

# De minimis funding services application questions

Section of the application	Talent	Tempo	Accelerators and preparations for international projects	Market explorer	Exhibition Explorer	
<b>The company's current status</b>	Company's business description  Briefly describe the current status of the operations of the company. What is the company's business concept? When did the current business operations begin?	Company's business description  Briefly describe the current status of the operations of the company. What is the company's business concept? When did the current business operations begin?	Company's business description  Briefly describe the current status of the operations of the company. What is the company's business concept? When did the current business operations begin?	Company's business description  Briefly describe the current status of the operations of the company. What is the company's innovative product/service/business model that you are internationalizing? When did the current business operations begin?		
	The company's ownership, structure, resources and the contribution of key personnel to the company  List your company's owners and holdings, as well as the possible roles of private owners in the company's operational activities. Also list the distribution of the company's voting rights if it differs from the distribution of shareholdings. Please report here if one or more persons control the entity by other means, for example on the basis of a shareholders' agreement. Describe any corporate structures, e.g. the group or holding company structure. Give a brief description of the company's core team and the backgrounds of the team members. Also give a brief description of the other human resources used by the enterprise.	The company's ownership, structure, resources and the contribution of key personnel to the company  List your company's owners and holdings, as well as the possible roles of private owners in the company's operational activities. Also list the distribution of the company's voting rights if it differs from the distribution of shareholdings. Please report here if one or more persons control the entity by other means, for example on the basis of a shareholders' agreement. Describe any corporate structures, e.g. the group or holding company structure. Give a brief description of the company's core team and the backgrounds of the team members. Also give a brief description of the other human resources used by the enterprise.	The company's ownership, structure, resources and the contribution of key personnel to the company  List your company's owners and holdings, as well as the possible roles of private owners in the company's operational activities. Also list the distribution of the company's voting rights if it differs from the distribution of shareholdings. Please report here if one or more persons control the entity by other means, for example on the basis of a shareholders' agreement. Describe any corporate structures, e.g. the group or holding company structure. Give a brief description of the company's core team and the backgrounds of the team members. Also give a brief description of the other human resources used by the enterprise.	The company's ownership, structure, resources and the contribution of key personnel to the company  List your company's owners and holdings, as well as the possible roles of private owners in the company's operational activities. Also list the distribution of the company's voting rights if it differs from the distribution of shareholdings. Please report here if one or more persons control the entity by other means, for example on the basis of a shareholders' agreement. Describe any corporate structures, e.g. the group or holding company structure. Give a brief description of the company's core team and the backgrounds of the team members. Also give a brief description of the other human resources used by the enterprise.	The company's ownership, structure, resources and the contribution of key personnel to the company  List your company's owners and holdings, as well as the possible roles of private owners in the company's operational activities. Also list the distribution of the company's voting rights if it differs from the distribution of shareholdings. Please report here if one or more persons control the entity by other means, for example on the basis of a shareholders' agreement. Describe any corporate structures, e.g. the group or holding company structure. Give a brief description of the company's core team and the backgrounds of the team members. Also give a brief description of the other human resources used by the enterprise.	The company's ownership, structure, resources and the contribution of key personnel to the company  List your company's owners and holdings, as well as the possible roles of private owners in the company's operational activities. Also list the distribution of the company's voting rights if it differs from the distribution of shareholdings. Please report here if one or more persons control the entity by other means, for example on the basis of a shareholders' agreement. Describe any corporate structures, e.g. the group or holding company structure. Give a brief description of the company's core team and the backgrounds of the team members. Also give a brief description of the other human resources used by the enterprise.
	Business's key figures  <ul style="list-style-type: none"> <li>Customer enters the figures for the current year</li> <li>For the previous two years, the customer enters: <ul style="list-style-type: none"> <li>Number of persons</li> <li>R&amp;D expenditure</li> <li>Export</li> <li>Equity investments</li> </ul> </li> </ul>	Business's key figures  <ul style="list-style-type: none"> <li>Customer enters the figures for the current year</li> <li>For the previous two years, the customer enters: <ul style="list-style-type: none"> <li>Number of persons</li> <li>R&amp;D expenditure</li> <li>Export</li> <li>Equity investments</li> </ul> </li> </ul>	Business's key figures  <ul style="list-style-type: none"> <li>Customer enters the figures for the current year</li> <li>For the previous two years, the customer enters: <ul style="list-style-type: none"> <li>Number of persons</li> <li>R&amp;D expenditure</li> <li>Export</li> <li>Equity investments</li> </ul> </li> </ul>	Business's key figures  <ul style="list-style-type: none"> <li>Customer enters the figures for the current year</li> <li>For the previous two years, the customer enters: <ul style="list-style-type: none"> <li>Number of persons</li> <li>R&amp;D expenditure</li> <li>Export</li> <li>Equity investments</li> </ul> </li> </ul>		
	If the applicant is an SME, income statement and balance sheet	If the applicant is an SME, income statement and balance sheet	If the applicant is an SME, income statement and balance sheet	If the applicant is an SME, income statement and balance sheet		
	Has your company or a Finnish company in the same group or same control been granted de minimis aid over any period of 3 years?	Has your company or a Finnish company in the same group or same control been granted de minimis aid over any period of 3 years?	Has your company or a Finnish company in the same group or same control been granted de minimis aid over any period of 3 years?	Has your company or a Finnish company in the same group or same control been granted de minimis aid over any period of 3 years?	Has your company or a Finnish company in the same group or same control been granted de minimis aid over any period of 3 years?	
	<b>Growth vision</b>	Growth vision  Describe the company's growth /renewal vision. What growth and internationalisation plans / change and restructuring plans are there to realise the vision?	Growth vision  Describe the company's growth /renewal vision. What growth and internationalisation plans / change and restructuring plans are there to realise the vision? What is your target turnover /total export in euros in 3-5 years?	Growth vision  Describe the company's growth /renewal vision. What growth and internationalisation plans / change and restructuring plans are there to realise the vision?	Growth vision  Describe the company's growth/renewal vision. What growth and internationalisation plans / change and restructuring plans are there to realise the vision? What is your target turnover /total export in euros in 3-5 years?	

<p><b>Project goals</b></p>	<p>Describe the project goals that propel your company towards the growth vision</p> <p>You have to set between 2 and 5 concrete and measurable goals for the project. The goals will become part of the potential funding decision and their implementation will be monitored. Achieving the defined goals will also have a significant impact on whether your company can receive further funding from Business Finland. Below are some examples of what these goals might be:</p> <ul style="list-style-type: none"> <li>• you have created a new operational model: talent management, a corporate culture that supports internationalization, international recruitment capability, or an international employer image</li> <li>• you have carried out x pilots of new operational models</li> <li>• you have created and/or piloted a global operational model for different locations of the company</li> <li>• you have created/updated your recruitment strategy</li> <li>• you have completed a development plan for your employer image.</li> </ul>	<p>Describe the project goals that will carry the company towards its growth vision</p> <p>Specify 2-5 concrete and at least partly measurable targets. These targets will be discussed with Business Finland in the funding application processing stage. The targets will be incorporated into the eventual funding decision, and their achievement will be monitored. The degree to which the targets are achieved will have a significant effect on potential further funding from Business Finland. Below you will find a few examples of targets:</p> <ul style="list-style-type: none"> <li>• Strengthened the company's management/board/advisor network with (what kind of?) expert(s)</li> <li>• Identified partners from the target market (what kind?)</li> <li>• Piloted the solution with x potential customers and documented the received feedback</li> <li>• Planned the R&amp;D needs of the solution</li> <li>• Planned the financing required for further development of the solution and business growth</li> <li>• Planned the human resources needed for development and growth</li> <li>• Created/updated new business strategy</li> </ul>	<p>Describe the project goals that will carry the company towards its growth vision</p> <p>Specify 2-5 concrete and at least partly measurable targets. These targets will be discussed with Business Finland in the funding application processing stage. The targets will be incorporated into the eventual funding decision, and their achievement will be monitored. The degree to which the targets are achieved will have a significant effect on potential further funding from Business Finland. Below you will find a few examples of targets:</p> <ul style="list-style-type: none"> <li>• acquiring additional funding from private sources</li> <li>• increase in turnover</li> <li>• entry into new markets</li> <li>• building a stronger management and Board of Directors</li> <li>• implementation of customer pilot projects</li> <li>• increasing the number of customers</li> <li>• completion of product/service characteristics</li> <li>• building a stronger partner network</li> <li>• strategy creation/update</li> <li>• new management/operating model creation</li> <li>• productivity growth</li> </ul>	<p>Describe the project goals that will carry the company towards its growth vision</p> <p>Specify 2-5 concrete and at least partly measurable targets. The targets should describe outputs that will be ready at the end of the project. These targets will be discussed with Business Finland in the funding application processing stage. The targets will be incorporated into the eventual funding decision, and their achievement will be monitored. The degree to which the targets are achieved will have a significant effect on potential further funding from Business Finland. Below you will find a few examples of targets:</p> <ul style="list-style-type: none"> <li>• The company has determined the potential of its product in the x market and the company has sufficient information to start export operations.</li> <li>• The company has identified x potential distributors/customers in x market.</li> <li>• The company has drawn up an internationalization strategy/the company has a ready plan for establishing itself in the target market.</li> </ul>	<p>Goals to be set for the project</p> <p>Specify 2–5 concrete and at least partly measurable targets for the project. These targets will be discussed with Business Finland in the application processing stage. The targets will be incorporated into the eventual funding decision, and their achievement will be monitored. Below you will find a few examples of targets:</p> <p>Exhibition Explorer</p> <ul style="list-style-type: none"> <li>• x pcs of new customer meetings</li> <li>• meetings with x pcs of potential retailers</li> <li>• the company has found x pcs of new potential pilot customers at the trade fair</li> <li>• the company has identified x pcs of new R&amp;D partners at the trade fair</li> </ul>
<p>Please provide a short description of the project's impacts on the target business</p> <ul style="list-style-type: none"> <li>• Which customer need or problem does the company aim to solve through the business to be developed?</li> <li>• What concrete benefits will the company's business generate for customers and end users?</li> <li>• Who are the potential customers and what is the planned earnings model?</li> <li>• What are the target market areas and how big are they?</li> <li>• Who are the competitors and on what is the company's competitive advantage based?</li> </ul>	<p>Please provide a short description of the project's impacts on the target business</p> <ul style="list-style-type: none"> <li>• Which customer need or problem does the company aim to solve through the business to be developed?</li> <li>• What concrete benefits will the company's business generate for customers and end users?</li> <li>• Who are the potential customers and what is the planned earnings model?</li> <li>• What are the target market areas and how big are they?</li> <li>• Who are the competitors and on what is the company's competitive advantage based?</li> </ul>	<p>Please provide a short description of the project's impacts on the target business</p> <ul style="list-style-type: none"> <li>• Which customer need or problem does the company aim to solve through the business to be developed?</li> <li>• What concrete benefits will the company's business generate for customers and end users?</li> <li>• Who are the potential customers and what is the planned earnings model?</li> <li>• What are the target market areas and how big are they?</li> <li>• Who are the competitors and on what is the company's competitive advantage based?</li> </ul>	<p>Please provide a short description of the project's impacts on the target business</p> <ul style="list-style-type: none"> <li>• Which customer need or problem does the company aim to solve through the business to be developed?</li> <li>• What concrete benefits will the company's business generate for customers and end users?</li> <li>• Who are the potential customers and what is the planned earnings model?</li> <li>• What are the target market areas and how big are they?</li> <li>• Who are the competitors and on what is the company's competitive advantage based?</li> </ul>	<p>Please provide a short description of the project's impacts on the target business</p> <ul style="list-style-type: none"> <li>• Which customer need or problem does the company aim to solve through the business to be developed?</li> <li>• What concrete benefits will the company's business generate for customers and end users?</li> <li>• Who are the potential customers and what is the planned earnings model?</li> <li>• What are the target market areas?</li> <li>• Who are the competitors and on what is the company's international competitive advantage based?</li> </ul>	
	<p>Describe the plan for R&amp;D activities</p> <ul style="list-style-type: none"> <li>• Research and development (R&amp;D) measures planned to be carried out after the Tempo project. Please note that a credible follow-up plan for R&amp;D measures is a prerequisite for granting Tempo funding.</li> <li>• Does the company own all intellectual property rights related to the solution? How does the company intend to protect its solution and competitive advantages?</li> </ul>				

Please describe the company's capabilities/competencies and the related development needs	Please describe the company's capabilities/competencies and the related development needs	Please describe the company's capabilities/competencies and the related development needs	Please describe the company's capabilities /competencies and the related development needs		
<ul style="list-style-type: none"> <li>• What are the competencies of the company's key persons within the sector of the business to be developed?</li> <li>• How should the company develop its management competencies (including sales management, customer relationship management, growth management)?</li> <li>• What other critical competence development needs does the company have (including funding, sales and marketing, network-based operating models, changes in the company's operating models)?</li> <li>• Does the company own all of the intellectual property rights related to the solution? How does the company intend to protect its solution and competitive advantages?</li> </ul>	<ul style="list-style-type: none"> <li>• What are the competencies of the key personnel working in the company in the sector of the business to be developed?</li> <li>• How should the company develop its management competencies (including sales management, customer relationship management, growth management, management of R&amp;D)?</li> <li>• What other critical competence development needs does the company have (including funding, sales and marketing)?</li> </ul>	<ul style="list-style-type: none"> <li>• What are the competencies of the company's key persons within the sector of the business to be developed?</li> <li>• How should the company develop its management competencies (including sales management, customer relationship management, growth management)?</li> <li>• What other critical competence development needs does the company have (including funding, sales and marketing, network-based operating models, changes in the company's operating models)?</li> <li>• Does the company own all of the intellectual property rights related to the solution? How does the company intend to protect its solution and competitive advantages?</li> </ul>	<ul style="list-style-type: none"> <li>• What are the competencies of the company's key persons within the sector of the export business to be developed?</li> <li>• How should the company develop its export business management competencies (including sales management, customer relationship management, growth management)?</li> <li>• What other critical competence development needs does the company have (including funding, sales and marketing, network-based operating models, changes in the company's operating models)?</li> <li>• Does the company own all of the intellectual property rights related to the solution? How does the company intend to protect its solution and competitive advantages?</li> </ul>		
<b>Project implementation</b>	Name of project	Name of project	Name of project	Name of project	Name of project
	Project schedule	Project schedule	Project schedule	Project schedule	Project schedule
	Municipality where the project is primarily carried out	Municipality where the project is primarily carried out	Municipality where the project is primarily carried out	Municipality where the project is primarily carried out	Municipality where the project is primarily carried out
	Option to attach your own project plan (not mandatory)	Option to attach your own project plan (not mandatory)	Option to attach your own project plan (not mandatory)	Option to attach your own project plan (not mandatory)	Option to attach your own project plan (not mandatory)
	<i>If you don't have your own project plan, let's answer this:</i>	<i>If you don't have your own project plan, let's answer this:</i>	<i>If you don't have your own project plan, let's answer this:</i>	<i>If you don't have your own project plan, let's answer this:</i>	For which event is funding being sought and what is the aim of participation?
	Project implementation, the risks involved, and the time-scale	Project implementation, the risks involved, and the time-scale	Project implementation, the risks involved, and the time-scale	Project implementation, the risks involved, and the time-scale	To assess the application, please answer all numbered items carefully.
	Describe the project's initial situation, which forms the basis for further development. Specify the concrete measures taken within the company to achieve each objective.	Describe the project's initial situation, which forms the basis for further development. Specify the concrete measures taken within the company to achieve each objective.	Describe the project's initial situation, which forms the basis for further development. Specify the concrete measures taken within the company to achieve each objective.	If you do not submit a separate project plan, describe the initial situation of the project below and describe the planned measures and goals of the project as concretely as possible. Describe the project schedule. Consider at least the following questions in the project plan:	<ol style="list-style-type: none"> <li>1. What is the trade fair's name, location, country and date.</li> <li>2. Why is participation important for your company, and what is the significance of the event for your industry?</li> <li>3. What product or service will your company present?</li> <li>4. What are the target markets of your company, and what other goals or objectives does participation serve?</li> <li>5. Itemize the costs listed under purchased services (name of supplier, description of goods or services, value in euros) and indicate any costs incurred before the funding application was submitted.</li> <li>6. Indicate the source of any other financial support your company receives for participation in the trade fair event, and whether the project is included in a Business Finland program or similar.</li> </ol>
	What risks were identified at the beginning of the project and what preparations were made for tackling them?	What risks were identified at the beginning of the project and what preparations were made for tackling them?	What risks were identified at the beginning of the project and what preparations were made for tackling them?	<ol style="list-style-type: none"> <li>1. What are the new export markets explored in the report (target countries and business segments)?</li> <li>2. Describe how the target market was selected and does it follow the company's internationalization plan/strategy.</li> <li>3. Has your company previously explored the target market in a project for which public funding has been received and/or does the company already have operations in the target market?</li> <li>4. Describe the content of the project tasks.</li> <li>5. How would the funding support the development of products/services and the company's internationalization plan?</li> </ol>	
	Describe the project's time-scale.	Describe the project's time-scale.	Describe the project's time-scale.		

	<p>The project's human resources and purchased services</p> <p>Describe the company's human resources (person-months and work input/person) required to achieve the goals of each work package, the project roles of the personnel, and potential service providers, the service intended for purchase and the estimated cost of the service.</p>	<p>The project's human resources and purchased services</p> <p>Describe the company's human resources (person-months and work input/person) required to achieve the goals of each work package, the project roles of the personnel, and potential service providers, the service intended for purchase and the estimated cost of the service.</p>	<p>The project's human resources and purchased services</p> <p>Describe the company's human resources (person-months and work input/person) required to achieve the goals of each work package, the project roles of the personnel, and potential service providers, the service intended for purchase and the estimated cost of the service.</p>	<p>The project's human resources and purchased services</p> <p>Describe the company's human resources (person-months and work input/person) required to achieve the goals of each work package, the project roles of the personnel, and potential service providers, the service intended for purchase and the estimated cost of the service.</p>	
<b>Budget and funding</b>	Estimated cost of project	Estimated cost of project	Estimated cost of project	Estimated cost of project	Estimated cost of project
	Project funding	Project funding	Project funding	Project funding	Project funding
	Other funding	Other funding	Other funding	Other funding	Other funding