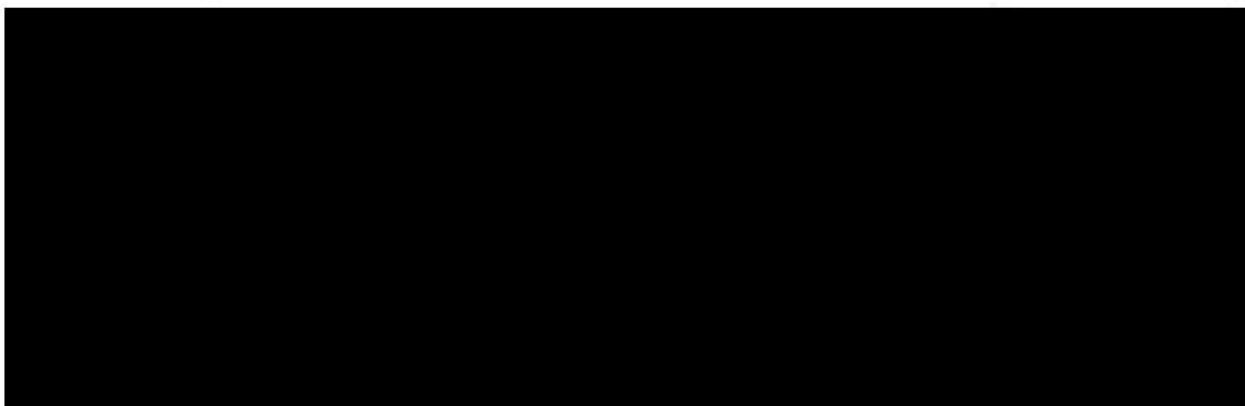


PROPOSAL
"Armenia Startup Catalyst"
on grant programme

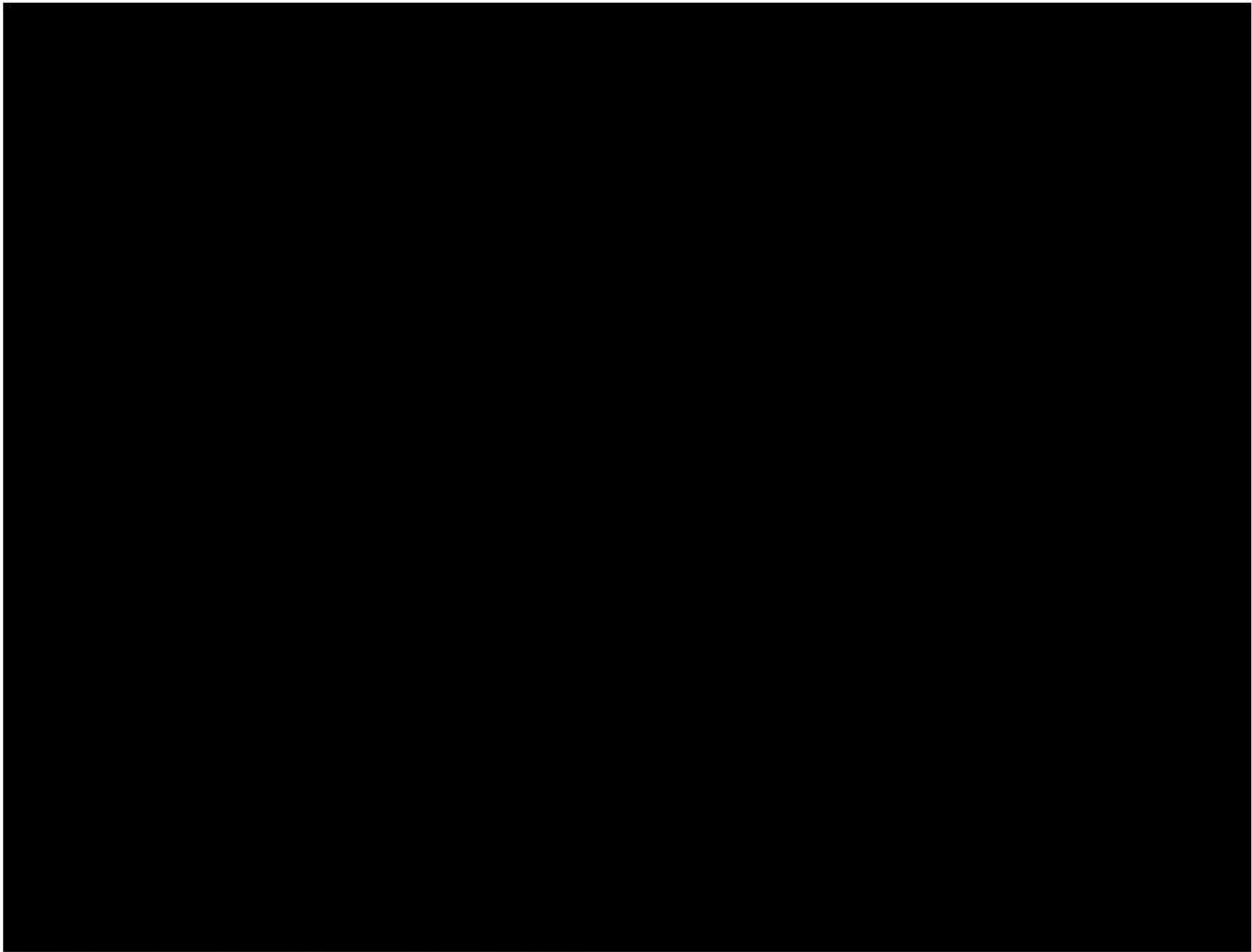
Title page

Name of the organization	Plug and Play Tech Center (Plug and Play LLC)
Abbreviation (if any)	Plug and Play / PnP
Name of the programme	Armenia Startup Catalyst
Start/End of the Programme (day/month/year)	[REDACTED]
Location of implementation of the Programme (region, community)	Yerevan, Armenia
Head of Organisation (name, telephone number, email)	Plug & Play Germany GmbH Sascha Robert Karimpour [REDACTED]
Head/Coordinator of the Programme (name, telephone number, e-mail)	Alfredo Soria [REDACTED]
Registered office and contact details of the Organisation (telephone and e-mail)	[REDACTED]
Budget of the Programme (AMD)	[REDACTED]

Brief Summary

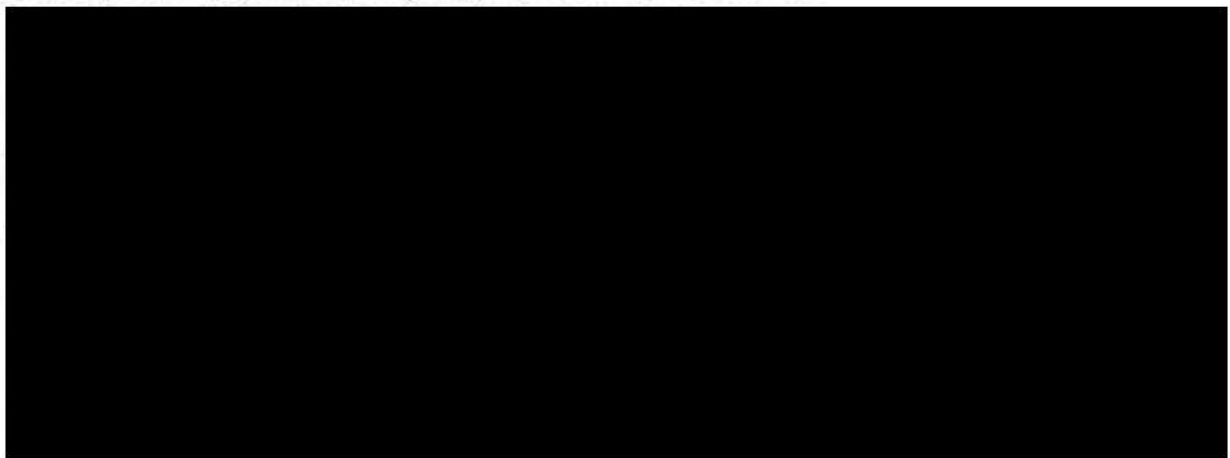


Description of the Programme



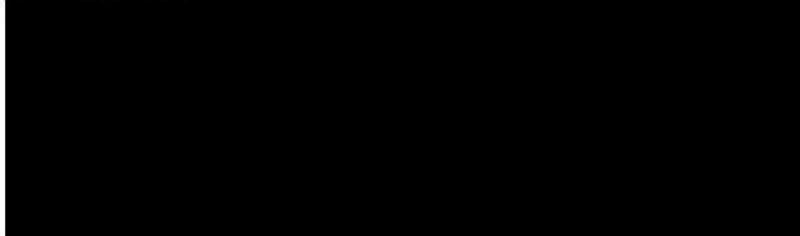
Experience of the Organisation

Please, present the mission and goals of the Organisation, as well as similar programmes (time period, grantor organization, budget, goal, outcomes) implemented

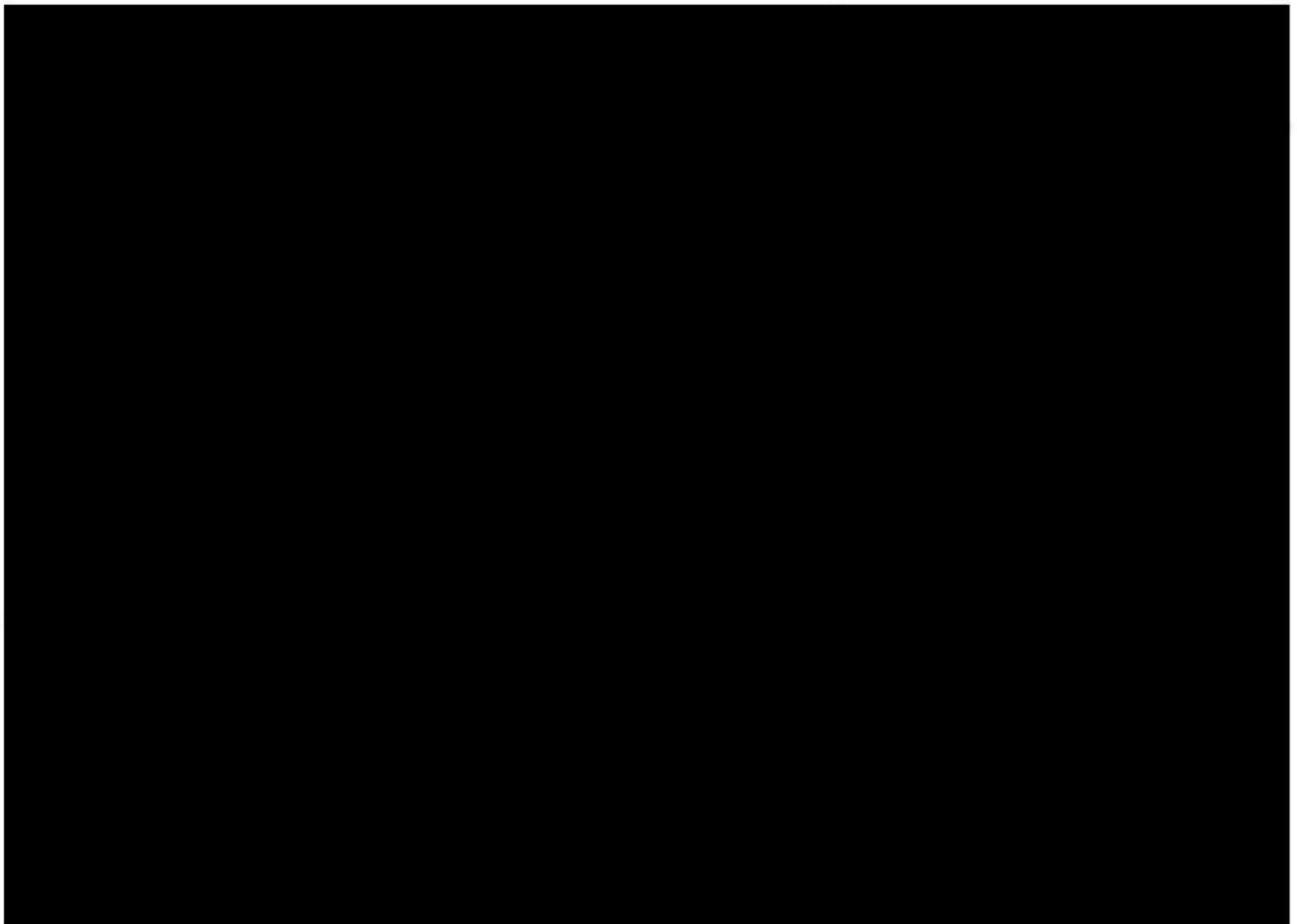


Experience of staff involved in the project

Please, present the work activities of the trainers, business consultants and mentors included in the programme and the experience corresponding to the objectives of the competition, attach the biographies.



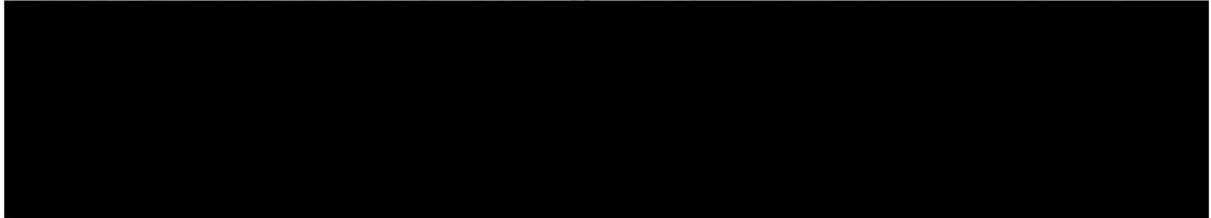
Also describe the scope and responsibilities of employees and/or experts to be engaged and paid.



Selection parameters and evaluation methodology of the companies participating in the programme

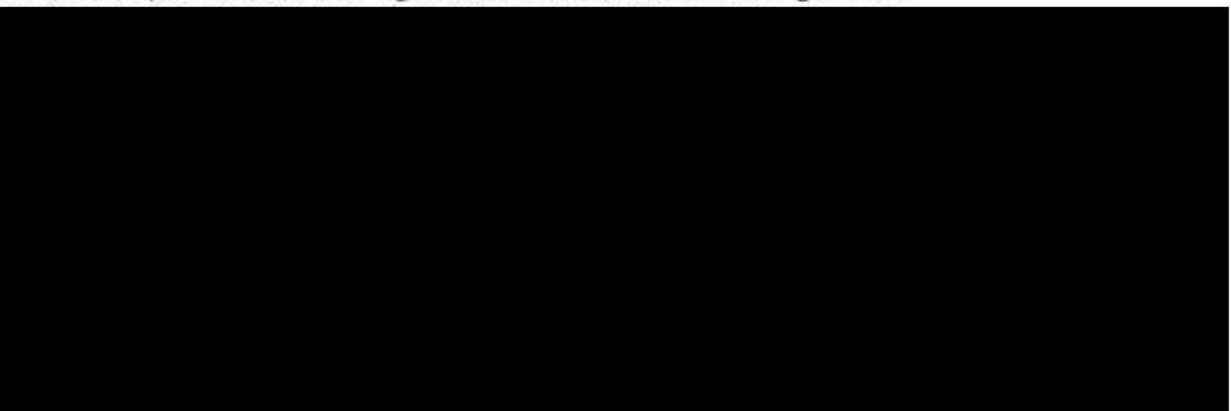
Sourcing and Engaging Startups

To select and engage startups, we will employ a multi-faceted approach by leveraging our long-lasting experience in startup sourcing. Our strategy includes:



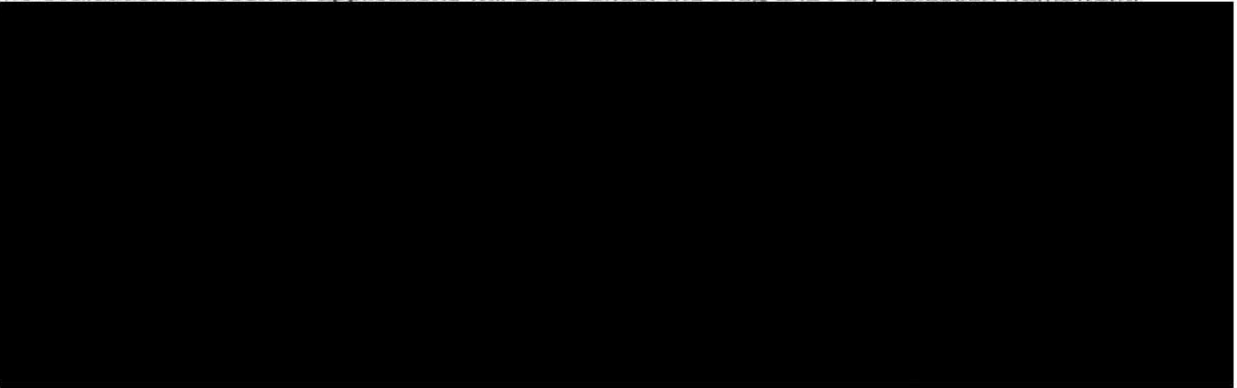
Selection Parameters

The selection parameters will be rigorous and based on the following criteria:



Evaluation Approach and Methodology

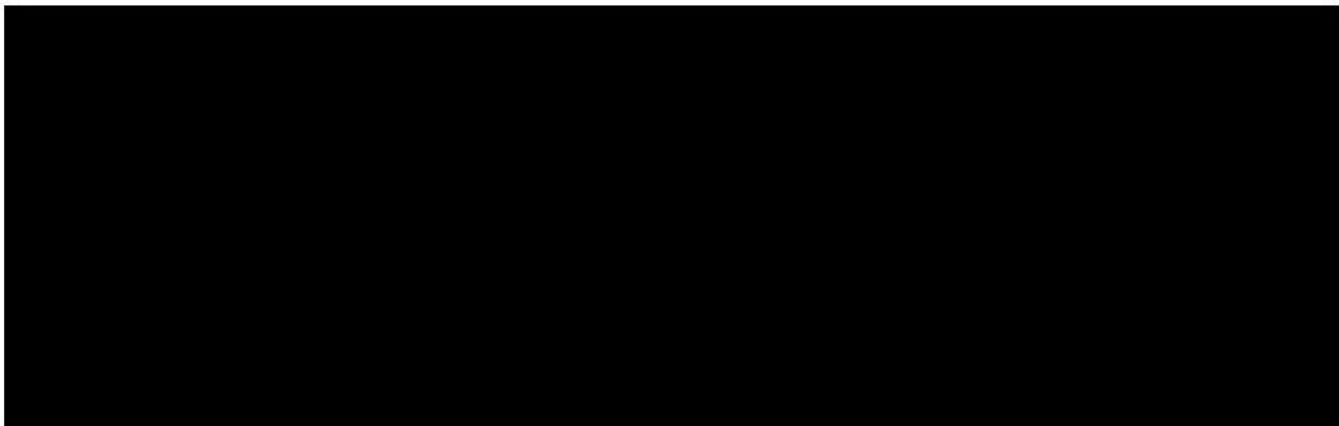
The evaluation of received applications will occur under the Plug and Play selection framework:



Results Evaluation Criteria (KPIs) for the Conclusion of the Programme

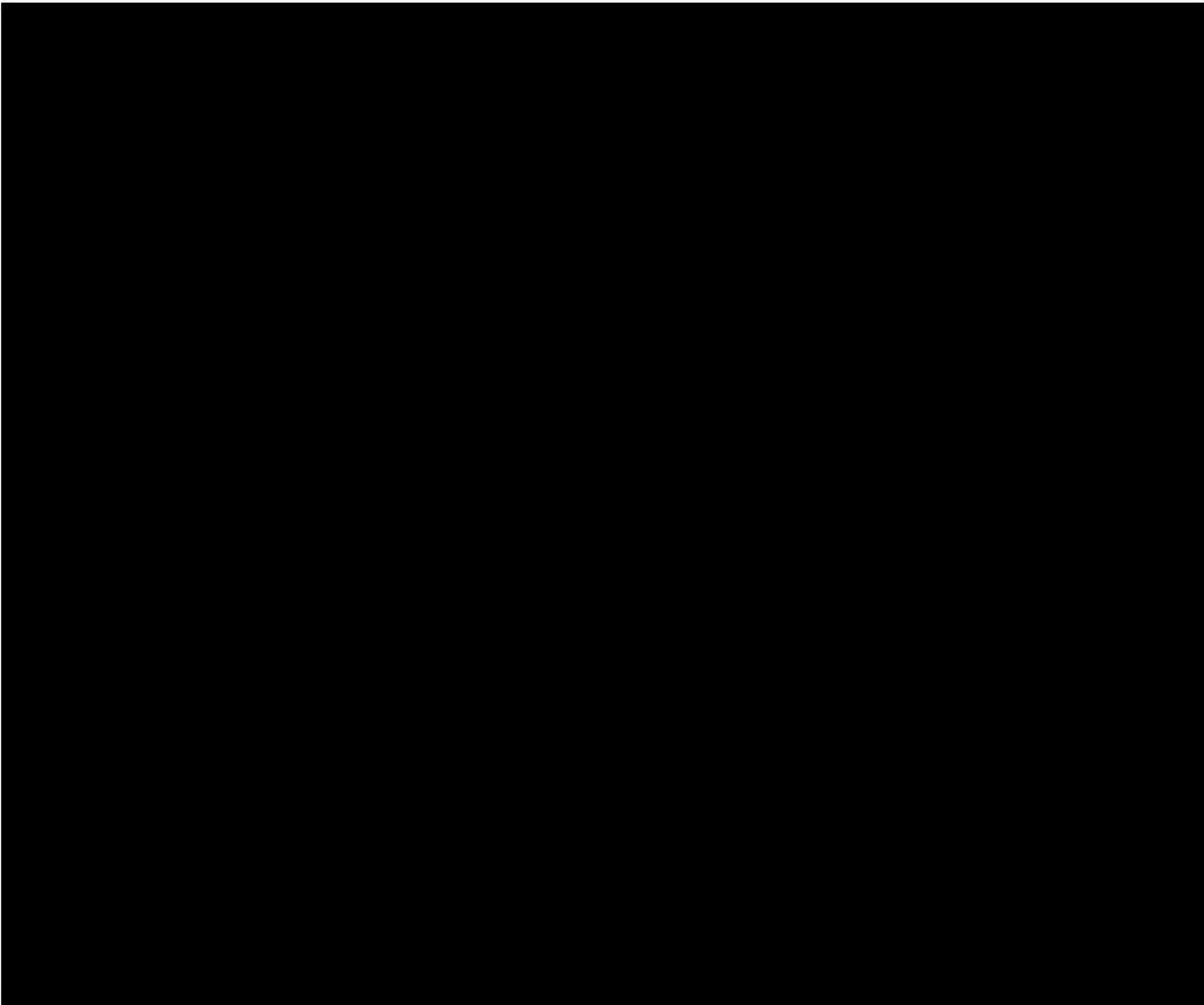
The program's success and the performance of the participants will be evaluated using the following Key Performance Indicators (KPIs):

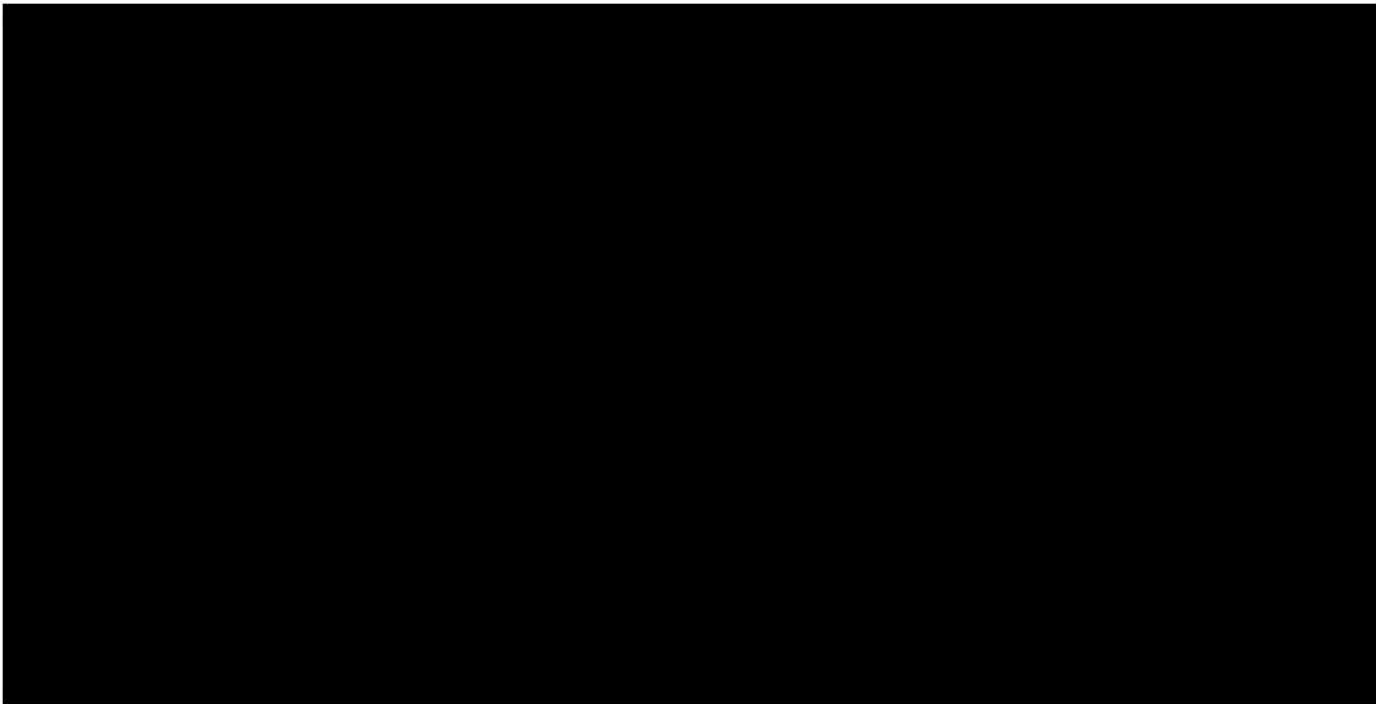




Program content and expected results

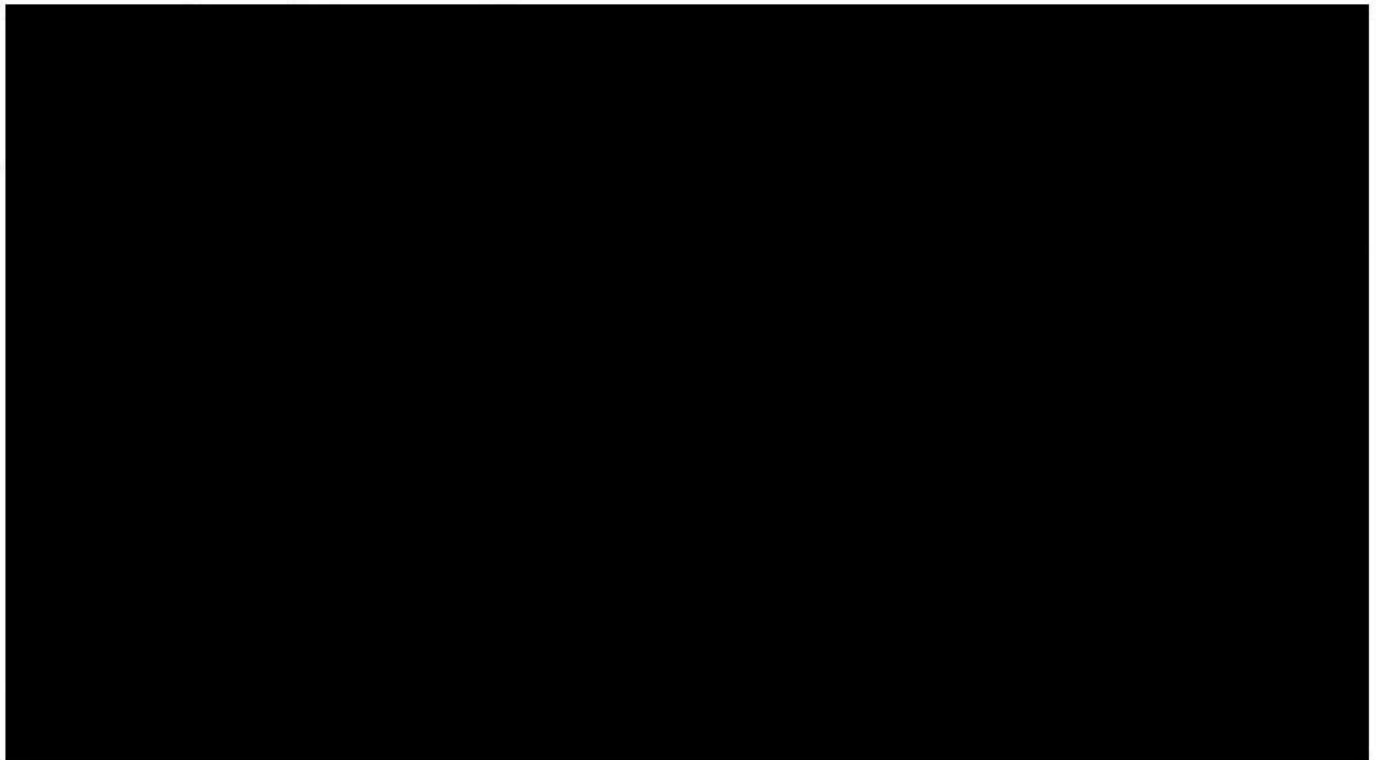
The proposed objective of the accelerator is to attract startups and encourage-based business development in Armenia and we would like to highlight a few main goals:





Competitive Advantages

What are your competitive advantages?



Work Plan

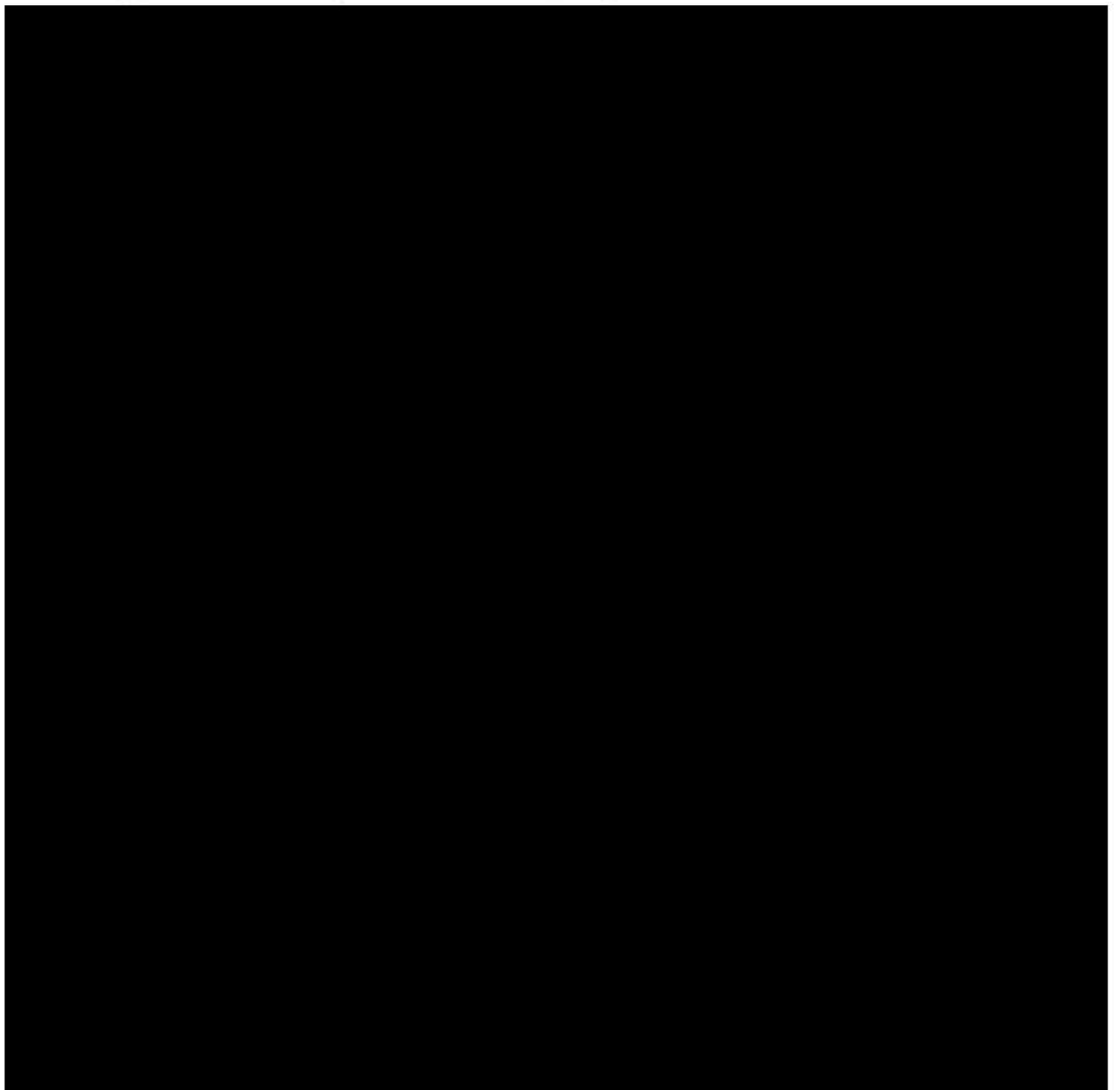
The program work plan is available in the annex "Schedule Armenia Startup Catalyst".

Organization: Plug & Play Germany GmbH



Risk Assessment

Below are the possible contingencies and the risk mitigation measures that will be taken to address any possible risks if they occur.





CONFIDENTIAL

PLUGANDPLAY

Armenia Start-Up Catalyst
International Accelerator Program

