



KEY QUESTIONS FOR DOSSIER – CATEGORY: RESEARCH & DEVELOPMENT IN SMES

Quality of Research

- Please describe your project (product/process/service etc.).
- What is the research basis of your project? Please outline the current state of the art and explain how your project goes beyond existing research. Please include relevant publications, awards, etc.
- What is the TRL level of the research, if applicable?

Innovative Content and USP

- How novel and innovative is your project? What real and relevant problem has been solved?
- What is the unique selling proposition (USP) of the submitted project? How does it differ from other projects?

Commercial Success/Benefit

- Please describe the commercial successes already achieved by your project (e.g. market entry, commercial availability).
- Please explain the underlying business model and provide a description of the market. What growth has already been achieved (scaling)?
- Who are the specific application groups (target groups)? What are the benefits for these groups?
- What team is behind the project? What competencies does the team cover? Is there access to other (scientific) research partners? If so, please upload a letter of recommendation.

Economic Relevance for Austria

- What contribution has the project already made to Austria as a business location? How relevant is the project to the Austrian economy?
- Please name up to three key direct competitors.
- What market size (TAM – Total Addressable Market) is expected for the current year?

Impact

- What impact has the project achieved (profit, revenue, income, including sales and licenses, excluding subsidies)? How does it compare with relevant market participants? How is this reflected in its output (e.g. licenses, patents, trademarks, copyrights, technology transfer, prototypes and demo versions) and/or outcome (impact on the target group)? What further development opportunities for the project (product, service, process, etc.) are possible, envisaged or conceivable?
- Please explain the special significance for the sustainable development of the company itself or for the industry/sector/branch of the economy (e.g. securing/expanding the location, jobs, etc.).
- Are further scaling activities planned (e.g. new markets, geographically, content-wise, etc.)?
- What is the impact on society, and how does it contribute to the UN SDGs?
- What market growth rate (CAGR) is expected over the next three years?