

Start-Up Funding @ FFG

Jürgen Rattenberger, FFG General Programmes



ABOUT THE SPEAKER



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WHO CAN APPLY? START-UP DEFINITION



Any Austrian legal entity that is not part of the federal government.

e.g.: companies, individual companies, stock companies, companies in formation

- it is **NOT** necessary to found the company in order to apply for funding
- **most likely start-ups will be asked to found the company before receiving the 1. instalment (money)**

Start-up definition: (European Union)

- The age of the Start-ups can be **max. 5 (!) years** at application
- **newness** of the venture: no reorganization, founding a new headquarter, merger of existing ventures or similar (keep shareholders over 25% in mind)

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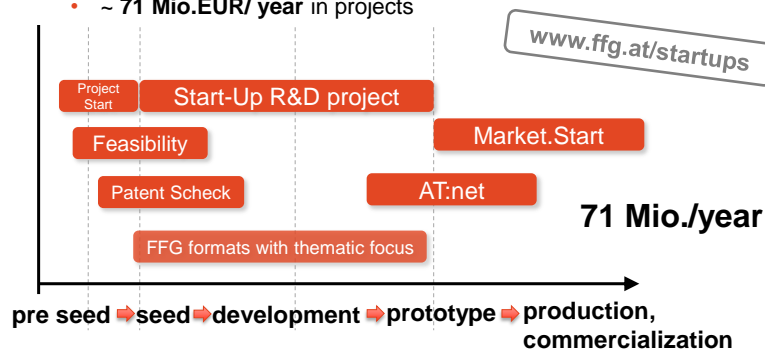
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FUNDING POSSIBILITIES RELEVANT FOR START UPS



2009 - 2015: approx. 15 % of FFG budget was spent on innovative Start-ups:

- ~ 37 Mio.EUR/ year in infrastructure (incubators, centres)
- ~ 71 Mio.EUR/ year in projects



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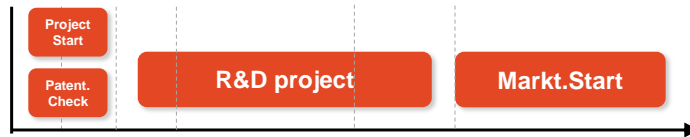
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FUNDING POSSIBILITIES RELEVANT FOR START UPS



Bottom-up programmes:

- no thematic scope defined
- totally open for any kind of R&D project as long as it fits criteria



pre seed → seed → development → prototype → production, commercialization, marketing, sales

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Patent Check



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www.ffg.at/startups

Patent Check:

- if company/ start-up seeks clarity about existing patents
- **10.000 €** for external costs (patent office, patent lawyer)



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PROJECT START



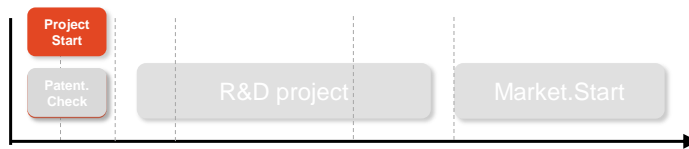
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Project Start:

- if company submits an R&D project within 6 months
- **6.000 €** for preparation (personal costs, third party costs, travel expenses)
 - business plan, IPR, state of the art, ...



pre seed → seed → development → prototype → production, commercialization

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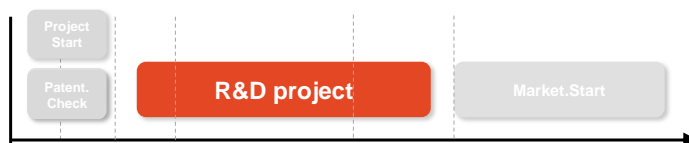
R&D PROJECT



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R&D project:

- direct funding of a R&D project
- with or without cooperation (company, university)



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REQUIREMENTS R&D PROJECT



- Business plan (incl. financial plan)
 - Project description (application form online)
 - Technical quality
 - Commercial exploitation
 - Feasibility (technical, financial, personal)
 - Relevance to the programme
 - work packages and cost plan
- continous application possible
 → 7 board meetings/ year
 → approx. 10-12 weeks from submission to decision

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CRITERIA R&D PROJECT



| Project Scoring System | | | | |
|-----------------------------------|--------------------------------|--------------------------------|---|------------------|
| Technical Quality | Novelty and Innovation | R&D-Risk | Practical Value | Ecological Value |
| Commercial Exploitation | Market Potential | Market Experience | Capability to Commercialize R&D results | |
| Feasibility | Technical | Financial | Management and Company Organisation | |
| Relevance to the Programme | Additionality on project level | gain of know how, R&D dynamics | Macro-economic effects (jobs created) | Social aspects |

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COSTS R&D PROJECT



R&D related project costs

- personnel costs (shareholder > 25%: €35/h)
- costs for using research infrastructure
- material costs
- other costs (e.g. travel costs, patent application costs)
- costs for third party services (e.g. research institutes)

+ 25% overhead costs (except for third party costs)

→ limit of 3 Mio. Euro in funding/ project/ year

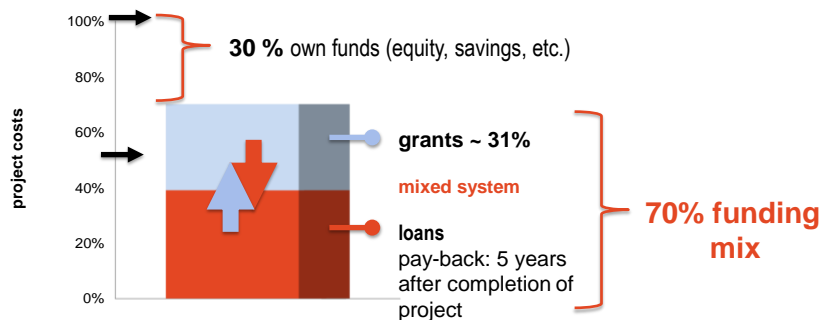
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FUNDING MODEL R&D PROJECT



Financing Model



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FUNDING POSSIBILITIES MARKT.START



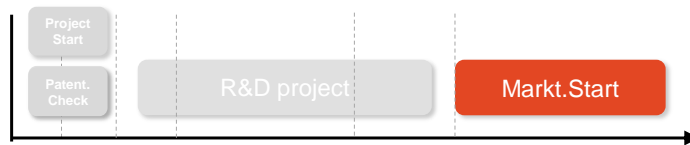
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Markt.Start:

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- no thematic scope defined
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pre Seed → Seed → Development → Prototyp → **Production, commercialization, marketing, sales**

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MARKT.START



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Markt.Start

- Market entry of Startups (**after** funded R&D Project)
- Growth in organization, marketing and sales
- max. **€ 1 million** loan
- Capital requirement and financial plan
- Milestone reporting

→ at least 20% private capital

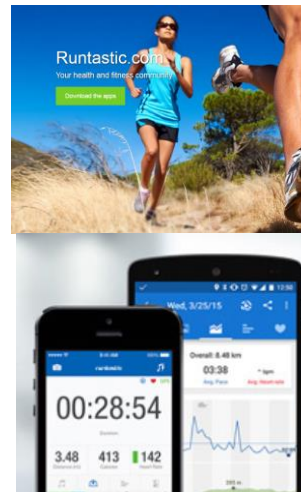
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SUCCESS STORY: RUNTASTIC.COM - FITNESS PLATFORM



- Founded in 2009
 - Funded by FFG (8 projects)
 - **Goal: startup developed an App to document fitness activities (GPS live tracking, performance analysis)**
- big financial success story
- 220 Mio. Euro: acquisition by adidas



CONTACT



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