

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 including its compliance with the objectives of the ICT and Business Support Services Programme including a summary of the project's outputs, a list of items purchased within the project including non-eligible items, place of implementation and a statement on whether the Applicant will build there, and a list of appendices.

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 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 the principles of the company's activities beyond the main subject of business (trade, innovation, investment).*

2.3 Basic economic indicators (see table)

2.4 Possession of certificates, utilised methodology, 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 utilisation of norms
- 2.4.2 Utilisation of methodologies for managing the development of applications or methodologies for managing projects, or implementation methodologies
- 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 professional 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 institutes

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 Summary – 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 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 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 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, research)

3.1.3 Description of whether this concerns a new technological competency in the company or whether new workers will be hired within the existing technological competency, or whether the product/service that is the subject of the project corresponds to the Applicants other products/services

3.1.4 Method of the centre's realisation (construction of buildings, modification of existing spaces, facilities and equipment (existing and new), built-up area of the centre, estimated cost per 1 m³ of enclosed space, method of long-term technical assurance of the centre's activity)

3.1.5 Objectives/results that are to be achieved, including indicators and measurement methods

- 3.1.6 The Applicant's commercial/marketing activities to support sales of the project's output (assurance of sales for the outputs of the activity which is to be the subject of the project)
- 3.1.7 Sustainability of the project, utility of capacities created for the project and after completion of the project, viability of the project on the market. *In the case of a project with a subsidy amount over CZK 12 million, the Applicant shall identify the project's critical stages and state the method by which these will be handled.*
- 3.1.8 Summary – SWOT analysis of the project
- 3.2 **Specification of customers for the outputs 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 outputs 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 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
 - 3.2.5 Statement of the percentage of the project's total revenues that will be gained through export for a period of three calendar years following the year in which the date of project eligibility occurred
- 3.3 **Definition of the investment subject and method of its financing**
 - 3.3.1 Specification of all assets that the company will acquire within the project (not only eligible items), estimated costs and price, specification of whether the project will be implemented in existing or new spaces (lease, the company's own building, etc.)
 - 3.3.2 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 of women in newly created positions, impact on equal opportunity
 - 3.4.3 Description of costs 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**

Operational Programme Enterprise and Innovation

- 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 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, Gantt diagram

5 Other information (optional)

6 Conclusion of the Project Submitter and Subsidy 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.)

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