

ANNEX A: APPLICATION FORM

Brief information about your current business	
Legal name of business	
Legal status of business (i.e individual, LLC, JSC)	
Date of establishment	
Business/Fiscal number	
Name of legal representative	
Postal address	
Phone number	
E-mail address	
Website	
Contact person for application	
Total number of employees	
Owners/Shareholders	
Business sector	

Main products/services	
Brief description of planned activities in the ITP	
Objectives of applying to the ITP	
Target Group/Customers	
Main activities to be implemented in the ITP	
Expected number of new employees in the ITP	
Required premises	
Duration of tenancy	
Starting date	

ANNEX B: BUSINESS PLAN TEMPLATE FOR ACTIVITIES IN THE ITP

Note: The purpose of this Annex is to give an overview and understand your activities in the ITP, as well as the economic aspects of your application.

1. EXECUTIVE SUMMARY *(A description of what you do)*

500 words max.

2. BUSINESS MODEL *(A short description of your business model)*

400 words max.

3. PRODUCT/SERVICE (*Introduce your products and services, and why there is a need for your products and services*)

4. TARGET MARKET (*Specify the customers/clients you are targeting and why you selected that specific market and in which region*)

500 words max

5. MARKET SIZE AND POTENTIAL / COMPETITION (*Describe what is the current size of your market and its future potential as well as the competition in your target market*)

6. COMPETITIVE ADVANTAGE *(Describe the unique selling points of your products/services)*

400 words max.

7. MARKETING AND COMMUNICATION *(Describe how your (potential) customers will know about your product(s))*

500 words max.

8. MANAGEMENT TEAM (*Indicate your future management team in the ITP that will run the business and the role of the owner in this management. Provide names, positions, and backgrounds*)

500 words max.

9. FUTURE EMPLOYEES (*Indicate the number of new employees in activities within the ITP, their competencies and foreseen trainings for them and possibly for third parties*)

10. INVESTMENT AND FINANCES* (Provide the type of planned investment in ITP (i.e. equipment,) and how this is expected to be financed)

400 words max.

**ITP reserves the right to ask applicants for more information, especially on finances and planned investment. This may include financial tables of the business.*