



# Innovation Challenge fund 4th Call

## Application Instruction Windows 1 - Start-ups

IPA 2017 Action Programme for Albania  
IPA II Sector Competitiveness and Innovation

## Contracting Authority

Embassy of Sweden Tirana – Project ‘Eu for Innovation’

## Innovation Challenge fund 4<sup>th</sup> Call

Application Instruction  
Windows 1 – Start-ups  
for grant applicants

IPA 2017 Action Programme for Albania

IPA II Sector Competitiveness and Innovation

Deadline for submission of online Application form: March 15<sup>th</sup> 2021

The European Commission Instrument for Pre-Accession (IPA II) 2014-2020, through its Action Programme 2017 supports growth and competitiveness with the aim to facilitate Albania in its accession process. Such support includes improving the innovative eco-system and boosting start-ups creation in Albania. Funded by the European Union, and with additional support from the German Federal Ministry for Economic Cooperation and Development (BMZ) as well as the Swedish International Development Cooperation Agency (Sida), the “**EU for innovation**” project interventions will support the capacity for innovation among the innovation ecosystem actors (start-ups, innovation support providers and policy-makers), build linkages within the Albanian innovation ecosystem and internationally and fund innovative startups and innovation support providers. The project will run until September 2021 and is implemented by GIZ and the Swedish Embassy Tirana. The project has a budget of up to 7.539.238 EUR (EU contribution: 6.600.000 EUR, German contribution: 719.238 EUR; Swedish contribution: 220.000 EUR).



The 'EU for Innovation' project, funded by the European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Swedish International Development Cooperation Agency (Sida) is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Embassy of Sweden Tirana.

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# Innovation Challenge fund 4<sup>th</sup> call

## Application Instruction

### Window 1 - Start-ups

Version 3.0 (February, 2021)

This document relates to the “Innovation Challenge fund 4<sup>th</sup> call” **Window 1**, accessible to Albanian start-ups created around innovative business concepts and provides information on the content and format of the [Innovation Challenge fund 4<sup>th</sup> call] online application form. This document is for information purposes only and meant to serve as a helpful tool for the applicants when filling out the online application form.

- In case of a discrepancy between this document and the online application form, the online application form prevails.
- Depending on if you are applying as i) early-stage start-up (registered between 0-12 months) or ii) scale-up (registered between 1-5 years), the system will adjust the application format accordingly. Some questions are not applicable to for example non-registered start-ups and will therefore not be asked. But, all fields that are viable are mandatory and have to be filled out. The system will alert you otherwise.
- Please note that the text within [ ] is only serving as a guideline when answering and should not be entered into online application form.
- At the final stage of the application, you will be requested to upload supporting documentation based on your answers. Make sure to have the relevant documents ready for upload.
- Applicants should have read through the Guideline Document before applying to [Innovation Challenge fund 4<sup>th</sup> call] in order to ensure an adherence to the [insert name of CF] rules and criteria.

- We advise all potential applicants **not** to wait until the deadline for submission to fill out their application.
- When uploading documents, it is necessary to add the name of the document.

## General Tips to Help You with Your Application

Before filling out the online application form, the following relevant aspects should be taken into account:

- It is only possible to submit a project proposal via the online form. Applications received by mail (printed form), by fax or in any other way, will not be evaluated.
- The application could only be done through a laptop / pc and NOT mobile.
- The applicants should use web-browser Chrome (version 70.0 or newer) and / or Firefox (version 60.0 or newer).
- Every field of the application form gives you information on how to fill it, once you locate the mouse arrow over it.
- Ensure that the e-mail address you wish to link your application to is valid and will be active and accessible for the complete duration of the selection procedure.
- It is highly recommended to gather all relevant information before starting to fill out the online application form. The application form can be compiled only once. This means that the application cannot be saved and re-entered in a second moment. After you have filled in all the required fields, and the applicant has arrived at the final step, you can back and change or check all information. In the moment that the applicant presses SEND, the application is considered completed.
- All fields have character limitations. A character might be a letter, a space, a number or a symbol. The maximum number of characters allowed is stated in each field. Be aware that characters in excess will not be recorded.



- The application must be filled out English.
- When answering longer sections, please remember to regularly save your data, in order to avoid data loss in case of interruptions of the Internet connection or other technical issues.
- Fields that require numbers and have decimals in it should look like this (12.44) and NOT like this (12,44). If the format is not correct, the application will not be saved successfully.

## 1. INFORMATION ABOUT YOUR START-UP

| A. APPLICANT DATA                                     |   |
|---|---|
| <b>Start-up name</b>                                  |   |
| <b>Category</b>                                       | <input type="checkbox"/> Early- stage start-up (registered between 0-12 months)<br><input type="checkbox"/> Scale-up (registered between 1-5 years)   |
| <b>Registration date</b>                              |   |
| <b>Registration type</b>                              | <input type="checkbox"/> Sole Trader (Person Fizik)<br><input type="checkbox"/> Limited Liability company (Shoqëri me përgjegjësi të kufizuar)<br><input type="checkbox"/> Command Company (Shoqëri komandite)<br><input type="checkbox"/> General Company (Shoqëri Kolektive)<br><input type="checkbox"/> Joint Stock Company (Shoqëri anonime)<br><input type="checkbox"/> Branch of another company (Degë e një shoqërie tjetër) |
| <b>ID</b>   |   |
| <b>NUIS</b>   |   |
| <b>Location</b>                                       |   |
| <b>Address</b>  |   |
| <b>Number of team members</b>                         |   |
| <b>Number of official employees</b>                   |   |
| <b>Description of current activities</b>              | <i>[What is the team/founder's main current occupation? How far along is the ide/business? For how long have you been working with the idea/business? [Characters: Limit 1 000]</i>   |
| <b>Have you received business support previously?</b> | <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? Do you have any mentors or</i>  |

have you been selected for an incubator or accelerator program?  
[Characters: Limit 500]

## B. FOUNDER

|            |  |
|------------|--|
| Name       |  |
| Surname    |  |
| Gender     | <input type="checkbox"/> Male<br><input type="checkbox"/> Female |
| Birth year |  |

## C. CONTACT PERSON

|          |  |
|----------|--|
| Name     |  |
| Surname  |  |
| Position |  |
| Phone    |  |
| Email    |  |

# 2. FINANCIAL DATA

## A. FINANCIAL INDICATORS

|                               | 2017* | 2018* | Projected for 2019** | Projected for 2020** | Projected for 2021** |
|-------------------------------|-------|-------|----------------------|----------------------|----------------------|
| <b>INCOME (EUR)</b>           |       |       |                      |                      |                      |
| 1. Operating income           |       |       |                      |                      |                      |
| 2. Financial income           |       |       |                      |                      |                      |
| 3. Extraordinary income       |       |       |                      |                      |                      |
| <b>EXPENDITURES (EUR)</b>     |       |       |                      |                      |                      |
| 1. Operating expenditures     |       |       |                      |                      |                      |
| 1.1 Staff cost                |       |       |                      |                      |                      |
| 1.2 Administrative cost       |       |       |                      |                      |                      |
| 1.3 financing cost            |       |       |                      |                      |                      |
| 1.4 marketing cost            |       |       |                      |                      |                      |
| 1.5 other cost                |       |       |                      |                      |                      |
| 2. Financial expenditures     |       |       |                      |                      |                      |
| 3. Extraordinary expenditures |       |       |                      |                      |                      |
| <b>FINANCIAL RESULT (EUR)</b> |       |       |                      |                      |                      |

\*) For start-ups that have not completed two full financial years, please fill out the data from the registration date in the left column and the data on the submission date of the application in the right column.

\*\*) Please provide the budgeted financial information, to the best of your estimation



Funded by the  
European Union



\*\*\* The financial data is presented in EUR. Please indicate the Exchange rate applied for All to Euro currency



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## 3. YOUR PROPOSAL

### A. START-UP IDEA

|  |  |
|--|--|
| <b>Relevant sector</b>   | <input type="checkbox"/> IT and Digital Solutions<br><input type="checkbox"/> Business services<br><input type="checkbox"/> Tourism<br><input type="checkbox"/> Agriculture and food processing<br><input type="checkbox"/> Wood processing<br><input type="checkbox"/> Metal processing<br><input type="checkbox"/> Clothing and textile industry<br><input type="checkbox"/> Footwear and leather processing industry<br><input type="checkbox"/> Solutions to tackle challenges related to the Covid-19 pandemic<br><input type="checkbox"/> Communication<br><input type="checkbox"/> Other (Please specify) |
| <b>What is your idea?</b>  | <p><i>[Pitch your business idea. Give us a clear idea of what the project is about. What are you going to do and why are you doing it?]</i><br/> <i>[Characters: Limit 1 000]</i></p>  |
| <b>Explain the innovation behind your business idea / business</b> | <p><i>[Explain the type of innovation characterizing your proposal. Is this a new / improved product, service, process or marketing approach?]</i><br/> <i>[Characters: Limit 1 000]</i></p>   |
| <b>Present your team</b>   | <p><i>[Present the key people in your team. Why are you best suited to make this start-up a success?]</i><br/> <i>[Characters: Limit 1 000]</i></p>  |

### B. PROJECT FEASIBILITY

|  |   |   |
|--|---|---|
| <b>Is your product, service or idea new to the Albanian market or within a specific region in Albania?</b> | <input type="checkbox"/> Yes<br><input type="checkbox"/> No   | <p><i>[If <b>Yes</b>, please describe uniqueness of your product, service or idea. Why is it innovative?]</i></p> |
|  | <p><i>[Please keep in mind that innovation is defined as “the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations (OECD).” In relation to the [insert name of CF here] innovation will be assessed in the</i></p> |   |

|  |  |                                     |
|--|--|-------------------------------------|
|  | <p><i>Albanian context, i.e. is this a pioneering venture within this region?</i></p> <p style="text-align: right;"><i>[Characters: Limit 500]</i></p>   |                                     |
| <b>Who is your customer?</b>   | <p><i>[Please define your ideal customer, your target group and your target market (domestic, international, etc. Please add information on market size for your product, the percentage of the market you intend to have, the price of the product and the number of target client for your product.)]</i></p> <p style="text-align: right;"><i>[Characters: Limit 500]</i></p> |                                     |
| <b>Define and describe the key activities to be carried out during the upcoming 6 months</b>   | <p><i>[List and describe the key activities that will be implemented during the upcoming 6 months period. Activities should be linked to the budget items listed in your proposed budget, see Budget section.]</i></p> <p style="text-align: right;"><i>[Characters: Limit 1 000]</i></p>  |                                     |
| <b>Apart from funding, what kind of other support and assistance would be most beneficial for you to succeed with your start-up?</b>       | <p><i>[Are you in need of any trainings, mentorship, certifications or other technical assistance? Are there any area/fields in which you would be interested in receiving additional support?</i></p> <p style="text-align: right;"><i>Characters: Limit 1 000]</i></p>   |                                     |
| <b>What makes your idea/start-up sustainable long-term?</b>  | <p><i>[How will your star-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></p> <p style="text-align: right;"><i>Characters: Limit 1 000]</i></p>  |                                     |
| <b>Explain the income generation for the proposed project</b>  | <p><i>[What will be the main income generation for this project?</i></p> <p style="text-align: right;"><i>[Characters: Limit 1 000]</i></p>  |                                     |
| <b>Include information on the project result/outcome</b>   | <p><i>[Describe the main results you expect to achieve by the end of the implementation of this project]</i></p> <p style="text-align: right;"><i>[Characters: Limit 1 000]</i></p>  |                                     |
| <b>C. CROSS-CUTTING ISSUES</b>   |  |                                     |
| <b>Will your idea, start-up or efforts during the upcoming 6 months have a positive impact on women, the environment or have any other</b> | <input type="checkbox"/> Yes<br><br><input type="checkbox"/> No  | <i>If <b>Yes</b>, in what kind?</i> |
|  | <p><i>[Will your idea, start-up or efforts during the implementation of the project contribute to for example a greater involvement of women in economic activities (women entrepreneurship, self-</i></p>   |                                     |

|  |  |
|--|--|
| <p><b>beneficiaries?</b></p>   | <p><i>employment or employment or facilitate access to certain products or services? If the project has a positive impact on the environment, explain the positive aspects of the project, e.g.: reducing waste or converting waste into new products, using new energy sources, reducing emissions, reducing energy consumption, or similar. Will your initiative have an impact on other groups of beneficiaries such as people with special needs, people in rural areas etc.?</i></p> <p style="text-align: right;"><i>[Characters: Limit 1 000]</i></p> |
| <p><b>What will be the main benefits from successfully implementing your business idea and who will benefit from it?</b></p> | <p><i>[Characters: Limit 1 000]</i></p>  |

## 4. YOUR BUDGET

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 the [inset name of CF] **Window 1** may not exceed:

- the maximum amount of 30,000 EUR for early stage start-up (registered between 0-12 months) and for scale-up start-ups (registered between 1-5 years)

Minimum co-financing share of an applicant's own contribution must not be below 50% of the overall costs of the project implementation. The maximum co-financing percentage share of an applicant's own contribution is not limited. All information on eligible costs and activities can be found in the Guideline Document.

Please specify the time frame of project implementation in months

| Budget line   | Unit of measure | Quantity | Price (EUR) | Amount (EUR) | Item explanation            |
|---|-----------------|----------|-------------|--------------|-----------------------------|
| 1. Staff**  |                 | 1        | 0,00        | 0,00         |                             |
| 2. Administrative costs***                                |                 | 1        | 0,00        | 0,00         |                             |
| 3. Implementation cost***                                 |                 | 1        | 0,00        | 0,00         |                             |
| 4. Total project budget (EUR) (1 + 2 + 3):                |                 |          |             |              |                             |
| 5. The amount of co-funding by the applicant (EUR):       |                 |          |             |              | 50% of total project budget |
| 6. The required amount of co-funding by Sida (EUR) (4-5): |                 |          |             |              |                             |

\* Staff costs include direct compensation for the costs of employees working on the project (salaries, taxes, contributions, etc.)

\*\* For the procurement of equipment (budget group 2), please specify each product you are planning to purchase during the project implementation. The need for this kind of costs must be explained in detail in the project proposal, and the equipment cannot be subject of transfer of ownership for at least two years after project completion.

\*\*\* For this budget group (budget group 3), please describe with more details and budget lines all costs necessary for the successful implementation of the project. The budget group includes all other costs necessary for implementation of the project and the achievement of project objectives

CANCEL MY APPLICATION ✕

SAVE

PROCEED TO STEP 4 >

The project budget table includes the following headings: *Staff*, *Administrative costs*, and *Implementation costs*.

- Staff costs include direct compensation for the costs of employees working on the project (salaries, taxes, contributions, etc.).
- For the procurement of equipment, please specify each product you are planning to purchase during the project implementation. The need for this kind of costs must be explained in detail in the project proposal, and the equipment cannot be subject of transfer of ownership for at least two years after project completion.

The [insert name of CF] 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 50 % of the total



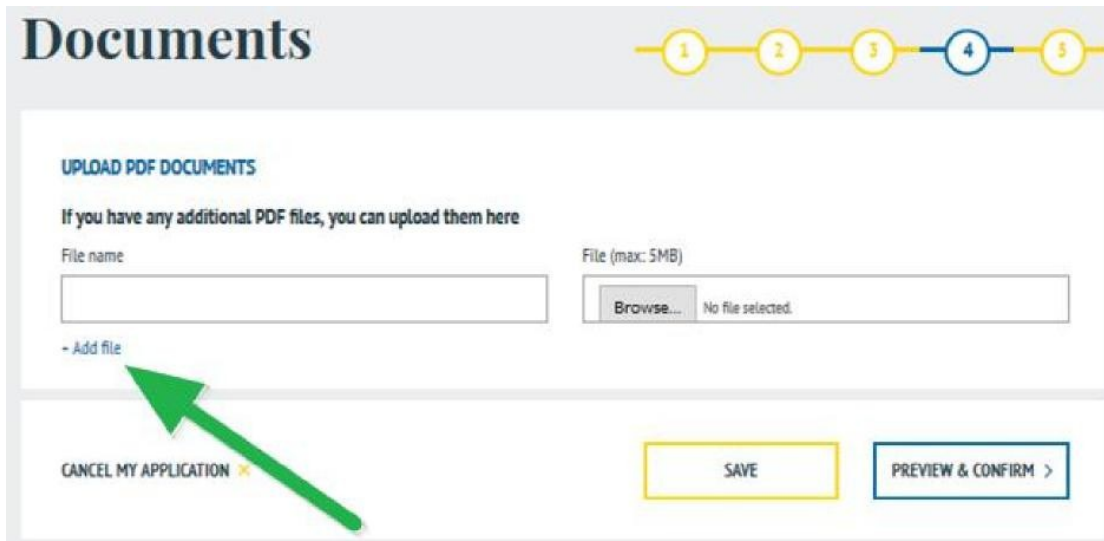
value of the project for which the grant is awarded. The co-shared amount may include in-kind contributions such as time, salaries, reinvested profits etc.



## 5. ATTACH RELEVANT DOCUMENTS

The following documents should be attached (scanned as PDF and uploaded):

- a) The registration acts in accordance with relevant national law;
- b) Identification number issued by tax administration;
- c) Profit Loss Accounts;
- d) Balance Sheets.
- e) CV of relevant team members



Please ensure that take care that your file is properly optimized, the maximum size of one uploaded pdf. file is 5 MB.



## 6. PREVIEW AND SUBMISSION

After completing the application form and attaching all necessary supporting documents, it is recommended to check your application once again.

After the submission of the application, the applicant will receive an automatic email confirmation. Once submitted no modifications to the project proposal will be possible.

- By sending in this application the applicants accept the rules, regulations and criteria stipulated on the Innovation Challenge fund 4<sup>th</sup> call website and specified in the guidelines. The applicant ensures that the information provided by the applicant in this application is truthful and correct. The applicant is responsible for the credibility of the information provided in the application. Accuracy and verification of data will be carried out during the evaluation process, and applicants who give inaccurate data in the application will be eliminated. If selected, the applicant agrees to attend a one-day boot camp in Tirana, fulfil all obligations as stated and submit to necessary legal and financial controls.*

### Help and Technical Support

If you experience any technical difficulties or problems please send an email to [challengefund@euforinnovation.al](mailto:challengefund@euforinnovation.al).

Please note that questions related to each call for proposals may be sent in writing via e-mail no later than 15 days before the deadline of submission of applications.