

## Jerusalem Grant Facility - Enmaa

Matching Grant program

### Business Plan Form

The facility team prepared the below terms describing the minimum items needed to be included in any submitted business plan/proposal. The form below includes general guidelines for interested applicants requesting funding. The facility shall accept any form of plans submitted if all the sections and items below are covered:

Item	Content
<b>Company's Profile</b>	<ul style="list-style-type: none"> <li>-History of the Company/Business.</li> <li>-Nature of work.</li> <li>-Markets where the business operates.</li> <li>-The main reasons for success.</li> <li>-Competitive advantages.</li> <li>-Explanation of each production line or service provided.</li> <li>-Description of company's/business premises.</li> <li>-Description of level of energy consumption.</li> </ul>
<b>Brief about the Management</b>	A short brief about higher management and key staff qualifications, certificates and main Skills.
<b>An overview of the sector in which the business operates</b>	<ul style="list-style-type: none"> <li>-General brief and description about the sector in which the company/business operates.</li> <li>-The most important factors affecting the demand and profitability of enterprises operating in this area.</li> <li>-Risks faced by projects operating in this sector and how the business plans to overcome those risks.</li> </ul>
<b>Uses of Funding</b>	<ul style="list-style-type: none"> <li>-Provide feasible and applicable expansion plans, whether improving production, introducing new technology, improving the premises etc., noting that environmentally friendly ideas and solutions that will have a positive financial and nonfinancial impact on the short or long run, will be given higher priorities during the assessment stage.</li> <li>-The size of the beneficiary's contribution (what's the plan to meet the matching requirements, how the beneficiary's contribution will be financed)</li> <li>-Reasons for funding (How the funding will be used – budget breakdown).</li> </ul>

	<ul style="list-style-type: none"><li>- The size of beneficiary's contribution (what's the plan to meet the matching requirements, how the beneficiary's contribution will be financed)</li><li>-Detailed explanation of the developmental impact of financing on the business in terms of: sales/revenues, expenses, profitability, efficiency, introducing new technology, etc.</li><li>- The timeframe for implementing the proposed business plan.</li><li>- The number of jobs expected to be created and sustained using the requested fund.</li></ul>
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All information to be shared by applicants is considered confidential and will be used for assessment purposes only, whether the application is accepted or rejected.