

# PROPOSAL FOR CONSULTANCY SERVICES

## *Public Grant Application Support*

**From:**

- **Name:** Simone Testino
- **VAT Number (*Partita IVA*):** \_\_\_\_\_

This document outlines the consultancy services offered for the application to the public grant named "**Supporto agli investimenti per la creazione di nuove imprese nell'area di crisi industriale complessa del savonese**" (hereinafter "the Grant"), regulated by the Liguria Region.

The services are designed for European citizens who intend to apply as a new entrepreneur (*aspirante imprenditore*) in Italy. According to the Grant's regulations, applicants are eligible for a non-repayable contribution of up to **60%** of the total admissible project expenses.

# 1 Compensation and Financial Planning

The compensation for the Consultant's services is structured on a **success-fee basis**.

1. **Calculation of the Fee:** The Consultant's fee is calculated as a percentage of the **total admissible expenses** (*spese ammissibili*) as approved by the managing authority.
2. **VAT Exclusion:** As the Consultant operates under the Italian flat-rate tax regime (*regime forfettario*), **no VAT will be applied** to the final invoice.
3. **No Fee on Failure:** No fee will be due if the Grant application is unsuccessful.
4. **Client's Financial Planning:** The Client acknowledges that the total liquidity required for the project will be the sum of:
  - The full 100% of the admissible project expenses.
  - The Consultant's total fee (as calculated from the selected services below).
  - Any other non-admissible expenses, such as taxes.

The Client is responsible for securing this total amount through personal liquidity, a bank loan, or a combination thereof.

## Fee Calculation Rationale

To provide full transparency, this section outlines the factors that determine the fee percentage. The fee is structured to reflect not only the time invested but also the significant risk associated with a success-only compensation model.

The calculation begins with a standard net hourly rate of approximately €30-€40, which is grossed up to account for an overall tax burden of 20-25%. The primary factor, however, is the risk of non-payment. Experience indicates that the overall probability of a project successfully navigating all stages—from grant approval to securing loans and becoming operational—is between 30% and 40%. To compensate for the high likelihood of performing the work without receiving any payment, the fee incorporates a risk multiplier of approximately 3x the base rate. The final percentage also accounts for the possibility that the approved grant amount may be lower than the maximum requested.

## 2 Services Offered

The following is a list of services the Consultant can offer. The Client may choose to engage the Consultant for any combination of these services. The final scope of work will be mutually agreed upon to best fit the Client's specific project needs.

### 2.1 Comprehensive Application Support

This service covers all aspects of preparing and submitting a successful grant application, from high-level strategic planning to detailed bureaucratic compliance.

This is a modular service. The core is the strategic **Business Plan & Financial Strategy**, which focuses on the substance of your project. This includes drafting a

detailed business plan, market analysis, and creating robust financial projections. You may choose to exclude this strategic part; in that case, my service will be limited to ensuring the documentation you provide is bureaucratically compliant, without working on the substance of the project itself.

The comprehensive service includes:

- **Assistance in Business Plan Development:** Drafting a complete business plan, structured to be fully compliant with the Grant's specific requirements. This single, detailed service includes the development of all key sections: market analysis (evaluating the sector, competitors, and opportunities), an operational plan (how the business will function), strategic objectives, and a robust financial plan (including economic forecasts, budget, cash flow analysis, and profitability assessments). This service may or may not be included, if not I do expect to receive the complete business plan once we start to begin with the project; I will then evaluate it only from a bureaucratic perspective, ensuring it is compliant with what the grant rules demand.
- **Expense Classification:** Analysis and classification of all project-related expenses according to the Grant's regulations (*Art. 5, Spese ammissibili*).
- **Documentation Compliance:** Ensuring all required documentation is correctly prepared for submission.
- **Innovative Upfront Cost Strategy:** A significant challenge for applicants is the mandatory sworn appraisal of the property (*perizia giurata di stima*), a major upfront cost. The Grant states:

“In the case of a property purchase, the appraisal must also certify the property's compliance with current urban planning and building regulations, as well as with provisions for the protection of the landscape and other constraints on the area, and a specific declaration must be produced stating that the property has not benefited from national or European public funding in the previous five years.”<sup>1</sup>

This appraisal typically costs between €1,500 and €4,000 and represents capital at risk, as the property may be found non-compliant, and the cost is a sunk loss if the grant is not approved. As part of this consultancy, I provide a legal strategy to navigate this requirement, avoiding completely this significant upfront expense.

**Cost:** 7% of the total admissible expenses.

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<sup>1</sup>Article 5, "Spese ammissibili", from the official Grant document.

## 2.2 House Choice & Purchase Contract Assistance

This service provides support during the critical phase of property acquisition.

- **Property Sourcing & Evaluation:** Assistance in identifying and evaluating suitable properties.
- **Purchase Contract Drafting:** Crafting a robust purchase contract (*proposta d'acquisto*) that includes all necessary clauses to protect the Client's interests.
- **Professional Network Access:** Providing contacts for essential technical professionals, including a trusted surveyor (*geometra*) who can offer services at a competitive rate.

**Cost:** 2% of the total admissible expenses.

## 2.3 Renovation & Operations Management

Support for the initial setup and long-term management of the property.

- **Renovation Oversight:** General direction and assistance during the initial renovation phase.
- **Network Access:** Providing contacts for reliable construction workers and collaborators.
- **Legal Framework for Collaborators:** Providing the legal framework and know-how to legally host "volunteers" within a for-profit company in Italy, navigating the complexities and limitations of the law.

**Cost:** 1-4% of the total admissible expenses.

## 2.4 Social Media & Marketing Support

Leveraging the Consultant's established network and marketing resources to launch the Client's project.

- **Social Media Setup:** Assistance in creating and setting up the Client's own social media presence.
- **Promotional Support:** The option to directly sponsor the Client's services through the Consultant's own established social media channels and network of potential guests, collaborators, and artists.

**Cost:** 1-3% of the total admissible expenses.