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KOSGEB Support Programs from Idea to Market

What is a Project? → How to Get Support? → How to Start? → Develop, Grow, and Commercialize!

Learn the steps to grow your business with a project!



Dr. Uğur CORUH

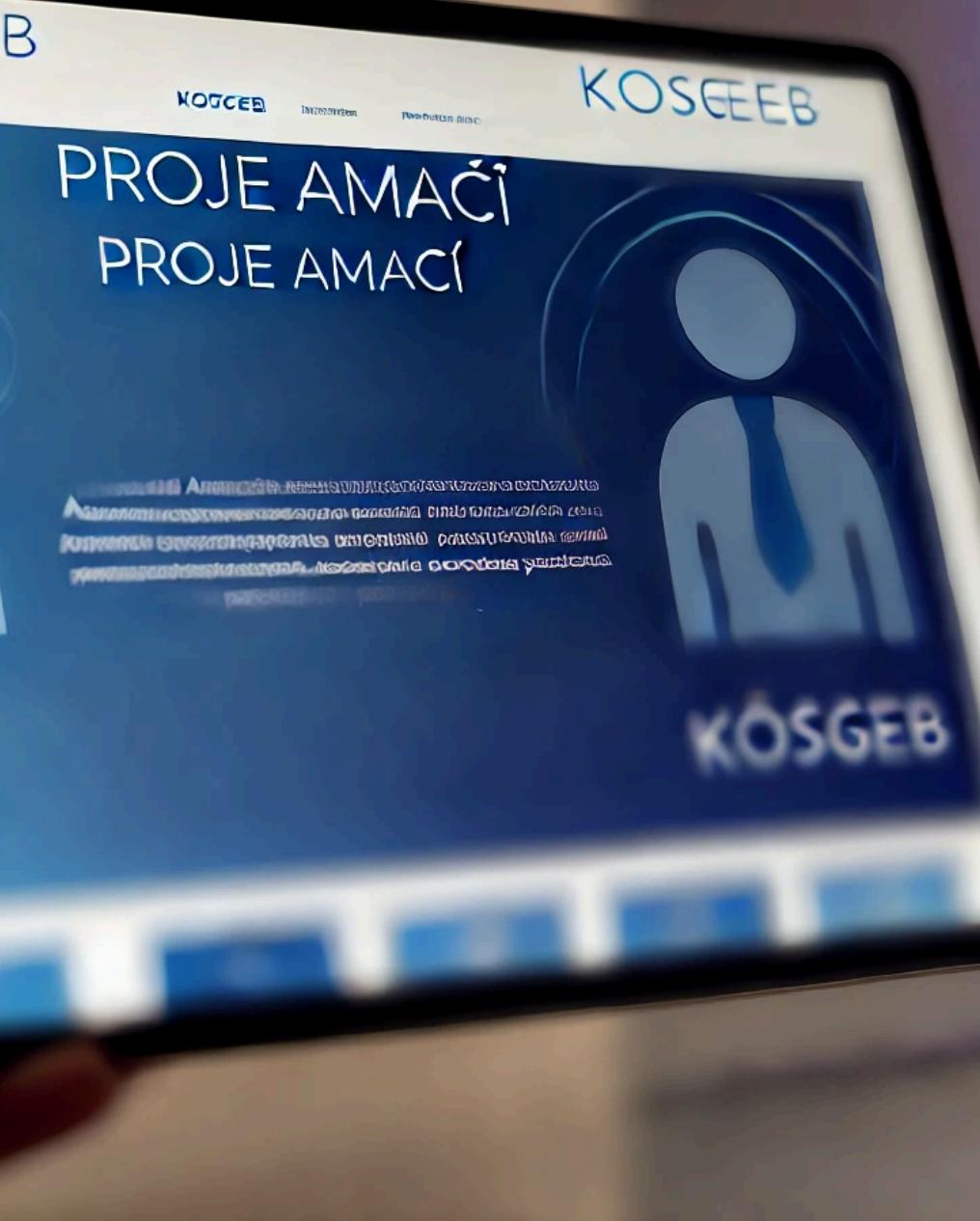
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Assistant Professor

What is a Project and Why is it Important?

A project is a planned effort to achieve a specific goal. Projects are undertaken to grow your business, offer new products, or increase efficiency.

- Goal
- Objective
- Plan
- Action
- Result





Project Elements

- **Project Purpose**

The general purpose of the project is to solve targeted problems or take advantage of opportunities.

- **Project Objectives**

The specific and measurable outcomes of the project.

- **Innovative Aspect of the Project**

What makes the project innovative and unique compared to others?

Project Elements

- **Project Duration**

Information on the estimated start and end dates of the project.

- **Project Personnel**

The roles and expertise of the people contributing to the project.

- **Project Budget**

The cost of the project and its budget items.





Project Elements

- Methods and Implementation**
What methods and strategies will be used in the project?
- Project Outputs**
What outputs and results will be achieved at the completion of the project?

What is the Purpose of Doing a Project?

- Projects create new opportunities to grow your business.
- With KOSGEB support, you can finance your projects and help your business grow.





How Can I Develop My Business?

- Analyze your current business, identify your needs,
- Think of solutions,
- Increase production,
- Offer new products,
- Use advertising to attract more customers.

What is KOSGEB?

- KOSGEB is an organization that supports small and medium-sized enterprises.
- It is the most effective institution related to SMEs in Turkey.
- It aims to increase the export share of SMEs.
- It aims to increase the contribution of SMEs to employment.
- You can apply for projects to obtain the necessary funding to grow your business.





What Are the Benefits of KOSGEB Support for Businesses?

- You receive financial support to realize your projects faster and with lower risk.
- This support can be used for:
 - buying new machinery,
 - expanding your business, or
 - marketing.

How to Apply for KOSGEB?

- Register in the KOSGEB Database.
- If already registered, update your Declaration.
- Get information about the support program you will apply for.
- All applications are made electronically at www.kosgeb.gov.tr.





What is a Business Plan?

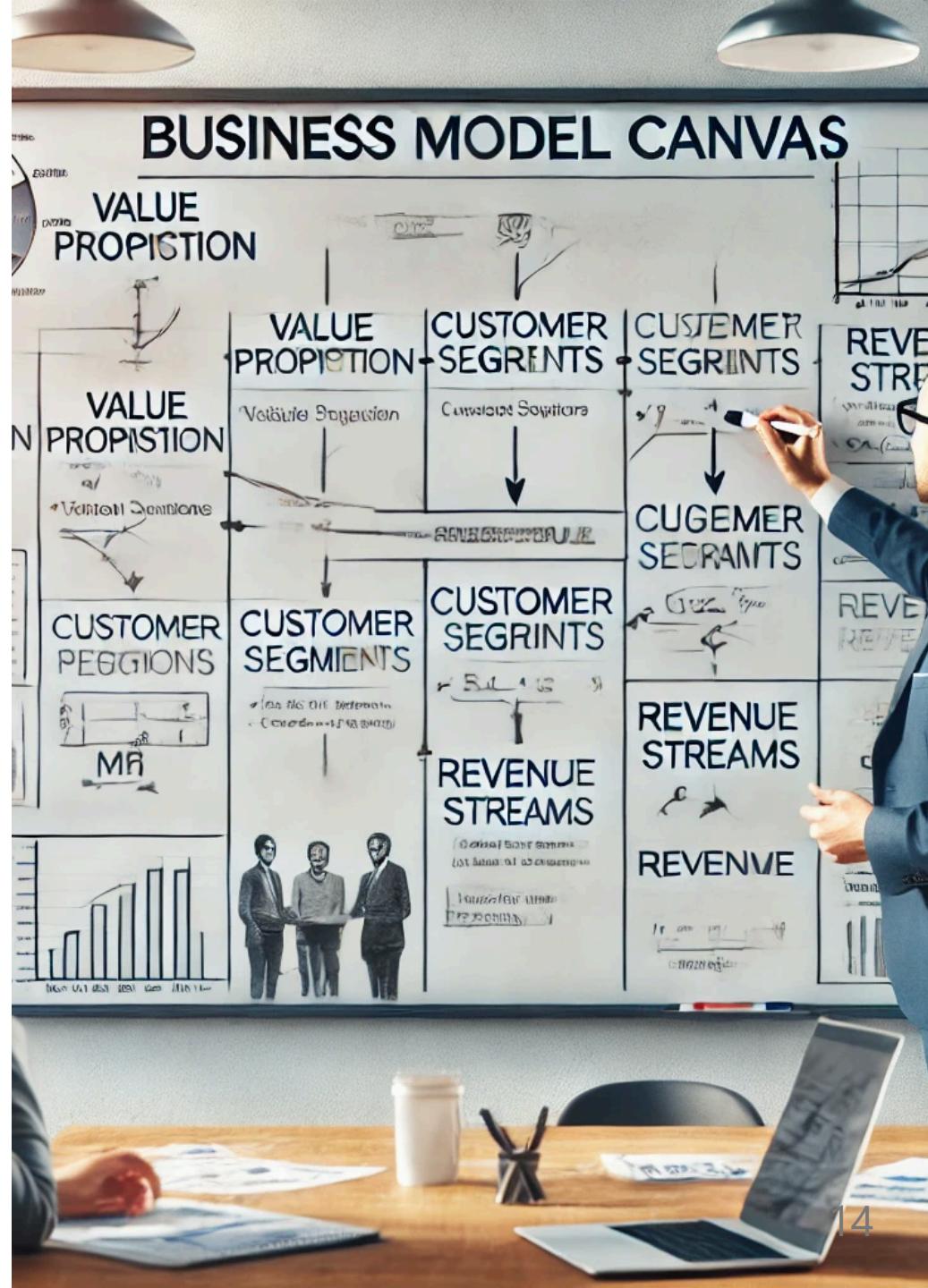
A business plan explains:

- What your business will do in the future,
- How it will generate revenue, and
- What it needs to achieve its goals.

A business plan is required for KOSGEB support.

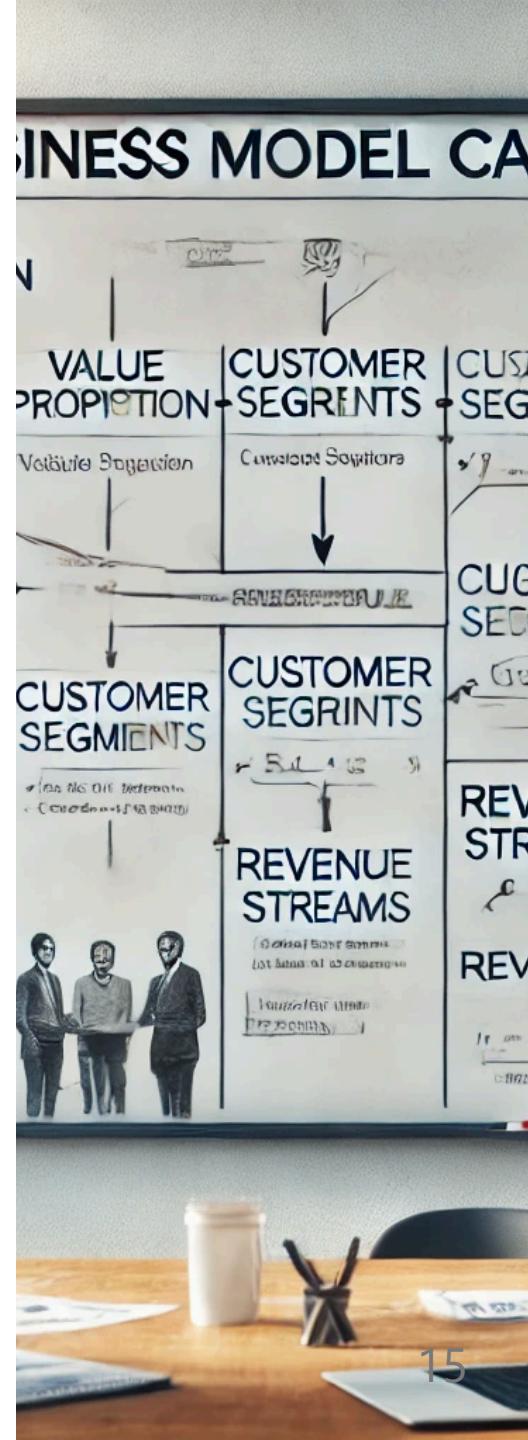
How to Prepare a Business Plan?

- Write what your business will do,
- What products or services it will offer,
- Who it will target, and how
- You will execute the project.



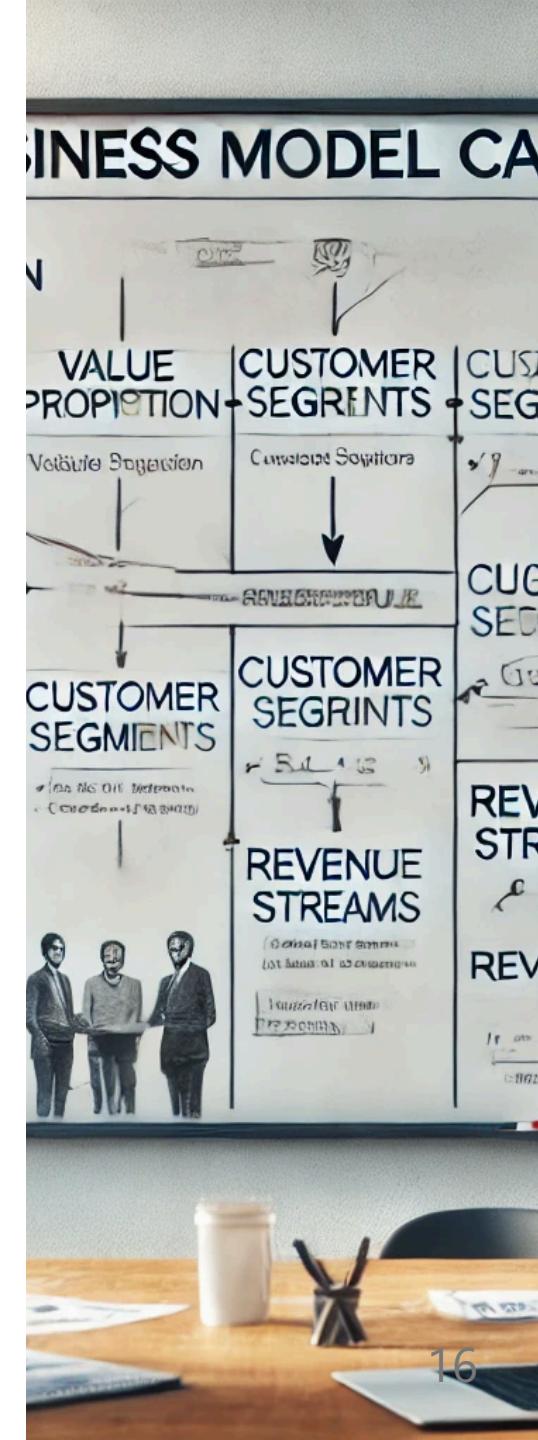
Fill in the Business Plan (Project Information) Document

- Defines the general framework of the support provided to entrepreneurs by KOSGEB.



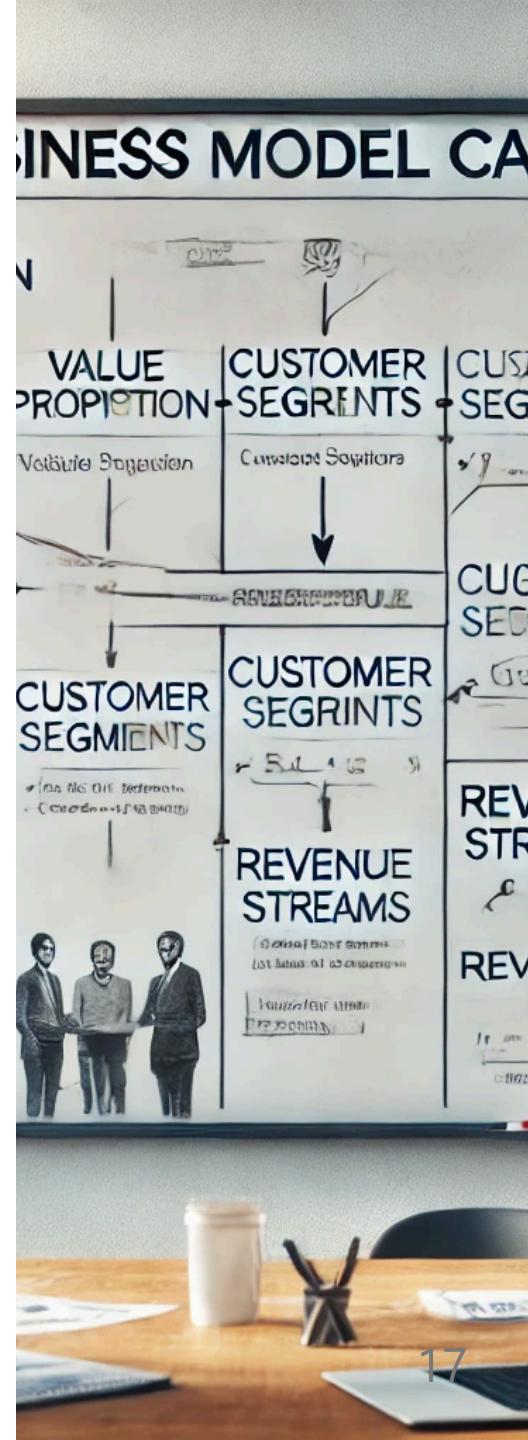
Business Information

- Company Name
- Tax Number
- Partners
- Organization chart, number of personnel, and their distribution
- Production site and facility information
- Production area
- Production location
- Projects submitted to other institutions and organizations and incentives and aids received



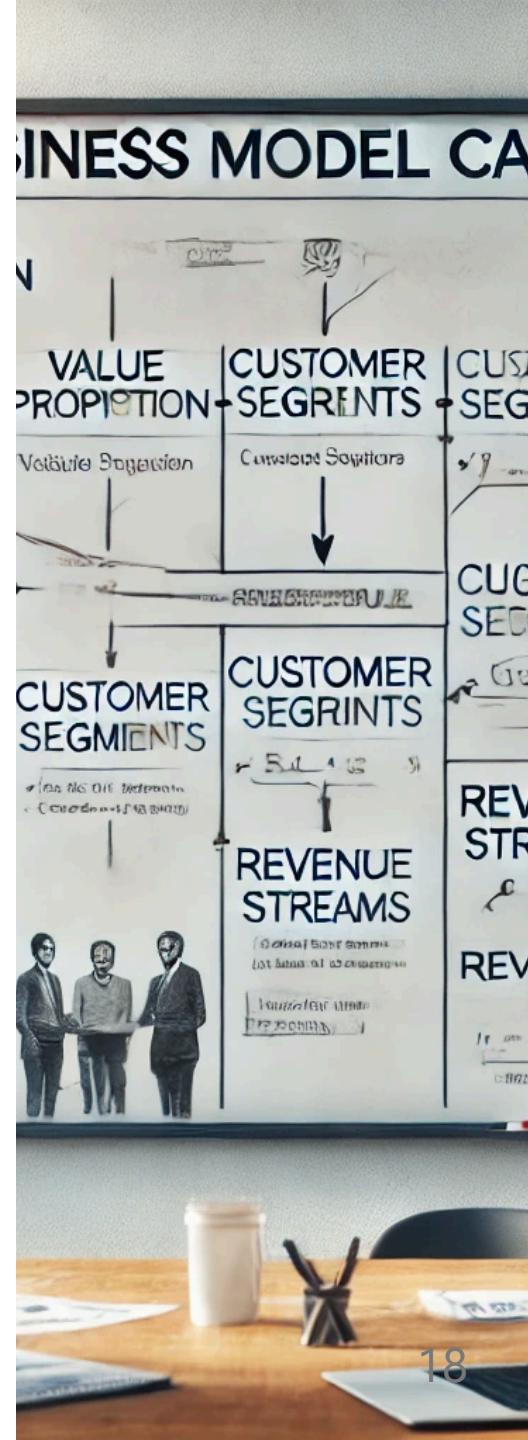
Business Machinery Inventory

- Machinery/Equipment Name
- Quantity
- Domestic/Imported
- Features



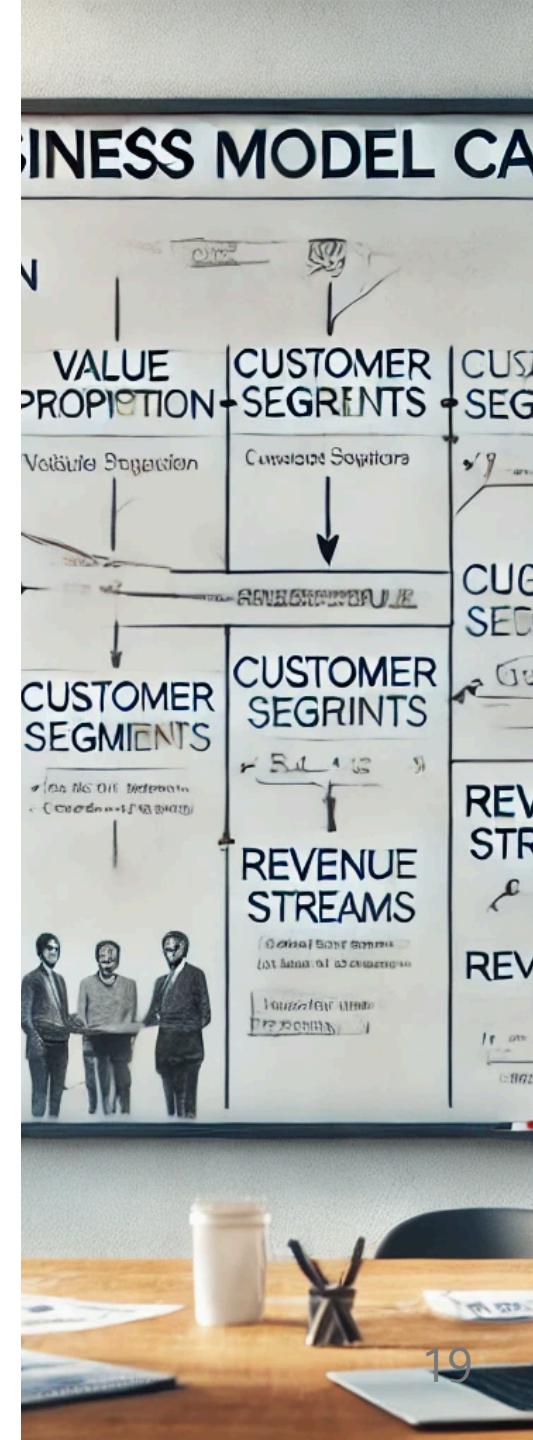
Product Information Related to the Project

- Introduction of the product subject to the project.



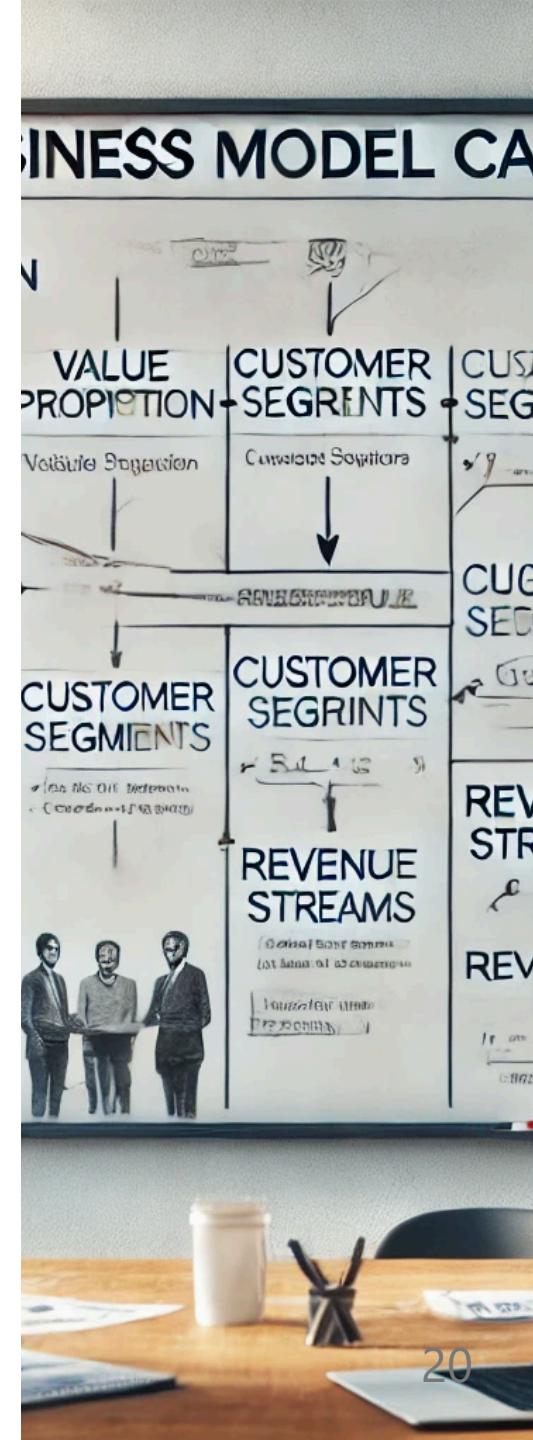
Foreign Trade Data Related to the Project Product

- Last 3 Years
 - Import Amount (USD)
 - Export Amount (USD)
 - Foreign Trade Deficit (USD)



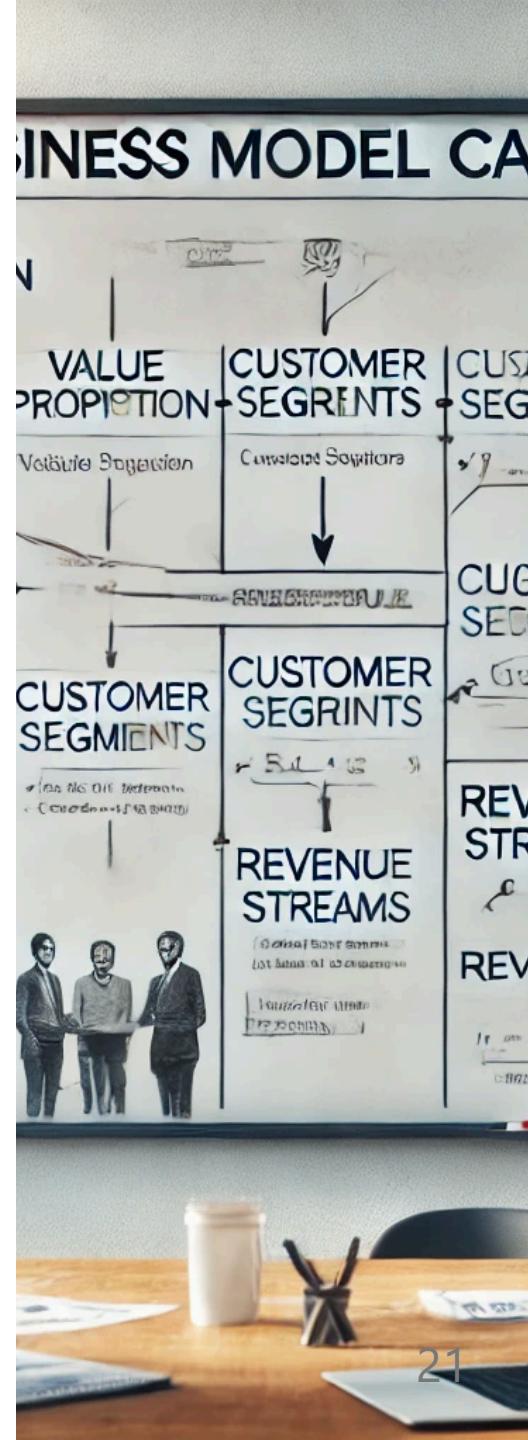
Domestic and Foreign Market Size of the Product

- Last 3 Years
 - Domestic Market Size (Total Sales USD)
 - Foreign Market Size (Total Sales USD)
 - Domestic Demand Volume (Units)
 - Domestic Supply Volume (Units)
 - Foreign Demand Volume (Units)
 - Foreign Supply Volume (Units)
 - Sector Global Growth (%)



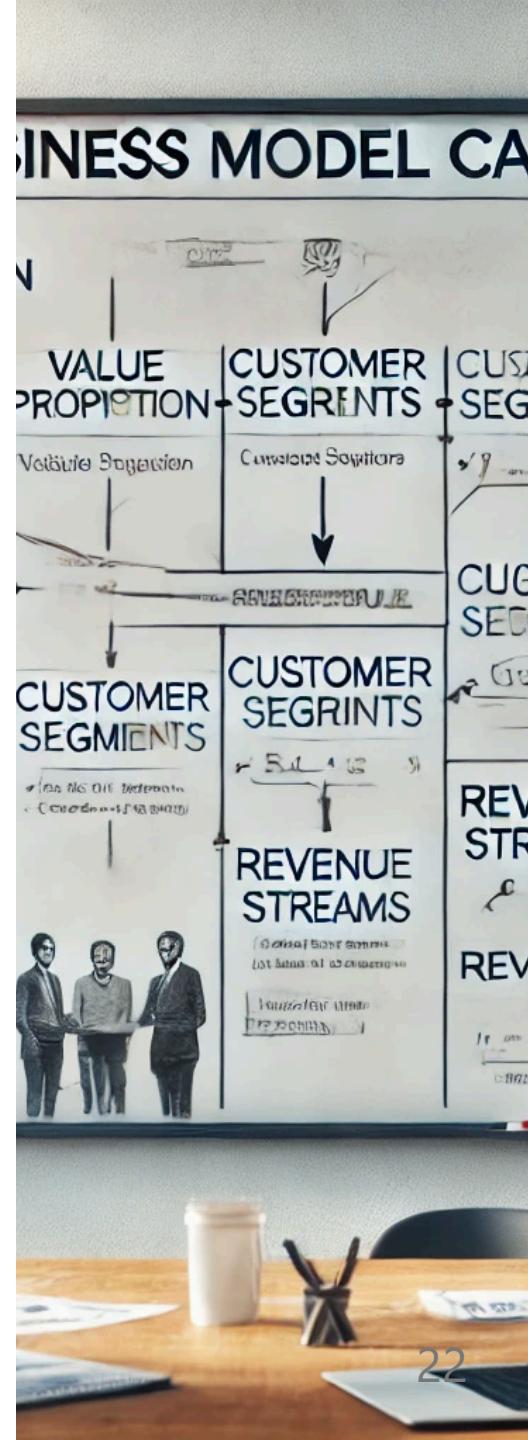
Export and Import Information Regarding Product or Equivalent

- Last 3 Years
 - Product Import (USD)
 - Equivalent Import (USD)
 - Product Export (USD)
 - Equivalent Export (USD)



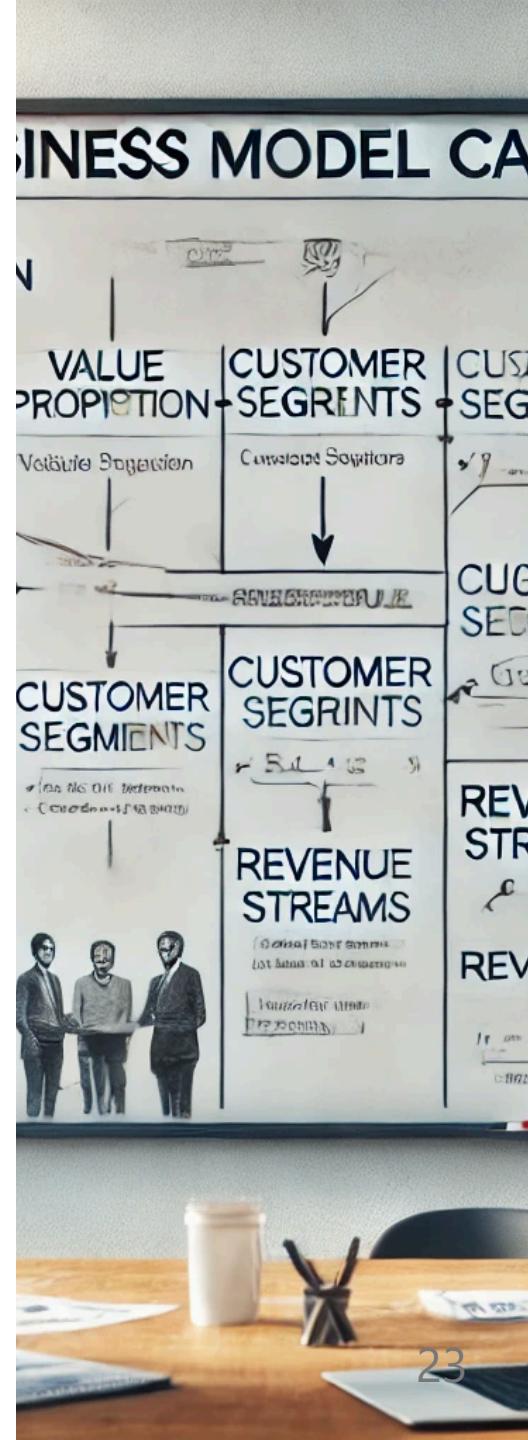
Competitors

- Competitor Company Name
- Market Share (%)
- Strengths
- Weaknesses



Current and Potential Customers and Their Requests

- Customer Information
- Estimated Customer Requests

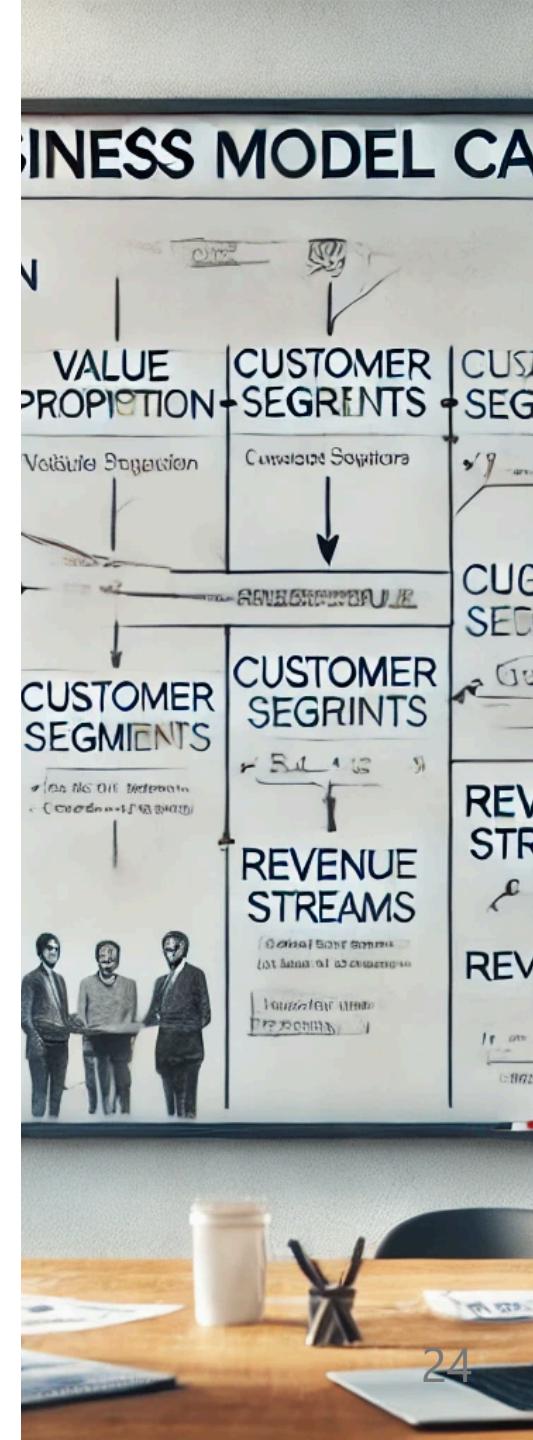


Production-Sales Plan

The production-sales plan is an important document that includes the production and sales targets of the business over a specific period. This plan includes:

- The costs of the products to be produced,
- Domestic and foreign sales prices,
- Estimated domestic and foreign sales quantities,
- Expected total sales revenues,
- Total costs,
- Expected profit.

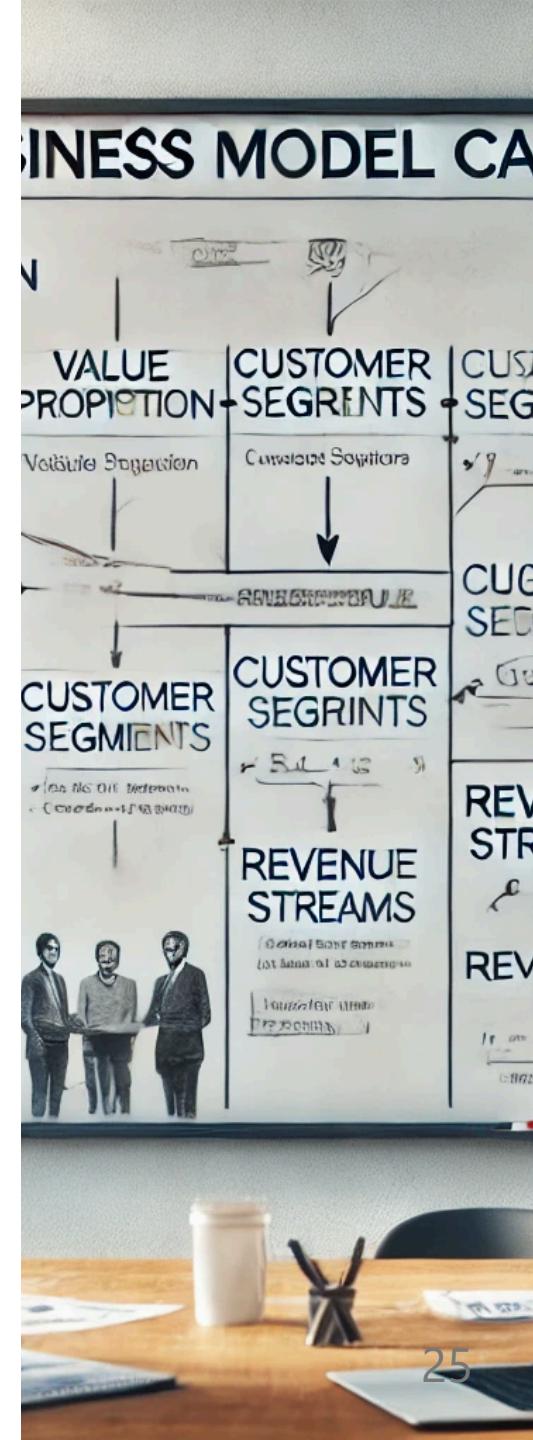
This information plays a key role in determining the business's production capacity and marketing strategy.



Return on Investment Time

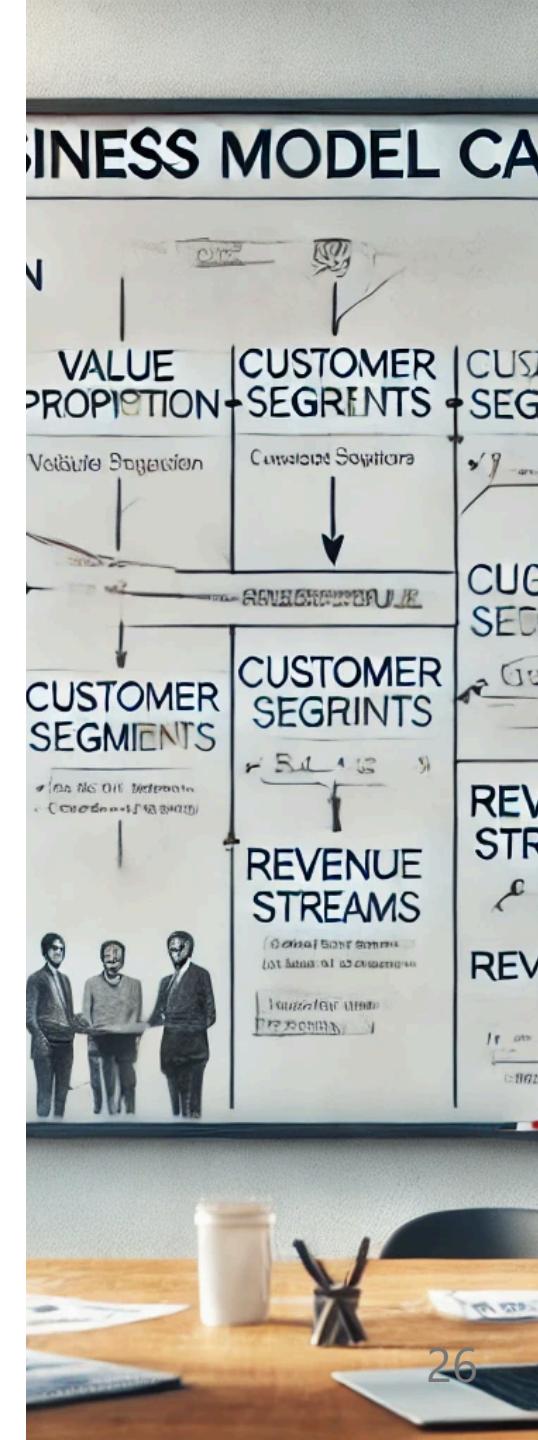
Return on investment time shows how long it will take to recover the investment made. The factors affecting this time include:

- Expected profit,
- Depreciation expenses,
- Total cost and revenue,
- Discount rate and present value,
- Investment amount and payback period,
- Break-even point (the point where revenues equal investment costs).



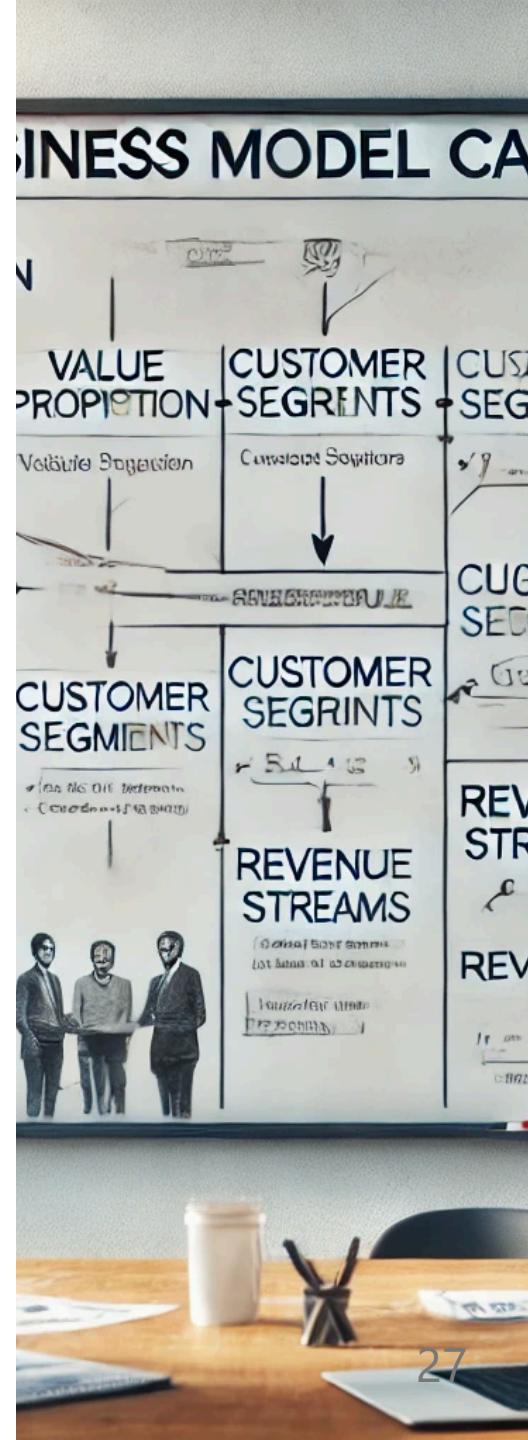
Business History, Current Activities, Partners, and Project Experiences

- Business history
- Products/product groups produced within the scope of current activities
- Project experiences and past experiences, education, and activities carried out by the business owner/partners
- The names and tax numbers of companies that the applicant company has partnered with outside of the application



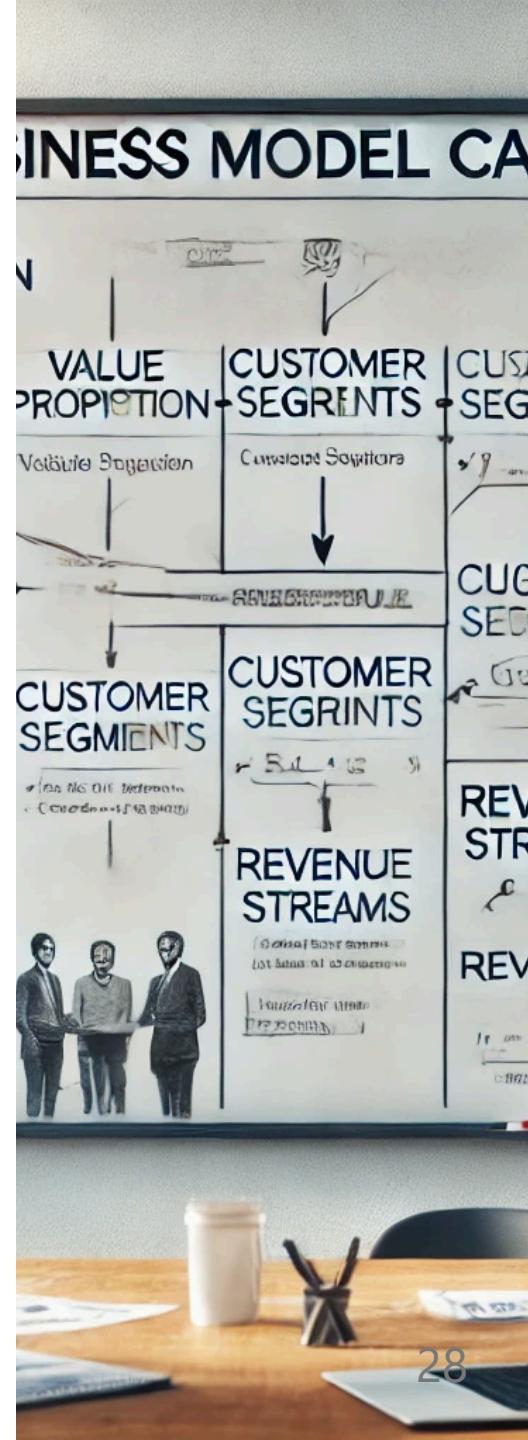
Current Status Related to the Project

- The business's current activities related to the project
- How needs are met under the current situation
- Other work



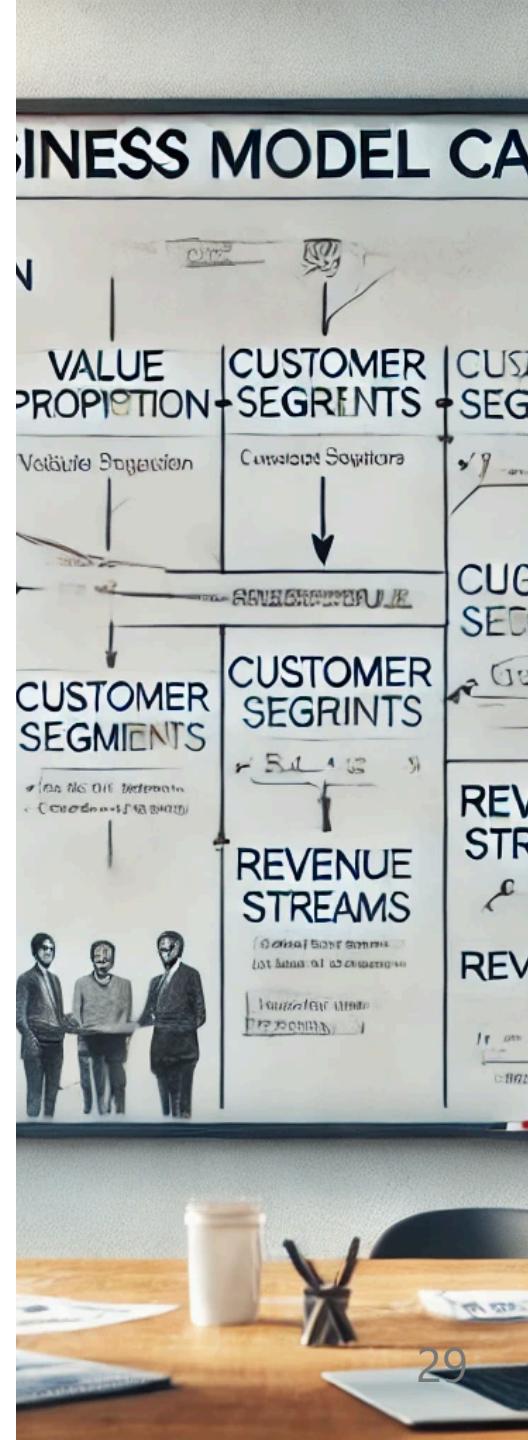
Purpose and Rationale of the Project

- Why the project is needed
- Preparation and technical feasibility studies conducted as part of the project
- What is aimed at with the project



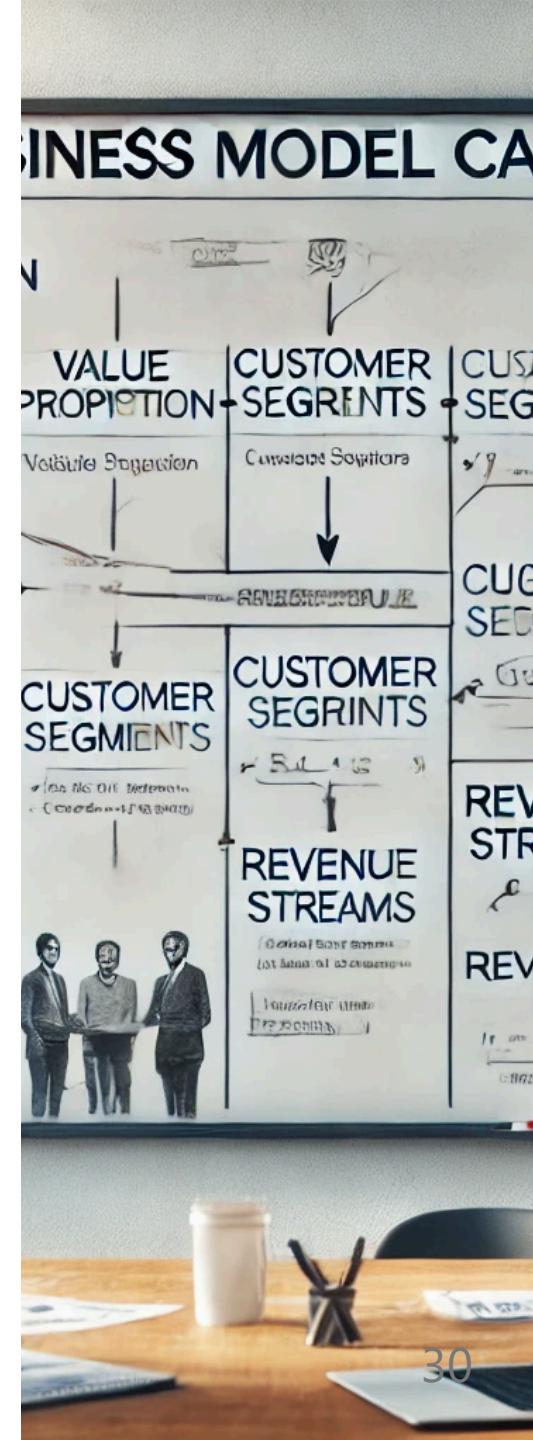
Project Topic

- Activities to be carried out within the scope of the project
- How the project will affect:
 - Production/service delivery capacity
 - Product/service diversity
 - Technology level
 - Development of technical knowledge
 - Export potential
 - Human resource quality
- The solutions the project output addresses in the sector
- Applicability in other sectors



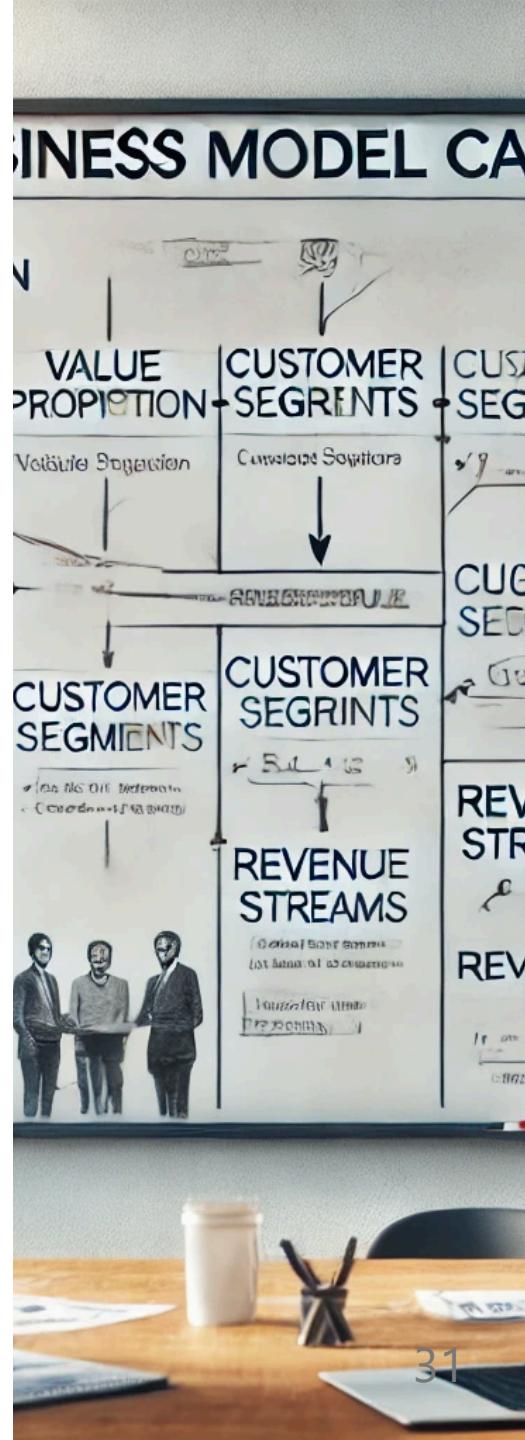
Project Goals and Activities

- Project goals and activities should be explained with the target cards below.
- Under each goal:
 - The activities to be carried out to achieve the related goal,
 - The outputs of the activities should be listed in bullet points,
 - The project expenses related to each goal should be explained with justifications.
- The activity names written in this section should match the activity names in “3.1 Activity - Time Plan”.



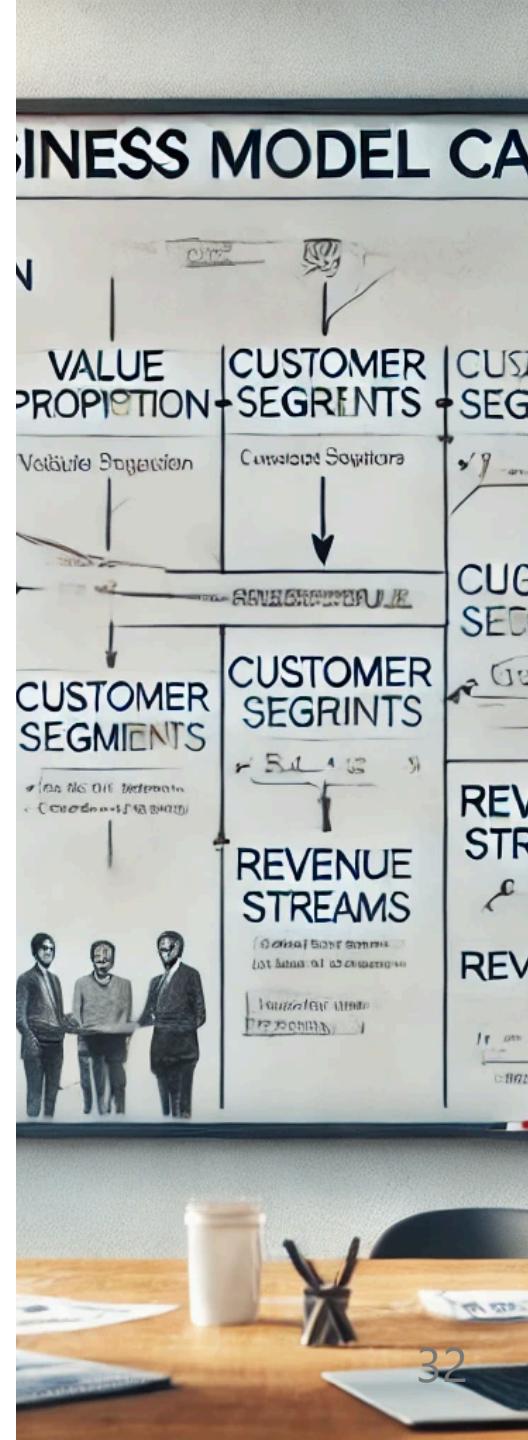
Effect of the Project on Goals, Market, and Competition

- Business's medium- and long-term goals
- How the project will contribute to achieving these goals
- The project's:
 - Effect on the business's market share
 - Impact on market expansion
 - Appropriateness of the project location in terms of logistics



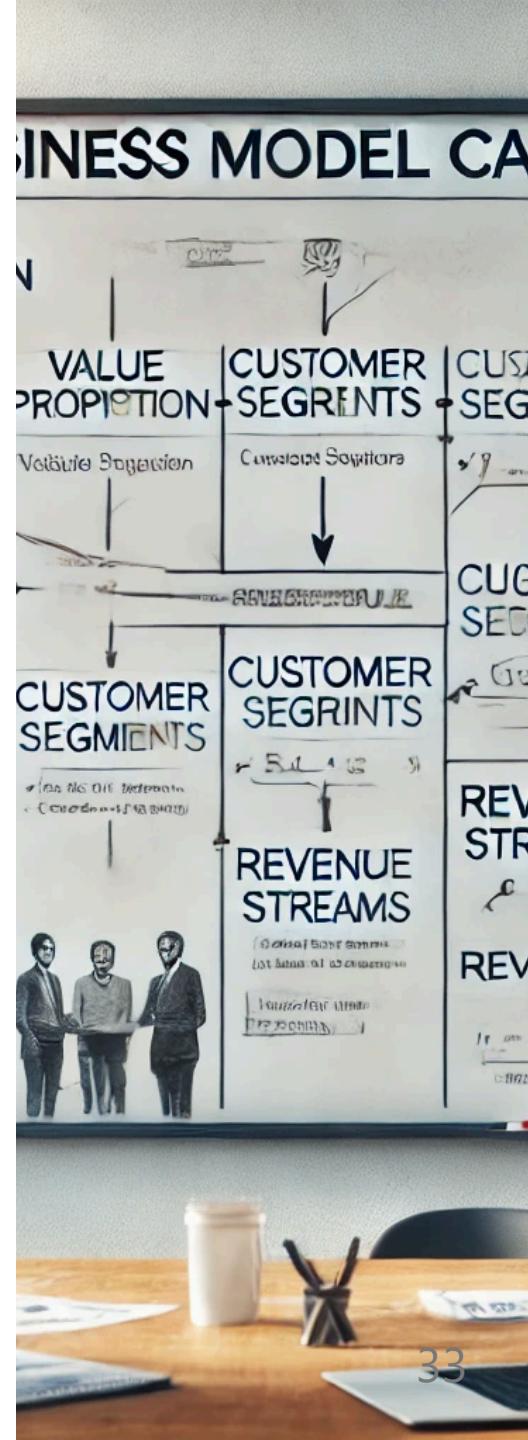
Risks, Measures, and Assumptions

- Possible risks during and after the project implementation
- Measures to be taken for these
- Assumptions that may have a positive impact on the project implementation process



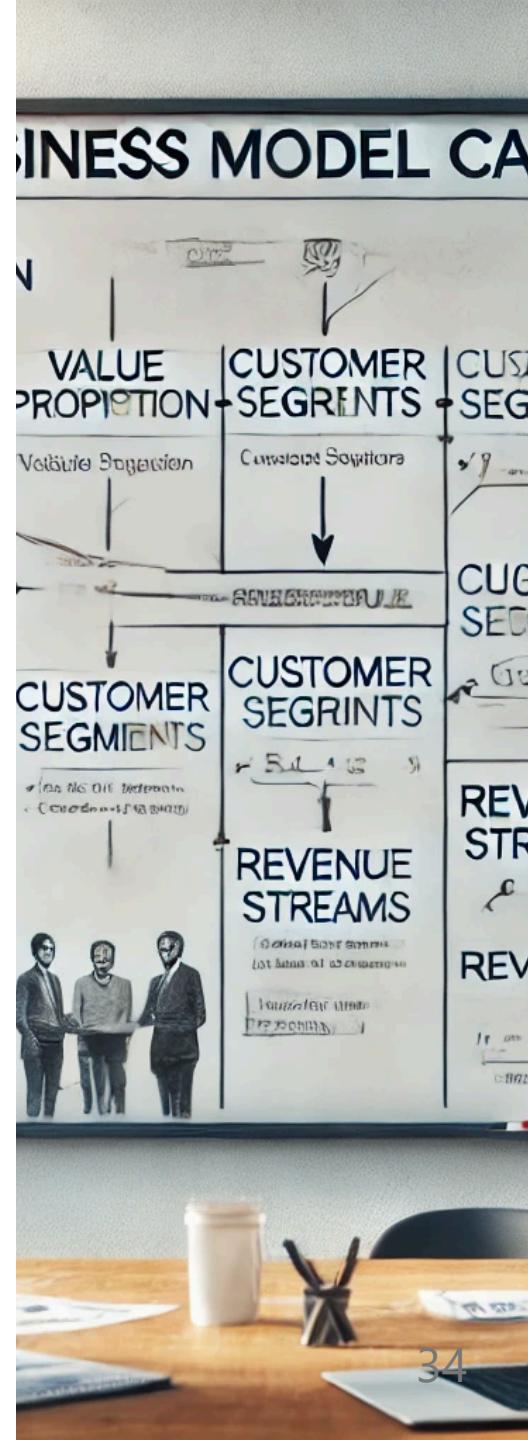
Business Resources to Be Used in the Project

- To be used in the project:
 - Personnel owned by the business
 - Machinery-like resources
 - Expenses to be incurred with their own means during the project process
 - Their contribution to the project



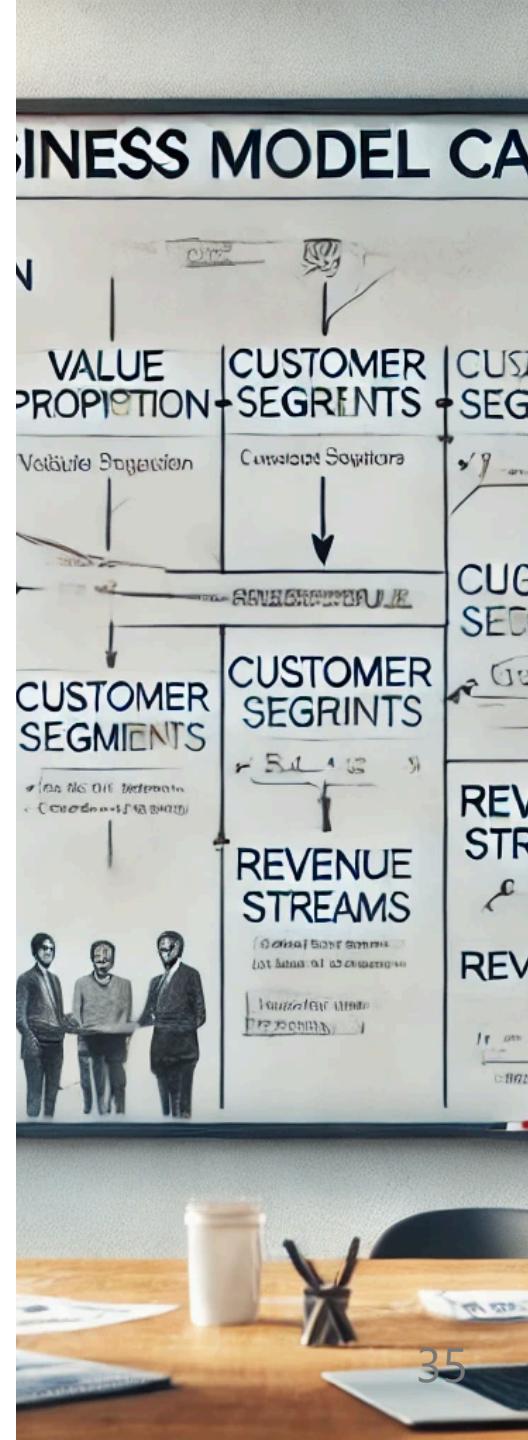
Project Management

- Communication and coordination between the Project Manager, business managers, and relevant departments:
 - How communication and coordination will be ensured regarding the project
 - Review systematics related to project progress
 - Task distribution related to KOSGEB project monitoring processes
- In the event of a change of Project Manager, the structure should be established in such a way that there will be no disruption in project management.



Sustainability

- How the sustainability of the expected results of the project will be ensured after the project is completed
- Explanation of sustainability both institutionally and financially



Business Model Canvas

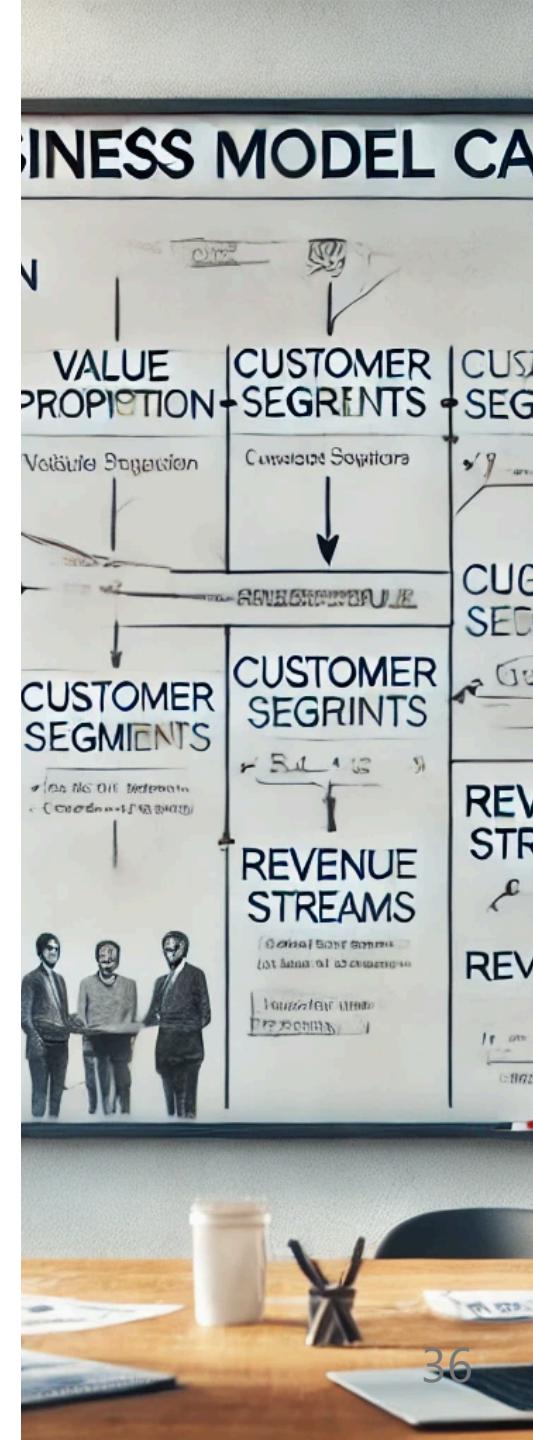
Kanvas İş Modeli

Kim için hazırlandı: _____
Tasarlayan: _____
Tari: _____
Versiyon: _____

Kilit Ortaklar 	Kilit Etkinlikler 	Değer Önerileri 	Müşteri İlişkileri 	Müşteri Kesişimi
Kilit Kaynaklar 	Kanallar 	Müşteri İlişkileri 	Kanallar 	Müşteri Kesişimi
Maliyet Yapısı 	Gelir Kaynakları 	Müşteri İlişkileri 	Kanallar 	Müşteri Kesişimi

www.businessmodelgeneration.com

Türkçe'ye uyaranınca Kanvas İş Modeli'ni www.adiloran.com adresinden indirip kullanabilirsiniz.



Evaluate Your Business with SWOT Analysis

- What are the strengths and weaknesses of your business?
- Customer satisfaction may be high, but your digital infrastructure may be lacking.

Analyze the strengths and weaknesses of your business with SWOT and create your business plan in a strategic framework with the Business Model Canvas.





SWOT Table

- **Strengths:** High-quality products, customer loyalty.
- **Weaknesses:** Lack of digital infrastructure, insufficient marketing.
- **Opportunities:** Transition to online sales, new customer base.
- **Threats:** Increasing number of competitors, changing market dynamics.

Thank You!

Question and Answer Section



- Feel free to ask questions about the projects.
- For more information: kosgeb.gov.tr
- Check the Frequently Asked Questions page
 - <https://www.kosgeb.gov.tr/Web/Genel/SSS.aspx?KatID=2>
- You can get consulting and support from chambers of commerce.



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