



ZIT ZENTRUM FÜR INNOVATION UND TECHNOLOGIE GMBH

Regio Summit Vienna 2009

Funding opportunities for game
developers in Austria and Vienna

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ZIT: Who we are

- **Technology Agency of the City of Vienna**
 - 100 % affiliate of Vienna Business Agency (VBA)
 - Founded in 2001

- **Our Mission**
 - Create best conditions and opportunities for highly innovative companies
 - Drive R&D and innovation in all enterprises in Vienna

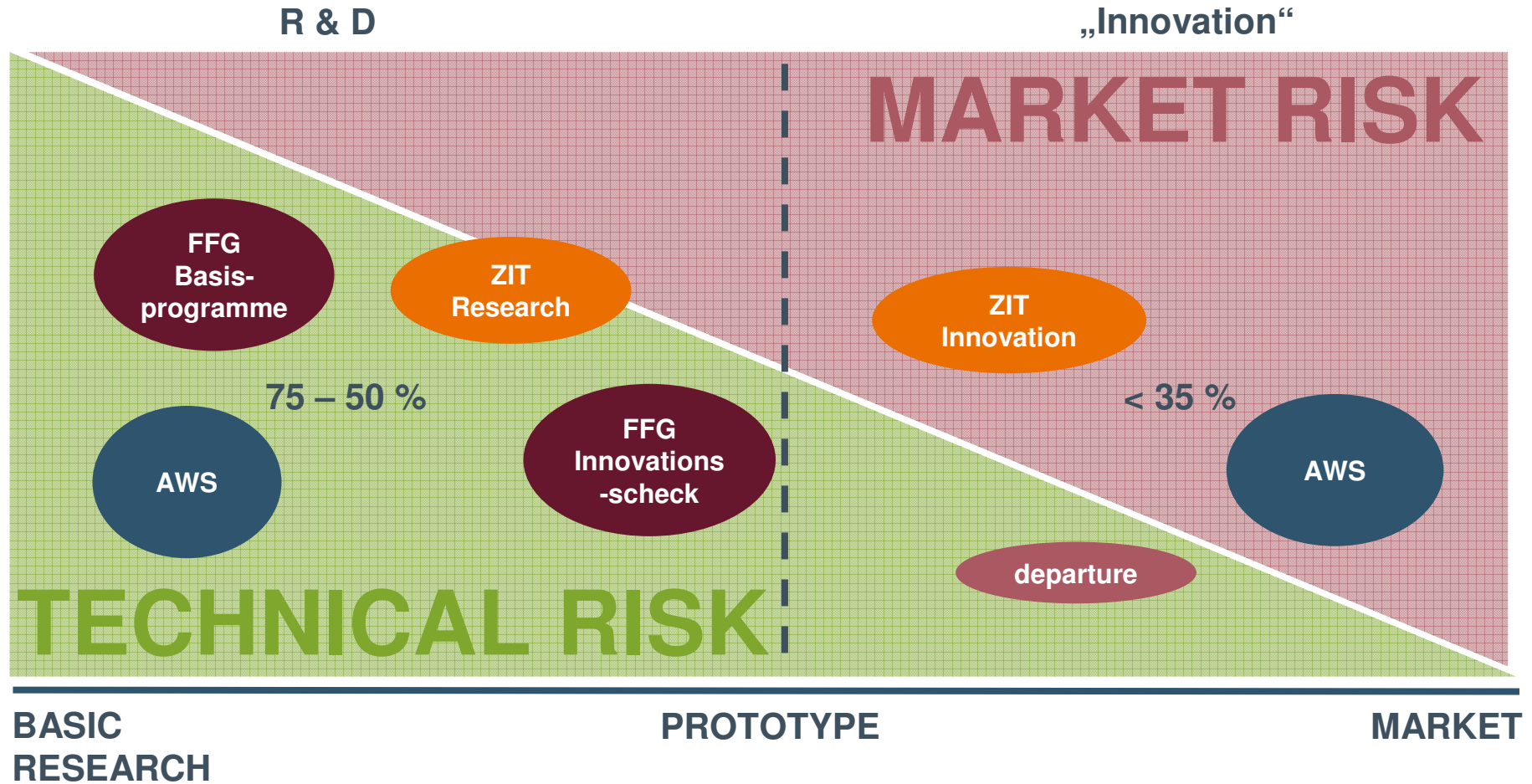
- **Our Instruments**
 - Funding R&D and Innovation by cash-grants
 - Consultancy for enterprises and policy makers
 - Infrastructure (real estate)



Overview

- **A first step towards subsidies**
- **Subsidies for R&D, Innovation and Creative Content**
 - Regional Agencies – City of Vienna
 - ZIT Zentrum für Innovation und Technologie
 - Departure
 - National Agencies – some highlights
 - AWS
 - FFG
- **Additional Services and Support**
 - Clusters
 - Infrastructure
 - Soft Measures

A first step towards subsidies





In general

- Subsidies are starting „before“ the project
- Cash grants, loan, liability (guaranty)
- Financing – remaining amount has to be defined
- Marketing – just a small amount is accepted
- Subsidies are project orientated
- Define your businesscase as well as possible
- Calls Vs. Ongoing programs
- Prepayment → payment by project progress → final payment
- In kind efforts



Subsidies – Regional Agencies

- **ZIT Zentrum für Innovation und Technologie**
- **ZIT08 plus subsidiy program**
 - Research
 - Innovation



ZIT08 plus subsidiy program

■ Research

- For product-, service- or processinnovation
- Procedure: 2 or 3 Calls per anno; independent jury, competition
- Application: at least 3 month before end of call for tenders
- Eligible costs: costs of internal & external R&D personell, costs concerning protection of research results
 - SE: up to 45% of eligible costs
 - ME: up to 35% of eligible costs
 - Big E: up to 25% of eligible costs
- Max. amount of subsidy: 1.0 million Euro (cash grant)
- Max. project running time: 3 years

■ Innovation

- For supporting SME by running strategical innovation projects (products, services, processes)
- Procedure: running programm; independent jury, competition
additional 1 or 2 Calls per anno
- Application: by quarter
- Eligible costs: personell costs, investment costs, external expenditures
 - SE: up to 35% of eligible costs
 - ME: up to 25% of eligible costs
- Max. amount of subsidy: 250,000 Euro (cash grant) – thereof max. 50,000 Euro for investments or preparatory marketing activities
- Max. project running time: 2 years



ZIT08 plus subsidiy program

■ Innovation – Call Media 2010:

- Moving image
- Games
- Mobile internet

- **Departure (www.departure.at)**

- **Funding guideline 06 plus**
 - departure classic

 - departure focus

 - departure experts

 - departure pioneer



■ **departure classic**

- for entrepreneurs and company founders requiring classic project funding
- Cash grants (limited by De-minimis up to 200.000 Euro)
- Independent expert jury
- Projects may be submitted all year round
- Funding is provided for artistic and creative projects focusing on the development of innovative products, processes or services, for the marketing of such projects or for the development of innovative strategies for the utilization of artistic and creative products, processes or services
- Personnel and material costs are funded up to a maximum amount of 50 percent of the allowable project costs.



departure

- **departure focus**

- Same facts as classic
- Connected to a special Call (recent Call: Art)

■ **departure experts**

- growth of micro and small enterprises by qualified expert/coaching know-how
- Maximum funding amounts to 15,000 euros (non-reimbursable cash allowance over a period of one year),
- recommendations are made by departure together with external experts.
- submission all year round, each company may submit only 1 project a year.
- An expert pool is placed at the disposal of the companies funded in the scope of departure pioneer and departure experts. This expert pool was selected by departure in the context of a selection procedure.
- Funding is provided for all consulting or expert services of the departure expert pool used for concrete growth projects of a company.

■ **departure pioneer**

- aims at increasing the number of sustainable company set-ups in the creative field
- program addresses young talents with a creative idea as a basis for their enterprise.
- Maximum funding amounts to 15,000 euros (non-reimbursable cash allowance over a period of two years). At least 30 percent of the sum has to be used for expert/coaching know-how in connection with the company set-up.
- In the scope of the program costs are funded that clearly arise in connection with the foundation or set-up of a company, particularly specific consulting services offered by the departure experts pool.



Some examples

- **Platogo – departure experts / departure classic**
- **AiGameDev.com – departure classic**
- **And jet it moves - departure experts**
- **Xendex – ZIT Call Media Vienna 2007**
- **Sproing – ZIT Call Motion Media 2008**
- **Greentube – departure focus**

■ www.mediadesk.at

- **Austrian Research Promotion Agency (FFG) (www.ffg.at)**
 - Basisprogramme (R&D)
 - Up to 70 % (thereof 45% cas grants; 25% supported loan)
 - Generally 50%
 - Fundamental: in-house effort of the company

- Bridge 1 and Bridge 2
- Contract research

- Innovationscheck → 5.000 EUR for technical studies/analyses

- Feasibility

- **Austria Wirtschaftsservice (AWS) (www.awsg.at)**
 - Austria's national promotional bank
 - aws offers a broad range of company-specific investment promotion programmes and services
 - financial assistance and consultancy for companies,
 - from the pre-seed phase up to the expansion stage.
 - financial assistance for Austrian companies in the form of
 - loans,
 - guarantees,
 - grants and/or equity as well as
 - consultancy services.



Additional Services and Support

- Clusters & Networks – VITE (VBA)
- Infrastructure – Media Quarter Marx (ZIT)
- Technology Consultancy (ZIT)
- Competence Centers (VRVis, ...)
- Agenda Setting – Content Award (ZIT)
- Education – media convergency

- Game City Vienna



before we get . . .





THANK YOU ALL



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