Call for beneficiary companies

The project "Digitalization Path" – funded by the USAID Economic Development, Governance and Enterprise Growth Project and implemented by MASIT (North Macedonia) in partnership with STIKK (Kosovo) and ICT Net (Serbia) is announcing an open call for applications from companies operating in the sector of **agriculture and processing**, light manufacturing **(apparel and textiles, wood processing),** and tourism **(eco-tourism, rural tourism, and adventure tourism),** that needs development of personalized Digital transformation strategy in order to improve their business.

Personal digital transformation strategies support description:

Project will provide expert help from experienced consultants, who will support companies to effectively identify and prioritize IT solutions that would potentially have the highest return on improving the business operations of each SME.

This personalized Strategy will have the goal to analyze the current business processes and understand the company's needs, problems and challenges, based on which detailed recommendations for implementation of IT solutions will be elaborated and recommended in order to improve their business operations and sophistication.

Note: Companies that will successfully complete the process of creation of Digital transformation strategy will have the opportunity to apply for financial support for purchasing ICT solutions up to 50% or 3000 USD.

Who are we looking for?

- Companies registered in North Macedonia, Serbia or Kosovo
- Companies that come from one of the targeted sectors: **agriculture and processing**, light manufacturing **(apparel and textiles, wood processing),** and tourism **(eco-tourism, rural tourism, and adventure tourism)**
- Companies that have plan to improve their business by using IT solution or tools

What can you expect?

- Work with experienced consultants
- Development of your own personalized
- 30 beneficiary companies, 10 companies per country from the sectors mentioned above will be selected for the development of the Digital Transformation Strategy

Interested companies should send us their Expresion of interes on email using following template:

Expression of interest template:

Basic information about company:	
Company name	
Company address (street number, city, country)	
Company size (Micro 1-5 small 5-50 medium 50-250)	☐ Micro (1-5 employees) ☐ Small (5-50 employees) ☐ Medium (50-250 employees)
Company website (if applicable)	
Company ID of VAT number	
Type of industry (select)	☐ agriculture and processing, ☐ apparel and textiles, ☐ wood processing, ☐ tourism (eco-tourism, rural tourism, and adventure tourism)
Number of employees	Full time: Part time:
Company profile / description	
Contact person	Name: e-mail address: phone number:
Detailed information about the company:	
Does the company have a current business / operational / marketing plan?	
Did the company or its employees attend any ICT related trainings or certification process? If yes, please specify	
Is the company currently promoting or distributing products/services online?	
Is the company working on domestic and /or international market?	

Is the company currently developing new service/product?	
Is the company willing to invest in IT solutions for improving the business operations?	

Scoring criteria

During the evaluation process, the proejct will pay attention of companies capacity and potential for digital transformation and score the companies' work according to the table below:

Detailed information about companies:	Score
Does the company have a current business / operational / marketing plan?	No-1 Yes - up to 5
Did the company or its employees attend any ICT related trainings or certification process? If yes, please specify	No-1 Yes - up to 5
Is the company currently promoting or distributing products/services online?	No - 1 Yes - up to 5
Is the company working on domestic and /or international market?	Domestic / International -1 Both – up to 5
Is the company currently developing new service/product?	No - 1 Yes – up to 5
Is the company willing to invest in IT solutions for improving the business operations?	No - 1 Yes – up to 5

Aplication information:

The application deadline for this call is 25.04.2021.

The interested companies should apply by sending the Expression of interest template to the following e-mail adresses acording to the country they operate in:
- North Macedonia – Elena Petrushevska, Project coordinator, elena.petrushevska@masit.org.mk,
- Serbia – Marina Blagojevic, Project coordinator, marina.blagojevic@ict-net.com
- Kosovo – Art Navakazi, Project coordinator, art.navakazi@stikk.org

About the "Digitalization path" project:

The Project Digitalization path is a 15-month project funded by the USAID Economic Development, Governance and Enterprise Growth Project and implemented by MASIT (North Macedonia) in partnership with STIKK (Kosovo) and ICT Net (Serbia). The main goal of this project is to support SMEs from the targeted value chains (fresh and processed fruit and vegetables, apparel and textiles, wood processing and tourism) from North Macedonia, Kosovo and Serbia in their activities to (1) better understand and get

familiar with the benefits of the digital transformation; (2) analyze their current level of digital transformation and create Digital Transformation Strategies identifying and prioritizing needed IT solutions; and (3) financially support them in the process of purchasing and implementing IT solutions in order to improve their business activities.