

**EU4INNOVATION
CHALLENGE FUND
3rd Call for Applications**

APPLICATION FORM

Lot 1 – Idea and Validation stage

1. INFORMATION ABOUT THE START-UP

| A. APPLICANT DATA | |
|---|---|
| Start-up name | <i>[Insert here the name that you plan to use for your start-up after registration]</i> |
| LOT | Lot 1 – Idea and Validation Stage |
| Registration Type | <p><i>[What is the registration type that you plan for the registration of the start-up? Select one of the options listed below]</i></p> <p><input type="checkbox"/> Sole trader (Person fizik)</p> <p><input type="checkbox"/> Limited Liability Company (Shoqëri me Përgjegjësi të Kufizuar)</p> <p><input type="checkbox"/> Command Company (Shoqëri Komandite)</p> <p><input type="checkbox"/> General Company (Shoqëri Kolektive)</p> <p><input type="checkbox"/> Joint Venture Company (Shoqëri Aksionere)</p> <p><input type="checkbox"/> I don't know</p> |
| ID of the founder | |
| Location | <i>[Insert here the name of the municipality where the start-up will be located]</i> |
| Address | <i>[Insert full address where the start-up will be located]</i> |
| Total budget for the implementation of the business idea | <i>[Insert here the total budget (including Challenge Fund grant and applicants' own contribution which should be 5% of the total budget) needed for the implementation of proposed business idea]</i> |
| Funds requested from Challenge Fund | <i>[Insert here the amount of funds requested from Challenge Fund, taking into consideration that it</i> |

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| | <i>should not exceed 95% of the total budget for the implementation of the proposed business idea]</i> |
| Applicant's own contribution | <i>[Insert here the applicant's own contribution which should be 5% of the total budget]</i> |
| Duration | <i>[Insert here the duration of the implementation of the business idea with funds from Challenge Fund (insert number of months). The duration should be from 6 to 8 months]</i> |
| Number of team members | <i>[insert here only the number of persons that will be involved in the start-up]</i> |
| Webpage / other social media accounts | <i>[If applicable, insert here any social media account of the start-up. If these will be developed after the grant, insert N/A]</i> |
| Number of employees that will be registered initially | <i>[Insert here the number of employees that will be employed during the implementation of the grant]</i> |
| Description of current activities (if the activities have already started) | <i>[If the activities have not started yet, insert N/A] [Characters: Limit 500]</i> |
| Have you received business support previously for the business idea? | <i>[Have you applied for a business loan? Investors? Won a pitching event? Participated in trainings, seminars, or other initiatives? Have you received donor support? Is any received support still on-going (provide details)? Do you have any mentor, or have you been selected for an incubator or accelerator program?] [Characters: Limit 500]</i> |
| B. FOUNDER OF START-UP | |
| Name | |
| Surname | |
| Gender | <input type="checkbox"/> Male <input type="checkbox"/> Female |
| Year of birth | |
| Phone number | |
| Email address | |
| C. LEGAL OWNER or ADMINISTRATOR | |
| When registered, who will be the legal owner or administrator of the business? | <i>[Insert here the name of the person]</i> |

2. BUSINESS PROPOSAL

| | |
|-------------------------|--|
| A. START-UP IDEA | |
| RELEVANT SECTOR | <i>[Select one of the options listed below]</i> <input type="checkbox"/> IT and Digital Solutions <input type="checkbox"/> Business services <input type="checkbox"/> Tourism |

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|---|---|---|--|---|--|
| | <ul style="list-style-type: none"> <input type="checkbox"/> Sustainable Agriculture, food processing, forestry, and fishing <input type="checkbox"/> Green and digital transition <input type="checkbox"/> Circular economy <input type="checkbox"/> Wood processing <input type="checkbox"/> Clothing and textile industry <input type="checkbox"/> Footwear and leather processing industry <input type="checkbox"/> Renewable energy <input type="checkbox"/> Waste management and remediation activities <input type="checkbox"/> Recycling and upcycling <input type="checkbox"/> Other (please specify) _____ | | | | |
| <p>What is your business idea?</p> | <p><i>[Pitch your business idea, highlighting the problem/s you are addressing, the solution/s provided, what is the product or the services that you will develop, and how are you doing it. What are your competitive advantages]</i></p> <p><i>[Characters: Limit 1 500]</i></p> | | | | |
| <p>Is your business idea new to the Albanian market or within a specific region in Albania? Explain the innovation behind your business idea.</p> | <table border="0"> <tr> <td data-bbox="798 1229 901 1624"> <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No </td> <td data-bbox="903 1229 1428 1624"> <p><i>[If Yes, Explain the type of innovation characterizing your proposal. Why is it innovative, what is its uniqueness? Is this a new business model, a new / improved product, service, process, or marketing approach, or is it an innovation in your offer (logo/brand, or contracts with clients)? Do you have an innovation patent for your idea or can your idea be patented in the future?]</i></p> <p><i>[Characters: Limit 1 000]</i></p> </td> </tr> <tr> <td colspan="2" data-bbox="798 1626 1428 1975"> <p><i>[Please keep in mind that innovation is defined as 'the implementation of a new or improved product or process (or combination thereof) that differs significantly from the unit's previous products or processes and that has been made available to potential users (product) or brought into use by the unit (process).' (OECD) . In relation to the Innovation Challenge Fund – Phase II, innovation will be assessed in the Albanian context, i.e. is this a pioneering venture within the country?]</i></p> </td> </tr> </table> | <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No | <p><i>[If Yes, Explain the type of innovation characterizing your proposal. Why is it innovative, what is its uniqueness? Is this a new business model, a new / improved product, service, process, or marketing approach, or is it an innovation in your offer (logo/brand, or contracts with clients)? Do you have an innovation patent for your idea or can your idea be patented in the future?]</i></p> <p><i>[Characters: Limit 1 000]</i></p> | <p><i>[Please keep in mind that innovation is defined as 'the implementation of a new or improved product or process (or combination thereof) that differs significantly from the unit's previous products or processes and that has been made available to potential users (product) or brought into use by the unit (process).' (OECD) . In relation to the Innovation Challenge Fund – Phase II, innovation will be assessed in the Albanian context, i.e. is this a pioneering venture within the country?]</i></p> | |
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| <p>Present your team. Indicate if any of the team members is currently actively involved in another business as a legal owner, shareholder, or administrator.</p> | <p><i>[Present the key people in your team, their roles, and positions in the start-up. Why are you best suited to make this start-up a success? If any, indicate which of the key people in your team is currently involved in another business as a legal owner, shareholder, or administrator. What is the legal name of this business?] [Characters: Limit 1 000]</i></p> |
| <p>B. FEASIBILITY</p> | |
| <p>Who is your customer?</p> | <p><i>[Define your ideal customer, your target group and your target market (domestic, international, etc. Please add information on market size for your product/service, the percentage of the market you intend to have. What is the price of the product and the number of target clients for your product? What is your target for the first year of operation after the grant received by the program? What are the channels that you will use to sell your product/service to your customers?)]</i> <i>[Characters: Limit 1000]</i></p> |
| <p>Explain the income generation for the proposed business idea</p> | <p><i>[What will be the main income generation model for this start-up? Provide an overview of how your business proposal plans to make money. Explain where the income will come from and how you'll sell your product or service to earn revenue. Describe your pricing strategy for your new technology, product, or service, explaining how it will attract customers and make your business profitable].</i> <i>[Characters: Limit 1 000]</i></p> |
| <p>Define and describe the key activities to be carried during your business proposal implementation period</p> | <p><i>[List and describe the key activities that will be implemented during the implementation period of the business proposal. Activities should be linked to the budget items listed in your budget proposal, see Budget section.]</i> <i>[Characters: limit 1 000]</i></p> |
| <p>Include information on the results/outputs</p> | <p><i>[Describe the main results /outputs you expect to achieve by the end of the implementation of this grant]</i> <i>[Characters: limit 1 000]</i></p> |
| <p>What makes your idea/start-up sustainable long-term?</p> | <p><i>[How will your start-up continue to thrive post-funding? When do you plan to break even? What is the long-term intention with your business? If your start-up does not succeed, what is your plan B?]</i> <i>[Characters: Limit 1 000]</i></p> |
| <p>Is there any risk related with the implementation of your business idea?</p> | <p><i>[Describe any risks that may negatively affect the implementation of your business idea, and what are some mitigation measures to avoid / overcome these risks.]</i> <i>Characters: Limit 1 000</i></p> |

| | | |
|---|--|----------------------------|
| <p>Apart from funding, what kind of other support and assistance would be most beneficial for you to succeed with your start-up?</p> | <p><i>[Are you in need of any trainings, mentorship, certifications, licences, patents, or other technical assistance? Are there any area/field in which you would be interested in receiving additional support?]</i> <i>[Characters: Limit 1 000]</i></p> | |
| <p>C. CROSS-CUTTING ISSUES</p> | | |
| <p>Will your business idea, start-up or efforts during the upcoming business proposal implementation period and beyond have a positive impact on women, the environment, or any other social impact in the local community?</p> | <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> | <p><i>If YES, how?</i></p> |
| <p><i>[Will your business idea, start-up or efforts during the implementation of the grant and beyond will contribute to for example a greater involvement of women in economic activities (women entrepreneurship, employment or facilitate women' access to certain products or services), if the business has a positive impact on the environment, explain the positive aspects of the business, e.g.: reducing waste or converting emissions, reducing energy consumption, recycling, or similar. Will your initiative have positive impact on other groups of beneficiaries such as people with special needs, people living in rural areas, youth, etc.? Is it based or will use local tradition?]</i> <i>[Characters: Limit 1 000]</i></p> | | |
| <p>What will be the main benefits from successfully implementing your business idea and who will benefit from it?</p> | <p><i>[List the main benefits (social, economic, environmental, etc.) and main beneficiaries of your business idea. Link benefits with beneficiaries.]</i> <i>[Characters: Limit 1 000]</i></p> | |

3. ATTACH RELEVANT DOCUMENTS

The following documents should be attached to this Application and uploaded in the specified format:

1. Completed Financial Form, including Budget (sheet 1), Key metrics (sheet 2), Cash Flow (sheet 3), Financial Data in the first three years after the Challenge Fund grant (sheet 4); - *excel format*

The Budget is presented in EUR. Costs and unit values are rounded to the nearest euro. Amounts are automatically calculated after entering new data.

Any grant requested from this Call for **Lot 1: Idea and Validation Stage** should be

- Maximum 10,000.00 EUR

The grant is given on a cost share basis, i.e. the applicant is expected to co-share the costs. The total grant amount may not exceed 95% of the total value of the budget for the implementation of the business idea for which the grant is awarded.

The co-financing share of an applicant's own contribution must be 5% of the total value of the budget for the implementation of the business proposal. The co-shared amount may be in cash or in-kind contributions. Salaries should be proposed only as in cash contributions. Fix assets and equipment should be proposed only as in-kind contributions. All information on eligible costs and activities can be found in the Guidelines Document.

The budget table includes the following headings:

- **Human Resources** - Staff costs include direct compensation for the costs of employees working for the implementation of the business idea (gross salaries including taxes and contributions.) As an example the staff may include i.e Administrator/Manager, IT, Marketing or Finance Officer staff costs, etc. The Human Resources costs should not exceed 30% of the total cost of the project.
- **Administrative costs** – Include office rent, equipment maintenance, office supplies, transportation, communication, etc.
- **Implementation costs** – Include purchase of equipment and tools, infrastructure works, promotion and marketing, raw materials for product' development, external expertise etc.

For the procurement of equipment, please specify each product you are planning to purchase during the implementation of the business idea. The need for this kind of costs must be explained in detail in the proposal, and the equipment cannot be subject of transfer of ownership for at least two years after grant contract completion. One cost cannot be included in more than one budget headings or in more than one budget line within the same budget heading.

2. Completed Canvas business model – *in PDF format*
3. Indicative Action Plan of the business concept – *in PDF format*
4. ID of the founder of the start-up – *scanned in PDF format*
5. CV of the founder of the start-up – *in PDF format*
6. CV of relevant team members – *in PDF format*
7. Judicial Records Certificate (Dëshmi Penaliteti) of the founder of the start-up, issued within three months from the application date (source: <https://e-Albania.al/>) - *scanned in PDF format*
8. Document issued by the Court certifying that the founder of the start-up does not have any penal court cases in process, issued within three months from the application date - *scanned in PDF format*
9. Document issued by the Prosecution certifying that the founder of the start-up is not prosecuted by the prosecution, issued within three months from the application date - *scanned in PDF format*
10. For non-Albanian applicants: The Residence permit of the founder of the start-up – *scanned in PDF format*

Please ensure that your file is properly optimized, that maximum size of one uploaded pdf. File is 5 MB. The maximum number of characters of the name of each document uploaded is 50 characters.