

Outputs Definition
Enterprises that has a new to the market products
Definitions

Support must be for an enterprise to introduce one of the following:

- **Product** - when it is either at pre-launch or launched to the market
- **Process** - when it has been introduced into the business
- **Service** - when it has been introduced to the market.

The indicator measures if an enterprise receives support to develop a 'new to the market' product in any of its markets. It includes process innovation as long as the process contributes to the development of the product.

A product is new to the market if there is no other product available on a market that offers the same functionality, or the design or technology that the new product uses is fundamentally different from the design or technology of already existing products. Products can be tangible or intangible (incl. services and processes).

Supported operations that aimed to introduce new to the markets products, but did not succeed are still counted.

If a product is new both to the market and to the firm, the enterprise should also be counted as supported to introduce new to the market products as well as supported to introduce new to the firm products. Enterprises included in this indicator should also be recorded as receiving one of grants or financial or non-financial support.

The indicator applies to all sizes of enterprise, but eligibility rules or operation selection criteria may restrict the scope of activity.

Enterprises supported to introduce new to the firm products

Definitions

- *The indicator measures if an enterprise is supported to develop a “new to the firm” product. It includes process innovation as long as the process contributes to the development of the product. Projects without the aim of actually developing a product are excluded. If an enterprise introduces several products or receives support for several operations, it is still counted as one enterprise. In case of cooperation operations, the indicator measures all participating enterprises to which the product is new.*
- A product is new to the firm if the enterprise did not produce a product with the same functionality or the production technology is fundamentally different from the technology of already produced products. Products can be tangible or intangible (including services).
- Supported projects that aimed to introduce new to the firm products, but did not succeed are still counted.
- If a product is new both to the market and to the firm, the enterprise should be counted in both indicators.
- Enterprises included in this indicator should also be recorded as receiving one of grants or financial or non-financial support.