**Subsidies and Incentives for Taipei Industry**

**Startup Project Proposal**

|  |  |  |
| --- | --- | --- |
| □**Technology Development** | □**Service Innovation** | □**Cultural Creativity & Content** |
| □Information Technology  □Consumer goods & Chemical  □Metal & Mechanical  □Medical & Biotechnology  □ Others | □Business Model  □E-Commerce  □Service Model  □Others | □Digital Content  □Cultural & Creativity  □Others |

Project Name：\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Startup Project Proposal

Project Period： YY/MM/DD to YY/MM/DD

(Total MM Month)

Company： (Company stamp)

Representative： (Representative stamp)

Submission Date：

（filled out by Project office）

**Project information**

Unit：thousand NTD

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Project Name | |  | | | | | | Startup Project |
| Company | |  | | | | | | |
| Address | |  | | | | | | |
| Category | | **□ Technology Development**  (□Information Technology □Consumer goods & Chemical □Metal & Mechanical □Medical & Biotechnology □Others) | | | | | | |
| **□ Innovation Service**  (□Business Model □E-Commerce □Service Model □Others) | | | | | | |
| **□ Cultural Creativity & Content**  (□Digital Content □Cultural & Creativity □Others) | | | | | | |
| Project Period | | 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: Startup Project is limited within 8 to 18 month

|  |
| --- |
| **Project Summary** |
| 1. **Reasons of starting a business & the goals of this project**   (please describe the opportunities and the concept of your business, and the object you want to achieve in this project)   1. **Product & Service**   (Provide a summary description of the project product/service and innovativeness of this project )   1. **The key mission(milestone) of the project**   (Briefly describe the key mission and its’ action plan)   1. **Project outcome**   (Describe the key performance indicators of this project, such as develop 1 newsystem/service/product, revenue, clients, sale channels…, etc.) |

※Notice:

\* This summary could be published by city government.

\* Font size: 12pt.

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1. **Applicant information** 
   1. **Basic information and company structure**
2. **Basic Information**

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

1. **Company Structure**

※Advice: Use Organization Chart to explain the componence and assignment responsibility of company

* 1. **Background stories of the company**

※Advice: you can describe the opportunities you found in the market/industry or the problems you want to solve in the insutries..etc.

* 1. **Core Competencies and Advantages**

※Writing advice: Please describe the core competencies (e.g. patent, award, research achievement.), and team member of the company.

1. **Project Overview and Implementation**
   1. **Goals of the Project**

※Advice: Please describe the prospect of this project. What is this project going to do and the anticipated achievement?

* 1. **Product & Service**

1. **Product/service**
2. **Innovativeness of product/service**
3. **Competitive analysis of product/service**
   1. **Action Plan**
4. **Target audience & Market**: describe your target audience and marketing paln toward domestic and global market.
5. **Key mission**: Use tree diagram to describe the project and how would it be executed. It should be a15-20% trial operation or POC plan in the Project.

| Year | Component | | Department in charge | Detail description |
| --- | --- | --- | --- | --- |
| OOO  year | A | A-1 |  |  |
| A-2 |  |  |
| B | B-1 |  |  |
| B-2 |  |  |
| C | |  |  |
| OOO  year | A | A-1 |  |  |
| A-2 |  |  |
| C | |  |  |

1. **Revenue component**
   1. **Further Planning after this project**

※Advice: Describe future strategies of company after the startup project. E.g. set up development department, new round investment, IPO planning…

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

| Component | Mission | Period | Content | | 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 % | | |

* 1. **Comparison analysis & expected outcome**

1. **Comparison analysis**: describe the positive changes conducted by the project. Technology upgrade, increment of service add-value…etc.
2. **Expected outcome**

※Advice：Please forecast future 3~5 years company performance after the project. “Expected outcome” is not included in the KPI.

1. **Project Team and Budget**
   1. **Profile of Project Member**
2. **Profile 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. **Profile of Team Member**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Name | Title | Education | Experience | Achievement | In-service seniority | Main Assignment  of the project | Participation  (month) |
| 1 |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

※Writing Advice:

1. The main assignment shoulc be consistent to the schedule, and project members, personnel expense and participation should be consistent to the budget statement.
2. Everyone who participate the project should be listed in this form.
3. **Outsourced Company**

|  |  |  |
| --- | --- | --- |
| 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**

Unit：thousands NTD

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item** | | **Government Amount request** | **Company Amount** | **Total** | **%** |
| 1. Personnel Expense | 1. Researchers |  |  |  |  |
| 1. Consultant |  |  |  |  |
| **Sub total** |  |  |  |  |
| 1. Consumption equipment & Materials | |  |  |  |  |
| 1. Usage of R&D equipment | |  |  |  |  |
| 1. Outsourcing Expense | 1. Purchase of Technology Transfer & IP |  |  |  |  |
| 1. R&D |  |  |  |  |
| 1. Service |  |  |  |  |
| 1. Design |  |  |  |  |
| **sub total** |  |  |  |  |
| 1. Venue Rental and Decoration expense | |  |  |  |  |
| 1. Marketing Materials | |  |  |  |  |
| 1. Rental | |  |  |  |  |
| 1. Utility | |  |  |  |  |
| 1. Employee Training | |  |  |  |  |
| **Total** | |  |  |  |  |
| **Rate (%)** | |  |  |  |  |

1. For detail information 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 budget.
3. Budget should be integer, and the percentage should be round to one decimal places.
4. **Personnel expense**

|  |  |  |  |
| --- | --- | --- | --- |
| **Unit：1,000 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. 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.
2. Applying for Consultant or Specialist expense, it is necessary to provide the Please provide MOU / contract, and agreement letter from the originated company (if consultant is hired by other company).
3. Consultant and outsourcing partners could not be the same company.
4. **Consumption equipment & Material**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Unit：1,000 NTD** | | | | |
| Item | Unit | Qty | Unit-price | Total Amount |
|  |  |  |  |  |
|  |  |  |  |  |
| **Total** | | | |  |
|  | | | | |

1. **Usage of R&D equipment**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Unit：1,000 NTD** | | | | | |
| **Equipment**  (Asset Number needed) | **Book Value**  **per unit**  (A) | **Amount**  (B) | **Usage per month**  AxB/  (remaining useful life \*12) | **Use of  Month** | **Total** |
| **Existing Equipment** | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **sub total** | | | | |  |
| **Expected purchase Equipment** | | | | | |
| **Equipment**  (Asset Number needed) | **Book Value**  **per unit**  (A) | **Amount**  (B) | **Usage per month**  AxB/60 | **Use of  Month** | **Total** |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |
| **sub total** | | | | |  |
| **Total** | | | | |  |

※Note:

1. Transactional equipment, such as PC/Lap top, printer, locker etc. is not categorized as R&D equipment.
2. The asset number of equipment should be consistent to the company’s inventory. Also, the book value and remaining useful life of existing equipment should be consistent to company’s inventory.
3. **Outsourcing expense**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Unit：1,000 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** | |  |  |

※Note:

1. Outsourcing Expense cannot exceed 50% of the whole Project Budget.
2. Outsourced item should be directly linked to the project, irrelevant item will not be accepted.
3. Outsourced partner cannot be natural person, it should be legal entity.
4. Apply for Outsourcing Expense should provide MOU, Quotation, or contracts with the outsourcing partners.
5. **Venue Rental and Decoration expense**

|  |  |  |  |
| --- | --- | --- | --- |
| Unit: 1,000 NTD | | | |
| Item | Purpose | Unit price | Total |
| 1. Rental |  |  |  |
| 2. Decoration |  |  |  |
| Total | | |  |

1. **Marketing Materials**

※Note: Only for printing matter and binding

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Unit: 1,000 NTD | | | | |
| Item | Purpose | Amount | Unit price | Total  (VAT exclude) |
|  |  |  |  |  |
|  |  |  |  |  |
| Total | | | |  |

1. **Rental**

|  |  |  |  |
| --- | --- | --- | --- |
| Unit: 1,000 NTD | | | |
| Address | Monthly Rental | Month | Total  (VAT exclude) |
|  |  |  |  |
| Total | | |  |

※Note: Only for space that used for incubation program. Applicant should provide (1)real estate Registration Transcriptions (不動產登記謄本), (2) notarial leasement (經公證之租賃契約), and (3) Business Location Review and Enquiry Form for Land Use Zoning Control and Building Management Requirements (營業場所土地使用分區管制與建築管理規定審查及查詢)

1. **Utility**

|  |  |  |  |
| --- | --- | --- | --- |
| Unit: 1,000 NTD | | | |
| Address | Monthly payment | Month | Total  (VAT exclude) |
|  |  |  |  |
| Total | | |  |

* Only for applicants who also applied for Rental subsidy above.

1. **Employee Training**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Unit: 1,000 NTD | | | | |
| Category | Lesson | participant  numbers | 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. Suggested List of Interest Avoidance Judges
   4. 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. The latest certification of Labor Insurance, Employment Insurance. Hiring retired individual should provide Occupational Injury and Disease Insurance.
   3. (applying for rental subsidy) (1)real estate Registration Transcriptions (不動產登記謄本), (2) notarial lease (經公證之租賃契約), and (3) Business Location Review and Enquiry Form for Land Use Zoning Control and Building Management Requirements (營業場所土地使用分區管制與建築管理規定審查及查詢)

**Appendix**

**List for the avoidance of Judges**

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

※Note: Please provide specific reasons (e.g. interest conflict) for the avoidance of judges, or it won’t be accepted. Company stamp and representative stamp is required.

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** |  |  |