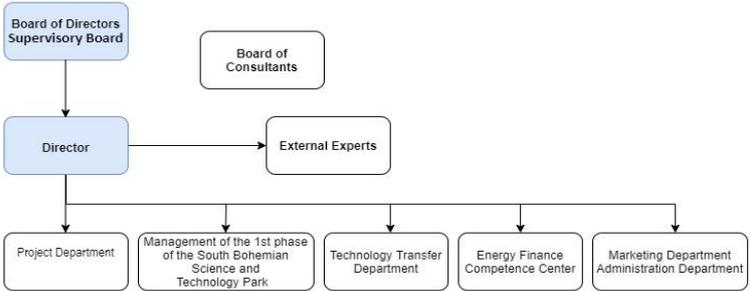




**Czech  
Republic**

**Competence Centre  
Business Plan**

**Summary of the business idea (competence centre)** (What will the competence centre do, who will launch it? What human and financial resources will it have access to, who is the target group?):

<p><b>Location of Centre</b> (physical or virtual location):</p>	<p>Energy Financing Competence Centre is located in the 1st phase of Science and Technology Park in the Czech Republic (headquarters of JAIP). More information about the services is possible to receive on: <a href="http://www.jaip.cz/dotacni-tituly">http://www.jaip.cz/dotacni-tituly</a>.</p>
<p><b>Legal status of competence centre:</b></p>	<p>EFCC was implemented into internal company's structure as a new branch. The establishment was approved by the Board of Directors on 17<sup>th</sup> December 2020 (Resolution Nr. 174/2020).</p>  <pre> graph TD     BDSB[Board of Directors Supervisory Board] --&gt; Director[Director]     BC[Board of Consultants] --&gt; Director     EE[External Experts] --&gt; Director     Director --&gt; PD[Project Department]     Director --&gt; M1[Management of the 1st phase of the South Bohemian Science and Technology Park]     Director --&gt; TTD[Technology Transfer Department]     Director --&gt; EFC[Energy Finance Competence Center]     Director --&gt; MADA[Marketing Department Administration Department]     </pre>
<p><b>Services offered by competence centre</b> (what is your unique selling point?):</p>	<p>The unique advantage of the one-stop-shop EFCC is to provide expert advices from specialists (investors) on the feasibility of investing in high potential energy projects, analysing their appropriate risk and certainty assessment when using innovative financing mechanisms (especially crowdfunding and EPC method).</p> <p>The services will be provided in close cooperation with ambassadors (located on regional and national level – more described in the E-fix action plan) and will be based on experience with international E-fix project portfolio.</p>
<p><b>Competition</b> (who else is offering similar services in your market? Is there demand on the local market for your product?):</p>	<p>In South Bohemian Region is no similar organization, which is focused on private investments and alternative financing sources in sustainable energy projects. In the region operates Energy Centre of Ceske Budejovice specialized in traditional financial instruments as grant titles and operational programmes. Their director is one of the E-FIX ambassadors.</p>
<p><b>Organisational Structure</b> (what management structure is foreseen? How many staff members will there be? Attach organigram):</p>	<p>The services of EFCC, implemented in JAIP's structure, will be provided by 2 internal experts (1 specialized in technical part of the projects and 1 in financial part). Next to the internal structure will have EFCC external network of experts specialized in energy certifications, legal issues, marketing, IPs etc.</p>
<p><b>Target group</b> (who are you trying to target with your services?):</p>	<p>All types of clients interested in realizing sustainable energy projects:</p> <ul style="list-style-type: none"> <li>- Private subjects</li> <li>- Non-profit organizations</li> <li>- Cities and municipalities</li> <li>- Private investors</li> </ul>



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	<ul style="list-style-type: none"> <li>- Energy experts</li> <li>- Specialized associations (e.g. SEMMO - Association of energy managers of cities and municipalities)</li> <li>- E-fix stakeholders and ambassadors</li> </ul>
<b>Marketing Strategy</b> (How will you reach your target group?):	<p>EFCC will be promoted primarily through</p> <ul style="list-style-type: none"> <li>- JAIP's webpage, social media and brochure</li> <li>- Workshop organized in accordance to the E-FIX action plan</li> <li>- Other activities (co)organized by JAIP</li> <li>- Network of stakeholders, ambassadors and experts</li> </ul>
<b>Financial planning</b> (how much money is required to launch the centre? How will funds be mobilised? How much will staff cost?):	<p>The operating costs of EFCC will be financed from the internal sources of JAIP, which is non-profit organization established from South Bohemian Chamber of Commerce.</p> <p>Primary consultations relating alternative sources of financing sustainable energy projects and basic energy calculations will be for free of charge. Preparation of crowdfunding campaigns, technical specifications for using EPC methods, energy certifications and other services from external experts will be charged relating standard companies pricelist.</p> <p>JAIP is ready to apply for extra supporting money into calls in new Operations programmes or Modernization Fund.</p> <p>Annual estimated budget is 25 000.-- EUR.</p>
<b>SWOT Analysis</b> (What are the strengths, weaknesses, opportunities and threats for your competence centre?):	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Strong network of national and international experts</li> <li>- Experience of JAIP in international projects</li> <li>- Support from Statutory City of Ceske Budejovice and JAIPs Board of Directors</li> <li>- Unique one-stop-shop services</li> <li>- Providing of primary consultations for free</li> </ul> <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- law tradition in financing sustainable energy projects through crowdfunding and EPC method in the Czech Republic</li> <li>- low support for financing big energetic projects through crowdfunding in Czech legislative</li> <li>- small team in EFCC to provide all services internally</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Establishment of new energy projects connecting with fulfilling of EU Green Deal Challenge</li> <li>- New possibilities for financing energy savings in upcoming programming period</li> <li>- Extension of free of charge services obtaining extra money from the national or regional level</li> </ul> <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Low interest for the services from the side of project applicants</li> <li>- Less support from regional institutions after regional elections</li> <li>- Low interest from public to invest into energy projects</li> </ul>



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