

# Project name

## Business description and legal structure

### Line of business

(Paragraph, continuous text) What does the business deal with? Example text: "The main area of business activity for CONDA Crowdfunding SI d.o.o. is consultancy in the field of business finance, management of a crowd investing platform and the conveyance of shareholdings."

### Business history

- Jan 2014 Here describe the business milestones reached to date (such as, the founding of the business, any reorganisations and other significant developments). Max. 5 bullet-points.
- Feb 2014 Founding of business
- .
- .
- .

Address	123 Street 12345 City		
Legal structure	D.o.o.	Tax number	XXX-XXXX
Founded	01.01.2014 or Q1 2016	Tax office	XX
Company register number	0000000000	Investment position	VAT 20XX
Nominal share capital	EUR 0.000		Corporation tax 20XX
Business phase	Expansion	UID number	ATU-00000000
Trade area	XX	Managing director / Supervisory board	Vladimir Milošević
Type of shareholding	Crowdfunding		

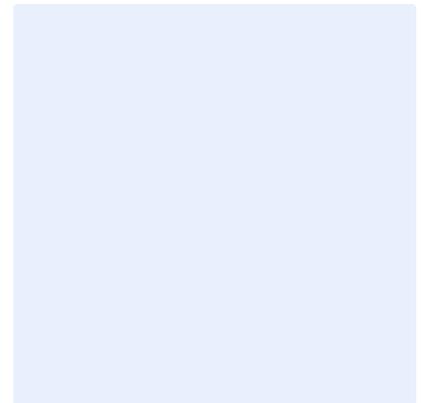
## Business model

Please describe your product/ service in terms of significant characteristics. Include in your description a response to the question of the product's **customer value proposition (CVP)**. Please remember that the reader is not normally an expert in the field and try to avoid the use of specialist terms and jargon. (max. 110 words)

Add a picture of your product on the right if possible.

The business model is evaluated according to the following criteria:

- Strategy (original? sustainable?)
- Product strategy (product maturity, product life-cycle, clarity [niche], scalability)
- Ability to compete (Unique Selling Proposition, customer value proposition and pricing policy)
- Dependencies (suppliers, customers, production performance)
- Vision, scalability



Product image + description of image

## Unique Selling Proposition

What is (are) the unique selling proposition(s) (USP) of the product, with which it differentiates itself from the existing market offerings? Why is this criteria particularly important to customers? Limit yourself to the most important factors here and consider that the reader may not be an expert in the field.

### Competition analysis

Show the existing market offering that satisfies the same or similar needs. Take in to consideration that there is ALWAYS competition for a product. Extract the customer value proposition, if you cannot find any competition at first. (max. 100 words)

The unique selling proposition is evaluated according to the following criteria:

- Quality of the technology, innovation
- Sustainability
- Technological advance
- Differentiation from the competition

## Market situation

Provide an overview of the size of the market, market development and growth, and describe your target group. Where do you see the risks in the further development of the market? (max. 100 words)

The market situation is evaluated according to the following criteria:

- Market size and maturity
- Market growth, market concentration
- Has market research been undertaken?
- Is the market ready for the product? (time to market)
- Barriers to entry
- Market advantage

## Marketing & sales targets

What are your milestones for the coming periods? Make reference to the projected turnover shown below where possible. What marketing strategies are you employing? How is your marketing budget shared between which channels? What are your success factors? (max. 80 words)

The sales targets are evaluated according to the following criteria:

- Sales concept incl. costs
- Timing, implementation
- Distribution channels and strategies, both national and international
- Partners, sales teams
- Clear success factors?

## Projected Sales

	IST (Year 0)	2015	2016	2017
Sales (units, pieces, tons...)	0.000,00	0.000,00	0.000,00	0.000,00
Turnover	0.000,00	0.000,00	0.000,00	0.000,00
Gross margin 1	0.000,00	0.000,00	0.000,00	0.000,00
EBIT	0.000,00	0.000,00	0.000,00	0.000,00

## Company directors & management experience

Here, please describe the educational and professional background of the project team with all information relevant to the set-up of the business. Strengths and weaknesses in the team should be explained meaningfully. Experience in the field and network contacts are of great significance. (max. 100 words).

The project team is evaluated according to the following criteria:

- Experience in the set-up / structuring of a business (serial entrepreneurs, tier 1 management)
- Proven expertise in key functions (technology, marketing, ...)
- Scalability and adaptability to international markets

## Starting position

What preliminary work has already been carried out? What is the current status of the project? Give details of milestones already achieved and (if available) KPIs for the business. (max. 60 words)

The starting position is evaluated based on the following criteria:

- Track record and adherence to milestones
- KPIs, if available

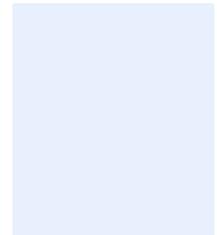


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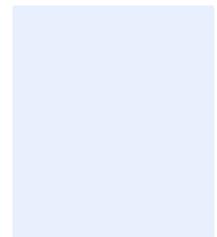


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## Finance

### Liquidity requirements

What are the capital requirements for the next 12 months and how will the funds be used? What mix of finance do you intend to use? Are further rounds of finance needed/ planned following on from this? Ensure that content agrees with the attached cash-flow forecast!).

### Short description of all significant assets

Describe all significant tangible and intangible assets in your business at current value. Patents, which are being prepared are have already been applied for, should also be mentioned, but highlighted as such. (Bullet points)

### Short description of the source of funding

How has the business been financed to date? What support has been needed, sought or promised? What liabilities exist towards third-parties? (Bullet points)

- Loan contracts
- Grant agreements
- Participation contracts
- Profit transfer agreements
- Balance with the tax office

### Business valuation

What valuation do you propose for your business based on your preliminary work and turnover projections?

## Shareholder structure

⇒ if applicable

Shareholder / Investor:	Under company law (according to FB extract from 26. September 2016):		Mezzanine finance (participating rights, silent partners)		Economic share in %	Investment amount
	share in %	Nominal in EUR (paid up)	Form of participation	Deferre d from		
Title, Name	0.00	0,000.00	.	.	.	.
x	0.00	0,000.00	.	.	.	.
x	0.00	0,000.00	.	.	.	.
x	0.00	0,000.00	.	.	.	.
x	0.00	0,000.00	.	.	.	.
x	0.00	0,000.00	.	.	.	.
x	0.00	0,000.00	.	.	.	.
Total	100.00	0,000.00	.	.	.	.

## Disclaimer

In conjunction with the planning assumptions it is to be recorded that all assumptions, without exception, were established by the company and that these are therefore the responsibility of the company and not of CONDA Crowdfunding SI d.o.o. CONDA Crowdfunding SI d.o.o expressly refers to the fact that the company alone is responsible for calculating the plan and ensuring the completeness of all relevant data and must therefore take care to ensure that all relevant assertions, as well as all important data and information for the calculation of the forecast, are correct, complete and obtained objectively. No responsibility is taken for the occurrence of the assumptions made and events in the plan, and/ or for the result of the business activities and measures undertaken based on them. This short presentation contains future-looking statements, including statements regarding finance, income and asset positions of the business, its business strategies and other developments, such as the plans, goals and prognoses of management with regards to the business activities and development. These statements are based on assumptions, estimates and subjective expectations at the time this presentation was produced and are connected to known and unknown risks and uncertainties, which could lead to the result that the actual developments, events, decisions and results, as well as the actual financial, income and asset positions of the company differ significantly from the expectations, assumptions and estimates expressed. Future-looking statements must not be understood as exact predictions of future developments and results.

## Contact

### MARINA MARKEŽIČ

Innovation Scout

**CONDA** Crowdfunding SI d.o.o.  
Trg republike 3, SI-1000 Ljubljana

M: +386 31 467 176

E: marina.markezic@conda.si