aws Creative Impact

Condition „Enter into Cooperations“

**Project plan**

Note: The project plan must not exceed 15 pages. Own templates may not be used. Applications for funding that deviate from this standard will be formally rejected in the interest of equal treatment of all applicants.

The following headings/contents must be used, unless marked accordingly.

**Applicant:**

1. Executive Summary

Maximum one A4 page. Summary of all essential points of your project plan.

1. Problem definition
2. Explanation of the concrete problem (detailed problem definition)
3. Description of who is affected by the problem and benefits from a solution
4. Background and motivation for the project idea (reference)
5. Solutions approach
6. Description of how the problem is to be solved (method)
7. Presentation of the creative economic aspect (How does creative performance solve the problem? Why did you choose this particular creative-economic service? What alternatives did you look at?)
8. Data on the degree of innovation

1. Presentation with whom the project is to be implemented (in-house, service provider)
2. Result
3. Explanation of the planned product, the planned service (output)
4. Benefit/effect of the solution (Impact; How does the ecosystem of the company/market/industry change? How does the value chain change?)
5. Strengths & weaknesses (SWOT) of the product/service compared to the currently mainly used products/services
6. Market & competition
7. Information on the target groups addressed
8. Competitors and environment (Who are the competitors?   
   What competing products are there?)
9. Company and team
10. Description of the company (date of incorporation, legal form etc.)   
    Note: only companies that have already been established are eligible to apply.
11. Team  
    Presentation of external and internal key persons (qualification, scope of duties/role, responsibilities, personnel planning, structure)
12. Meilensteinplanung

Bitte *füllen Sie für den zweiten und dritten Meilenstein,* *mindestens* zwei weitere projektspezifische Aktivitäten (z.B. Fertigstellung von Prototyp) ein.

Milestone 1:

* Acceptance and return of the grant agreement
* Possible requirements

Milestone 2:

* Interim report available
* Interim statement at the request of aws
* Possible requirements
* project-specific activity
* project-specific activity

Milestone 3:

* final report available
* final account has been submitted
* project-specific activity
* project-specific activity

1. Plan calculation

For three years after the start of the project. We request the presentation of a detailed plan calculation for the (entire) submitting company for the first three business years after the start of the project (if the project starts in 2020, 2020 is also the first year of the plan calculation).

For the planned business figures (current business year, next business year), you are assuming the expected development of your company with the same business performance (i.e. without taking into account the financing applied for). This plan calculation should also include, for example, the assumptions regarding planned sales and important cost items for the submitting enterprise.

Please also answer the supplementary questions on the items in question.

All amounts should be stated in net terms.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1st year after project start** | **2nd year after project start** | **3rd year after project start** |
|  | **YEAR** | **YEAR** | **YEAR** |
| Revenues **1)** |  |  |  |
| +/- Change in inventory |  |  |  |
| + own work capitalised |  |  |  |
| **= operating performance** |  |  |  |
| - Cost of goods and materials **2)** |  |  |  |
| - Personnel expenses \*) |  |  |  |
| - Rental expenses (incl. leasing), rent |  |  |  |
| - Marketing/sales expenses |  |  |  |
| - Other operating expenses **3)** |  |  |  |
| - Depreciation |  |  |  |
| **= operating result** |  |  |  |
| +/- Interest income/expense **4)** |  |  |  |
| **= Profit from ordinary activities (POA)** |  |  |  |
| +/- extraordinary income/expenses **5)** |  |  |  |
| - Taxes on income and earnings |  |  |  |
| +/- Reserves/shareholder settlement\*\*) |  |  |  |
| **= Net profit/loss for the year** |  |  |  |

*\* thereof remuneration of the managing partners*

*\*\* in case of negative values please enter a \*-\* in front of the number*

Description for plan calculation

**1) Revenues**

We request a description of the assumptions made for the stated turnover, i.e., units sold and price per unit, and a breakdown by product/service group.

**2) Use of goods and materials**

Please describe the components of this item (main groups of purchased products/services).

**3) Other operating expenses**

Please list and briefly explain the most significant item under "other operating expenses".

**4) Interest income/expense**

We ask for details of the assumptions on interest expense (source of capital and interest).

**5) Income/expense**

If you have any of the above positions, please explain.