**ANNEX I: A PRELIMINARY IMPLEMENTATION PLAN FOR THE REQUEST TO PARTICIPATE**

**NAME OF THE PROJECT AND CONTACT DETAILS**

**Name of the project:**

**Name an business ID of the organization participating in the competitive bidding:**

**Name of the contact person (email and phone number):**

**WISHED TIME FOR PITCHING:**

First and second choice of pitching slot:

24 September, afternoon

25 September, morning/afternoon

28 September, morning

29 September, morning/afternoon

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| --- |
| **FUNDING REQUESTED**  Total subordinated loan amount sought:  Promised return on the loan:  (Provisional annual spending plans as of 2021)  (Proposed loan term, payment holidays (where applicable) and repayment plan)  (Interim goals for the progress of the project and the spending of the funds) |

The recommended numbers of pages are indicative only. Headlining must be followed. The objective of the request to participate is to set out the proposed idea as clearly and concisely as possible.

1. **Background information/current status**

**1.1 A** **Global significance of the theme (max. 2 pages)**

The significance of the theme on a global scale, the size of the market now and in the future. Whether the idea relates to a current or imminent market shift or a completely new market.

**1.2 Required background information: Current status in Finland (max 2 pages)**

Current status in Finland, the potential of the theme from Finland’s perspective. Aspects of Finland’s business environment and innovation system that could help/hinder the development of the Growth Engine.

1. **Promise of The platform company’s ecosystem impacts**

**2.1 Network and professional competences; description of the Growth Engine ecosystem (max. 5 pages)**

Who is involved now, who will be involved in the future, driver companies and SMEs, researchers and public organizations? Roles of the actors involved. The strengths and weaknesses of the network, possible additional professional competences needed in Finland. International partners and roles in the strengthening of the ecosystem. The ongoing R&D&I activities of the parties involved (e.g. BF, EU funding). The key ecosystem operators are required to attach a written statement of commitment to the tender. *Evaluation: the credibility of the ecosystem/network actors, professional competences, commitment and division of labor, identified professional competences or lack thereof.*

**2.2 Implementation plan of the project; how will the platform company/the granted capital loan promote strengthening of the ecosystem (max. 5 pages)**

The measures by which the ecosystem impacts will be generated. How and by what means, and within what time scale, will the platform company promote the growth and development of the ecosystem? The activities can be described, for example, per work package or by using Gantt charts. *Evaluation: is the implementation plan realistic and the selected means suitable for it, do the measures promote the competitiveness and success of the ecosystem?*

**2.3 The effectiveness of the project (max. 3 pages)**

An estimate of the platform company’s direct benefits. Growth in turnover, exports, number of employees of the parties involved in the Growth Engine ecosystem (the platform company + Finnish partners of the ecosystem), and its impact on inward investment into Finland.

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| --- | --- | --- |
| **Situation today** |  | **In 2020** |
| Turnover (M€) | Platform company |  |
|  | Ecosystem partners (part of turnover that is contributing to this growth engine ecosystem) |  |
| Exports(M€) | Platform company |  |
|  | Ecosystem partners (part that is contributing to this growth engine ecosystem) |  |
| Jobs (nr) | Platform company |  |
|  | Ecosystem partners (nr that is contributing to this growth engine ecosystem) |  |

Direct benefits, total:

|  |  |  |
| --- | --- | --- |
| **Total** | **Estimate 2025** | **Estimate 2029** |
| New turnover generated by new business in Finland (M€)   * platform company * growth engine ecosystem in Finland |  |  |
| New Export (M€)   * platform company * growth engine ecosystem in Finland |  |  |
| New jobs (nr)   * platform company * growth engine ecosystem in Finland |  |  |
| New foreign investments in Finland (M€) |  |  |
| New turnover generated outside Finland (M€)   * platform company * growth engine ecosystem |  |  |
| New jobs outside Finland (nr)   * platform company * growth engine ecosystem |  |  |

The applicant must explain how the calculations have been made. Estimate of indirect benefits, to be described in writing if they cannot be quantified.  
*Evaluation: will the ecosystem create business/exports/etc. amounting to 1 billion euros, is the estimate credible? Significance of the indirect benefits.*

1. **The platform company’s credibility, resources and return on investment for the capital loan**

**3.1 Platform company (max 2 pages)**

Owners, personnel, when is the company established, structure, recources and growth vision.

*Evaluation: credibility of organisation.*

**3.2 Team (max 2 pages)**

Who are involved in the platform company now and who will be involved in the future, commitment. Professional competences and background of the operative management and co-investors.   
*Evaluation: professional competences and background of the management running the platform company.*

**3.3 Business model (max 4 pages)**

The desired business model of the platform company/operator (on the Business Model Canvas template), a preliminary business plan as an annex to the request to participate. The role/competitive advantage/business spearhead the platform company is striving for. The market potential of the selected business spearhead. The, ownership, use and significance of the IPR possibly generated. Potential competing or alternative solutions. *Evaluation: the credibility of the platform company’s business model, has the candidate found a credible business spearhead that enables the achievement of a significant foothold in the market? The significance of the proposed platform company for the business ecosystem*

**3.4 The growth and funding plan for the platform company’s business operations, planned use of the capital loan**

Other funding providers, the status of funding negotiations, amount of capital loan from BF and timetable, repayment plan, interest, share of the returns. Risk assessment. Templates for cash flow forecast calculations and funding plans can be found on sites such as the following: http://yritystutkimusry.fi/?page\_id=9   
*Evaluation: The funding status and financial resources of the platform company for successfully implementing the project. Return on investment obtained by the state, risk assessment for state funding*

**SUPPORTING DOCUMENTS:**

* Written expressions of interest (EOI) from key members of the ecosystem
* Pitch deck (PPT presentation of the key points of the application)