

ANNEX 6

Outline of the Business Plan**1 Aid Applicant's Identification Data**

- 1.1 Trade name, headquarters, Identification Number/Tax Identification Number
- 1.2 Name and surname of the Applicant's statutory representative/person authorized to act on behalf of the Applicant, his/her position in the company
- 1.3 Name and surname of the contact person
- 1.4 Preparer of the business plan
- 1.5 Name and brief description of the project supplemented with proof of the project's compliance with the objectives of the ICT and Business Support Services Programme, including a summary of the project's outputs, and a list of appendixes.

2 Characteristics of the Applicant**2.1 Property-rights relationships**

- 2.1.1 Ownership of the Applicant (structure of the group to which the Applicant belongs, graph showing the group's asset structure; in the case that there is a parent company, development of basic economic indicators over the last two years)
- 2.1.2 Brief history and current status of property-rights relationships

2.2 Main subject of business (brief history and current status, max. 250 words)

- 2.2.1 Subject of the Applicant's activities (currently, historical development, statement on how long the Applicant has been engaged in business and the Applicant's subject of activity in individual periods; information is provided for the applicant entity or, as the case may be, for the parent company)
- 2.2.2 Customers, markets, the Applicant's position on the market, the project's relation to the Applicant's existing activities
- 2.2.3 References from existing projects/orders
- 2.2.4 *In the case of a project with a subsidy amount over CZK 12 million, the Applicant shall specify in detail the principles of the company's activities outside the main subject of business (trade, innovation, investment).*

2.3 Basic economic indicators (see table)**2.4 Possession of certificates, utilisation methodologies, awards and memberships**

- 2.4.1 Possession of certificates, utilisation of norms and methodologies (information is provided for the applicant entity or, as the case may be, for the parent company)
 - 2.4.1.1 Plan for obtaining or, as the case may be, introducing certificates/standards in the course of the project, including a plan for utilising norms

- 2.4.2 Utilisation of methodologies for managing the development of applications or methodologies for managing projects, or implementation methodologies and others
- 2.4.3 Awards received
- 2.4.4 Membership in professional organisations and associations (not including the Chamber of Commerce)
- 2.4.5 Assurance of innovation processes

2.5 Information on the Applicant's employees

- 2.5.1 Number and job structure of employees, development of the number of jobs
- 2.5.2 Applicant's organisational structure
- 2.5.3 Applicant's human-resources development system: education, enhancement of skills, etc., percentage of costs expended from the company's total wage costs – average for the last two years on the part of the Applicant or, as the case may be, the parent company

2.6 Applicant's cooperation with schools and science and research institute

- 2.6.1 Existing cooperation
- 2.6.2 Detailed plan of cooperation (in the course of the project and in connection with the project) – in both cases it is necessary to submit an agreement or other document on cooperation

2.7 SWOT analysis of the Applicant

3 Detailed Description of the Project and its Compliance with the Programme

3.1 Specification of the project's subject (basic description of the project)

- 3.1.1 Detailed description of the product or, as the case may be, service that is to be the subject of the project; precisely what the Applicant will be engaged in within the project, the project's relationship to the Applicant's strategy, economic and non-economic benefits (impact) for the Applicant and a statement of whether any other institutions or business entities are involved in the project. In the case of projects within the area of business support services, the Applicant shall state the number of languages in which the given service will be offered and/or the number of countries that the centre's activities will cover.
- 3.1.2 Description of the technologies that will be used in creating new ICT solutions or the design and implementation of ICT, acquisition of new know-how (licenses, proprietary research)
- 3.1.3 Goals/results that are to be achieved, including indicators and measuring methods
- 3.1.4 Sustainability of the project, utility of capacities created for the project and after completion of the project, viability of the project on the market. The Applicant shall identify the project's critical stages and state the method by which these will be handled.
- 3.1.5 Summary – SWOT analysis of the project

3.2 Specification of customers for the results of the activity which is to be the subject of the project

- 3.2.1 Definition of customer segments, possibility of using the project's output among customers (purpose for which the project's results will be intended)
- 3.2.2 The project's benefits for the customer(s)
- 3.2.3 Trends in the market as a trade outlet for the output of the activity and the project's adherence to such trends (ideally, the results of international studies should be submitted)
- 3.2.4 The Applicant's detailed business/marketing plan to support sales of the project's output (assurance of sales for the output of the activity which is to be the subject of the project, substantiated by verifiable information), statement of the percentage of the project's total revenues that will be gained through export
- 3.2.5 Description of the competition, possible alternatives to the product, situation on the market, definition of the product's added value or advantages as opposed to competing entities on the market

3.3 Definition of total investment in the project and method of its financing

- 3.3.1 Brief description of the required investment in long-term tangible and intangible assets pursuant to the Call (purchased items including a price estimate)
- 3.3.2 In the case of variant I of eligible costs, a summary of purchased investment assets including a price estimate; in the case of variant II of eligible costs, specification of two-year personnel costs for new employees and the time schedule of their involvement in the project; method of calculation according to the example in the Instructions for Applicants
- 3.3.3 Specification of eligible costs within the context of the de minimis rule
- 3.3.4 Specification of other eligible costs (rent, services of consultants and experts)
- 3.3.5 Other ineligible costs of the project (including personnel costs beyond the two-year period)
- 3.3.6 Specification of the sources from which the investment will be financed; in the case of loans, it is necessary to present the source, description and steps by which such loans were obtained; it is necessary to submit the loan commitment from the bank or, as the case may be, an affidavit from the parent company or other related entity which will provide the loan.

3.4 Assurance of personnel for the project

- 3.4.1 The number of new jobs that will be created for the purposes of project implementation; qualifications, professional focus and source of new employees, percentage of university-educated workers in new positions
- 3.4.2 Of this, the expected number to be employed in research and development (R&D) and the number or percentage of women in newly created positions, impact on equal opportunity
- 3.4.3 Description of requirements for further enhancement or improvement of skills possessed by employees connected with the preparation and/or implementation of the project, specification of planned training programmes including a statement of expected training costs

3.5 Location of the project

- 3.5.1 Location or locations in which new jobs will be created, if different from the Applicant's headquarters
- 3.5.2 Socio-economic characteristics of the place of implementation, assessment of the project's necessity in the region, existence of similar facilities in the given region
- 3.5.3 Does the project have any relation to protection or improvement of the environment? If so, please elaborate in detail. Will the project involve brownfield regeneration?

4 Time Schedule of the Project

- 4.1 Commencement of the project
- 4.2 Completion of the project
- 4.3 Division of the project into phases in relation to fulfilment of the conditions, content and purpose of individual phases, Gantt diagram

5 Other information (optional)

6 Conclusion of the Project Submitter and Aid Applicant (summary of relevant data from the project)

- 6.1 Also provide information on whether the Applicant is applying for or has already received other support for this project (from the state budget of the Czech Republic, from EU structural funds, etc.), or whether aid provided within this project is connected with aid provided or promised for other projects of the Applicant (or members of the corporate group).

Table – development of basic indicators (Item 2.3)

Indicator	Unit	n-2	n-1	n	n+1	n+2
Revenues from sales of the Applicant's own products and services	CZK '000					
Calculated number of workers	number					
Economic operating results	CZK '000					
Added value	CZK '000					
Labour productivity	CZK '000					

n year(s) of project implementation