**Subsidies and Incentives for Taipei Industry**

**Branding Project Proposal**

Project Name： Branding Project proposal

Project Duration：YY/MM/DD to YY/MM/DD

(Total MM Month)

Company： (Company stamp)

Representative： (Representative stamp)

Submission Date：

（filled out by Project office）

**Guideline of how to write the Proposal**

1. Please fill out the proposal as detail as possible. Do not delete any columns. Please be aware that the proposal should be printed in A4 size, written from left to right, pages numbers on the bottom, double-sided printed and not stapled.
2. Be aware of the reliability, validity and consistency of the statistical data and information quoted in the proposal. Applicant should note the original resource and date of the statistical data used in the prposal.
3. For the budget allocation, please be aware that the monetary unit is 1,000 NT dollars. Numbers should be rounded off to whole numbers.
4. Service window and website：  
   There are no time limit in applying the subsidy. Please send or hand in the hard copy proposal to Project Office of Subsidies & Incentives for Taipei Industry.

* **Address:** 2F. North Wing, No.1, Shifu RD., Xiyi Dist., Taipei City 110,Taiwan,R.O.C.
* **Tel:** 02-27208889 ext.6625 or 1428 Callers from outside of Taipei City

For more information about our project, visit our website

**Project of Subsidies & Incentives for Taipei Industry** at

[www.industry-incentive.taipei.gov.tw](http://www.industry-incentive.taipei.gov.tw).

Or visit

**Department of Economic Development, Taipei City Government** at [www.doed.taipei.gov.tw](http://www.doed.taipei.gov.tw).

**PROPOSAL INFORMATION**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Project Name | |  | | | | | | Branding project |
| Company | |  | | | | | | |
| Address | |  | | | | | | |
| Category  （choose one） | | □New Brand establishment □ Brand Upgrade or Rebuilt | | | | | | |
| Project Duration （8 ~18 month） | | From YY/MM/DD to YY/MM/DD (Total \_ Month) | | | | | | |
| Project Director | | Name |  | | Title |  | | |
| TEL |  | | Cell phone |  | | |
| E-mail |  | | | | | |
| Project Contact | | Name |  | | Title |  | | |
| TEL |  | | Cell phone |  | | |
| E-mail |  | | | | | |
| Budget allocation | | Government Amount request | | Company Amount | | | Total Project Amount | |
| year |  |  | |  | | |  | |
| year |  |  | |  | | |  | |
| Total | |  | |  | | |  | |
| Percentage | | (%) | | (%) | | | (%) | |

※Notice:

This summary could be published by city government.

Font size: 12pt.

|  |
| --- |
| **Project Summary** |
| 1. **Company Service & Product** |
| 1. **Background of Branding project**   (Please describe why applicant wants to build up the brand/ upgrade or rebuild the brand. |
| 1. **Vision, goals, and key product of Branding project**   (Please describe the vision and goals of this project. Then describe the key product/service of the project in communicating with the customers) |
| 1. **Implementation of the branding project**   (Please list out the key mission/job of this project, and how would it be achieved.) |
| 1. **Anticipated outcome and Benefits**   (Please provide the following information: anticipated outcome, potential benefits)   1. Year OOO 2. Year OOO |

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| 6.4 The latest certification of Labor Insurance, Employment Insurance. Hiring retired individual should provide Occupational Injury and Disease Insurance. |  |
| 6.5 Last year sales performance (the “Sales revenue” of the 6.2 or 6.3 documents cannot be zero.), certification of recent capital increase, or certification announced by third-party of trial operation/field validation. |  |

1. **Applicant information**
   1. **Company Information**

|  |  |  |
| --- | --- | --- |
| Company VAT Number |  | |
| Company Name |  | |
| Address |  | |
| Capital |  | |
| Representative |  | |
| Setup Date |  | |
| Top 5 stockholder | Holding Shares | Holding percentage (%) |
|  |  | % |
|  |  | % |
|  |  | % |
|  |  | % |
|  |  | % |
| Total |  | % |

* 1. **Operational and Financial status**

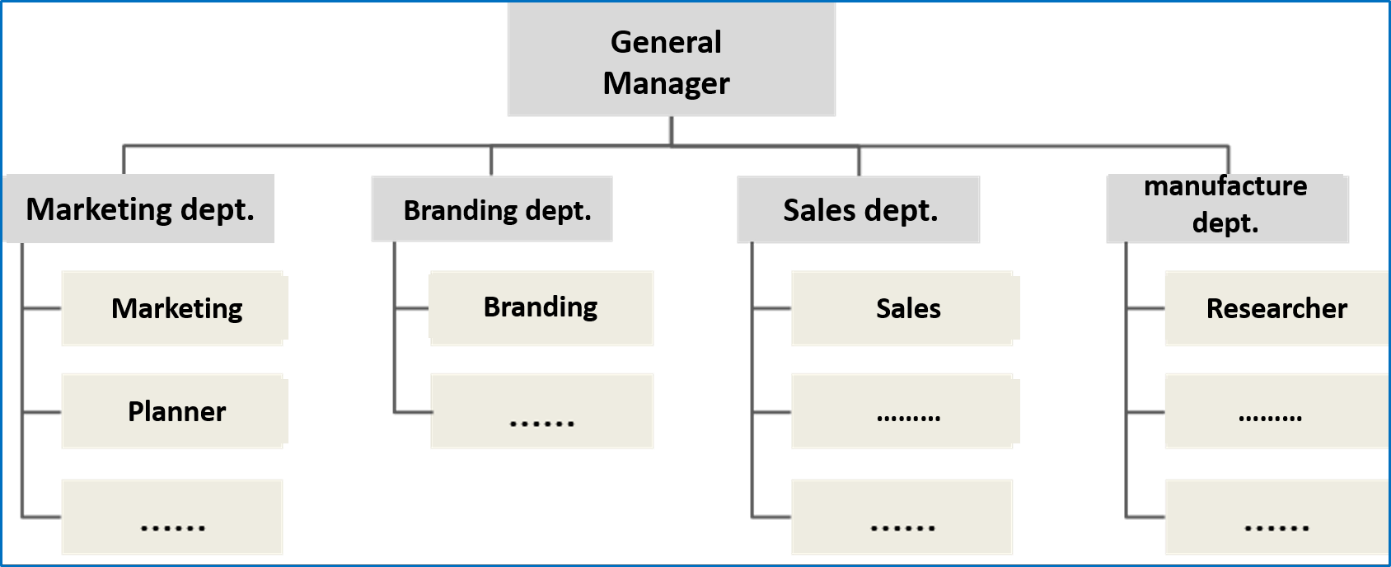
※Advice : Please describe the major income composition, such as product/service, government subsidy, or donation.

| No. | Main Product/Service | OOO Year | | OOO Year | | OOO Year | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Qty | sales  amount | Qty | sales  amount | Qty | sales  amount |
| 1 |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |
| Total | |  |  |  |  |  |  |
| Revenue composition | |  | |  | |  | |
| Revenue (A) | | (1,000 NTD) | | (1,000 NTD) | | (1,000 NTD) | |
| Annual Marketing  expense (B) | | (1,000 NTD) | | (1,000 NTD) | | (1,000 NTD) | |
| Marketing  expense Weight【(B)／(A)】 | | ％ | | ％ | | ％ | |

* 1. **Company Structure**

※Advice

1. Please use diagram to demonstrate the company structure, and note the employee numbers of each department.
2. Mark branding department or branding specialist.



* 1. **Records of participating other government R&D projects**

※**Writing advice:**

1. If Company had participated in other government projects (such as CITD, SBIR, SIIR), please describe the projects information.
2. Please fill out the form correctly. Taipei city government may revoke the application or retrieve the subsidy if there is any concealment and falsification

| Project  Organizer | Project tittle | Duration | Annual Funding (1,000 NTD dollars) | | | | | | Project  man-year |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| OOO year | | OOO year | | OOO year | |
| Gov.  Subsidy | Total  Budget | Gov.  Subsidy | Total  Budget | Gov.  Subsidy | Total  Budget |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

1. **Project Overview**
   1. **Brand Vision, goals & Key product**
2. **Vision:** please describe the vision of branding project & the future 3~5 years company’s direction.
3. **Goals:** please describe the goals of this project that links to the vision mentioned above.
4. **Key product:** pleasedescribe the product/service of the branding project.
   1. **Core Competencies and Advantages**

Please describe the core competencies and capabilities of the company for branding.

* 1. **Brand establishment & Vision**

1. **Target Audience**

Please describe the target audience of your product/service of this branding project.

1. **Core Value**

Please describe the features, brand value that applicant wants to convince to your TA.

In other words, this brand can make the promise to your TA, which can satisfy the needs of your TA. It also include the attitude/believes toward the society and people. How would brand convince and resonate the TA.

1. **Brand positioning**

(1) It is suggested using STP model to explain why customers choose this brand. Applicant can. (2) Use Competitor Analysis to indicate the difference from competitors, and compare the strength & weakness with competitors.

1. **Strategy**

Please describe the strategy and action plan in achieving the mentioned vision.

1. **Management Mechanism**

Describe the brand management, evaluation, and maintenance mechanism. How to use the brand, who can use it….

1. **After Planning**

Describe the long term strategy & action plan after the project is concluded, such as designate special budget every year, form a specific team, looks for new investors….

* 1. **Action Plan**

1. **Project Structure**

※Advice: Use tree diagram to describe the project and how would it be executed.

1. **Project Implementation**

※Advice: Describe the action plan of each direction and Mission.

|  |  |  |  |
| --- | --- | --- | --- |
| **Task** | | **Conductor** | **Implementation details** |
| **A** | **A1** |  |  |
| **A2** |  |  |
| **B** | **B1** |  |  |
| **B2** |  |  |
| **C** | **…** |  |  |
| **…** | **…** |  |  |

1. **KPI and Expected outcome**
   1. **KPI (Key Performance Indicators)**

| Task | Sub task | Period | KPI | Weight | |
| --- | --- | --- | --- | --- | --- |
| A | A-1 | YY/MM/DD ~YY/MM/DD |  | % | % |
| A-2 | YY/MM/DD ~YY/MM/DD |  | % |
| B | B-1 | YY/MM/DD ~YY/MM/DD |  | % | % |
| B-2 | YY/MM/DD ~YY/MM/DD |  | % |
| C | …. | YY/MM/DD ~YY/MM/DD |  | % | | |
| Total | | | | 100 % | | |
| **Social Contribution** | | YY/MM/DD ~YY/MM/DD |  | % | | |

※Advice：

1. Company should provide evidence or certification of each KPI and project outcomes. Applicant should set up quantitative indicators or any other measurement tools for each KPI. Each KPI should be weight by the importance in the whole project.
2. Please provide final indicators for project verification, such as POC, POS, revenue, new contracts…etc.
3. It is allowed to modify the KPI during the project. Nevertheless, the subsidy may be cut down if applicant failed to reach the KPI. The subsidy money will be cut down by the weight of the project.
   1. **Expected outcomes and Social Contribution**
4. **Variance Analysis**

| **Item** | **Before the project**  （applied year） | **After the Project**  （closeout year） |
| --- | --- | --- |
| difference of  product/service |  |  |
| price of  product/service  （unit： ） |  |  |
| profit of  product/service |  |  |
| target audience |  |  |
| sales channel |  |  |
| brand revenue |  |  |
| weights of brand revenue in total revenue | % | % |
| others  (Recognition, followers, investors…eg.) |  |  |

1. **Expected outcomes after this project**
2. Increase of the amount of production or the service provided
3. New investment
4. New employment
5. Increase the tax income of Taipei city
6. Other benefit

※Advice：Please forecast future 3~5 years company performance after the project. Company could use different indicators for description.

1. **Social Contribution**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Category** | **Content** | **How many** | **Amount** | **Total Amount**  **(thousand NTD)** | **weight** | **Certification** |
| **Necessary** | **Paid internship for college students** |  | (wage per position/ thousand NTD) |  | **%** | (labor insurance, pay check…etc.) |
| **Optional** |  |  |  |  | **%** |  |

1. Social contribution should be relevant to this project.
2. The weight of Social Contribution should be less than 5%.(the amount of social contribution / project budget)
3. Social contribution will be examined in project closeout review.
4. **Project Team and Budget**
   1. **Profile of Project Member**
5. **Project Director**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name |  | | Gender | □ Male □ Other  □ Female | |
| ID Number |  | | Birth date |  | |
| Company Name |  | | Title |  | |
| Address(O) |  | | Tel. |  | |
| Address(H) |  | | | | |
| Industry Field |  | Work Experience | Year(s) | In-service seniority | Year(s) |
| Achievement |  | | | | |
| Education | School  (college~) | Duration | Degree | | Department |
|  | YY/MM |  | |  |
|  |  |  | |  |
| Experience | Company | Duration | Department | | Title |
|  | YY/MM |  | |  |
|  |  |  | |  |
|  |  |  | |  |
| Participated Project | Project | Duration | Company | | Main object |
|  | YY/MM |  | |  |
|  |  |  | |  |
|  |  |  | |  |

1. **Team Members**

※Advice:

1. Every member (including consultant) should be listed in the chart.
2. Assignment should be consistent to the project structure.
3. Man-month should be consistent to the budget statement

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Name | Title | Education | Experience | In-service seniority | Main Assignment  of the project |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |

1. **Introduction of Outsourced partners and records of the brand**

|  |  |  |
| --- | --- | --- |
| Company |  | |
| 1. **Why is it necessary to cooperate with the sub contractor(s)?** | | |
| 1. **Generally describe the performance or experience of the** **sub contractor(s)** | | |
| 1. **Has the outsourcingor(s) accepted any kinds of government subsidy?** | | |
| If you or your company and the subcontractor(s) are related parties? | | □No □Yes |

* 1. **Budget Statement**

**Budget Statement**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Unit** | | **Government**  **subsidy** | **Self**  **funding** | **Total** | **%** |
| 1. Personnel Expense | 1. Researchers |  |  |  |  |
| 1. Consultant |  |  |  |  |
| **Sub total** |  |  |  |  |
| 1. Venue Rental & Decoration expense | |  |  |  |  |
| 1. Printed Marketing Material | |  |  |  |  |
| 1. Outsourcing Expense | 1. R&D |  |  |  |  |
| 1. Service |  |  |  |  |
| 1. Design |  |  |  |  |
| **sub total** |  |  |  |  |
| 1. Exhibition | |  |  |  |  |
| 1. Employee Training | |  |  |  |  |
| **Total** | |  |  |  |  |
| **Rate (%)** | |  |  | 100% |  |

※Note

1. For the description of each item, please refer to“臺北市產業發展研發補助計畫 會計科目編列原則及查核準則”. (only in Chinese)
2. The Outsource expense should be less or equal to 50% of the total project funding. Personnel expense less or equal to 60%, and Exhibition expense should be less or equal to 20%.
3. Budget should be integer, and % should be round to one decimal places.
4. **Personnel expense**

|  |  |  |  |
| --- | --- | --- | --- |
| **Unit: thousand NTD** | | | |
| Tittle | Average salary  (A) | Man-month  (B) | Total Amount  (A)\*(B) |
| (1) Researchers (Name/Tittle) | | | |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| sub total | |  |  |
| (2) Consultant / Specialist | | | |
|  |  |  |  |
|  |  |  |  |
| sub total | |  |  |
| Total | | |  |

※ Note:

1. Personnel expense should be less or equal to 60% of the total project funding.
2. Employee who is listed in the personnel expense should be covered in the Labor Insurance or Employment Insurance. Hiring retired people should provide Occupational Injury and Disease Insurance.
3. Applying for Consultant or Specialist expense, it is necessary to provide MOU / contract. (If consultant is hired by other company, it is also necessary to provide agreement letter from that company).
4. Consultant cannot be the employee or representative of outsourcing partners.
5. **Venue Rental and Decoration expense**

|  |  |  |  |
| --- | --- | --- | --- |
| Unit: thousand NTD | | | |
| Item | Purpose | Unit price | Total |
| 1. Rental |  |  |  |
| 2. Decoration |  |  |  |
| Total | | |  |

1. **Printed Marketing Material**

※Note: Only for printing matter and binding

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Unit: thousand NTD | | | | |
| Item | Purpose | Amount | Unit price | Total  (VAT exclude) |
|  |  |  |  |  |
|  |  |  |  |  |
| Total | | | |  |

1. **Outsourcing expense**

※Note:

1. Outsourcing Expense cannot exceed 50% of the total Project funding.
2. Outsourced partner cannot be natural person, it should be legal entity.
3. Apply for Outsourcing Expense should provide MOU, Quotation, or contracts with the outsourcing partners.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Unit: thousand NTD** | | |
| Outsourcing Item | Outsourced partner  (full name) | Description | Amount  (tax excluded) |
| (1) Purchase of Technology Transfer & IP |  |  |  |
| (2) R&D |  |  |  |
| (3) Service |  |  |  |
| (4) Design |  |  |  |
| **Total** | | |  |

1. **Exhibition**

※Note: Exhibition expense should be less or equal to 20%. Of the total project budget

|  |  |  |
| --- | --- | --- |
| Unit: thousand NTD | | |
| Item | Exhibition name & place | Amount  (tax excluded) |
| 1. Rental |  |  |
| 2. Decoration |  |  |
| Total | |  |

1. **Employee Training**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Unit: thousand NTD | | | | |
| Category | Lesson | participant  mumbers | hours | Amount  (tax excluded) |
|  |  |  |  |  |
|  |  |  |  |  |
| Total | | | |  |

1. **Appendix**
   1. MOU, Contract or Quotation
   2. Contract or MOU of Consultant or Experts / Agreement letter form original employed company
   3. Copy of Patent Certification
   4. Suggested List of Interest Avoidance Judges
   5. Comparison table of previous and current project
2. **Required Documents**
   1. Company Registration Letter and Company Registration chart, or Company Registration Amendment Letter and Company Registration Amendment chart.
   2. Company should provide last 3 years “Profit-seeking Enterprise Annual Income Tax Return Form”.
   3. The last 12 month “Declaration of Sales and Business Tax by a Business Entity”. (documents should be approved by National Taxation Bureau)
   4. The latest certification of Labor Insurance, Employment Insurance. Hiring retired individual should provide Occupational Injury and Disease Insurance.
   5. Last year sales performance (the “Sales revenue” of the 6.2 or 6.3 documents cannot be zero.), certification of recent capital increase, or certification announced by third-party of trial operation/field validation.

**Appendix**

**Suggested List of Interest Avoidance Judges**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Current Position | Tittle | Specific Reasons or facts |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

※Note: Company stamp and representative stamp is required. Please provide specific reasons or facts for the interest avoidance judges, or it won’t be accepted.

Company Stamp：

Representative Stamp：

**Appendix**

**Comparison table of previous and current project**

Description of the reason why company did not got the subsidy last time (including case being rejected, Not recommend, and company withdraw the case).

|  |  |
| --- | --- |
| **The reason why company did not got the subsidy last time** | **description of the improvement** |
| □case declined： | (please describe why company is qualified now) |
| □case withdraw： |
| □Not be recommend： |

Differences of the current application from the prior application (including case rejected & approved )

|  |  |  |
| --- | --- | --- |
|  | **prior case** | **current case** |
| **project**  **tittle** |  |  |
| **project**  **content** |  |  |