

Criteria for Proposals

(About 10 Pages. Written in German or English)

I. Introduction

- 1 Reasons for the submission of the proposal

II. Project Information

- 1 Project Name
- 2 Submitted by
- 3 Topic
- 4 Region
- 5 Contact Person (*communication languages; contact details: tel., fax, email*)
- 6 Head of the enterprise (*name, contact details*)

III. Compliance with Business-Award Criteria

1. Project description (one page only)

Describe the general idea of the project and its attractiveness for investors
Describe overall strategy of company development
Competitive advantages

2. Company

If your company already exists:

- History of development
- Legal form (owners, etc.)
- Turnover / profit

If you are a start up company:

- Owner- and partnership planned
- Legal form planned
- Location of the company

3. Product or Service

- 3.1 Describe a product / service
- 3.2 Status of development of the product or service
 - What is required to make a product ready for the market?
 - Know-how? Financing?
- 3.3 Customer benefits and advantages
 - What needs does the product meet?

4. Market and Competition Overview

- 4.1 General description of the market
- 4.2 Market: chances, development, trends
- 4.3 Describe your target customers
- 4.4 Market potential
- 4.5 Describe your competitors
 - a. Number of competitors in the region / country
 - b. Their market share
 - c. Their main strength and weaknesses

5. Marketing

- 5.1 Market development
- 5.2 Pricing
- 5.3 Sales concept

6. Management and key persons

- 6.1 Organizational structure
- 6.2 Responsibilities of the different bodies of the organization (board of directors, management, shareholders)
- 6.3 Outside consultants

7. Implementation planning

- 7.1 Schedule of project activities
- 7.2 Not necessary, but good: milestones of company growth

8. Chances and risks

What fundamental chances and risks does your business project have in terms of:
technology
customer behavior
competition
politics, etc.?

9. Financial requirements

- 9.1 What is the sum of your company's financial requirements according to liquidity planning?
- 9.2 Which financing sources can you exploit to cover your financial requirements and to what % of it?
- 9.3 Describe the anticipated profitability of the project
- 9.4 Payback period

10. Partner requirements

What do you expect from your international partner?
Expertise (know-how)
Equipment
What % of the investment needed, other assets
Describe the manner of participation or cooperation you desire.