

Appendix A: Investment plan

1. Total budget: 6 million euros

The total budget of EUR 6 million will be used for the establishment and operation of the company during the first four years without revenue. The funds are divided as follows:

2. Intended use of the funds

1. **Technological development and infrastructure (40 % - 2.4 million euros):**
 - Development of the platform: architecture, design and implementation.
 - Utilisation of modern technologies such as artificial intelligence and blockchain.
 - IT infrastructure: servers, cloud solutions, data security.
 2. **Marketing and market expansion (30 % - 1.8 million euros):**
 - Branding and publicising the platform.
 - Targeted marketing campaigns for large and medium-sized companies.
 - Participation in trade fairs, conferences and networking events.
 3. **Operating costs and personnel (20 % - 1.7 million euros):**
 - Salaries for key positions: Developer, Marketing and Management.
 - Rental costs for office space.
 - General operating costs (e.g. software licences, office supplies).
 4. **Reserves for unforeseen expenses (1.67 % - 100,000 euros):**
 - Buffer for technological updates, legal challenges or economic fluctuations.
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3. Time schedule

- **Year 1:**
 - the technological foundations: Platform architecture and initial prototypes.
 - Establishment of a core team (development, marketing, administration).
 - Strategic marketing to address the first pilot customers.
 - **Year 2:**
 - Launch of the platform and initial test phase with pilot customers.
 - Intensification of marketing in order to large corporations as customers.
 - Further development of the platform based on user feedback.
 - **Year 3:**
 - Expansion of the platform for additional functions and customer segments.
 - Expansion marketing activities for medium-sized companies.
 - Optimisation of operational processes and cost structure.
 - **Year 4:**
 - Preparation for the first revenue generation.
 - Scaling of the platform through international expansion.
 - Building long-term partnerships and networks.
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4. Success indicators

- **Technological:** stability and security of the platform; integration of AI and blockchain technologies
- **Financial:** Efficient use of funds without exceeding the budget.
- **On the market side:** Acquisition of at least 20 major customers and 50 SMEs by the end of the fourth year.