

A man and a woman are looking at a map on a table. The man is wearing a dark denim jacket and a beanie, and the woman is wearing a white top. They are both looking down at the map with interest. The background is slightly blurred, showing other people in the background.

Tourism Dynamisation Programme

Application
Form Information

For the purpose of assisting in the filling of the online application form, the required information has been summarized in this document, so that it can be prepared in advance.

1. General Information

- 1.1 Name of the Company / Name of the Project (Max. 85 characters)
- 1.2 Company or Project website (if applicable)
- 1.3 Name of contact person
- 1.4 Telephone or Mobile number of the contact person
- 1.5 E-mail address
- 1.6 Address (Max. 85 characters)
- 1.7 Postal Code
- 1.8 City
- 1.9 Country
- 1.10 Has a company been incorporated? (Yes or No)
- 1.11 Date of incorporation
- 1.12 Shareholders and respective percentages held. Were the payments made in cash or in kind? (Max. 800 characters)
- 1.13 Submission sent through Portugal Ventures' Partner Network? (Yes or No)
- 1.14 If so, indicate the name of the partner.
- 1.15 Executive Summary (brief description of the product/service, of the need to be satisfied, of the competition and of the market). (Max. 2,000 characters)
- 1.16 Indicate the project's investment category.

LEISURE

CULTURE

HOSPITALITY

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- 1.17 Indicate how the project contributes and the value it adds to the tourism resource you aim to promote. (Max. 1,000 characters)

2. Promoters Team

- 2.1 Number of members on promoters team
- 2.2 For each individual member, answer the following questions (Promoter number 1 will be the spokesperson for dealings with Portugal Ventures):
- 2.2.1 .#. Promoter #
- Name (Max 85 characters)
 - Age
 - Function within the project's organisational structure (Max 85 characters)
 - Academic Background (Name of University, Year Degree was completed, Degree/Courses) (Max. 300 characters)
 - E-mail
 - Professional Experience (Max. 500 characters)
 - Have you previously submitted any application to Portugal Ventures? (Yes or No)
 - If so, indicate the name of the project submitted and the main differences between both, as well as the main developments that have taken place. (Max. 1,000 characters)
- 2.3 Are the Promoters bound by any non-compete or intellectual property right agreements that may interfere with the project? (Max. 500 characters)
- 2.4 To what extent do the competencies of the Promoters team meet the demands related to the development of the project? Are the Promoters going to dedicate themselves exclusively to the project? (Max. 1,000 characters)
- 2.5 Identify possible project management / development needs that the promoters team may not be able to satisfy. (Max. 1,000 characters)

3. Market need and solution

- 3.1 Which need / market opportunity does your project address (what is the business opportunity) and how is this need / opportunity currently being met? (Max. 2,000 characters)
- 3.2 To what extent will the new product / solution address / make the most of this need / opportunity? (Max. 1,500 characters)
- 3.3 In what way is the new product / solution innovative compared to those already on the market? What are its advantages / benefits compared to the products / solutions of competitors? (Max. 1,500 characters)

4. Product / Solution being developed

- 4.1 Describe the product / solution (what is it? How is it developed?). How is the valorisation of the cultural and natural heritage inserted in the intended solution? (Max 1,000 characters)
- 4.2 At what stage of development is the product/solution? What main stages are still necessary until conclusion? Are approvals, certifications or test cases needed? Indicate the timeline. (Max. 1,500 characters)
- 4.3 Is there any R&D associated to the project? Was it carried out exclusively by the Promoters? If not, are there any limitations in its use in the project? Are there any license agreement for this technology? What are its terms? (Max. 750 characters)
- 4.4 What makes the replication of this product difficult for other market players? (Max. 1,500 characters)
- 4.5 Are there any other products / solutions being developed that may come to compete with or substitute the company's product / solution? (Max. 1,500 characters)

5. Business Model

- 5.1 Explain the value chain, indicating in which part of the chain the product is inserted. Who are the potential suppliers, buyers and end users? Will it be business to business or business to consumer? (Max. 1,750 characters)
- 5.2 How will the project's revenue be generated? What is the pricing model? (Max. 1,750 characters)
- 5.3 What is the cost structure? (Max. 1,750 characters)
- 5.4 How was the project's business model / value proposition validated, namely what contacts with potential clients / industrial specialists were made? Have you made any sales? Who are the clients? (Max. 1,500 characters)
- 5.5 Are there any possible alliances or partnerships? Which ones and what are their objectives? (Max. 1,500 characters)

6. Market Valorization

- 6.1 How do you characterise the project's total potential market? How much is it worth (in Euros)? (Max. 750 characters)

- 6.2 How do you characterise the project's target-market? How much is it worth (in Euros)? (Max. 750 characters)
- 6.3 How did you calculate and/or what sources did you use to calculate the two previous amounts? (Max. 750 characters)
- 6.4 How many clients are associated to the target-market?

7. Competition

- 7.1 Who are the company's main competitors, both direct and indirect? Who might become a competitor in the future? What is the market structure (concentrated or fragmented)? (Max. 1,750 characters)
- 7.2 What potential actions can your competitors take to reduce to success of the project? Can competitors replicate the project? What are the barriers of entry for new competitors? (Max. 1,500 characters)
- 7.3 What advantages do the main competitors have over the company? (Max. 1,500 characters)
- 7.4 With regard to the main competitors, indicate how the product/solution is positioned in terms of concept, price and functionalities. Quantify whenever possible. (Max. 2,000 characters)

8. Go-to-Market

- 8.1 Who are the main target-clients that could be interested in acquiring the product / solution? (Max. 1,500 characters)
- 8.2 In what way is the product / solution prepared to attract international clients? (Max. 1,500 characters)
- 8.3 How are you going to reach your clients? What are your distribution channels? (Max. 1,500 characters)
- 8.4 Indicate, in detail, the timeline for the various stages of commercialisation of the product / solution, including the estimated dates for entry into each market. (Max. 1,500 characters)

9. Risks

- 9.1 What are the biggest threats / risks to the project's development (what can go wrong)? How can the company mitigate these threats / risks? (Max. 2,000 characters)
- 9.2 Are there any legal, regulatory or environmental risks? How do you expect to mitigate them? (Max. 2,000 characters)
- 9.3 What are the critical success factors? What are the consequences if these factors are not accomplished? How can they be mitigated? (Max. 2,000 characters)

10. Investment Needs

- 10.1 What are the total funding needs (in Euros)?
- 10.2 How much are you asking Portugal Ventures to invest in the project (in Euros)?
- 10.3 What percentage of the share capital does the amount being requested correspond to (post-money)? How did you calculate this amount?
- 10.4 How much and in what manner are the promoters willing to invest in the project (in Euros)?
- 10.5 (If applicable) How much and in what manner are other investors willing to invest in the project (in Euros)? Who are these investors?
- 10.6 How much have you already raised in funds (share capital, loans, incentives...) and what are their respective sources / financiers / investors? What are the respective contractual terms? (Max. 1,500 characters)
- 10.7 Indicate, chronologically and in broad headings, what the funding will be used for. (Max. 1,500 characters)
- 10.8 When and how do you perceive divestment by Portugal Ventures? (Max. 2,000 characters)
- 10.9 (If applicable) Indicate what fundraising efforts for capital resources, loans or others, are currently ongoing.

11. Other

- 11.1 (If applicable) Access to the company's current Permanent Certificate.
- 11.2 (If applicable) Additional information that the promoters deem relevant to the submission of their application. Indicate if there are any contractual relationships with other companies pertaining to the shareholders. (Max. 1,500 characters)

12. Attachements

- 12.1 Certificates of non-indebtedness from the Treasury Department and Social Security
- 12.2 Executive Summary, in Power Point format
- 12.3 Include a short résumé from each promoter or key-people related to the project (maximum of 1 page per team member).
- 12.4 When submitting an application for a company that has already been incorporated, you should include: (i) the most recent Financial Statements, (ii) Liquidity Plan, (iii) other relevant information about the shareholders.
- 12.5 Detailed budget with the revenues and costs estimated for the next 5 years.
- 12.6 Submit a milestones roadmap, according to the template provided.
- 12.7 Other documents deemed relevant to the analysis of the project.

Attachment – Template for the milestones roadmap

Attachment – Template for competitive analysis

NB: In the event the Promoter wishes to make any changes / corrections to an already existing application, they should contact the + Heritage + Tourism help-desk. If more than one application has been submitted for the same project, they may be considered duplicates and will be cancelled

Template for competitive analysis

Relevant Criteria	Your solution/ company	Competitor #1	Competitor #2	Competitor #...
Products & Services				
Business Model				
Competitive advantage				
Market Share (%)				
(...)				