

Welcome to our community!

We are very glad that you are interested in development of your activity in the community of PPNT Gdynia. Here you will find a lot of useful information worth being read before filing the application to us. It will help you prepare yourself for the application process - both with regard to correct completion of the application and meeting with the Scientific Council.

This material is ancillary. Every each lodged application form with the project is evaluated by Experts of the Scientific Council individually in terms of market, technological and social changes that take place on a constant basis.

The application process described below is dedicated to the Incubator and Park partnership, and it familiarizes new park companies with standards and rules. If you are interested in other type of partnership e.g. Constructors' Park, PPNT-NET, PPNT-NET with premises, e-Park or continuations of the already concluded aforementioned partnerships (including continuation as part of the Park partnership), please get acquainted with the dedicated forms and their application process saved in the applications. However, the Manual will serve the purpose of formulating the project and determining types of innovation!

How does the process of application to PPNT Gdynia look like?

First of all, remember that the condition necessary to accede to PPNT Gdynia is fulfilment of the **innovativeness criterion (Incubator, Park, Constructors' Park, e-Park or continuations of the said partnerships)**. We do not only evaluate the company but also the **innovative project** which you want to develop with us. And this is what we ask about in the application form.

How do we understand the “innovative project” term?

Firstly, it must meet any and all features of normal project. Invoking the SMART principle, the project should be:

- 1 specific** - goals of the project (and its individual stages) should clearly be specified and comprehensible both for creators of the project and for potential customers, partners, investors and other people evaluation the project;
- 2 measurable** - goals of the project (and its individual stages) should be possible to measure - we must be able to determine whether and in what degree objectives of the project or its stages have been implemented;
- 3 achievable** - a team which wants to achieve this goal must have appropriate resources (financial, technological) but also appropriate knowledge and experience;
- 4 relevant** - a goal should be a significant step ahead - it should constitute a particular value (motivation) for people who achieve it as well as should be significant to a company and its customers. Thus, the project is not the performance of daily tasks, obligations but something that is to bring certain changes;
- 5 time-bound** - we must determine specific time limits for implementation of our whole project and its individual stages (milestones).



ppnt gdynia

pomorski park
naukowo-technologiczny

aleja zwycięstwa 96/98, 81-451 gdynia
tel. +48 58 880 81 50
ppnt@ppnt.pl | ppnt.pl

How does the process of application to PPNT Gdynia look like?

A project which will be evaluated by the Scientific Council must be **innovative**. It means that with reference to economic activity or lives of people or communities it must bring in a new value or quality.

We expect that your undertaking will be characterized by new solutions or it will be a novelty itself - something that so far has not existed or as a result of your work there will be a considerable change of the existing solution. We can easily give examples of innovative companies which run non-innovative projects (e.g. open new branches). It also often happens that a company which apparently is not innovative implements a modern solution increasing attractiveness of its products or services - then we have to do with an innovative project.

To guarantee objectivism and professionalism of evaluation, it is carried out by the **Scientific Council** - a group of external, independent experts from different industries and fields, related to business and scientific environment. Every each project is evaluated by minimum 2 experts (including a lead expert for a given project) on the basis of a submitted application and meeting of the Scientific Council with the company's representative/s.

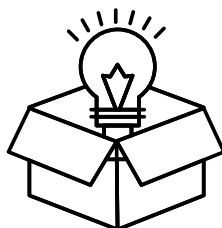
To the Park we mainly take projects from such industries as: **ICT, automation/robotics/engineering, biotechnology and environmental protection, multimedia and design**. They are industries preferred and supported by Gdynia. However, it does not mean that projects from other industries cannot be developed in the Park. The required condition is always fulfilment of the innovativeness criterion with possible exclusion of the **PPNT-NET and PPNT-NET with premises partnerships**. This type of partnerships includes science and research institutions, non-governmental organizations (associations and foundations) and other institutions of the broadly understood business environment which want to strengthen the interdisciplinary cooperation operating in the field of entrepreneurship, science, innovations, transfer of technologies and education. The partnerships are directed to integration of the science and industry environments, contributing to building in Poland the economy based on knowledge, exchange of information, experiences and transfer of technologies.

Please also pay attention to the **nature and type of your project**. This information is different from the industry to which your company has been qualified or type of innovation of the project itself which you would like to report to PPNT Gdynia. Thus, consider if your undertaking is a research and development project in which you will want to examine given assumptions or maybe you are already one step further and would like to create a new product or service on their basis, and maybe in consequence implement your innovative solution on the market. Projects which we also willingly support at PPNT Gdynia include the **creative sector (e.g. design)** forming a synthesis of the functions of technology and aesthetics with regard to graphic design, product design, industrial design, architecture of interiors, multimedia and fashion. Another interesting type of project for PPNT Gdynia are **social innovations** which are aimed at solutions simultaneously responding to social demand and which cause a permanent change in particular social groups. These solutions may involve innovative products, services or processes which enable different solution to typical social problems.

What is innovation?

At PPNT Gdynia we assume that an innovation means any activity of an individual or a group of people, regarded by all as a novelty in relation to previous state. These activities can refer to all phenomena and areas aimed at executing expected changes in needs of individuals which finally generate effects and solutions favourable to all or a particular group of recipients. Innovative activities refer, for example, to new technical, technological, IT, ecological, organizational, sociological, logistic, marketing, economic, cultural and service solutions in a broad sense and concern all areas of human activity. An absolute condition for considering an activity as innovative is a possibility of its performance and implementation, as well as assessment of its measurable effects.

How does the process of application to PPNT Gdynia look like?



product innovation - introduction of a product or service which is new or considerably improved in terms of its features or uses. The improvements may include technical specifications, components and materials, embedded software, handling ease or other functional features ensuring optimal work.

process innovation - implementation of a new or considerably improved method of manufacture or delivery. This category includes considerable changes in technology, devices and/or software. Innovations concerning processes may be aimed at reducing unit costs of production or delivery, raising quality, manufacturing or delivering new or considerably improved products. The production methods are techniques, devices and software used for manufacture of products or provision of services. An example of new manufacture methods is implementation of novel devices automating the production process as part of a production line or implementation of computer support for the purpose of preparing and developing products. The delivery methods pertain to company's logistics and include devices, software and techniques used for acquisition of production measures, allocation of resources as part of a company or delivery of final products.

marketing innovation - implementation of a new marketing method involving considerable changes in a project, product construction, packaging, distribution, promotion or pricing strategy. The aim of marketing innovations is optimal satisfaction of consumers' needs, opening of new markets.

An element which distinguishes marketing innovations from other changes in the area of marketing instrumentarium is the fact that they consist in implementation of a marketing method which has not been used so far in a given company. This method must form part of a new concept or marketing strategy which is a considerable departure from marketing methods applied so far. The new marketing method may be developed by an organization within its own scope or adapted from other entities, adding an own concept thereto, prepared by a given company. The method may be implemented both for the purpose of new products and products already existing on the market.

organizational innovation - implementation of a new organizational method in operation rules adopted by an enterprise (including in the scope of knowledge management), in organization of workplace or relations with the environs, which has not been applied so far yet in a particular enterprise. This does not include mergers and take-overs, even if made for the first time. The organisational innovations do not only constitute a factor which supports innovations within products and processes but they can exert a significant impact themselves on effective functioning of enterprises. They may also contribute to raising quality and efficiency of work, intensify exchange of information or increase company's capability to learn and use new knowledge and new technologies.



ppnt gdynia

pomorski park
naukowo-technologiczny

aleja zwycięstwa 96/98, 81-451 gdynia
tel. +48 58 880 81 50
ppnt@ppnt.pl | ppnt.pl

APPLICATION PROCESS IN STEPS

1. Contact the business supervisor



During such a meeting, phone call or email contact, we will tell you what we offer, what spaces are available in a given moment and how the application process looks like. We can also introductory, for a period of approx. 1 month, book rooms which you are interested in - for the time needed to proceed your application at the nearest session of the Scientific Council.

2. Fill in and submit the application



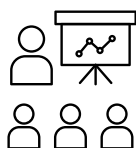
Please remember that depending on whether your economic activity/company is less than or more than 2 years old, you must complete a different application because it is a different type of partnership: Incubator, Park, Constructors' Park, PPNT-NET, PPNT-NET with premises, e-Park or continuations of such partnerships - choose the correct application form.

In the application we ask you about innovativeness of the project which you want to develop at PPNT Gdynia (it is important, as after signing a contract, once in a while we will check how you are doing). We evaluate your idea from the following perspective - e.g.: its unique nature, assumptions, maturity, market research, business potential, competitors, budget, human resources, cooperation with partners, etc. It is worth allocating some time to carefully fill it in.

Send the application to us by **email**.

Before the next stage, i.e. a meeting with experts of the Scientific Council, you may obtain a list of questions to be answered during that meeting.

3. Contact the experts from the Scientific Council



This meeting aims at clarifying potential doubts or obscurities which are in the application filled in by you or in the described project. It is also an opportunity for you to add information not included in the form. If the experts from the Scientific Council have already sent questions on your project, you will also be asked to answer them.



ppnt gdynia

pomorski park
naukowo-technologiczny

aleja zwycięstwa 96/98, 81-451 gdynia
tel. +48 58 880 81 50
ppnt@ppnt.pl | ppnt.pl

APPLICATION PROCESS IN STEPS

It is worth paying special attention to the fact that an **innovation must be measurable**. The measurability aspect of an innovation depends on its type. If you call a project innovative, you must answer the question about what benefits your undertaking will bring. It must have certain indicators which will show that we have to do with an innovation. This always comes down to specific economic criteria - e.g. growth of sales of new products in relation to expenditures on innovative works or increase in margin on products/services in relation to expenditure on innovative works. Executing the above activities on the one hand you must incur certain expenditure in order to achieve a pre-set result on the other hand.

If you are in possession of additional materials concerning your project, you can bring them to the meeting with the experts. They may help answer questions or dispel doubts of the experts.

Companies from the **design** industry are encouraged to place a link to selected representative projects (from 3 to 5) in the application because in the case of such projects greater emphasis is put on unique nature of a solution/project.

Applications concerning continuation in the partnership Park, Constructors' Park, PPNT-NET, PPNT-NET with premises and e-Park are evaluated in a different way and do not require a meeting with the experts of the Scientific Council - this process is described briefly in each form.

How is the project evaluated?

Every each project is assessed acc. to the same key. In the first place, the experts will analyze your application in terms of **SMART criteria** which will allow to distinguish an innovative undertaking from current activities, focusing on:

- clear and comprehensible objectives of the project and stages thereof;
- indication of measurable implementation effects;
- possibility of executing the undertaking;
- impact of project implementation on company's development;
- time precision of the schedule;
- performance of basic project / design works at PPNT Gdynia;
- adequacy of renting the area applied for in relation to implementation of a project.

Additionally, **companies from the creative design industry** will be evaluated in the categories of **aesthetic and technological values**.

The foregoing aspects will allow experts to assess whether your presented project has fulfilled the innovativeness criterion.

In addition, the project will be analyzed on the basis of **4 other criteria**:

- functionality (objective benefits for recipient/customer);
- financial attractiveness;
- market readiness;
- protection/barrier of entry for competitors.

These criteria have different weight and comprehensively constitute the final assessment of innovativeness. The minimum number of points which a project must receive to be able to be developed at PPNT Gdynia is 60 (in the case of the Incubator partnership) or 66 (in the case of the Park partnership).

4. Wait for a reply with assessment of the Scientific Council



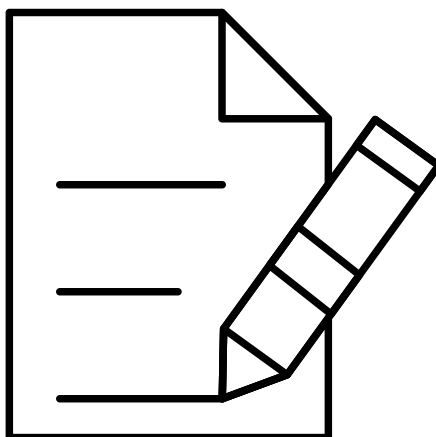
An answer with justification will be sent by us within a few days. If there is a positive decision, as a matter of fact you can immediately start to submit documents de minimis.

5. Submit the documents



Prior to signing a contract, you must provide us with: information on obtained de minimis aid, form with information presented while applying for de minimis aid and an updating declaration of the entity applying for the aid. Don't worry - you will receive all forms from us. It is enough that you will fill them in. Our Organizational Department will also help if you have any questions in this matter.

6. Sign a contract and move in!





ppnt gdynia

pomorski park
naukowo-technologiczny

aleja zwycięstwa 96/98, 81-451 gdynia
tel. +48 58 880 81 50
ppnt@ppnt.pl | ppnt.pl

... and additionally several technical issues

◆ Application form is a dynamic PDF document

Prior to starting filling it in, make sure that you have updated software operating dynamic documents in .pdf. The form must be filled in using the free Adobe Acrobat Reader program, available for all popular operating systems. An up-to-date version can be downloaded here: <https://get.adobe.com/reader>

◆ Answers to questions

While preparing your application, remember to fill in **all** text fields with exhaustive answers that will allow experts to carry out a careful analysis. Pay attention to the fact that depending on size of a given field, **the number of characters is limited and amounts to 1,000**.

In replies please list individual elements in the sequence from the most important to the least important.

◆ Send the form

After filling in the form, send it to us using the button "Send the form to PPNT Gdynia". You can also save it on your computer and add as an appendix to email to the following address aplikacja@ppnt.pl.

If you have any questions or if anything is unclear, we are at your disposal:

aplikacja@ppnt.pl
ppnt@ppnt.pl

58 88 08 140
58 88 08 141
58 88 08 210

PPNT Gdynia Team