



The image features a stack of several incandescent light bulbs on a dark surface. The top bulb is illuminated, casting a warm glow. The background is a dark, textured green. A large white arrow graphic points from the left towards the text. The text is centered and reads:

**Innovation in the light
of tender expectations**



R

Research: studies aimed at acquiring new knowledge



D

Development: systematic development work based on existing knowledge from research and practical experience.



I

Innovation: market-oriented activity, new or significantly modernized product created using new knowledge, new or significantly modernized process, marketing or organizational process, technology.

In the case of For-profit business associations: D and I are supported

New content

The project must always have novelty content, but the extent of novelty content is variable per public summons.

It is only new to the applicant organization(GINOP-2.1.8, KKV-Start)

**Creating a new product / technology / service / prototype
using already known technical and scientific results
(GINOP-2.1.1, 2019-1.1.1-PIACI KFI A)**

**The resulting new product / technology / service / prototype is being developed through new
technical, scientific results
(GINOP-2.2.1, 2019-1.1.1-PIACI KFI B)**

Utilization of results

A tartalmi értékelés során mérlegelésre kerül a projekt hatásfaktora is, azaz hogy várhatóan milyen mértékben képes befolyásolni a piaci környezetét

The utilization of the project only will only occur at the level of the applicant (s)

The utilization o the project will occur at the sectoral level

The utilization o the project will occur at the national economy level

S3 insertion

National sectoral priorities

- Healthy society and well-being
- Developed vehicle and other engineering technologies
- Clean and renewable energies
- Sustainable environment
- Healthy and local food
- Agricultural innovation

Intelligent technologies

- Photonics, laser technology
- Modern material technologies
- Cultural and creative industries
- Non-mechanical metalworking
- Electronics and semiconductor technology
- Advanced hydrocarbon technology
- Advanced packaging technology
- Bionic
- Chemical industry
- Building industry
- Textile industry
- Textile industry
- Wood and Furniture Industry
- Logistics

Eligibility of the applicant

The applicant's aptitude test is extensive and covers:

Number, qualification and experience of the human resources involved in the project

Financial and management aspects (net sales, equity, EBITDA, personnel expenses, extent of material expenses)

Technological-technical aspects (availability of tools for implementation, suitability of site (s))

**Other professional aspects
(existence of patents, industrial property rights, previous R & D experience)**

The composition of project costs

Based on criticism experience, moving from the most accepted to the least accepted

Personnel expenses of employees and agents

Material costs related to R & D activities

Intangible assets

Required R & D Services

Amortization

Purchase of equipment

Infrastructure investments

Market access costs

Results after project completion

Primary

- Business Utility
- Maintaining and increasing the level of R&D expenditures
- Patent applications
- Incentive effect (for large companies)

Secondary

- Further non-profit or for-profit partnerships
- The number of R&D employees is $\dot{A}SL$
- Published publications
- Companies utilizing the results of the project
- Enterprises involved in development activities
- Industrial property and trademark applications

Other typical expectations

Presentation of competitive solutions available on the market

Well-defined market business potential and business plan

Research and development in my field of activity

Proportion

Personnel expenses of employees and agents

Material costs related to R & D activities

R & D Services Required

Other benefits of implementing an R & D & I project

Market

- **Increase brand strenght**
- **Market acquisition**
- **Improve competitive position**
- **Better workforce retention for highly skilled workers**

Fiscal

- **Non-refundable grant (+ occasionally soft loans)**
- **Corporate tax base reduction item**
- **Development tax credit**
- **Local business tax base reduction item**
- **Items reducing the innovation contribution**
- **Social contribution reduction item**



Thank you for your attention!