

Application and Evaluation Questions*

Research/18 – 21+

Food Products R&D Call 2021

Open Call

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 questions regarding the theme: Food Products

Describe what specific area your project can be ascribed to within the food manufacturing value chain. Please indicate the corresponding section: Will you be covering food production (incl. Animal feed), processing, packaging, logistics, quality assurance, recycling, or waste management?

Describe the (positive) effects you want to achieve with your R&D project or aimed solution in your respective field or target group.

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.	Employment growth	0 – 5	15	yes
5.	Call-specific questions regarding the theme: Production in the City	0 – 5	15	yes
6.	Business model	0 – 5	10	yes
7.	Resources	0 – 5	5	yes
8.	Financing	j/n	-	yes
9.	Economic relevance			
9.1	In-house and strategic relevance	0 – 5	5	yes
9.2	Business potential	0 – 5	5	yes
(9.)	Team and competencies *	(0 – 5)	(10)	(yes)
10.	Regional economic relevance	0 – 5	5	no
11.	Cross-cutting themes	0 – 5	5	no
Total			100	

* The question (9) "Team and competencies" only applies to founders. Question 9. "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
	How complete, coherent, and plausible is the information provided in the application?			
2.	Scientific quality	0 – 5	15	yes
	<p>How high do you objectively assess the (scientific) quality of the research and development endeavor?</p> <p>Grounds:</p> <p>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?</p> <p>Keywords:</p> <p>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?</p> <p>Reasoning:</p> <p>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.	Employment growth	0 – 5	15	yes
	<p>To what degree do you expect the project's economic effects to result in—as a direct or indirect consequence—positive employment growth?</p> <p>Grounds:</p> <p>Assess the extent to what employment effects are likely to take place within the business as a result of the project. While employment effects generally do not occur independent of economic potential, they can significantly deviate from growth effects (keyword: jobless growth).</p>			

	<p>Keywords: direct employment effects of the R&D project; creation or expansion of development structures. In the case of additionality with regard to the extant offering program: effects that carry the promise of future consequences in production and distribution; new markets with additional qualification requirements; the creation or expansion of (accompanying) labor-intensive services.</p> <p>Devaluing: no in-house production, high degree of automation, pure licensing strategy.</p>			
	Call-specific questions regarding the theme: Food Products	0 – 5	15	yes
5.	In your opinion, does the project submitted meet the criteria of an R&D project within the defined focus of the call? Do the pursued solutions have the potential to lead to new or significantly improved products, services, or optimized processes? Based on the research results and project aims presented, can there be positive effects in the respective field of area (e.g. more efficiency, conservation of resources, recycling, waste prevention etc.) expected?			
	Business model	0 – 5	10	yes
6.	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?			
7.	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?			
	Financing	j/n	-	yes
8.	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?			
9.	Economic relevance			
	In-house and strategic relevance	0 – 5	5	yes
9.1	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.			
	Business potential	0 – 5	5	yes
9.2	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?			
	Team and competencies *	(0 – 5)	(10)	(yes)
(9.)	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?			
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.?			
	Cross-cutting themes	0 – 5	5	no
11.	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)?			
Total		100		

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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 working packages!