**Project plan for a Market Explorer project**

|  |  |
| --- | --- |
| Company name |  |
| Business ID |  |
| Project name |  |
| Application register number | [register number can be found in the application] |
| Author |  |

*Instructions:*

*Please ensure that the plan includes the following information requested in the application.*

1. *What are the new export markets explored in the project (market area or customer segments)?*
2. *Describe how the target market was selected and does it follow the company’s internationalization plan/strategy.*
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?*
4. *Describe the content of the project tasks by work package. Itemize the costs listed under purchased services (name of the potential service providers, the service intended for purchase and the estimated cost of the service).*
5. *How would the funding support the development of products/services and the company’s internationalization plan?*
6. **Project implementation, risks and timetable**

|  |  |
| --- | --- |
| **Tasks** | For the project, 2 to 5 concrete and partially measurable goals are set (see section Project goals in the application).Describe the specific actions that will be taken to achieve the goals. |
| **Timetable** |  |
| **Risks** | What risks were identified at the beginning of the project and how are they prepared for? |

1. **Project tasks and purchasing services**

Describe the content of the project's tasks by work package. Specify who the potential service providers are, what you intend to buy from them and the estimated cost (VAT exempt) of the purchased service.

|  |  |
| --- | --- |
| **Task 1** | **Add the name of the task** |
| Description | Describe the work to be done in the task. |
| Subcontracting | Subcontractor 1, description of the purchase, X€Subcontractor 2, description of the purchase, X€ |
| Results | List the targeted results of the task. |

|  |  |
| --- | --- |
| **Task 2** | **Add the name of the task** |
| Description | Describe the work to be done in the task. |
| Subcontracting | Subcontractor 1, description of the purchase, X€Subcontractor 2, description of the purchase, X€ |
| Results | List the targeted results of the task. |

Please make copies of the above table for each task as necessary.

1. **Summary**

**Purchased services**

|  |  |  |
| --- | --- | --- |
| **Subcontractor** | **Description of the work to be purchased** | **Cost €**  |
| Subcontractor 1 |  |  |
| Subcontractor 2 |  |  |
| Subcontractor N |  |  |
| **Total** |  |