted project meets the programme objectives and whether the funding can contribute to the project being implemented more quickly or extensively.			
2.	Resources	yes/no	-	no
	Does the company and, if applicable, its partners and service providers have resources of a sufficient quantity and/or quality to implement the planned project? In addition to technical equipment, infrastructure and organisational provisions, this includes the composition of the team working to implement the project.			
3.	Financing	yes/no	-	no
	Is the financing for the project set out in a transparent way? Is financing from expected future income realistic (expected capital increases, future cashflow, as yet unconfirmed subsidies, etc.)?			
4.	Feasibility/risk	yes/no	-	no
	In addition to the technical, human and financial resources assessed above, other factors affecting specific aspects that may be critical for successful overall implementation are evaluated at this point. These may include, an incomprehensible project plan, legal matters (patents, licences) or unrealistic technical approaches / methods from an expert point of view.			
5.	Customer benefits	Points	3	≤ 0
	This criterion is used to assess the extent to which the project aims to meet actual existing needs and how urgently a solution is required. In this context, "customers" means both end customers and companies. In the case of projects that aim to improve processes, such benefits may also arise indirectly.			
6.	Economic effects within the company	Points	3	≤ 0
	The direct or indirect impact of the project on the company's competitiveness is evaluated here. This may include short-term effects that can be achieved directly on the market as well as longer-term project effects, particularly of a structural nature.			
7.	Climate action/environmental objectives	Points	3	-2
	To what extent does the project take account of climate action and environmental objectives? What effects are to be expected, and to what extent? How significant is the project for the development of the company into an environmentally sustainable enterprise?			

8.	Diversity ¹	Points	3	≤ -1
	This indicator is used to examine the extent to which diversity-related aspects have been included in the implementation of the project and the extent to which the planned products or services include diversity considerations.			
9.	Employment effects within the company	Points	3	-2
	This indicator is used to assess the expected effects of the project on short- and long-term changes in employment. An alternative scenario can also be used as a basis for assessment (development with or without the project). The evaluation should also include any information about how the company perceives its social responsibility (compliance with social standards, transparency, etc.) and whether the project appears to have a positive impact in this regard. All company locations in Vienna and affiliated companies in which the company has a majority shareholding are taken into consideration.			
10.	Location effects	Points	3	≤ 0
	This indicator is used to assess the extent to which the project has a positive impact on Vienna as a business location (in terms of the project's appeal, positive impacts on other Viennese companies, including suppliers, and contribution to maintaining a diverse economic structure), and the extent to which the project generates added value for society (in terms of helping to overcome social challenges, city of short distances, meeting basic needs, etc.).			

¹ "Diversity" means diversity of gender, gender identity, sexual orientation, ethnicity, age, physical and mental abilities, social background, religion and belief.