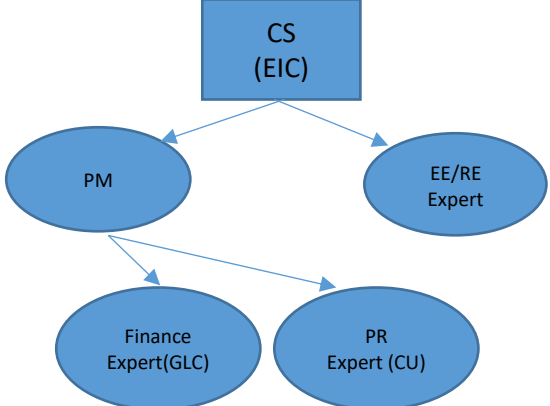




Georgia

**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?):

Location of Centre (physical or virtual location):	EIC office, Tamarashvili Str. 13a, 0162, Tbilisi, Georgia and (during COVID outbreak) virtual
Legal status of competence centre:	Unit under existing LTD (EIC) LTD Energy Investment Consultants
Services offered by competence centre (what is your unique selling point?):	Consultancy services to LFI's and IFI's with focusing on Green investment (EE and RE) assessment, Consultancy services to local businesses (Energy Audits, Fundraising of Green funds, etc)
Competition (who else is offering similar services in your market? Is there demand on the local market for your product?):	At the moment none of local consultancy offices are offering similar services. Considering growing appetite of LFI's with attracting more GREEN funding's and resent dramatic increase of Energy tariffs it is expected that demand for our consultancy services will grow
Organisational Structure (what management structure is foreseen? How many staff members will there be? Attach organigram):	<p>CS as unit under existing consultancy company will include permanent one project manager and one EE/RE engineer from EIC. Also, time base consultants from Leasing Company (finance and assets managers) and CU experts on public relation(awareness) and education topics.</p>  <pre> graph TD CS["CS (EIC)"] --> PM((PM)) CS --> EE["EE/RE Expert"] PM --> Finance["Finance Expert (GLC)"] PM --> PR["PR Expert (CU)"] </pre>
Target group (who are you trying to target with your services?):	Local financial institutions (banks and leasing companies) Local businesses (corporate and SME companies that are interested in EE/RE project implementation)
Marketing Strategy (How will you reach your target group?):	<ul style="list-style-type: none"> ○ Direct marketing to LFI's (promo meetings with management) ○ Website and content marketing – with the comprehensive information on CC, case studies, etc.



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	<ul style="list-style-type: none"> ○ Social media – sharing information on the implemented projects, positive feedback from the recent customers, achieved results etc. Social media campaign (Facebook and LinkedIn) ○ Email marketing – periodic email updates with the industry news, projects etc
<p>Financial planning (how much money is required to launch the centre? How will funds be mobilised? How much will staff cost?):</p>	<p>5.5-6K Euro (first year) Offering services to Local FI's 3.5K cost of local staff (including Taxes) CS running costs will be temporarily covered by EIC) with an annual in-kind contribution of approx. 5.000 EUR, and with possibilities sought for extra funding by the potential clients (IFI's and LFI's)</p>
<p>SWOT Analysis (What are the strengths, weaknesses, opportunities and threats for your competence centre?):</p>	<p>Strengths – one-of-a-kind services offered to the market, experienced staff and well tested approach (during Efix project) Weaknesses – uncertain willingness of Local businesses and FI's with finance such services, lack of legal regulations to bust development of such services, global and local economic crisis caused by global pandemic. No clear action plan from local authorities to handle economic crisis. Opportunities – increasing demand for EE/RE products, increasing interest in Green investment, increasing COVID-19 support from the Govt, where Green Investments can become an integral part of the incentives packages. Coming new regulations related to promotion of EE/RE and GREEN technologies. Threats – financial crisis, decline in foreign and local investments and possible lockdowns, lack of interest from the potential customers, lack of cheap funding to support EE/RE investments.</p>



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