

# PROJECT DATA SHEET

Please submit the completed project data sheet electronically to [info@granpe.hu](mailto:info@granpe.hu).

**I. Basic Information** (If the company implementing the project has not yet been established, please leave the following fields empty.)

- Company name:
- Company headquarters:
- Company registration number:
- Tax number:
- Date of company establishment:
- Main activity (with NACE code):
- Ownership structure (traced back to ultimate private owners):

## II. Detailed Description of the Project and the Company

### 1. Description of activity and business model:

- a) Please describe the main activity of the company and other related activities!
- b) In which geographic markets does the company operate?
- c) Please describe the main customers / customer groups by activity!
- d) Please describe the business model:
  - From whom (e.g., B2B/B2B2B/B2C sales; main contractor/subcontractor status), with what regularity (e.g., one-time/occasional or recurring monthly/quarterly/annually), and under what pricing logic (e.g., fixed price, renewable monthly fee, commission-based) does the company's revenue come for each activity?

### 2. Presentation of the target company's achievements to date:

- a. What product/service development, organizational development, and business development achievements has the company reached so far?
- b. What results has the company achieved in sales and market acquisition so far (summary presentation of current customers, contracts; pipeline presentation: ongoing customer negotiations with success probability)?

### 3. Presentation of the management team:

- a. Who are the members of the management team? What professional background do they have?
- b. What incentives does the company use to motivate management team members in the long term (e.g., ESOP program, bonuses tied to financial plan/KPI targets)?

4. Presentation of the target company's products, know-how:
  - a. What products/services or product/service groups (self-developed/marketed) does the company sell? Please describe the characteristics of the sold product(s) and/or service(s) in detail!
  - b. What product or service developments are ongoing at the company?
  - c. Presentation of know-how important for the company:
    - Does the company have any special knowledge, procedures, technology that is unique locally, regionally, in Europe, or globally? If so, please describe in detail!
    - Does the company have any legally protected patents, protections, trademarks, etc.? If yes, please describe these in detail!
5. The target company's personnel and organizational structure:
  - a. Number of staff, organizational chart.
  - b. Brief description of the function and role of each organizational unit within the company.
6. The target company's market, number, and position of competitors:
  - a. What is the size of the potential target market, what has been the market growth dynamics in the past, and how is the market size expected to develop in the future?
  - b. What trends, processes (e.g., adoption of new technologies), and special effects (e.g., expected regulatory changes) shape the market in the medium and long term in your opinion?
  - c. Who do you consider to be the broader and narrower competitors of the company? Please describe the advantages (USPs) of the sold product(s)/service(s) compared to competitors!
7. The target company's strategic plans, business ideas, and opportunities:
  - a. Please describe the company's growth opportunities in existing markets! Based on the (numerical) business plan, what customers, partners, or business opportunities is the company planning its growth on in already known sales areas?
  - b. Please describe the company's long-term business development and strategic ideas for expansion into new markets or new customer groups! (e.g., presentation of new market(s), customer group(s); details of planned acquisitions; plans for further development of existing product(s)/service(s), introduction of new product(s)/service(s); application of new business model, pricing, ...)
  - c. Please describe in detail the main assumptions of the business plan (presentation of the planning logic for individual revenues and costs)!
8. Impact on sustainability:
  - a. Please list and describe the environmental and/or social, financial sustainability aspects that the company's activities promote!

### III. Required Attachments:

1. Long-term (at least 5 years) business plan (income statement, balance sheet, cash flow)
2. Annual report for the most recent closed financial year (for existing companies)