

MOME SCHOLARSHIP CALL FOR APPLICATIONS

## **Proof of Concept Incubation Program**

2022

Scholarship scheme to support the further development of  
innovative ideas and research results

## 1. The aim of the competition

To support innovation activities at MOME, MOME is launching the "Proof of Concept" (PoC) program. The PoC program aims to introduce an incubation scheme, including financial and expert mentoring support, to help develop innovative ideas, concepts, innovations, and research results generated at MOME to reach new milestones in product or service development and testing, and even to attract the attention of professional investors.

Applicants to the PoC program may have the following questions and similar ones, to which they will develop their own answers with the help of mentors during the PoC program:

- Is it clear and unambiguous what the market product/service is that is being developed?
- What IPR protection opportunities and problems might arise?
- How strong is the concept as an intellectual creation and how can it be protected from competitors?
- Does the concept have sufficient competitive advantage over similar products already on the market, is the development targeting an untapped market need?
- How can the concept be developed so that at the end of the PoC program it becomes attractive to potential business actors and external capital investors?

## 2. Duration of the application

The implementation of the scholarship scheme consists of two phases:

1. Pre-incubation (lead-in) stage
  - Scheduled time: 29 April 2022 - 29 July 2022.
2. Incubation (development) phase
  - Scheduled time: 29 August 2022 - 30 November 2022.

### 3. Eligible support

Successful applicants will receive a grant in the form of a scholarship.

Available grant amounts:

- For the pre-incubation (lead-up) phase: max HUF 1 million
- For the incubation (development) phase: max. HUF 2.5 million

Number of applications to be supported: Minimum 3.

Applicants funded in the pre-incubation phase commit to continue the project in the incubation phase, if the applicant's project is allowed to enter the incubation phase following the decision of the PoC Advisory Board.

The source of the fund will be provided by the project 2019-1.2.1-EGYETEMI-ÖKO-2019-00001 "Development of the Innovation Ecosystem at the Moholy University of the Arts".

### 4. Eligible activities

In each phase, the following activities can be financed by the application:

#### 1. Pre-incubation (lead-in) phase: planning the development of the idea

- Idea validation, market research;
- Novelty research;
- Project plan preparation.

#### 2. Incubation (development) phase: conscious and active development of the idea

- Prototype development;
- Proof of Concept experiments;
- Use of external services (e.g. software development, rapid prototyping, analytical services, etc.);
- External testing, product testing, field trials;

- Engaging external experts to develop a business-utility model, market analysis, market focus;
- Participation in industry conferences and partner meetings specifically designed for exploitation;
- Establishment of university spin-offs and preparation of business plans.

The above list is not exhaustive. Activities not listed here are also eligible, provided that a clear link to the promotion of business use can be demonstrated.

## 5. Submission of applications

Applications may be submitted by any citizen of the University (student or doctoral candidate, or employed as a lecturer, assistant lecturer or contract researcher). To be eligible, applicants must be MOME citizens at the time of submission. The application must be accompanied by proof of the applicant's legal status:

- For students, proof of active student status, for doctoral candidates proof of doctoral candidate status is required.
- For employees, the contract with MOME can be the supporting document (please delete the sensitive data).

**Applications can be submitted by filling in the online application form available at [incubation.mome.hu](http://incubation.mome.hu)**

**Deadline for submission of applications: 12 April 2022, 18:00**

For further questions on how to apply, please contact [palyazat@mome.hu](mailto:palyazat@mome.hu).

*Project no. 2019-1.2.1-EGYETEMI-ÖKO-2019-00001 has been implemented with the support provided from the National Research, Development and Innovation Fund of Hungary, financed under the "University Innovation Ecosystem" (2019-1.2.1-EGYETEMI ÖKO) funding scheme.*

## OTHER INFORMATION

### I. Conditions for implementation

The stages of implementation:

1. 1. Pre-incubation (lead-in) stage:

In the first phase, applicants are required to attend an orientation event at the beginning of the phase, as well as regular consultations with a financial and professional mentor provided by the University. Attendance is a condition for the payment of the grant awarded for the phase. Completion of the phase is conditional on the preparation and submission of a detailed project plan with the following content:

- The maturity of the idea: whether the concept is at a stage where the support provided will bring the idea to a stage of development where potential business partners can be attracted;
- Identification of the market product/service to be developed;
- The strength of the IP protection: what IP protection problems might arise, how strong the idea is as an intellectual creation and how it can be protected from competitors,
- Market and business attractiveness, strengths of market exploitation,
- Novelty content, innovation value: does the idea address an unmet market need or does it have a significant competitive advantage over similar products already on the market;
- Business model basics, cost and revenue planning, preliminary cost estimation for prototype development;
- Financing plan and milestones of the project proposal.

An applicant funded in the pre-incubation phase commits to proceeding with the project in the incubation phase, if the applicant's project is allowed to enter the incubation phase based on the decision of the PoC Advisory Board.

## 2. Incubation (development) phase:

Based on the business plans submitted at the end of the pre-incubation phase, the PoC Advisory Board will decide which projects will be selected to move to the development phase based on the submitted project plans and consultations, and to conclude a new grant contract.

Throughout the implementation period, the successful applicant will be required to work with a mentor provided by the University.

A financial report must be submitted by **6 December 2022**, the relevance of which will be verified by the Knowledge Transfer Centre. If it is found that the funds have not been used in accordance with the call for proposals or as presented in the winning project, the amount of the grant awarded may be recovered.

After the professional closure of the project, the results of the project must be presented in a final report of **2500 characters** by **6 December 2022**. The submitted reports will be evaluated by the PoC Advisory Board.

By submitting an application, the applicant undertakes to cooperate with the Knowledge Transfer Centre to ensure that the funds awarded are accounted for in a timely and compliant manner, thus ensuring efficient use.

The applicant undertakes to cooperate with the Knowledge Transfer Centre, to present its development to third parties at its request and to participate in professional events organised or proposed by the Centre.

The applicant shall comply with the obligations arising from the relevant legislation and internal regulations during the implementation.

## II. Eligible costs

Although applicants will receive the grant in the form of a scholarship, the application must demonstrate the planned costs and the effective and purposeful use of the grant in the professional reports.

- a) **Staff costs**
- b) **External costs:** cost of expert services, intellectual activity costs, expert fees; event registration fees; use of market access services; purchase of research materials and consumables.
- c) **Investments:** purchase of equipment for research; prototype development costs.

## III. Intellectual property rights

Applicants are subject to the relevant university regulations (Intellectual Property Policy). The applicant and MOME jointly own the property rights to the intellectual property created during the program.

## IV. Application and evaluation criteria

Applications will be assessed by a panel of mostly external, industry, business and professional experts, the PoC Advisory Board, based on the technical criteria set out in the Annexure.

The administrative and project management of the proposals is carried out by the MOME Knowledge Transfer Centre.

The project proposal and its budget must be presented on the project plan provided in the annex. Proposals submitted may be returned once with a deadline of 3 working days.

Failure to complete the application or to submit it in time and with the required content will result in rejection of the application.

The planned date of signature of the grant agreement is **29 April 2022**, with a deadline for project implementation of **30 November 2022** for participants in the two phases.

1. The application will be evaluated with priority:

- The involvement of a specific external stakeholder, a potential collaborator
- A project that could potentially be protected by industrial property rights or easily protected as a trade secret;
- The involvement of external market sources in the projects (In this case, a declaration from the external partner on the extent of the contribution to the costs must be attached to the application.)
- Projects with unpublished content are preferred.

For each project, the Knowledge Transfer Centre provides a mentor who assists the applicant with advisory and business development activities.

The applicant reaching the incubation phase will undertake to actively assist in understanding and exploring the IPR protection part of the intellectual creation in order to obtain IPR protection.

## V. Evaluation criteria

From among the applications that meet the eligibility criteria and eligibility assessment, the projects proposed for acceptance will be selected on the basis of a peer review.

Inclusion criteria:

- The application meets the eligibility and formal requirements (yes/no):
  - The application was received on time
  - The application was submitted by a MOME student, employee or contractor

- The amount of the grant did not exceed the maximum amount
- The application form has been fully completed

Only those applications that pass the formal evaluation will be assessed from a technical point of view:

- Industrial property protection
  - The project is not relevant from an industrial property point of view - 0 points
  - The project is potentially eligible for industrial property protection (except trademark) or is easily protectable as a trade secret - 1 point
- Previous publications
  - The project or any part of it has been published in some form before - 0 points
  - Implementation of projects with content is not yet published - 1 point
- Innovation<sup>1</sup>
  - Marketable development - 0 - 1 - 2 - 3 points
  - Novelty impact - 0 - 1 - 2 - 3 points
  - Feasibility - 0 - 1 - 2 - 3 points
  - Cost justification - 0 - 1 - 2 - 3 points

Projects that score 0 points in any of the innovation criteria will be rejected.

If the implementation of a selected project is subsequently impeded, becomes uncertain or for any other reason, MOME may decide not to fund it and may decide to implement the next project in the queue of projects proposed for funding in the evaluation that can be implemented within the deadline.

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<sup>1</sup> This point will be assessed based on the application form submitted.