

## Instructions for Food Market Explorer applicants

If your company wants to explore a new market opportunity together with other companies, the companies can apply for their own Food Market Explorer projects simultaneously and share the costs of expert services that benefit each party, as described in the application.

### Find a suitable service provider

- In the application stage, you must have a preliminary idea of the service provider from which your company will purchase expert services.
- You may change the service provider during the project [with a project change](#) if it is necessary in order to achieve your goal.

### Ensure sufficient self-financing

- Food Market Explorer funding is an aid that will be paid to your company retrospectively, on the basis of the actual costs reported.
- Your company must have sufficient financing of its own for the realization of the project. Sufficient financing means that your company can cover the total costs of the project by itself, prior to receiving funding from Business Finland.

### Set your project targets

In the “Work Packages” section of the application form, we ask you to define measurable objectives for your project by work package. The total number of objectives should be 2–5. The objectives must relate to the concrete outcomes of the project. The project objectives will be recorded in the funding decision, and Business Finland will monitor their implementation. Achieving the objectives will have a significant impact on the possibility of receiving additional funding from Business Finland.

Present the objectives in the form of “what has been achieved as a result of the project upon its completion.”

### Examples of project targets:

- collected and gained information about a new market/customer group and the suitability of the product or service there
- surveyed the product's localization needs in the new market
- surveyed the legal requirements for entering the new market
- surveyed other issues regarding advancement in the new international market
- identified x potential collaboration partners
- identified x potential customers or customer groups

### Project description

In the “Work Packages” section of the application form, you are required to provide information about the project's content and objectives divided into work packages. A separate project plan submitted as an attachment to the application will not be accepted.

**Eligible costs**

Business Finland can accept costs starting from the date the application was submitted, at the earliest.

Eligible costs within a Food Market Explorer are:

**Purchased services**

- Expert services related to exporting your product, service or business model to a new international market.
- Purchases from other companies in the same group and associated companies are not considered acceptable costs.

**Purchased services unrelated to the creation of capacity required in international operations cannot be accepted as project costs, for example**

- general business consulting services
- operational sales and marketing services (for example, translation services and creation of website)
- staff training

**Other costs**

Other costs will be accepted up to the amount of 20 per cent of the amount of purchased services. Other costs do not need to be itemised.