**Confidential**

**Department of Economic Development, Taipei City Government**

**Subsidies and Incentives for Taipei Industry**

**Rising Star Subsidy Proposal**

Project Title: Top Startups Subsidy Project

Project Period: From \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (MM/DD/YYYY) to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (MM/DD/YYYY) (Total \_\_\_\_\_\_\_\_\_\_\_\_\_ Months)

Applicant: (Seal)

Responsible Person: (Signature and Seal)

Submission Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (MM/DD/YYYY)

(Document Submission Date)

**Instructions for Proposal Writing and Submission**

1. Please use A4-sized paper in vertical orientation and write horizontally (left to right). Prepare the proposal according to the format and framework outlined in the table of contents. Do not remove any section. If the length of any table is insufficient, please adjust as needed.
2. Foreign investors applying for the subsidy in accordance with regulations may submit the application form and proposal in English.
3. **All market research data or figures provided must include the source and date of the information. Ensure consistency throughout the proposal and fill in the data accurately and truthfully.**
4. **Amounts should be calculated in units of NT$1,000 (New Taiwan Dollars), rounded to the nearest whole number.**
5. Service Counter and Official Websites:
   1. Subsidies and Incentives for Taipei Industry Project accepts applications on a rolling basis. Applications can be submitted online, by mail, or in person to the "Project of Subsidies and Incentives for Taipei Industry Office" (Address: 2F, North Wing, No. 1, Shifu Road, Xinyi District, Taipei City, Industrial and Business Division). Phone: 1999 ext. 1429 or 6625 (for calls outside Taipei, please dial 02-27208889 ext. 1429 or 6625)
   2. Official websites: Department of Economic Development, Taipei City Government: <https://doed.gov.taipei/> and Project of Subsidies and Incentives for Taipei Industry website: <https://industry-incentive.taipei/>

**Project Information Form**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Applicant  (Company Name) |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Title |  | | | | | | | | | | | | | | | | | | | | | | | | | | Top Startups Subsidy Project | | | | | | | | | | | | |
| Innovative R&D Target Area | **Please indicate the category of the service, technology, or product to be developed in this application by selecting one of the following attribute areas:**  □**Technology Development**  (□ Electronics and Information □ Consumer Chemical Engineering □ Metal & Machinery □ Biomedicine □ Other: \_\_\_\_\_\_\_)  □**Innovative Services** (□ Business Model □ E-commerce □ Service Model □ Other: \_\_\_\_\_\_\_)  □**Cultural and Creative Content** (□ Digital Content □ Cultural and Creative Design □ Other: \_\_\_\_\_\_\_) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Duration | From | |  | MM/ | | |  | DD/ | | | | YYYY | | | | | | | To | | | |  | | MM/ | | | | | DD/ | YYYY | | | |  | | (Total \_\_\_\_Months | | |
| Note: The three stages of project implementation must be continuous, totaling no more than 54 months | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Address |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Manager | Name | | | |  | | | | | | | | | | | | | | Title | | | | |  | | | | | | | | | | | | | | | |
| Company Phone No. | | | |  | | | | | | | | | | | | | | Cell | | | | |  | | | | | | | | | | | | | | | |
| E-Mail | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Contact | Name | | | |  | | | | | | | | | | | | | | Title | | | | |  | | | | | | | | | | | | | | | |
| Company Phone No. | | | |  | | | | | | | | | | | | | | Cell | | | | |  | | | | | | | | | | | | | | | |
| E-Mail | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Three-Stage Project Basic Information | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stage 1 | Project Title | | | |  | | | | | | | | | | | | | | | | | | | | | | **Top Startups Subsidy Project** (1/3) | | | | | | | | | | | | |
| Project Area | | | | **Top Startups Subsidy**  (Innovative R&D Project should be proposed for Stage 1) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Implementation Period | | | | From | | |  | | MM/ | | |  | | DD/ | | | | YYYY | | To | | | | |  | | MM/ | | | DD/ | | | YYYY | | |  | | (Total \_\_\_\_Months |
| Budget | | | | Subsidized | | | | | | | | | | | | Self-Financed | | | | | | | | | | | | | | Total | | | | | | | | |
|  | | | | | | | Thousand NT$ | | | | |  | | | | | | | Thousand NT$ | | | | | | |  | | | | | | | Thousand NT$ | |
| Stage 2 | Project Title | | | |  | | | | | | | | | | | | | | | | | | | | | | **Top Startups Subsidy Project** (2/3) | | | | | | | | | | | | |
| Project Area | | | | □ Innovative R&D □ Innovation Acceleration □ Brand Building | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Implementation Period | | | | From | | |  | | MM/ | | |  | | DD/ | | | | YYYY | | To | | | | |  | | MM/ | | | DD/ | | | YYYY | | |  | | (Total \_\_\_\_Months |
| Budget | | | | Subsidized | | | | | | | | | | | | Self-Financed | | | | | | | | | | | | | | Total | | | | | | | | |
|  | | | | | | | Thousand NT$ | | | | |  | | | | | | | Thousand NT$ | | | | | | |  | | | | | | | Thousand NT$ | |
| Stage 3 | | Project Title | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | **Top Startups Subsidy Project** (3/3) | | | | | | |
| Project Area | | | | □ Innovative R&D □ Innovation Acceleration □ Brand Building | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Implementation Period | | | | From | | |  | | MM/ | | |  | | DD/ | | | | YYYY | | To | | | | |  | | | MM/ | | DD/ | YYYY | | |  | | (Total \_\_\_\_Months | |
| Budget | | | | Subsidized | | | | | | | | | | | | Self-Financed | | | | | | | | | | | | | | Total | | | | | | | |
|  | | | | | | | | Thousand NT$ | | | |  | | | | | | | | | | | Thousand NT$ | | |  | | | | | | Thousand NT$ | |

**※Instructions for Completing the Form:**

1. The project title must end with “Top Startups Subsidy Project.” Each stage of the project should include a stage indicator in its title. The project title and project duration on this form must be consistent with those on the cover page—please double-check for accuracy.
2. As a general rule, the project manager and the contact person should not be the same individual. Please ensure that the contact information provided for the duration of the project is accurate to facilitate communication.
3. Applicants must submit proposals for all three project stages at once. The first stage must be an “Innovative R&D” project. The second and third stages may be selected based on business development goals and should include implementation outlines and plans for one of the following: “Innovative R&D,” “Innovation Acceleration,” or “Brand Building.”
4. The total duration of the three project stages must not exceed four years and six months. Each stage must not exceed one year and six months, and must be no shorter than eight months. The maximum total subsidy for all three stages combined is NT$15 million.

**Project Proposal Table of Contents**

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3. Budget Requirements for Stage 3

**V. Appendices** (to be included and ordered as applicable to the actual project)

1. Outsourcing Contracts, Letters of Intent for Cooperation, or Quotations (required if outsourcing expenses are listed)
2. Consultant Acceptance Letters / Approval Letters from Employer / Personal Declarations (required if consulting fees are listed)
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4. Explanation of Differences in Project Content (please refer to Appendix 2 for format)

**I. Full Project Implementation Overview**

**1. Overall Project Objectives and Expected Benefits**

**2. Project Milestones (All Stages)**

**【Instructions for Completion】:**

This project consists of a three-stage implementation plan. Please provide a comprehensive description of the overall project milestones, including the execution content of each stage, stage-specific goals, and key deliverables or outcomes.

| Milestones | | | |
| --- | --- | --- | --- |
| Stage | Stage 1 | Stage 2 | Stage 3 |
| Execution Content | Innovative R&D | Example: Innovation Acceleration | Example: Brand Building |
| Goals | Example: ○○ Product/Technology/R&D and Validation | Example: Pormote ○○ overseas market/business model validation | Example: Building own brand, creating higher brand value |
| (Concrete explanation of stage-specific goals) | (Concrete explanation of stage-specific goals) | (Concrete explanation of stage-specific goals) |
| Key Deliverables | Key Deliverable 1  (List the expected key deliverables in this stage of implementation) | Key Deliverable 1  (List the expected key deliverables in this stage of implementation) | Key Deliverable 1  (List the expected key deliverables in this stage of implementation) |
| Key Deliverable 2 | Key Deliverable 2 | Key Deliverable 2 |
| Key Deliverable 3 | Key Deliverable 3 | Key Deliverable 3 |
| Social Contribution and Corporate Sustainability Benefits | 1. Social Contribution  (Must include required contribution item: offer paid internship to One college student) | 1. Social Contribution  (Must include required contribution item: offer paid internship to One college student) | 1. Social Contribution  (Must include required contribution item: offer paid internship to One college student) |
| 2. Corporate Sustainability Benefits | 2. Corporate Sustainability Benefits | 2. Corporate Sustainability Benefits |

**3. Full Project Execution Framework**

**【Instructions for Completion】:** This project consists of a three-stage implementation plan. Please provide a detailed explanation of the implementation focus for each stage, how the stages are interconnected and contribute to overall development, and the full project execution framework.

**4. Key Review Criteria and Explanations**

**【Instructions for Completion】:** This project aims to support startups with potential for scaling and internationalization. Review will focus on the applicant’s business and technical capabilities, innovation and competitiveness of the business model, potential and strategy for international market development, fundraising strategy and potential, and contribution to industry development (including revenue, taxation, job creation, social impact, and strengthening corporate sustainability). Applicants should assess these areas and provide corresponding explanations.

|  |  |  |
| --- | --- | --- |
| Item | Key Review Criteria | Self-Assessment and Explanation |
| Applicant’s business and technical capabilities | * Core competencies of the team, managerial capability, financial development and planning, and implementation plans for each project phase |  |
| Innovation and competitiveness of the business model | * **Market Competitive Advantage:** Including product innovation, channel strategy, market pricing strategy, profitability, and other aspects of competitive analysis. * **Future Market Opportunities:** Feasibility of implementing the business model, scalability potential, and the ability to replicate and expand into international markets. |  |
| Potential and strategy for international market development | * **International Market Potential:** Includes the presence of an international operational and management structure, as well as access to external international resources. * **International Market Development Strategy:** Concrete strategies such as participation in international trade shows, competitions, media exposure, and academic publications to build brand awareness and value. The strategy should include in-depth market analysis, detailed approaches for close collaboration with local partners, and practical, actionable business development plans. |  |
| Fundraising plan, strategy and potential | * **Fundraising Plan Integrity:** A comprehensive and feasible fundraising strategy that includes equity structure, profit projections, break-even analysis, and plans for rapid revenue growth. * **Exit Strategy Planning:** Clearly defined exit mechanisms such as IPO (Initial Public Offering), M&A (Mergers and Acquisitions), or out-licensing strategies. * **Strategic Investment Opportunities:** Identification of target investors, the value proposition offered, and specific strategies for engagement and outreach. |  |
| Contribution to the city’s industry development and benefits | * Contributions to Industrial Upgrading, Business/Tax Revenue, Job Creation, Social Impact, and ESG Benefits |  |

**II. Detailed Plan for Stage 1**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Stage 1 | Project Title |  | | | | | | | | | | | | **Top Startups Subsidy Project** (1/3) | | | |
| Project Area | **Top Startups Subsidy**  (Innovative R&D Project should be proposed for Stage 1) | | | | | | | | | | | | | | | |
| Implementation Period | From |  | MM/ |  | DD/ | | YYYY | To |  | | MM/ | DD/ | YYYY |  | (Total \_\_\_\_Months | |
| Budget | Subsidized | | | | | Self-Financed | | | | | | Total | | | | |
|  | | | Thousand NT$ | |  | | | | Thousand NT$ | |  | | | | Thousand NT$ |
| Summary | | | | | | | | | | | | | | | | | |
| 1. R&D Motivation and Project Objectives   (Please briefly describe the origin and background of the project, and provide an overview of the goals to be achieved during the project execution period.)   1. R&D Project Technology/Service/Product   (Please provide an overview of the technology, product, or service to be developed in this stage of the project, emphasizing its innovation.)   1. Key Work Items of the R&D Project   (Please briefly explain the key tasks and implementation methods of this project.)   1. R&D Project Outputs and Benefits   (Please describe the KPIs expected to be achieved during the project period, such as completion of one new system design/service/product, revenue generated from market operations planning, number of distribution channels established, target customer counts, etc.) | | | | | | | | | | | | | | | | | |

**1. Applicant Profile**

**(1) Basic Information**

**【Instructions for Completion】:** Please list the top five shareholders by shareholding percentage. If any of these shareholders is an overseas investment company, the top three shareholders of that overseas company must also be disclosed.

|  |  |  |
| --- | --- | --- |
| Tax ID Number |  | |
| Applicant Name |  | |
| Registered Address |  | |
| Capital (NT$) |  | |
| Responsible Person |  | |
| Date of Incorporation |  | |
| Names of Main Shareholders\* | Shares Held | Shareholding Percentage % |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| Total |  |  |

**(2) Business Operations and Financial Status**

**【Instructions for Completion】:** Suggested content: Please describe the company's business performance over the past three years, including its main products or services, sales performance, and market share.

**Amount Unit: Thousands of New Taiwan Dollars (NT$)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Main Products/Services | Year | | | Year | | | Year | | |
| Production | Sales | Market Share | Production | Sales | Market Share | Production | Sales | Market Share |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |  |  |  |
| Annual Revenue (A) |  | | |  | | |  | | |
| Annual R&D Expenses (B) |  | | |  | | |  | | |
| (B)/(A)% |  | | |  | | |  | | |

**Notes:**

1. “Market share” refers to both domestic and international markets. If the share is below 0.1%, it may be omitted.
2. Please list the years in descending order (most recent first), arranged from left to right.

**(3) Core Competencies and Achievements**

**【Instructions for Completion】:** Please list the company's core competitive advantages, technical capabilities, and key team members, as well as major accomplishments such as R&D results, awards received, and patents held.

**(4) Record of Participation in Government R&D Programs (Leave blank if none)**

**【Instructions for Completion】:** Please provide details of government-funded R&D programs the company has participated in over the past three years, including any projects supported by this subsidies and incentives program or other R&D subsidy programs from Taipei City Government.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Year | Funding Agency | Project Title | Project Execution Period | Annual Project Budget (Thousand NT$) | | | | | | Project Person-Years |
| Year | | Year | | Year | |
| Government Subsidy Amount | Total Project Budget | Government Subsidy Amount | Total Project Budget | Government Subsidy Amount | Total Project Budget |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |

**Note:**  
Please accurately fill in all government-related R&D projects participated in and the corresponding subsidy amounts. If any information is found to be false, the Department of Economic Development, Taipei City Government, reserves the right to revoke the subsidy and recover any disbursed funds.

**2. Project Content and Implementation Method**

**(1) Motivation for R&D and Competitiveness Analysis**

1. **Motivation for Innovative R&D**

**【Instructions for Completion】:** Please explain the origin or driving factors of the project, such as market demand, environmental needs, problem analysis, etc.

1. **Description of Innovative R&D Target**

**【Instructions for Completion】:** Please describe the technology/service/product intended to be developed in this stage of the project. Focus should be on a single target.

1. **Competitive Advantage Analysis (Comparison of Technology/Service/Product Competitiveness)**

**【Instructions for Completion】:** Compare the technology/service/product to be developed with existing or potential competitors’ similar products or services in the market. Describe the differences and conduct a strengths and weaknesses analysis. (Comparison items can be adjusted according to the industry requirements.)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name  Item | Applicant  (R&D Target of This Project | A Company | B Company | C Company |
| 1. Price (Unit: ) |  |  |  |  |
| 2. Product/Service Launch Date |  |  |  |  |
| 3. Market Share (%) |  |  |  |  |
| 4. Market Segmentation |  |  |  |  |
| 5. Marketing Channels |  |  |  |  |
| 6. Strengths of Technology or Service |  |  |  |  |

1. **Feasibility Analysis**

**【Instructions for Completion】:** Based on the nature and content of the project, objectively evaluate and analyze the overall feasibility of the proposal, including aspects such as market opportunities, business model, system/technology, commercialization/application, or other advantages.

**(2) R&D Project Objectives and Specifications**

1. **Project Objectivels and Specifications**

**【Instructions for Completion】:** Please describe the differences before and after implementation based on the applicant company's current product/technology status. For example, how the project output can enhance core technology, improve functional efficiency, increase service added value, have a critical impact on the industry, or expand the target service audience.

|  |  |  |
| --- | --- | --- |
| Project Objectives/Specifications | Before Project Implementation  **Current Product/Technology Status of Applicant Company** | After Project Implementation (Completion)  **Differences Before and After Implementation** |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Explanation of Innovativeness**

**【Instructions for Completion】:** Please describe the innovativeness of the technology/service/product to be developed in this project.

1. **Key Technologies, Services, Components, and Their Sources**

**(3) R&D Project Execution Strategy**

1. **Target Market and Customer Segment**

**【Instructions for Completion】:** Please describe the target market (countries/regions), customer segment positioning, and demand analysis for the project target. Also explain the corresponding market pricing strategy, profitability assessment, and other marketing strategy plans.

1. **International Market Development Potential**

**【Instructions for Completion】:** Please explain the international market development potential, market expansion plan, and promotion strategy for the innovative R&D target of this project.

1. **Market Commercialization and Operation Plan**

**【Instructions for Completion】:** The proposal should describe the business model and commercialization promotion strategy, including future pricing and operational plans, and feasibility of business model implementation. A market commercialization and operational plan should be formulated (If the project involves cutting-edge technology that cannot be commercialized during the project period, please provide product functions or technical validation that meet “key customer needs”). Describe concrete approaches to entering the target market and set expected market benefits to be achieved by project completion.

(1) Business Model

(2) Market Commercialization and Trial Operation Plan

(3) Business Model Duplication and Scaling Strategy, and Opportunities

1. **Key Tasks**

**【Instructions for Completion】:** To ensure that the developed product/service can operate commercially, describe key tasks such as production line layout, product assembly and testing, product testing plans, market validation plans, etc. Use a tree diagram to illustrate the work framework. Include outsourced research or technology introductions as part of the project framework description. The project should include at least 15–20% of work related to market commercialization, operations, or technical validation.

Stage 1 Project

B Subproject

C Subproject

**Market Commercialization and Operation**

**(或技術驗證)**

A-1 Sub-Task

A-2 Sub-Task

A Subproject

B-1 Sub-Task

B-2 Sub-Task

Weight: 100%

Weight: ○○%

Weight: ○○%

Weight: ○○%

Executive Unit: ○○○○　　Weight: ○○%

Executive Unit: 　○○○○　　Weight: ○○%

Executive Unit: 　○○○○　　Weight: ○○%

Executive Unit: ○○○ (Outsourced) Weight: ○○%

[Please also specify the following information:

1. The percentage of development expenses for each subproject and the technology developed within the overall total development budget.
2. The unit or department responsible for executing each subproject/technology development.
3. If there is outsourced research or technology introduction, please include it in the project framework.
4. Market commercialization and operational validation (or technical validation) should be included in the key tasks, with a weighting of 15%–20%.
5. **Execution Steps and Implementation Methods**

| Subproject | | Executive Unit/Department | Implementation Method and Flow |
| --- | --- | --- | --- |
| A | A-1 |  |  |
| A-2 |  |  |
| B | B-1 |  |  |
| B-2 |  |  |
| C | |  |  |

**(4) Intellectual Property Analysis**

**【Instructions for Completion】:** This project proposal should review whether a patent search and analysis have been conducted. Please explain if the project involves any third-party intellectual property rights, and whether key intellectual property rights have been applied for or are already secured.

**3. Checkpoints and Expected Benefits**

**(1) Checkpoints and Scheduled Progress**

**【Instructions for Completion】**

* The performance indicators (KPIs) proposed by the applicant must be specific, quantifiable, measurable, and highly relevant to the project objectives.
* The sum of the percentage weights of sub-tasks should equal the total weight of the corresponding subproject.
* The listed checkpoints during the project period may be adjusted through an application for project modification. If the modified plan still fails to meet the deadlines, subsidies will be deducted proportionally based on the weight of the unfinished tasks.

| Subproject | Sub-Task | Checkpoint | KPI | Sub-Task Weight | Subproject Weight |
| --- | --- | --- | --- | --- | --- |
| A | A-1 | (MM/DD/YYYY) |  | % | % |
| A-2 | (MM/DD/YYYY) |  | % |
| B | B-1 | (MM/DD/YYYY) |  | % | % |
| B-2 | (MM/DD/YYYY) |  | % |
| C | | (MM/DD/YYYY) | **Stage 1 – Innovative R&D Project** should set market commercialization and operational goals. For example, by the project completion, targets such as securing key customer orders, establishing strategic partnerships, achieving revenue growth through the business model, increasing active user numbers and usage volume, expanding market channel deployment, commercializing new technologies, or developing forward-looking technologies (e.g., medical biotechnology) should be accomplished. If commercialization is not achieved during the project period, the applicant must provide product functions or technical validation and testing indicators that meet the "key customer needs." This aspect should account for 15–20% of the project evaluation weight. | | % |
| Total | | | | | 100 % |
| Social Contribution | | (MM/DD/YYYY) | **Social Contribution Requirements:**   1. The applicant must provide at least one paid internship opportunity for a currently enrolled student during the project implementation period. (The internship must comply with the provisions of the Labor Standards Act.) 2. The applicant may also propose additional voluntary social contribution plans. | | % |

**(2) Expected Benefits and Social Contribution**

1. **Expected Benefits**

**【Instructions for Completion】:**

* Using the project completion year as the baseline, please describe the operational outcomes expected within three years after project completion. Include relevant indicators such as increased revenue, investment attracted, increased employment, increased the city’s local tax revenue, and other quantitative or qualitative benefits.
* Note that expected benefits are not part of the KPI checkpoints and will not be included in the final project review but will be tracked through post-project effectiveness studies.

1. **Fundraising Plan**

**【Instructions for Completion】:** Please explain the fundraising plan for this stage and strategies to attract potential investors. This should include feasible approaches with equity structure, profit forecasts, break-even analysis, and rapid revenue growth projections; specify existing or expected target investors, the value offered to them, and concrete engagement strategies.

1. **Social Contribution**

**【Instructions for Completion】:**

* **Mandatory Contribution:** During the project period, the applicant should provide paid internship opportunities for university students (in compliance with Labor Standards Act), with at least one position, accounting for up to 5% of total contributions.
* **Additional Contributions:** Applicants may propose other relevant social contributions related to the project, except cash donations, accounting for up to 5%.
* The total social contribution is additional to the main project tasks and capped at 10% of the project. Social contribution will be included in the final project review criteria.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Contribution | Details | Quantity | Amount | Total Contribution Amount | Weight | Supporting Documents |
| Mandatory | Provide paid internship opportunities for university students (in compliance with Labor Standards Act) | Number of Interns (Person) | Projected Salary (Person/Thousand NT$) | Total Salary (Person/Thousand NT$) | % | Such as certificate of enrollment, proof of labor insurance coverage, and salary payment records. |
|  |  |  |
| Additional | Applicants may propose other relevant social contributions | Quantity (Unit\_\_\_\_) | Expense (Thousand NT$) | Total Expense (Thousand NT$) | % |  |
|  |  |  |

1. **Corporate Sustainability Benefits and Contributions**

**【Instructions for Completion】:**

* Applicants may refer to key corporate sustainability indicators under ESG (Environmental, Social, and Governance) to explain the benefits and contributions of their company’s ESG initiatives.
* For example: Creating a friendly workplace by promoting fair and inclusive employment environments, such as family-friendly policies, gender equality, support for families, career advancement friendliness, age inclusiveness, and building a nondiscriminatory and diverse labor environment. Provide a safe, harmonious, and high-quality working environment that balances work and family life to improve workers’ quality of life.

**4. Manpower and Budget Requirements**

**(1) Project Personnel Resume Table**

1. **Project Manager’s Qualifications and Background**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name |  | Job Title | |  | | Title | □ Mr. □ Ms.  □ Other: | |
| National ID Number |  | | | | | Date of Birth | (MM/DD/YYYY) | |
| Area of Expertise |  | | | | | Professional Experience | Years | |
| Key Achievements |  | | | | | | | |
| Education | School (College and Above) | | Period  (YY/MM) | | Degree | | | Department |
|  | |  | |  | | |  |
|  | |  | |  | | |  |
|  | |  | |  | | |  |
| Work Experience | Business Entity | | Period  (YY/MM) | | Department | | | Job Title |
|  | |  | |  | | |  |
|  | |  | |  | | |  |
|  | |  | |  | | |  |
| **Previous Project Participation** (Leave Blank if Not Applicable) | Business Entity | | Period  (YY/MM) | | Project Title | | | Main Task |
|  | |  | |  | | |  |
|  | |  | |  | | |  |
|  | |  | |  | | |  |

1. **Resumes of R&D Project Participants (Including Foreign Professionals/Consultants)**  
   **【Instructions for Completion】:**

* All members involved in this project (including foreign professionals/consultants) must be listed.
* The tasks assigned to these members should be consistent with the previously described project execution framework.
* The personnel involved and the number of months dedicated must align with the personnel expenses budgeted.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Name | Title | Highest Level of Education  (School and Department) | Main Experience | Main Achievements | Professional Experience in Years | Participating Task |
| 1 |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |

1. **Introduction of Outsourcing Vendors**

**【Instructions for Completion】:**

**Explanation of Related Parties:**

According to Financial Accounting Standards No. 6, related parties are defined based on control ability or significant influence over decision-making between two organizations or between an organization and an individual. If either of these situations exists, or if two or more companies are controlled by the same organization or individual, then those organizations or individuals are considered related parties. Common practical examples of related parties in business include:

1. Investors or investee companies applying the equity method of accounting.
2. Two companies sharing the same chairman or general manager.
3. Two companies whose chairmen or general managers are spouses or within the second degree of kinship.
4. The company’s directors, supervisors, general manager and their spouses, senior executives themselves, and relatives within the second degree of kinship of the chairman or general manager.

|  |  |  |
| --- | --- | --- |
| Outsourcing Vendor |  | |
| 1. Explanation of the Necessity to Collaborate with This Outsourcing Vendor for Project Implementation | | |
| 1. Description of the Outsourcing Vendor’s Relevant Operational Items and Performance Related to This Project | | |
| 1. Explanation of Previous Government Subsidies Received by the Outsourcing Vendor | | |
| Are the Applicant and the Outsourcing Vendor Related Parties | | □ No □ Yes |

**(2) Summary Table of Budget Requirements**

**【Instructions for Completion】:**

* Please refer carefully to the “Accounting Classification Principles and Audit Standards for the Subsidies and Incentives for Taipei Industry – Top Startups Subsidy Program” for details on each budget item.
* Percentages (%) should be calculated to one decimal place and rounded accordingly. The total percentage must add up to 100%.

**Total Budget Summary Table**

Unit of Amount: NT$1,000

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Innovative R&D | | | | | |
| Account | | Government Subsidy | Self-Financed Funds | Total | Weight % |
| 1.  Personnel | (1) Project Personnel |  |  |  |  |
| (2) Foreign Professionals |  |  |  |  |
| (3) Consultants |  |  |  |  |
| Subtotal |  |  |  | % |
| 2. Consumable Equipment and Raw Materials Expenses | |  |  |  | % |
| 3. R&D Equipment Usage Fees | |  |  |  | % |
| 4. R&D Equipment Maintenance Fees | |  |  |  | % |
| 5.  Outsourcing Fees  (Max. 50%) | (1) Technology or Intellectual Property Acquisition Fees |  |  |  |  |
| (2) Outsourced Research Fees |  |  |  |  |
| (3) Outsourced Labor Fees |  |  |  |  |
| (4) Outsourced Design Fees |  |  |  |  |
| Subtotal |  |  |  | **%** |
| 6. Patent Application Fees | |  |  |  | **%** |
| Total | |  |  |  |  |
| Percentage | | % | % | 100% |  |

**1. Personnel Expenses**

**【Instructions for Completion】:**

* Personnel expenses listed must be for official employees of the company. Labor insurance documents must be provided when budgeting. For those not covered by labor insurance, proof of employment insurance or other relevant documents must be submitted. For re-employed retired personnel, occupational injury insurance proof is required.
* If consultants are included in the budget, the application must include consultant contracts (or MOU) and consent letters from their original employer. If no original employer exists, a “personal declaration” must be provided. The consultant’s service unit must not be the same as the outsourcing vendor.

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Name/Position | Average Monthly Salary (A) | Person-Months (B) | Estimated Personnel Expenses (A×B) |
| Project Personnel | | | |
|  |  |  |  |
|  |  |  |  |
| Subtotal | |  |  |
| Foreign Professionals | | | |
|  |  |  |  |
|  |  |  |  |
| Subtotal | |  |  |
| Consultants | | | |
|  |  |  |  |
|  |  |  |  |
| Subtotal | |  |  |
| Total | | |  |

**2. Consumable Equipment and Raw Materials Expenses**

**【Instructions for Completion】:** Receipts and invoices for expenses under this category must have complete item descriptions that match those listed in the project proposal. Do not use company (business) codes or abbreviations.

Unit of Amount: NT$1,000

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item | Unit | Estimated Quantity Needed | Estimated Unit Price | Total Estimated Cost |
|  |  |  |  |  |
|  |  |  |  |  |
| Total | | | |  |
|  | | | | |

**3. R&D Equipment Usage Fees**

**【Instructions for Completion】:** This accounting category does not include administrative equipment. When budgeting, please indicate the asset number as listed in the company’s (business) property inventory. The book value and remaining useful life of existing equipment should correspond with the company’s property inventory as of the project start date.

Unit of Amount: NT$1,000

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Equipment Name  (Asset Number) | Set Book Value A | Set Count  B | Monthly Usage Fee  AxB/(Remaining Useful Life\*12) | Number of Months Invested | Estimated Usage Fee |
| 1. Existing Equipment | | | | | |
|  |  |  |  |  |  |
| Subtotal | | | | |  |
| 2. Newly Purchased Equipment for the Project | | | | | |
| Equipment Name  (Asset Number) | Set Purchasing Amount A | Set Count  B | Monthly Usage Fee  AxB/60 | Number of Months Invested | Estimated Usage Fee |
|  |  |  |  |  |  |
| Subtotal | | | | |  |
| Total | | | | |  |

**4. R&D Equipment Maintenance Fees**

**【Instructions for Completion】:** This accounting category does not include administrative equipment. Maintenance fees cannot be claimed for equipment newly purchased or added within one year or still under warranty. Annual maintenance fees must not exceed 20% of the original purchase cost.

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Equipment Name  (Asset Number) | Original Purchase Price per Set | Set Count | Estimated Maintenance Fee |
| 1. Existing Equipment | | | |
|  |  |  |  |
| Total | | |  |

**5. Outsourcing Fees**

**【Instructions for Completion】:**

* The budget for this item must not exceed 50% of the total project budget (subsidy ≤ self-financed funds).
* Budgeting should consider the autonomy of key technologies and must not include mass production or other tasks unrelated to the project scope.
* The outsourcing vendor cannot be an individual and must not be the same as the consultant’s original employer.
* If this item is included, please provide supporting documents such as cooperation letters of intent, MOUs, quotations, etc.

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Outsourced Task | Cooperating Entity  (Full Name) | Cooperation Details | Amount (Excluding Tax) |
| (1) Technology or Intellectual Property Acquisition Fees |  |  |  |
| (2) Outsourced Research Fees |  |  |  |
| (3) Outsourced Labor Fees |  |  |  |
| (4) Outsourced Design Fees |  |  |  |
| Total | |  |  |

**6. Patent Application Fees**

**【Instructions for Completion】:** Patent applications must be submitted during the R&D project execution period and supported by relevant documentation to be eligible for reimbursement. The patent owner must be the applicant of this project (company, business entity, or foreign branch).

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Country of Patent Application | Date of Patent Application | Patent Owner  (Same as the Applicant) | Estimated Fee (Excluding Tax) |
|  |  |  |  |
|  |  |  |  |
| Total | | |  |

**III. Stage 2 Project Execution Outline**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Stage 2 | Project Title |  | | | | | | | | | | | | **Top Startups Subsidy Project** (2/3) | | | |
| Project Area | □ Innovative R&D □ Innovation Acceleration □ Brand Building | | | | | | | | | | | | | | | |
| Implementation Period | From |  | MM/ |  | DD/ | | YYYY | To |  | | MM/ | DD/ | YYYY |  | (Total \_\_\_\_Months | |
| Note: The start date of Stage 2 implementation must be directly aligned with the end date of the Stage 1 project execution. | | | | | | | | | | | | | | | |
| Budget | Subsidized | | | | | Self-Financed | | | | | | Total | | | | |
|  | | | Thousand NT$ | |  | | | | Thousand NT$ | |  | | | | Thousand NT$ |
| Summary | | | | | | | | | | | | | | | | | |
| **【Instructions for Completion】:** Please describe the objectives of this project stage, its continuity from the previous stage, key work items, and the expected critical outcomes and benefits.   1. Project Objectives   (Please summarize the objectives of Stage 2 project execution)   1. Project Continuity   (Please summarize the continuity and necessity of Stage 2)   1. Key Work Items   (Please briefly explain the key tasks of Stage 2)   1. Project Outputs and Benefits   (Please describe the key performance indicators expected during Stage 2, such as enhancement of core technology/service added value, completion of business model validation, entry into new markets or channels, acquisition of new investment orders, key impact on the industry, and expansion of service targets.) | | | | | | | | | | | | | | | | | |

**1. Objectives and Framework of Stage 2**

**(1) Execution Objectives**

**【Instructions for Completion】:** Please explain the execution objectives of Stage 2, such as continuing previous development results, validating the business model, expanding international market presence, key customer acquisition, or scaling up R&D outcomes.

**(2) Project Continuity**

**【Instructions for Completion】:** The execution content of each project stage should be connected. Please describe the continuity and necessity of Stage 2 in relation to the execution content of Stage 1.

**(3) Project Execution Framework and Key Tasks**

**【Instructions for Completion】:** To successfully achieve the execution objectives of Stage 2, key tasks must be carried out, such as product/service/business model adjustments (technical development), market validation planning, and market entry preparations. Please illustrate the work framework using a tree diagram. Include any outsourced research or technology introduction as part of the project framework description.

Stage 2 Project

B Subproject

C Subproject

**(Key Outcomes)**

**(或技術驗證)**

A-1 Sub-Task

A-2 Sub-Task

A Subproject

B-1 Sub-Task

B-2 Sub-Task

Weight: 100%

Weight: ○○%

Weight: ○○%

Weight: ○○%

Executive Unit: ○○○○　　Weight: ○○%

Executive Unit: 　○○○○　　Weight: ○○%

Executive Unit: 　○○○○　　Weight: ○○%

Executive Unit: ○○○ (Outsourced) Weight: ○○%

**2. Key Benefits and Performance Indicators of Stage 2**

**(1) Key Project Benefits**

**【Instructions for Completion】:** Please describe the key goals and benefits expected to be achieved after this stage. Explain the differences and progress between the situation before execution (current company status and previous stage results) and after execution (content of this stage). The benefits listed in the provided table are for reference and should be adjusted according to the specific project area.

|  |  |  |
| --- | --- | --- |
| Project Benefits and Objectives | Before Execution  **Company Status/Outcomes of Previous Stage** | After Execution  **Execution Benefits of This Stage** |
| Ex.: Entry into Markets/Channels |  |  |
| Expansion of Service Targets |  |  |
| New Strategic Partners |  |  |
| Orders/Investment Obtained |  |  |
| Newly Increased Revenue |  |  |
| … |  |  |

**(2) Expected Checkpoints and Benefits**

**【Instructions for Completion】:**

* The performance indicators (KPIs) proposed by the applicant must be specific, quantifiable, measurable, and highly relevant to the project objectives.
* The sum of the percentage weights of sub-tasks should equal the total weight of the corresponding subproject.
* Checkpoints listed during the project execution period should be adjusted by applying for project modifications within the deadline specified in the R&D subsidy application guidelines. If the modified plan still fails to meet the deadlines, subsidies will be deducted proportionally based on the weight of the unfinished tasks.

1. **Checkpoints and Scheduled Progress**

| Subproject | Sub-Task | Checkpoint | KPI | Sub-Task Weight | Subproject Weight |
| --- | --- | --- | --- | --- | --- |
| A | A-1 | (MM/DD/YYYY) |  | % | % |
| A-2 | (MM/DD/YYYY) |  | % |
| B | B-1 | (MM/DD/YYYY) |  | % | % |
| B-2 | (MM/DD/YYYY) |  | % |
| C | | (MM/DD/YYYY) | Please propose key performance indicators (KPIs) according to the selected project area:  【Innovative R&D】Market commercialization and operational goals should be set. For example, by the project completion, targets such as securing key customer orders, establishing strategic partnerships, achieving revenue growth through the business model, increasing active user numbers and usage volume, expanding market channel deployment, commercializing new technologies, or developing forward-looking technologies (e.g., medical biotechnology) should be accomplished. If commercialization is not achieved during the project period, the applicant must provide product functions or technical validation and testing indicators that meet the "key customer needs." This aspect should account for 15–20% of the project evaluation weight.  【Innovation Acceleration】 Operational targets should focus on business validation, market acceleration, and market expansion. By the end of the project, outcomes may include the number of market channels established, expansion of service coverage, new strategic partnerships, key customer orders, revenue growth through the business model, and increased user base and engagement. This category accounts for 30–40% of the overall evaluation weight.  【Brand Building】 Targets should focus on brand value enhancement. Expected outcomes may include revenue and growth rate of the branded product/service, revenue increase in new markets/regions/channels, target audience reach, conversion rate, first-time purchase rate, number of loyal customers (members), repeat purchase rate, unit price growth, expansion into international market channels, and comparative analysis of brand differentiation in existing markets. This category accounts for 15–20% of the overall evaluation weight. | | % |
| Total | | | | | 100 % |
| Social Contribution | | (MM/DD/YYYY) | **Social Contribution Requirements:**   1. The applicant must provide at least one paid internship opportunity for a currently enrolled student during the project implementation period. (The internship must comply with the provisions of the Labor Standards Act.) 2. The applicant may also propose additional voluntary social contribution plans. | | % |

1. **Social Contribution**

**【Instructions for Completion】:**

* **Mandatory Contribution:** During the project period, the applicant should provide paid internship opportunities for university students (in compliance with Labor Standards Act), with at least one position, accounting for up to 5% of total contributions.
* **Additional Contributions:** Applicants may propose other relevant social contributions related to the project, except cash donations, accounting for up to 5%.
* The total social contribution is additional to the main project tasks and capped at 10% of the project. Social contribution will be included in the final project review criteria.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Contribution | Details | Quantity | Amount | Total Contribution Amount | Weight | Supporting Documents |
| Mandatory | Provide paid internship opportunities for university students (in compliance with Labor Standards Act) | Number of Interns (Person) | Projected Salary (Person/Thousand NT$) | Total Salary (Person/Thousand NT$) | % | Such as certificate of enrollment, proof of labor insurance coverage, and salary payment records. |
|  |  |  |
| Additional | Applicants may propose other relevant social contributions | Quantity (Unit\_\_\_\_) | Expense (Thousand NT$) | Total Expense (Thousand NT$) | % |  |

1. Fundraising Plan

**【Instructions for Completion】:** Please describe the expected progress of fundraising efforts for this stage in the market.

**3. Budget Requirements for Stage 2**

**【Instructions for Completion】:**

* Please refer carefully to the “Accounting Classification Principles and Audit Standards for the Subsidies and Incentives for Taipei Industry – Top Startups Subsidy Program” for details on each budget item.
* Percentages (%) should be calculated to one decimal place and rounded accordingly. The total percentage must add up to 100%.
* Please fill out the forms according to the selected project area.

**(1) Total Budget Table**

(Use the form listed in Appendix 3 and replicate the total budget table corresponding to the selected project area for Stage 2.)

**(2) Expense Breakdown by Accounts**

(Use the form listed in Appendix 3 and replicate the expense breakdown by accounts corresponding to the total budget table of Stage 2.)

**IV. Stage Stage 3 Project Execution Outline**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Stage 2 | Project Title |  | | | | | | | | | | | | **Top Startups Subsidy Project** (3/3) | | | |
| Project Area | □ Innovative R&D □ Innovation Acceleration □ Brand Building | | | | | | | | | | | | | | | |
| Implementation Period | From |  | MM/ |  | DD/ | | YYYY | To |  | | MM/ | DD/ | YYYY |  | (Total \_\_\_\_Months | |
| Note: The start date of Stage 3 implementation must be directly aligned with the end date of the Stage 2 project execution. | | | | | | | | | | | | | | | |
| Budget | Subsidized | | | | | Self-Financed | | | | | | Total | | | | |
|  | | | Thousand NT$ | |  | | | | Thousand NT$ | |  | | | | Thousand NT$ |
| Summary | | | | | | | | | | | | | | | | | |
| **【Instructions for Completion】:** Please describe the objectives of this project stage, its continuity from the previous stage, key work items, and the expected critical outcomes and benefits.   1. Project Objectives   (Please summarize the objectives of Stage 2 project execution)   1. Project Continuity   (Please summarize the continuity and necessity of Stage 2)   1. Key Work Items   (Please briefly explain the key tasks of Stage 2)   1. Project Outputs and Benefits   (Please describe the key performance indicators expected during Stage 3, such as enhancement of core technology/service added value, completion of business model validation, entry into new markets or channels, acquisition of new investment orders, key impact on the industry, and expansion of service targets.) | | | | | | | | | | | | | | | | | |

**1. Objectives and Framework of Stage 3**

**(1) Execution Objectives**

**【Instructions for Completion】:** Please describe the execution objectives of the Phase III project. For example, building on the results of previous business model validation and market expansion efforts, this phase should focus on brand development, with the goals of brand value enhancement and brand value creation.

**(2) Project Continuity**

**【Instructions for Completion】:** The execution content of each project stage should be connected. Please describe the continuity and necessity of Stage 3 in relation to the execution content of Stage 2.

**(3) Project Execution Framework and Key Tasks**

**【Instructions for Completion】:** To ensure the successful achievement of the execution objectives in Stage 3, please outline the key work items that must be carried out. These may include establishing a Corporate Identity System (CIS), strengthening brand assets, implementing marketing strategies, and expanding international market channels. Please illustrate the work framework using a tree diagram. Include any outsourced research or technology introduction as part of the project framework description.

Stage 3 Project

B Subproject

C Subproject

**(Key Outcomes)**

**(或技術驗證)**

A-1 Sub-Task

A-2 Sub-Task

A Subproject

B-1 Sub-Task

B-2 Sub-Task

Weight: 100%

Weight: ○○%

Weight: ○○%

Weight: ○○%

Executive Unit: ○○○○　　Weight: ○○%

Executive Unit: 　○○○○　　Weight: ○○%

Executive Unit: 　○○○○　　Weight: ○○%

Executive Unit: ○○○ (Outsourced) Weight: ○○%

**2. Key Benefits and Performance Indicators of Stage 3**

**(1) Key Project Benefits**

**【Instructions for Completion】:** Please describe the key goals and benefits expected to be achieved after this stage. Explain the differences and progress between the situation before execution (current company status and previous stage results) and after execution (content of this stage). The benefits listed in the provided table are for reference and should be adjusted according to the specific project area.

|  |  |  |
| --- | --- | --- |
| Project Benefits and objectives | Before Execution  **Company Status/Outcomes of Previous Stage** | After Execution  **Execution Benefits of This Stage** |
| Ex.: Entry into Markets/Channels |  |  |
| Expansion of Service Targets |  |  |
| New Strategic Partners |  |  |
| Orders/Investment Obtained |  |  |
| Newly Increased Revenue |  |  |
| … |  |  |

**(2) Expected Checkpoints and Benefits**

**【Instructions for Completion】:**

* The performance indicators (KPIs) proposed by the applicant must be specific, quantifiable, measurable, and highly relevant to the project objectives.
* The sum of the percentage weights of sub-tasks should equal the total weight of the corresponding subproject.
* Checkpoints listed during the project execution period should be adjusted by applying for project modifications within the deadline specified in the R&D subsidy application guidelines. If the modified plan still fails to meet the deadlines, subsidies will be deducted proportionally based on the weight of the unfinished tasks.

1. **Checkpoints and Scheduled Progress**

| Subproject | Sub-Task | Checkpoint | KPI | Sub-Task Weight | Subproject Weight |
| --- | --- | --- | --- | --- | --- |
| A | A-1 | (MM/DD/YYYY) |  | % | % |
| A-2 | (MM/DD/YYYY) |  | % |
| B | B-1 | (MM/DD/YYYY) |  | % | % |
| B-2 | (MM/DD/YYYY) |  | % |
| C | | (MM/DD/YYYY) | Please propose key performance indicators (KPIs) according to the selected project area:  【Innovative R&D】Market commercialization and operational goals should be set. For example, by the project completion, targets such as securing key customer orders, establishing strategic partnerships, achieving revenue growth through the business model, increasing active user numbers and usage volume, expanding market channel deployment, commercializing new technologies, or developing forward-looking technologies (e.g., medical biotechnology) should be accomplished. If commercialization is not achieved during the project period, the applicant must provide product functions or technical validation and testing indicators that meet the "key customer needs." This aspect should account for 15–20% of the project evaluation weight.  【Innovation Acceleration】 Operational targets should focus on business validation, market acceleration, and market expansion. By the end of the project, outcomes may include the number of market channels established, expansion of service coverage, new strategic partnerships, key customer orders, revenue growth through the business model, and increased user base and engagement. This category accounts for 30–40% of the overall evaluation weight.  【Brand Building】 Targets should focus on brand value enhancement. Expected outcomes may include revenue and growth rate of the branded product/service, revenue increase in new markets/regions/channels, target audience reach, conversion rate, first-time purchase rate, number of loyal customers (members), repeat purchase rate, unit price growth, expansion into international market channels, and comparative analysis of brand differentiation in existing markets. This category accounts for 15–20% of the overall evaluation weight. | | % |
| Total | | | | | 100 % |
| Social Contribution | | (MM/DD/YYYY) | **Social Contribution Requirements:**   1. The applicant must provide at least one paid internship opportunity for a currently enrolled student during the project implementation period. (The internship must comply with the provisions of the Labor Standards Act.) 2. The applicant may also propose additional voluntary social contribution plans. | | % |

**2. Social Contribution**

**【Instructions for Completion】:**

* **Mandatory Contribution:** During the project period, the applicant should provide paid internship opportunities for university students (in compliance with Labor Standards Act), with at least one position, accounting for up to 5% of total contributions.
* **Additional Contributions:** Applicants may propose other relevant social contributions related to the project, except cash donations, accounting for up to 5%.
* The total social contribution is additional to the main project tasks and capped at 10% of the project. Social contribution will be included in the final project review criteria.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Contribution | Details | Quantity | Amount | Total Contribution Amount | Weight | Supporting Documents |
| Mandatory | Provide paid internship opportunities for university students (in compliance with Labor Standards Act) | Number of Interns (Person) | Projected Salary (Person/Thousand NT$) | Total Salary (Person/Thousand NT$) | % | Such as certificate of enrollment, proof of labor insurance coverage, and salary payment records. |
|  |  |  |
| Additional | Applicants may propose other relevant social contributions | Quantity (Unit\_\_\_\_) | Expense (Thousand NT$) | Total Expense (Thousand NT$) | % |  |

**3. Fundraising Plan**

**【Instructions for Completion】:**  
Please describe the expected progress of fundraising efforts for this stage in the market.

**3.** Fundraising Plan

**【Instructions for Completion】:** Please describe the expected progress of fundraising efforts for this stage in the market.

**3. Budget Requirements for Stage 3**

**【Instructions for Completion】:**

* Please refer carefully to the “Accounting Classification Principles and Audit Standards for the Subsidies and Incentives for Taipei Industry – Top Startups Subsidy Program” for details on each budget item.
* Percentages (%) should be calculated to one decimal place and rounded accordingly. The total percentage must add up to 100%.
* Please fill out the forms according to the selected project area.

**(1) Total Budget Table**

(Use the form listed in Appendix 3 and replicate the total budget table corresponding to the selected project area for Stage 3.)

**(2) Expense Breakdown by Accounts**

(Use the form listed in Appendix 3 and replicate the expense breakdown by accounts corresponding to the total budget table of Stage 3.)

**V. Appendices (To be attached and ordered according to the actual situation of the project)**

1. Outsourcing Contracts, Letters of Intent for Cooperation, or Quotations (required if outsourcing expenses are listed)
2. Consultant Acceptance Letters / Approval Letters from Employer / Personal Declarations (required if consulting fees are listed)
3. Suggested List of Reviewers to Be Recused (please refer to Appendix 1 for format)
4. Explanation of Differences in Project Content (please refer to Appendix 2 for format)

**Appendix 1: Suggested List of Reviewers to Be Recused (If no personnel are recommended for recusal, this appendix is not required)**

**【Instructions for Completion】:**

* If there are no personnel recommended for recusal, please write "None" in the table.
* The form must be stamped with the company seal and the responsible person’s seal.
* For personnel recommended for recusale, please clearly specify the reasons and evidence for avoidance; otherwise, the recommendation will not be accepted.

Applicant Name:

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Employer | Job Title | Specific Grounds and Evidence for Required Recusal (Must be filled in) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Applicant Seal:

(Seal)

Responsible Person (Seal)

**Appendix 2: Explanation of Differences in Project Content (Not required for first-time applicants)**

**【Instructions for Completion】:**

* In the "Project Content" column, please specify the relevant section of the project proposal, such as project objectives and specifications, implementation method, expected benefits, etc.
* Please summarize the differences between the current and previous applications, including technical items, execution content, and other relevant changes.

1. Explanation of reasons for previous return, non-recommendation, or voluntary withdrawal, and explanation of how those reasons have been resolved:

|  |  |
| --- | --- |
| Reason for Previous Rejection | Issue Resolution |
| □ Return: | (Detailed description) |
| □ Voluntary Withdrawal: |
| □ Rejection |

2. Differences between the current application’s main project content and the previous application (Including previously subsidized projects):

|  |  |  |
| --- | --- | --- |
|  | Previous Application | Current Application |
| Project Title |  |  |
| Project Content | Sample:  1. Project Objectives and Specifications  …………… 2. Implementation Method  …………… |  |

**Appendix 3: Total Budget Table and Expense Breakdown by Accounts**

**Notes:**

* For Stage 2 and Stage 3 budget planning, please select and copy the forms for the Total Budget Table and Expense Breakdown Table according to the chosen project area.
* When submitting the application materials, please delete this appendix form.

**1. Total Budget Table**

Unit of Amount: NT$1,000

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Innovative R&D** | | | | | |
| Account | | Government Subsidy | Self-Financed Funds | Total | Weight % |
| 1.  Personnel | (1) Project Personnel |  |  |  |  |
| (2) Foreign Professionals |  |  |  |  |
| (3) Consultants |  |  |  |  |
| Subtotal |  |  |  | % |
| 2. Consumable Equipment and Raw Materials Expenses | |  |  |  | % |
| 3. R&D Equipment Usage Fees | |  |  |  | % |
| 4. R&D Equipment Maintenance Fees | |  |  |  | % |
| 5.  Outsourcing Fees  (Max 50%) | (1) Technology or Intellectual Property Acquisition Fees |  |  |  |  |
| (2) Outsourced Research Fees |  |  |  |  |
| (3) Outsourced Labor Fees |  |  |  |  |
| (4) Outsourced Design Fees |  |  |  |  |
| Subtotal |  |  |  | **%** |
| 6. Patent Application Fees | |  |  |  | **%** |
| Total | |  |  |  |  |
| Percentage | | % | % | 100% |  |

Unit of Amount: NT$1,000

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Innovation Acceleration** | | | | | |
| Account | | Government Subsidy | Self-Financed Funds | Total | Weight % |
| 1.  Personnel | (1) Project Personnel |  |  |  |  |
| (2) Foreign Professionals |  |  |  |  |
| (3) Consultants |  |  |  |  |
| Subtotal |  |  |  | % |
| 2. Consumable Equipment and Raw Materials Expenses | |  |  |  | % |
| 3. R&D Equipment Usage Fees | |  |  |  | % |
| 4. R&D Equipment Maintenance Fees | |  |  |  | % |
| 5.  Outsourcing Fees  (Max. 50%) | (1) Technology or Intellectual Property Acquisition Fees |  |  |  |  |
| (2) Outsourced Research Fees |  |  |  |  |
| (3) Outsourced Labor Fees |  |  |  |  |
| (4) Outsourced Design Fees |  |  |  |  |
| Subtotal |  |  |  | **%** |
| 6. Patent Application Fees | |  |  |  | **%** |
| 7. Venue Rental and Setup Fees | |  |  |  |  |
| 8. Market Expansion Expenses | |  |  |  |  |
| 9. Exhibition Fees | |  |  |  |  |
| 10. Travel Expenses | |  |  |  |  |
| Total | |  |  |  |  |
| Percentage | | % | % | 100% |  |

Unit of Amount: NT$1,000

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brand Building** | | | | | | | | | | |
| Account | | | Government Subsidy | | Self-Financed Funds | | Total | | | Weight % |
| 1.  Personnel (Max. 60%) | (1) Branding Personnel | |  | |  | |  | | |  |
| (2) Foreign Professionals | |  | |  | |  | | |  |
| (3) Consultants | |  | |  | |  | | |  |
| Subtotal | |  | |  | |  | | | % |
| 2. Venue Rental and Setup Fees | | | |  | |  | |  | % | |
| 3. Promotional Materials Production Fees | | | |  | |  | |  | % | |
| 4.  Outsourcing Fees  (Max. 50%) | | (1) Outsourced Research Fees | |  | |  | |  |  | |
| (2) Outsourced Labor Fees | |  | |  | |  |  | |
| (3) Outsourced Design Fees | |  | |  | |  |  | |
| Subtotal | |  | |  | |  | % | |
| 5. Exhibition Fees (Max. 20%) | | | |  | |  | |  | % | |
| 6. Employee Training and Education Fees | | | |  | |  | |  | % | |
| Total | | | |  | |  | |  |  | |
| Percentage | | | | % | | % | | 100% |  | |

**2. Expense Breakdown by Accounts**

**1. Personnel Expenses**

**【Instructions for Completion】:**

* Personnel expenses listed must be for official employees of the company. Labor insurance documents must be provided when budgeting. For those not covered by labor insurance, proof of employment insurance or other relevant documents must be submitted. For re-employed retired personnel, occupational injury insurance proof is required.
* If consultants are included in the budget, the application must include consultant contracts (or letters of intent) and consent letters from their original employer. If no original employer exists, a “personal declaration” must be provided. The consultant’s service unit must not be the same as the outsourcing vendor.
* For projects in the Brand Building area, the total personnel expenses must not exceed 60% of the total project budget.

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Name/Position | Average Monthly Salary (A) | Person-Months (B) | Estimated Personnel Expenses (A×B) |
| Project Personnel | | | |
|  |  |  |  |
|  |  |  |  |
| Subtotal | |  |  |
| Foreign Professionals | | | |
|  |  |  |  |
|  |  |  |  |
| Subtotal | |  |  |
| Consultants | | | |
|  |  |  |  |
|  |  |  |  |
| Subtotal | |  |  |
| Total | | |  |

**2. Consumable Equipment and Raw Materials Expenses**

**【Instructions for Completion】:** Receipts and invoices for expenses under this category must have complete item descriptions that match those listed in the project proposal. Do not use company (business) codes or abbreviations.

Unit of Amount: NT$1,000

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item | Unit | Estimated Quantity Needed | Estimated Unit Price | Total Estimated Cost |
|  |  |  |  |  |
|  |  |  |  |  |
| Total | | | |  |

**3. R&D Equipment Usage Fees**

**【Instructions for Completion】:** This accounting category does not include administrative equipment. When budgeting, please indicate the asset number as listed in the company’s (business) property inventory. The book value and remaining useful life of existing equipment should correspond with the company’s property inventory as of the project start date.

Unit of Amount: NT$1,000

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Equipment Name  (Asset Number) | Set Book Value A | Set Count  B | Monthly Usage Fee  AxB/(Remaining Useful Life\*12) | Number of Months Invested | Estimated Usage Fee |
| 1. Existing Equipment | | | | | |
|  |  |  |  |  |  |
| Subtotal | | | | |  |
| 2. Newly Purchased Equipment for the Project | | | | | |
| Equipment Name  (Asset Number) | Set Purchasing Amount A | Set Count  B | Monthly Usage Fee  AxB/60 | Number of Months Invested | Estimated Usage Fee |
|  |  |  |  |  |  |
| Subtotal | | | | |  |
| Total | | | | |  |

**4. R&D Equipment Maintenance Fees**

**【Instructions for Completion】:** This accounting category does not include administrative equipment. Maintenance fees cannot be claimed for equipment newly purchased or added within one year or still under warranty. Annual maintenance fees must not exceed 20% of the original purchase cost.

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Equipment Name  (Asset Number) | Set Book Value A | Set Count  B | Estimated Maintenance Fee |
| 1. Existing Equipment | | | |
|  |  |  |  |
| Total | | |  |

**5. Outsourcing Fees**

**【Instructions for Completion】:**

* The budget for this item must not exceed 50% of the total project budget (subsidy ≤ self-financed funds).
* Budgeting should consider the autonomy of key technologies and must not include mass production or other tasks unrelated to the project scope.
* The outsourcing vendor cannot be an individual and must not be the same as the consultant’s original employer.
* If this item is included, please provide supporting documents such as cooperation letters of intent, MOUs, quotations, etc.

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Outsourced Task | Cooperating Entity  (Full Name) | Cooperation Details | Amount (Excluding Tax) |
| (1) Technology or Intellectual Property Acquisition Fees |  |  |  |
| (2) Outsourced Research Fees |  |  |  |
| (3) Outsourced Labor Fees |  |  |  |
| (4) Outsourced Design Fees |  |  |  |
| Total | |  |  |

**6. Patent Application Fees**

**【Instructions for Completion】:** Patent applications must be submitted during the R&D project execution period and supported by relevant documentation to be eligible for reimbursement. The patent owner must be the applicant of this project (company, business entity, or foreign branch).

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Country of Patent Application | Date of Patent Application | Patent Owner  (Same as the Applicant) | Estimated Fee (Excluding Tax) |
|  |  |  |  |
|  |  |  |  |
| Total | | |  |

**7. Venue Rental and Setup Fees**

**【Instructions for Completion】:** This account is divided into venue rental and venue setup. Venue rental refers to rental fees for public facilities needed to hold events and does not include permanent exhibition spaces. Venue setup fees do not include the purchase of administrative equipment. Both domestic and international event venue rental and setup costs can be budgeted.

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Event Purpose | Estimated Expense | Total Estimated Cost (Excluding Tax) |
| 1. Revenue Rental |  |  |  |
| 2. Revenue Setup |  |  |  |
|  |  |  |  |
| Total | | |  |

**8. Market Expansion Expenses**

**【Instructions for Completion】:** Expenses necessary for implementing the Innovation Acceleration Subsidy Project, including: 1. Product/service validation fees such as launch and rental fees (including market or online platform launches, cloud storage rental, etc.); 2. Marketing and promotion expenses (including online, social media, or emerging media advertising and related activities).

Unit of Amount: NT$1,000

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Purpose | Estimated Expense | Total Estimated Cost (Excluding Tax) |
| 1. Launch and Rental for Product/Service Validation |  |  |  |
| 2. Marketing and Promotion |  |  |  |
|  |  |  |  |
| Total | | |  |

**9. Exhibition Fees**

**【Instructions for Completion】:**

* Expenses incurred from participating in domestic or international exhibitions, such as venue rental fees, booth decoration costs, and necessary transportation expenses.
* For projects in the Brand Building area, exhibition fees must not exceed 20% of the total project budget.

Unit of Amount: NT$1,000

|  |  |  |
| --- | --- | --- |
| Item | Exhibition Name/Location | Total Estimated Cost (Excluding Tax) |
| 1. Venue Rental |  |  |
| 2. Booth Setup and Decoration |  |  |
|  |  |  |
| Total | |  |

**10. Travel Expenses**

**【Instructions for Completion】:**

* Limited to international travel only, including airfare (economy class only, for Innovation Acceleration projects) and accommodation expenses.
* Budget should be calculated based on number of travelers, purpose, destination, duration, and required travel costs.
* Please add separate tables for different countries/regions as needed.

Unit of Amount: NT$1,000

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Country/Region | | (Region 1...) | Mission Summary/Outcomes | (The purpose of the overseas trip must be relevant to achieving the objectives of this project.) | | |
| Plane Ticket | Round-Trip Ticket Fee (Person) | | | Number of People | Estimated Fee (Excluding Tax) | |
|  | | |  |  | |
| Accommodation | Accommodation Fee (Day) | | Number of Days | Number of People | Estimated Fee (Excluding Tax) | |
|  | |  |  |  | |
|  | |  |  |  | |
| Subtotal | | | | |  | |
| Country/Region | | (Region 2...) | Mission Summary/Outcomes | (The purpose of the overseas trip must be relevant to achieving the objectives of this project.) | | |
| Plane Ticket | Round-Trip Ticket Fee (Person) | | | Number of People | Estimated Fee (Excluding Tax) | |
|  | | |  |  | |
| Accommodation | Accommodation Fee (Day) | | Number of Days | Number of People | Estimated Fee (Excluding Tax) | |
|  | |  |  |  | |
|  | |  |  |  | |
| Subtotal | | | | |  | |
| Total | | | | | |  |

**11. Promotional Materials Production Fees**

**【Instructions for Completion】:**

* Includes only printing, production, and binding costs. If design services for promotional materials are needed, please include those costs under outsourcing expenses.

Unit of Amount: NT$1,000

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item | Purpose | Estimated Quantity | Estimated Unit Price | Total Estimated Cost (Excluding Tax) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Total | | | |  |

**12. Employee Training and Education Fees**

Unit of Amount: NT$1,000

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type | Course | Number of Participants | Number of Hours | Amount (Excluding Tax) |
|  |  |  |  |  |
|  |  |  |  |  |
| Total | | | |  |