

Support for Start-ups in Bulgaria

SIMExpo 2021

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Contents

- ✓ Background of the call;
- ✓ Your administrative checklist for eligibility;
- ✓ Call frameworks;
- ✓ Documents and Preparation;
- ✓ Online Application Form;
- ✓ Detailed Activity Budget.

I. Background of the call

- ✓ Supported under the “**Business Development, Innovation and SMEs**” Programme Bulgaria 2014-2021 under the Norway Grants;
- ✓ Total budget: **EUR 26.2 mln (66.29%)** – 32 contracts under implementation and 4 contracts completed;
- ✓ **Innovation Norway** is selected as Fund Operator;
- ✓ First call launched in 2018;
- ✓ One competitive call remaining to be launched in Q1 2022 (soft measures for business development);
- ✓ Travel support to be opened in accordance with COVID-19 developments;
- ✓ First start-up call.

II. Your administrative checklist for eligibility

Question	Fact	Yes	No
Who may apply?	EU Recommendation 2003/361 & registered in Bulgaria under the Commercial Act	✓	
When should my company be registered?	In the period 6 months to 4 years back from the application deadline – November 18, 2021	✓	
What should be the size of my company?	Micro & small company – up to 49 employees	✓	
What should be the legal status of my company?	My company is not listed on the Stock Exchange	✓	
How was the profit of my company utilized?	My company has not yet distributed profit	✓	
How was my company been established?	My company is not formed through a merger	✓	
How “sleepy” is my company?	My company was economically active in 2020	✓	
Who is the owner of the company?	Only one of the companies in which I have ownership as physical person may apply	✓	

III. Call Frameworks – Focus Area

This call will finance projects proposed by Bulgarian start-up companies in one of the two focus areas.

The applicants must be operating within one of the two focus areas of programme.



Two separate budget windows:

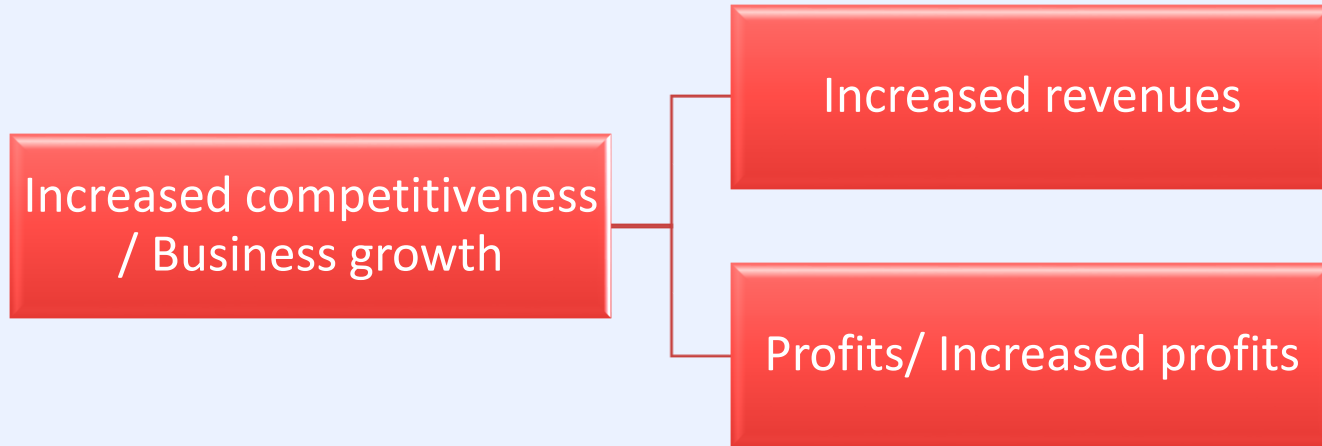
- ✓ EUR 1.5 mln dedicated to Green Industry Innovation;
- ✓ EUR 0.5 mln dedicated to Welfare Technology

III. Call Frameworks – Focus Area

- ✓ No formal criteria for NACE Code ;
- ✓ The aim is to finance development and application of innovative green or welfare technology/products, processes, and solutions;
- ✓ Check projects that have been previously funded – brief summary on all supported projects available on: <https://eeagrants.org/>;
- ✓ Two separate Expected outcomes and output files;



III. Call Frameworks – Main Objective



- ✓ Forecasts to be presented in the Expected outcomes and output files;
- ✓ Background estimations to be presented in the Detailed Activity Budget;
- ✓ Further details to be presented in the application form.

III. Call Frameworks – Project Budget and Grant Rate

- ✓ Minimum grant amount: EUR 5 000;
- ✓ Maximum grant amount EUR 80 000 (grant amount check – cell I17 in the Detailed Activity Budget will go **red** in case the amount is above the limit);

Recapitulation of expenses from Project Application / Contract ³						
Total costs	Promoter's costs	Partner(s) costs	Promoter's contribution	Partner(s) contribution	Grant	Grant %
87,000					87,000	100%

- ✓ No budget differentiations between the two focus areas;
- ✓ Maximum grant rate **85%** under Article 22 of GBER (Regulation (EU) No 651/2014) and exceptionally under De minimis (**really exceptionally**);
- ✓ For the Partners when they are contributing in project co-financing: Maximum grant rate **60%** under Article 25 of GBER (Regulation (EU) No 651/2014) and exceptionally under De minimis (**really exceptionally**);
- ✓ No grant rate differentiations between the two focus areas.

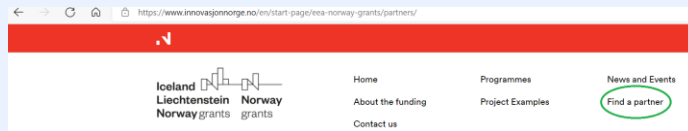
III. Call Frameworks – Partnerships

- ✓ Eligible partners: Any private or public entity, commercial or non-commercial, and non-governmental organisations registered in **Bulgaria** or in **Norway**;
- ✓ Donor Partnership is encouraged and a priority is given to donor partnership projects, **in case it is well justified and live**;
- ✓ **Partnership is not mandatory**;
- ✓ Financial aspects of the partnership:

Partners from/ Contributing financially	Not-contributing	Contributing
From Norway (Donor partnership)	Up to 85%	Up to 60%
From Bulgaria	Up to 85%	Up to 60%

III. Call Frameworks – Partnerships

- ✓ All the aspects of the partnership should be included in the Partnership Agreement, including separation of the activities and financial payments – PA template is provided;
- ✓ The Applicant – Project Promoter is responsible for the project implementation;
- ✓ How to find a partner? – Innovation Norway is contributing for the establishment of the partnerships but is not providing concrete contacts and matchings. Potential ways to find partner:
 - Platform: The Explorer (<https://www.theexplorer.no/>);
 - On Programme website: several databases:



- Digital Matchmaking event – at the end of September 2021

III. Call Frameworks – Eligible costs

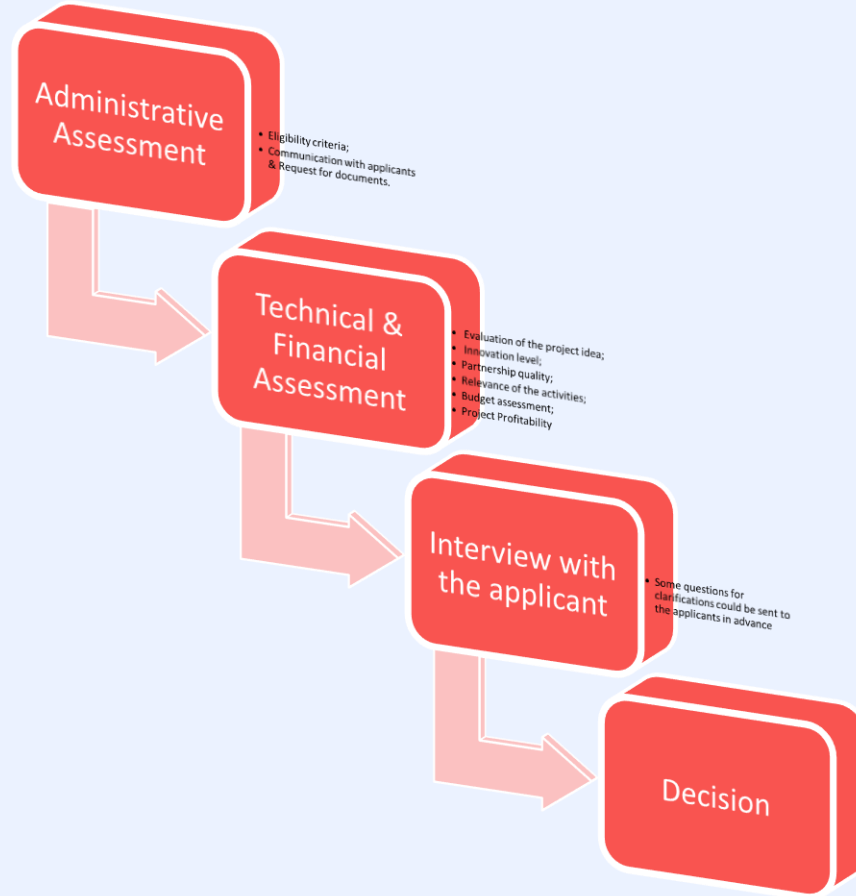
- ✓ Remuneration costs – R&D and management;
- ✓ Purchase of new and second-hand equipment;
- ✓ Costs for consumables and supplies;
- ✓ Costs for intangible assets;
- ✓ Costs for consultancy;
- ✓ Non-deductible value added tax (VAT);

N.B.! In case non-eligible costs are included the application **will not be** automatically rejected.

III. Call Frameworks – Eligibility of the Costs and Project Planning

- ✓ Application deadline: **November 18, 2021 (2 pm Bulgarian time)**;
- ✓ Evaluation period 2-3 months: Plan your project starting date in March 2022;
- ✓ All the costs should be made not later than **October 31, 2023: Plan your project not to exceed these duration limits – your application could be rejected**;
- ✓ Project Implementation Plan, Disbursement Plan and Procurement Plan should be synchronized

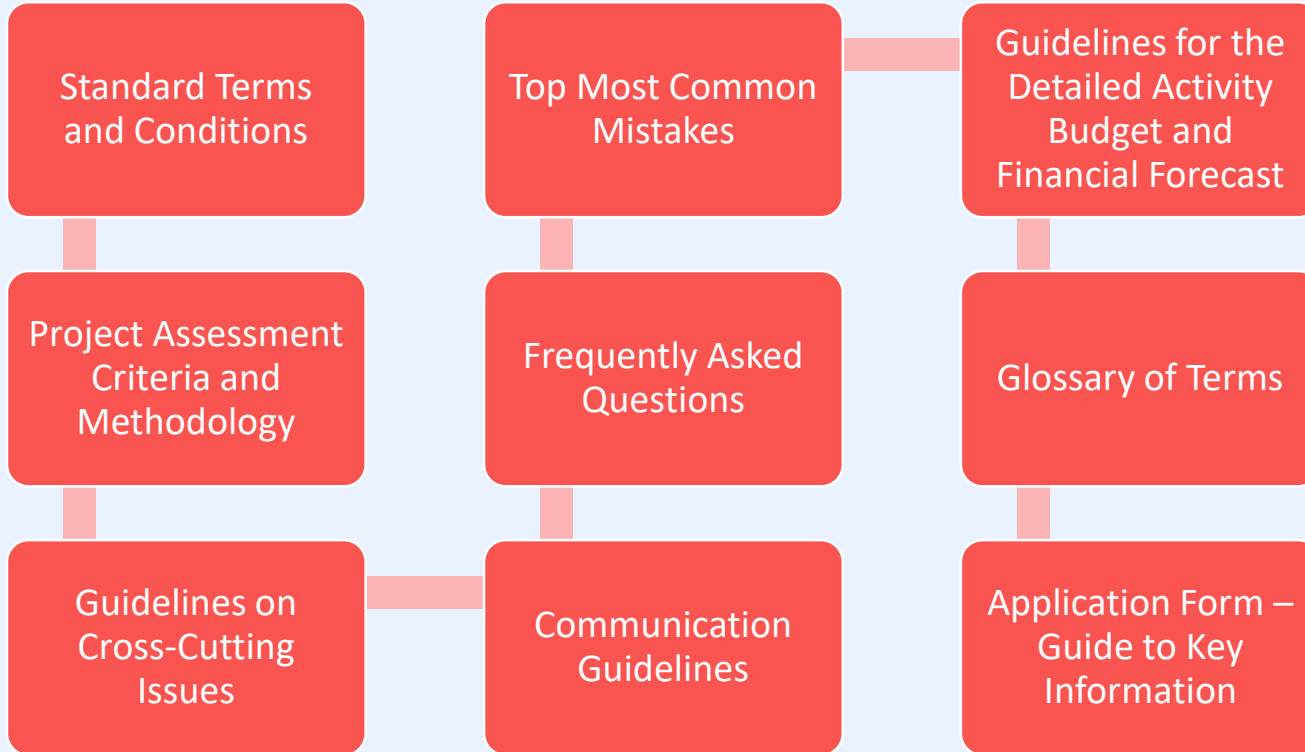
III. Call Frameworks – Assessment Process



IV. Documents and Preparation – Mandatory Documents



IV. Documents and Preparation – Essential Readings



V. Online Application Form

Step 1

Who can be partner?
The start-ups can apply to the call together with partners. The partners can be entities from Bulgaria or from Norway.
Eligible partners are only private or public entity, commercial or non-commercial, established as a legal person in Norway or in Bulgaria.

Mandatory Attachments to the Project Application +

Essential Reading for Project Applicants +

→ New Application

→ Continue Application

Step 2



Log in

Email address (log in):

Password:

Log in

Step 3

Innovation Norway

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Application portal

Welcome

Welcome

- Type of business
- Applicant details
- Contact person
- Activity of the applicant
- Partnership
- Project information
- Outcomes
- Value creation and risk
- Legal issues
- Activities and schedule
- Expense budget
- Financing plan
- Internal factors
- External factors
- Cross-cutting issues
- Financial statement
- Attachments
- Validation/Submission

You have started an application of type Innovation programme

Navigation and Help texts
On the left hand side you will find the navigation tool (section overview). When you click on the navigation tool you can easily move around in the Application Form. The actual area to be filled in is situated in the middle of the Application Form.
On the right hand side of the Application Form you will find guidance and instructions on how the sections and the different fields of the form should be filled in (About Section/Field Help). When you click at a section on the left hand side of the form, the relevant guidance for this section (About Section) will automatically appear on the right hand side. And when you enter a specific field, then the guidance for this field (Field Help) will show up.
It is highly recommended to fill in the sections in a chronological order. The reason is that some of the sections/fields are transferring information/data from previous fields. (As an example, the grant amount applied for is automatically transferred to the Financial Plan.)

Saving
The content of the Application Form is automatically saved when you switch from one field or section to another. An initiated Application Form could also be saved by clicking the "Save and close"-button. Therefore you can stop filling in the Application Form whenever you want, and be able to open it later on at any time from "My applications". However it is a pre-requisite that you are logged in.

Only one user
Only one user can be logged into the Application Form at the same time. If others shall edit your Application Form, you have to provide them with your user name/password. Please avoid having two forms open simultaneously, or being logged into the same Application Form from two different locations. To avoid loss of data - save and log out before leaving the Application Form or the computer.

Validity check
You can at any time check/control if any mandatory information is missing in the form by clicking the section "Validation and Submission"

NB! It is important that the sections and fields are filled in according to the guidance and

Field help

About the section


Professional support
If you have questions of a professional nature related to your project or the design of the application, please contact a consultant for the scheme.
[Get in touch](#)

Filling out the application form
Please ensure that you provide all relevant information in the application form.

About the form

About the application

V. Online Application Form


Innovation Norway

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Application portal

Outcome

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Outcome

☐ Increased competitiveness of enterprises registered in the beneficiary country
☐ Enhanced business cooperation between donor state entities and beneficiary state entities

Description

Field help

Select the relevant overall outcome for the focus area of the present Calls. (Only one option is possible in addition to the bilateral outcome).

About the section
About the form
About the application


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Save and close Print

Next >>

In addition - mandatory for Green Industry Innovation: choose at least one indicator	Estimated annual decrease of CO2 emissions / equivalents	How much CO2-emissions / or-equivalents do you expect to emit / produce per year at the start and in the end of your project? This includes greenhouse gases – CO2-equivalents: carbon dioxide (CO2), methane (CH4), nitrous oxide (N2O), chlorofluorocarbons (CFCs), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF6) and nitrogen trifluoride (NF3). Important: When converting from other environmental indicators in to CO2 emissions equivalents please do use sheet 3 - Greenhouse gas conversion table to show the baseline for this indicator.	tonnes of CO2	n.a.	0
	Estimated annual decrease of other emissions	How much other emissions do you expect to emit / produce per year at the start and in the end of your project? Non-greenhouse gases: sulphur oxides (SO2), nitrogen oxides (NOx), carbon monoxide (CO) and emissions of volatile organic compounds (VOC), excluding methane?	kilogrammes		0
	Estimated annual collection of waste from production and operational processes for re-use or recycling	How much waste will not go to a incineration, landfill or be dumped in the landscape per year at the start and in the end of your project?	tonnes		0
	Estimated annual decrease in energy consumption	How much energy do you expect to consume / use per year at the start and in the end of your project?	megawatt-hours		0
	Estimated annual re-use of processed waste for other operational processes	How much of the waste you process will be re-used or recycled per year in operational processes other than in your business, at the start and in the end of your project?	tonnes		0
	Estimated annual reduction in fuel consumption	How much fuel do you expect to consume / use per year at project start and at project end?	litres		0

V. Online Application Form

 Innovation Norway

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Application portal

Project value creation and risk

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Project value creation

Project risk factors

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Field help

About the section

Project value and risk

Value creation refers to initiatives that bring value to enterprises' shareholders and/or customers or end beneficiaries.

Outline the anticipated value creation of this project in terms of the projects profitability for example with Internal Rate of Return and Net Present Value. Also describe the projects socio-economic impact. That is how the project affects the environment, the well-being of the public at large, reduction in unemployment and so on.


Identify and assess the relevant risk factors that may affect the achievement of the project's expected Results(s).

Risk factors shall be identified and analyzed for each result and in terms of their likelihood and impact on the successful implementation of the project. The assessment of risk factors shall also include the partner(s).

About the form

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V. Online Application Form

 Innovation Norway

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Application portal

Expense budget

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☐ Studies and consultancy


☐ Investments

☐ Failure

☐ Training

☐ Research & Development

☐ Innovation



Comments on expense budget

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Save and close

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Field help

About the section

Expense budget

In this section you should estimate and indicate the type of expenses that are included in your project.

If this is a project that involves cooperation partners, you should include all project costs in the expense budget. Please indicate the respective costs to be carried by the organization and each project partner. These costs should correspond with the information provided in the section "Financing plan".

Project costs:
See "call for application" for what project costs that can be included. All expenses should be specified in EUR.


You may provide further comments regarding the type of expenses under comments.

NB! Please note that the value in Total expense budget will be automatically.

About the form

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V. Online Application Form



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Application portal

Attachments

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Validation/Submission

Detailed activity based budget

Choose File | No file chosen

Relevant registration certificates

Choose File | No file chosen

Proof of clean criminal and tax records

Choose File | No file chosen

Disbursement Plan

Choose File | No file chosen

Project Implementation Plan

Choose File | No file chosen

Communication Plan

Choose File | No file chosen

Field help

About the section

Attachments

In this section you are kindly asked to attach all the requested documents. Please note that they are mandatory and important for the Fund Operator's assessment of your application.

Regarding "Relevant Registration Certificate" and "Proof of Clean Criminal and Tax Record" the type of information will vary depending on which Beneficiary State you are from.

All attachments should be available the date of submission of the application, but up to 2 attachment can be submitted within 2 weeks after the deadline for applicants. If you do not have the attachment ready, please use the Not-applicable button and give a reason in the comment section why the attachment was not submitted.

Under additional attachments, candidates should complete the field.

About the form

About the application



Innovation Norway

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Application portal

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- ☒ Undertaking carrying out economic activity
- ☐ Undertaking carrying out non-economic activity

Field help

An undertaking is according to EU case law any entity that carries out an economic activity i.e. offers services or goods on a given market. This is regardless of the legal status of the entity and the way it is financed.

All enterprises, privately or publicly owned, will be defined as an undertaking. Public, NGO and Social Partner projects that will offer services or goods on a given market will also be defined as undertaking, and should select the economic-activity track.

About the section

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VI. Detailed Activity Budget

45							
46							
47							
48							
49							
50							
	<	>	Detailed Budget	Balance_sheet_Historical data	P&L_historic + forecast	Project costs and revenues	Project and company cash flow			

Programme name ¹: **Abc**

Project focus area: **Select...**

Project Promoter:

Abc

1st Project Partner:

2nd Project Partner:

3rd Project Partner:

Project name:

Project number:

2020/...

Budget modification ²: **Select...**

Hide/unhide empty budget lines >>



Recapitulation of expenses from Project Application / Contract ³

Total costs	Promoter's costs	Partner(s) costs	Promoter's contribution	Partner(s) contribution	Grant	Grant %
87,000	87,000				87,000	100%

ELIGIBLE COSTS IN EURO

Eligible costs in the Project Application / Project Contract ⁵

Short description	Unit type	No of units	Unit cost	Costs by (select) ⁶ amount	Own contribution by (select) ⁶ amount	Grant	Grant %
Activity 1		1	87,000.00	PP 87,000.00	PP 87,000.00	87,000.00	100%
			5,000.00	PP			
				...			
				PP			
				...			
				P1			
				P2			
				P3			
				P4			
				...			

VI. Detailed Activity Budget

The values will be filled in gray cells				
The Exchange rate to be used is:		Average for 2020		
Bulgaria		1 Euro = 1,9558 BGN		
Romania		1 Euro = 4,835 LEI		
Last year of Financial statements			Please insert here the last year of av	

BALANCE SHEET - HISTORICAL EVOLUTION				
	N-3	N-2	N-1	N
Paid in capital				
Revaluation reserves				
Reserves				

Financial figures of the company in the last four fiscal years. N is the fiscal year prior the application				
	Historical information (EURO)			
	N-3	N-2	N-1	N
BALANCE SHEET				
Intangible fixed assets				
Tangible fixed assets	132			
Financial fixed assets				
Total fixed assets	132	0	0	0
Inventories	12,345			
Trade receivable				
Short term investments				
Bank deposits				
Total current assets	12,345	0	0	0
Total assets	12,477	0	0	0
Paid in capital + reserves	0	0	0	0
Retained earnings				
Total Shareholders' Equity	0	0	0	0
Minority stake				
Provisions				
Other long term liabilities				
Total noncurrent liabilities	0	0	0	0
Debt to financial inst.				
Trade creditors				
Tax and public duties				
Other short term debt				
Total current liabilities	0	0	0	0
Total liabilities	0	0	0	0
Total equity and liabilities	0	0	0	0

CHECK	Total assets different ok	ok	ok
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The Exchange rate to be used is:	Average for 2020
Bulgaria	1 Euro = 1,9558 BGN
Romania	1 Euro = 4,835 LEI

PROFIT AND LOSS - Forecasts WITH PROJECT									
Financial figures of the company in the last four fiscal years. N is the fiscal year prior the application					Profit and Loss projection for the whole company after the project implementation				
	Historical information (EURO)				Implementation and operation (EURO)*				
	N-3	N-2	N-1	N	Implementation	Operation	Operation	Operation	Operation
Revenue	5,466				13				
Other operating revenue									
Total operating income	5,466	0	0	0	13	0	0	0	0
Change in inventories									
Cost of sold goods									
Payroll expense									
Depretiation and amortization									
Other operating expenses									
Total operating expenses	0	0	0	0	0	0	0	0	0
Operating profit	5,466	0	0	0	13	0	0	0	0
Financial incomes									
Financial expenses, out of which:									
Interest expenses									
Financial profit	0	0	0	0	0	0	0	0	0
Other income									
Other expenses									
Non economic activities profit	0	0	0	0	0	0	0	0	0
Operating profit before tax	5,466	0	0	0	13	0	0	0	0
Profit tax									
Other taxes									
Net profit for the year	0	0	0	0	0	0	0	0	0

*The projections will be made for the implementation period and 5 years after implementation

VI. Detailed Activity Budget

The Exchange rate to be used is:						
Bulgaria 1 Euro = 1,9558 BGN						
Romania 1 Euro = 4,7421 LEI						
I. REVENUES						
	Implementation	Implementation and operation (EURO)*				
		Operation	Operation	Operation	Operation	Operation
Project operational revenues	9	484	0	0	0	0
1 Product/Service ...	6	15	0	0	0	0
Number of units	2	3				
Unitary price	3	5				
2 Product/Service ...	0	469	0	0	0	0
Number of units		67				
Unitary price		7				
3 Product/Service ...	0	0	0	0	0	0
Number of units						
Unitary price						
4 Product/Service ...	0	0	0	0	0	0
Number of units						
Unitary price						
5 Product/Service ...	0	0	0	0	0	0
Number of units						
Unitary price						
Other revenues (please detail)	3	0	0	0	0	0
Type 1	3					
Type 2						
Type 3						
II. OPERATING COSTS						
	Implementation	Implementation and operation (EURO)*				
		Operation	Operation	Operation	Operation	Operation
Project operational costs	0	0	0	0	0	0
Personnel costs	0	0	0	0	0	0
Number of employees						
Gross annual unitary salary						
Material costs	0	0	0	0	0	0
1 Product/Service ...	0	0	0	0	0	0
Number of units	2	3	0	0	0	0
Unitary cost						
2 Product/Service ...	0	0	0	0	0	0
Number of units	0	67	0	0	0	0
Unitary cost						
3 Product/Service ...	0	0	0	0	0	0
Number of units	0	0	0	0	0	0
Unitary cost						
4 Product/Service ...	0	0	0	0	0	0
Number of units	0	0	0	0	0	0
Unitary cost						
5 Product/Service ...	0	0	0	0	0	0
Number of units	0	0	0	0	0	0
Unitary cost						

Detailed Budget | Balance_sheet_Historical data | P&L_historic + forecast | **Project costs and revenues** | Project and co

49	Number of units	0	67	0	0	0	0
50	Unitary cost						
51	3 Product/Service ...	0	0	0	0	0	0
52	Number of units	0	0	0	0	0	0
53	Unitary cost						
54	4 Product/Service ...	0	0	0	0	0	0
55	Number of units	0	0	0	0	0	0
56	Unitary cost						
57	5 Product/Service ...	0	0	0	0	0	0
58	Number of units	0	0	0	0	0	0
59	Unitary cost						
60	Annual utilities and administrative expenses	0	0	0	0	0	0
61	Monthly value water						
62	Monthly value energy						
63	Monthly value for rent						
64	Monthly value for consumables						
65	Monthly value for other expenses (please detail)						
66	Other costs: services produced by third parties, environmental protection costs, etc. (please detail)	0	0	0	0	0	0
67	Other costs 1						
68	Other costs 2						
69							
70							
71	III. DEPRECIATION AND AMORTIZATION						
72		Implementation and operation (EURO)*					
73		1	2	3	4	5	6
74	Initial value	100,000					
75	Amortisation rate (%)						
76	Annual depreciation	0	0	0	0	0	0
77	Cumulated depreciation	0	0	0	0	0	0
78	Residual value	0	0	0	0	0	0
79	Initial value						
80	Amortisation rate (%)						
81	Annual depreciation	0	0	0	0	0	0
82	Cumulated depreciation	0	0	0	0	0	0
83	Residual value	0	0	0	0	0	0
84	Initial value						
85	Amortisation rate (%)						
86	Annual depreciation	0	0	0	0	0	0
87	Cumulated depreciation	0	0	0	0	0	0
88	Residual value	0	0	0	0	0	0
89	Initial value						
90	Amortisation rate (%)						
91	Annual depreciation	0	0	0	0	0	0
92	Cumulated depreciation	0	0	0	0	0	0
93	Residual value	0	0	0	0	0	0
94	Initial value						
95	Amortisation rate (%)						
96	Annual depreciation	0	0	0	0	0	0
97	Cumulated depreciation	0	0	0	0	0	0
98	Residual value	0	0	0	0	0	0
99	Initial value						
100	Amortisation rate (%)						

Detailed Budget | Balance_sheet_Historical data | P&L_historic + forecast | **Project costs and revenues** | Project and co

VI. Detailed Activity Budget

[illegible]

Time Schedule

Assessment



Project implementation





Може да задавате допълнителни
въпроси на:

+bg.business@innovationnorway.no

○

Благодаря за
вниманието!