

Application and Evaluation Questions*

Research/18 – 21+

Call Tech4People 2023

(extended until 31.12.2023, effective from 1.1.2022)

Application Questions

Questions for businesses older than 1 year

Past development

In general terms, describe the most important developmental stages of your business or organization.

Current situation

What is the current situation of your business or organization? What projects/services do you offer and what developments are you currently undergoing? Please also elaborate on your client, market, and competitive conditions.

Outlook and strategy

What is your strategy for the next couple of years? Beside the proposed project, do you plan to develop any new products/services or explore any new markets?

Questions for founders

Founding team and previous knowledge

Describe the founding team. Elaborate on the prerequisite knowledge, education, and experience you bring to the table in order to successfully realize your project. Please attach CVs in the "attachments" tab.

Envisaged business development

What is your strategy for the next couple of years? Beside the proposed project, do you plan to develop any new products/services or explore any new markets?

Questions regarding the project (for founders and businesses older than 1 year)

Short project description (press release)

Describe your project in just a few sentences. In the case of a positive funding decision, this text may be published.

Substantive/technical project description

Describe the most important elements and activities of your project. What problems, tasks, and challenges does it attempt to address? Describe any new and innovative approaches and the added value of your endeavor.

Call-specific question: Direct benefit

Describe the solution's direct benefit for people. Explain in detail what specific problem or challenge you would like to solve or improve with the targeted product or service. In what way is there a direct benefit for people? How will you ensure that your digital technology is focused on people's well-being? Touch upon the potential impacts of your project on people/communities, the environment, etc.: When developing new technologies, products, and services, the needs of various population groups as well as environmental and social aspects must be considered and integrated so that technological solutions do not arise that ignore people's needs or possibly even run counter to people's values.

The state of technology

Please describe the state of technology or science relevant to your project.

Hypothesis, methodology, approach, and findings

What are your conceptual considerations and (if applicable) hypotheses? What are the most fundamental unresolved technical issues that you intend to address with your R&D activities? What unresolved issues do you believe comprise critical elements of your R&D project and pose especially high risks but are at the same time are extremely important to the successful realization of your project? Describe your approaches (resources, technologies, and methods). What concrete findings do you expect to gain?

Patent situation and literature

Indicate whether the project is based on proprietary or third-party intellectual property, and if the latter, indicate how you intend to acquire the necessary rights. Please provide the relevant literature for the area of expertise that serves as the basis for your R&D activities (particularly if the project has a scientific background).

Customer benefit and target group

Who is your target group and what specific needs of this group do you intend to address? How can customers use your product/service i.e. development?

Application of the results

How will the results of this project be applied (economically)? How do you intend to engage the target audience? What marketing measures will you implement?

Competition and market analysis

Define your competitors and their products/services/developments. How do you assess the general market situation?

Employment effects

Will you hire new employees for your project? If so, will these employees be hired during the course of the project or upon completion? Will they be full-time or part-time employees?

Cross-cutting themes

Does the project have any (positive) effects on one or more of the following themes: Ecology and resource efficiency, equal opportunity and diversity, or other socio-politically relevant issues?

Jury Questions

1. Overview

No.	Indicator	Scale	Points	KO
1.	Planning	0 – 5	10	yes
2.	Scientific quality	0 – 5	15	yes
3.	Degree of innovation	0 – 5	10	yes
4.	Call-specific question: Direct benefit	0 – 5	20	yes
5.	Business model	0 – 5	10	yes
6.	Resources	0 – 5	5	yes
7.	Financing	y/n	-	yes
8.	Economic relevance			
8.1.	In-house and strategic relevance	0 – 5	10	yes
8.2.	Business potential	0 – 5	5	yes
(8.)	Team and competencies*	(0 – 5)	(15)	(yes)
9.	Employment growth	0 – 5	10	no
10.	Regional economic relevance	0 – 5	5	no
11.	Cross-cutting themes	0 – 5	5	no
Sum			105	

* The question (8.) "Team and competencies" only applies to founders. Question 8. "Economic relevance" only applies to businesses older than 1 year. Please select the appropriate question according to business age.

2. Indicators

No.	Indicator	Scale	Points	KO
1.	Planning	0 – 5	10	yes
	<p>How complete, coherent, and plausible is the information provided in the application? Motive: Can the objective of the project, the expected results, and the research content be clearly identified on the basis of the application (and any attachments)? Are the descriptions and work packages detailed enough to be understood clearly?</p>			
2.	Scientific quality	0 – 5	15	yes
	<p>How high do you objectively assess the (scientific) quality of the research and development endeavor? Grounds: Estimate the potential degree of expected knowledge growth that accompanies the realization of this project. Can we expect significant new (scientific) results? What is the qualitative and quantitative quality of the R&D endeavor according to objective (in the sense of comparison with the best international) standards? Keywords: What are the project's underlying risks and challenges? How ambitious do you consider the (technical) research problem, for example: the number and complexity of the technical problems that need to be solved. The requirement for a positive assessment is, naturally, that the theoretical (scientific) approach and the envisaged scientific methodology ("research concept") appear well-suited to achieving the desired research objectives.</p>			
3.	Level of innovation	0 – 5	10	yes
	<p>To what extent is the endeavor and its potential results innovative in comparison to other (comparable) projects or products/processes/services available on the market? Reasoning: The level of innovation present is a key variable in research and development projects. The greater the (technical, economic, organizational) uncertainties and vagaries, the more radical the (potential) innovation in comparison with other, similar, endeavors or in relation to products/processes/services already on the market, the greater the assigned value. How do you assess the challenges or unknown factors with regard to potential results?</p>			
4.	Call-specific question: Direct benefit	0 – 5	20	yes
	<p>Is the direct benefit for people described in an understandable way? Is the specific problem or challenge that is to be addressed, solved, or improved with the product or service clearly illustrated? Have you ensured that the targeted digital technology is focused on people's well-being? Are the potential impacts of the project on people/communities, the environment, etc. depicted in an adequate and understandable manner? Are positive social and/or environmental effects to be expected from the submitted research project?</p>			
5.	Business model	0 – 5	10	yes
	<p>Evaluate the outlined business model according to its quality and chances of success. Have the target audience, customer benefits, ways of value creation and revenue generation been adequately addressed?</p>			

6.	Resources	0 – 5	5	yes
	To what extent are the resources necessary to implement the project (personnel, know-how, materials, licenses, legal prerequisites, etc.) given?			
7.	Financing	y/n	-	yes
	Are the financial resources necessary for implementing the project present, and have they been presented comprehensively? If no, can positive financing requirements be used as evidence of a sufficient financing?			
8.	Economic relevance			
8.1.	In-house and strategic relevance	0 – 5	10	yes
	How great do you assess the relevance and additionality of the project for the business (also in comparison to previous activities)? Look at revenue growth and business strategy (in the sense of "change of behavior," reorientation, or "nice to have") as indicators for your assessment. For submissions with a project partner (especially together with research institutions): Are essential parts of the R&D activities that lead to the build-up of know-how carried out by the lead applicant?			
8.2.	Business potential	0 – 5	5	yes
	Do the previous activities of the applying business lead you to expect the project to be implemented successfully and the business able to further develop itself?			
(8.)	Team and competencies*	(0 – 5)	(10)	(yes)
	How qualified is the founding team? Do their qualifications lead you to expect that they will be able to execute the project and subsequently develop their business successfully?			
9.	Employment growth	0 – 5	10	no
	How do you assess the mid-term (positive) employment effects of the project?			
10.	Regional economic relevance	0 – 5	5	no
	How great is the significance of the implementation of the project for the location of Vienna, in the sense of charisma, its exemplary role, value creation, etc.?			
11.	Cross-cutting themes	0 – 5	5	no
	To what extent can we expect the proposed innovative endeavor to have positive ecological effects (ecology)? Can different groups of people use the innovation differently, and are these or other aspects of diversity explicitly addressed in the project (diversity)? Does the business intend to solve social problems in a sustainable manner (social entrepreneur)?			

* The question (8.) "Team and competencies" only applies to founders. Question 8. "Economic relevance" only applies to businesses older than 1 year. Please select the appropriate question according to business age.

** The maximum possible number of points per project is 105. In order to be eligible for funding, a project must achieve at least 30 evaluation points.

Funding Rates

Funding rates on the evaluation basis for*:	Small businesses	Medium-sized businesses	Large businesses	Research facilities
Experimental development (ED)	45%	35%	25%	-
ED with a bonus for cooperation projects	60%	50%	40%	80%
Industrial research (IR)	70%	60%	50%	-
IR with a bonus for cooperation projects or the large-scale dissemination of results	80%	75%	65%	80%
Obtaining, validating or defending patents and other intangible assets only in connection to the subsidy of ED or IR	50%	50%	-	-
Bonus for projects led by women	If the project is demonstrated to be led by a qualified woman working within the business funding will be raised by € 10,000.			

* For a definition of small, medium-sized, and large businesses see pt. 4.2.; for closer definitions of bonuses, see pt. 8.2. and/or 8.3. of the Research/18-21+ guidelines. The allocation into research categories or funding rates is determined by individual workpackages.