aws Digitalization  
Special Terms/Conditions for AI-Adoption (“AI-A”)

**Business plan template**

Note: The business plan must not exceed 20 pages.

The following headings/contents must be used. Grant applications deviating from this standard will be formally rejected to ensure that all funding applicants receive equal treatment.

Executive summary (max. 1 page)

Product or service

Description of product or service and stage of development

USP, strengths and weaknesses

Degree of innovation and technological level, service provision (production or services)

AI technologies used and justification of selection

Pros and cons of the chosen AI technology in comparison to previous solutions

Innovations compared to the current state of the art

Existing technical risks

Property rights

Added value chain and rendering of services

Data strategy[[1]](#footnote-1)

Trustworthy AI, AI Regulations, Standards, Norms, Certifications

Trustworthy AI

Legal framework (relevant legal standards)

Ethical challenges (respect for human autonomy, harm prevention, fairness,   
explainability)

Requirements of a trustworthy AI

#### Precedence of human agency and human oversight

#### Technical robustness and safety

#### Protection of privacy and data governance

#### Transparency

#### Diversity, non-discrimination and fairness

#### Social and environmental wellbeing

#### Accountability

#### Proposed standards for trustworthy AI

AI regulations, standards, norms and certifications

Description of how the EU AI Act, standards, norms and certifications are taken into account in product/service development.

Classification of project along the risk pyramid of the EU AI Act

Presentation of AI standards or norms relevant to the project.

Presentation of AI certifications relevant to the project.

Market and competition

Market size and growth

Target groups and market shares

Competitive analysis

Competitor analysis

Market entry barriers

Market position

Marketing and sales

Marketing strategy and communication channels

Sales strategy

Pricing policy/revenue model

Company and management

Management and startup/project team

Knowledge of applied AI technologies

Information about the company

Organizational structure

Implementation planning and strategy

Short and medium-term goals/milestones

Success and financial planning

Startup/project costs and startup/project investments

Running costs

Capital requirements and financial resources

Projected budget and projected profit and loss plan for three years for the startup project/project proposal

Current finances

SWOT analysis

Clarification:

General in-depth explanations of the business plan can be found here: <https://www.aws.at/fileadmin/user_upload/Downloads/ergaenzende_Information/aws_PreSeed_Seedfinancing_Muster_Businessplan.pdf> (German only)

Explanations of trustworthy AI and the data strategy can be found in the FAQs on the aws program website.

1. Detailed plan how to handle data in the project. See also FAQs. [↑](#footnote-ref-1)