

aws First Incubator

Tender information – Call #1: May 7 – June 27, 2024

Suitable for people aged 18 and over (no age limit) and multilingual submissions
(English as project language)

Application deadline: June 27, 2024

1 Target group

- **Module A:** Natural persons
- **Module B:** Legal entities, partnerships and individual enterprises (foundation must not have taken place more than 6 months ago, previous net turnover must not have exceeded a maximum of € 10,000)
- Project size: 1 to 4 persons
- Project language: English or suitable for multilingual projects
- From the age of 18 (no upper age limit)
- All sectors, with a few exceptions (see program document)
- Additional points are awarded for projects with women in key leadership positions and projects that address socio-political challenges ([SDGs](#))

Please note: It is not possible to apply for aws First Incubator Call #1 and Call #2 at the same time.

2 Timeline - from application to end of project

- **Until June 27, 2024** (12 noon): Application (requirements below)
- **September 01 - 04, 2024:** Mandatory participation in the aws First Start-up Camp*
Selected projects will be invited to the aws First Start-up Camp (second stage of the selection process). **Participation is mandatory in order to be accepted into the aws First Incubator program.**

Rejections or acceptances for participation in the aws First Start-up Camp will be sent out in calendar week 31/32.

*The aws First Start-up Camp takes place outside of Vienna. A stay for the entire duration of the program is required. Travel and accommodation costs are covered.

- **Acceptance into the aws First Incubator program as of November 1, 2024**
- **November 2024 - October 2025 (12 months):**
 - Payment & accounting of personnel costs

- Compulsory participation in workshops on topics relevant to start-ups, training sessions to further develop the idea & project-specific coaching units
(aws First Incubator events usually take place between Thursday and Sunday.)
- **November 2024 – April 2026 (up to 18 months):**
 - Payment and accounting of project costs after predefined milestones have been reached
 - Payment and accounting of travel and rental costs
 - Mandatory participation in project-specific mentoring units

Rejections or acceptances for funding from aws First Incubator will be sent out in calendar week 39/40.

3 Eligible costs

Important: The grant can amount to a maximum of 90% of the costs or a maximum of EUR 49,000.

Gender bonus: If, at the time the grant is awarded, the project includes (one or more) women who (will in future) own more than 25% of the shares, the grant awarded increases to up to 100% of the eligible costs or a maximum of **EUR 55,000**.

Tip: The application for the gender bonus must be taken into account both in the budget plan and in the application in the aws Funding Manager.

- **Project costs / travel costs / rental costs:** Project costs, travel costs and rental costs are funded up to a **maximum** total of **€ 30,000**.
 - Project costs:
Third-party and material costs (see program document for details)
 - Rental costs:
Depending on the project requirements, the rental cost grant can be used to rent offices, co-working spaces or workshops, for example. The rental cost grant cannot be used for housing costs.
 - Travel costs:
Travel costs incurred as part of participation in aws First Incubator as well as internal project travel (see program document for details) can be covered by the travel grant.
- **Personnel costs:** The maximum eligible amount for personnel costs is **€ 7,200 per project member (max. 4 persons per project)** and will be paid out in monthly installments of max. € 600 (November 2024 - October 2025).

The hourly rate is therefore € 25. The hours spent by the individual project members must be documented in a cost report.

Tip: Vacant positions within the team line-up can be marked in the budget plan and on the application in the Funding Manager with "N.N." (Nomen nominandum) in the budget plan and on the application in the Funding Manager to ensure that project members (up to a maximum of 4 people) can be added at a later date.

4 How can you apply?

- **Step 1:** Read all the important information about aws First Incubator on the [homepage](#) and in the [download area](#).
- **Step 2:** Register as a project team/individual/company in the [aws Funding Manager](#).
- **Step 3:** Fill out the application form.
- **Step 4:** Create your application documents.
 - Project description
 - Application video
 - Budget plan
 - Personal data
 - Proof of identity
 - Declaration of consent to participate in the aws First Start-up Camp
- **Step 5:** Enter link to application video, upload documents, send application, done!

Project description

Your project description should give us an idea of the potential of your idea on 2-4 pages.

The following points should be included:

- **Origin of the idea**
- **Description of the idea**
 - What problem are you solving?
 - How does the idea work?
 - Who is the target group?
 - What does the business model look like? You are welcome to use the Business Model Canvas and/or individual points from it.
 - What makes this idea special? What is the USP/unique selling point of the solution?
 - Optional: Is the project idea in the area of impact (innovations with social, ecological or industry-relevant benefits)?
If so, what benefit or innovation does your solution bring to this area?
For solutions with social added value, you can use the 17 Sustainable Development Goals (SDGs) as a guide.
- **Current status**
What has been implemented and achieved so far?
- **Your vision**
What are your future plans for the idea?
- **Your motivation**
What drives you? Why do you want to implement this idea?

Application video

The video should give the jury an impression of the person or persons behind the idea (max. 4 minutes long).

The following questions should be answered:

- Who is behind the idea and what are your strengths?
- What abilities and skills are covered by the project members?
- Which idea should be further developed at aws First Incubator?
- Why do you want to participate in the aws First Incubator program and how can you benefit from it?

How you design the video is entirely up to you.

Please upload the video to a platform and provide us with the link in the application form without password restrictions and time limit.

Tip: In order to ensure error-free transmission, we recommend testing the link in advance on different devices.

Budget plan

Follow the instructions in the template for creating the budget plan (see download area on the [homepage](#)) and enter the costs to be funded:

- Project costs
- Personnel costs
- Rental costs
- Travel costs

Please note that you must enter your (final) costs when submitting your application. Therefore think carefully about how much budget you really need to realize your project. Costs that exceed the maximum limits according to point 3 "Eligible costs" must be borne by yourself.

Please note: It is no longer possible to adjust the project budget, e.g. due to incorrect or forgotten information, once the application has been submitted.

Declaration of consent for participation in the aws First Start-up Camp

As already mentioned, participation in the aws First Start-up Camp (second stage of the selection process) is mandatory in order to be accepted into the aws First Incubator program. We therefore require from all project members who are to be accepted into the program a signed declaration of consent for participation. You can also find the template in the download area on the homepage.

Proof of identity

Please scan or photograph your identity documents (ideally a copy of your passport) and put them all together in a PDF, which you can also upload as an attachment.

Tips for the application

- Make sure that you actually have time to participate in the aws First Start-up Camp on the dates specified in point 2 "Timeline".
- Be aware that in addition to financial support, the funding program also includes a wide range of workshops on topics relevant to start-ups, team-specific mentoring, trainings on business model development and coaching sessions, some of which must be attended physically in Vienna. Travel expenses can only be accepted within Austria. An application based abroad is therefore not recommended.
- Before you create the documents and the application video, ask yourself the following questions: Who is the target group of my application? What do I want to convey with the content?
- Think about a concept that will make your application stand out from all the others. Courage, creativity and enthusiasm are always required!
- Make sure that you submit in the correct module (Module A or Module B).
- The titles of the submitted documents should contain the project name and reflect what the document is about (e.g. "*Budgetplan_Projectname*").
- Carefully follow the instructions in the tender information and the templates for creating the budget plan and personal data.
- Before submitting the application, make sure once again that all content requirements are met, as outlined here in the tender information.
- Incomplete applications will be rejected.
- If you have applied for or are considering applying for other funding, please indicate this in the application and inform yourself independently whether the funding is mutually exclusive (e.g. start-up grant („Gründungsstipendium“) from Vienna Business Agency). Furthermore, double funding of project costs is prohibited under European state aid law.

For further information on aws First Incubator, please read the [FAQs](#) or contact the program management.