

Annex 1

Terms of Reference

The Pannon Business Network Association plans to carry out the following work in the framework of **Interreg Europe** the **UnicornQuest** under the contract number **01C0028** to be implemented with the involvement of subcontractor:

Elaboration of the Market Analysis – Unicorn Forest Assessment in relation to West-Transdanubia, Hungary and the European Union

Detailed content of the task of the Service Provider (thereafter Contractor)

The main part of the service is

- the definition of the methodology and structure necessary to provide a proper Market Analysis - Unicorn Forest Assessment.

This service should include an

- analysis of the Unicorn sectors in EU,
- references to the national level and
- data gathered from the region.

The Market Analysis structure should be based

- on macro analysis of the Unicorns/start-ups sector,
- identifying the EU, regional and national state of the art.

Further instructions:

- Both, the market analysis and existing solutions, are analysed using macro data, from national official sources, and they are completed when other official local or regional data is available.
- The Market Analysis structure will be performed by the Contractor on the basis of data obtained from the Customer and/or statistical sources.
- The Contractor shall analyse and process the sector data collected by the Customer and provide feedback, integrating the results in the Market Analysis.
- The Market Analysis will be the base used by the Customer to complete the document with the final conclusions reached in the project about their area, based on the initial chapters of the document.
- The Contractor shall analyse the conclusions provided by the Customer and provide feedback and review of the document before the final delivery.
- All products and services are to be delivered in English.

Detailed content of the document:

Draft proposal for the document chapters which can be eventually finetuned based on the agreements reached by the project partners about the Market Analysis content.

Proposed structure of the Market Analysis content:

- I. EXECUTIVE SUMMARY
- II. ABBREVIATIONS

III. INTRODUCTION AND LOGIC OF THE ANALYSIS

III.I. INTRODUCTION TO THE TOPIC

Introduction to Unicorns situation
Introduction to main Unicorns key concepts

III.II. BACKGROUND TO THE UNICORN FOREST ASSESSMENT

Introduction to Unicorn Forest Assessment
Methodology to be implemented in UnicornQuest

IV. AREA UNDER ANALYSIS

IV. I. Situation of start-ups ecosystem

IV. II. Industrial sector

IV. III. List of Start-ups / Unicorns

IV. IV. Situation of the policy instrument

(This chapter will use European references and documents, and if available, it will be completed with national official sources. Point 4 is to be delivered by the Contracting Authority and or locally based expert based on their official data of the data gathered in the interviews and questionnaires to local actors).

V. UNICORNS CLASSIFICATION

V. I. Actors involved in the system

V. II. Start-ups ecosystem EU

V. III. KPIs descriptions

VI. THE STRATEGIC AND POLICY CONTEXT

VI.I. EU POLICY CONTEXT

Unicorns EU Policies

EU initiatives, directives, papers, etc.

VI.II. NATIONAL, REGIONAL AND LOCAL POLICIES

VI.III. IMPLEMENTATION LEVEL OF POLICIES

Rates and KPIs (EU)

Problems, barriers, achievements (EU)

- This chapter provides a general view of the most important policies supporting the start-up and Unicorn promotion. The Policy Instrument selected by the Managing Authority or other local policies are to be defined by the Contracting Authority, led by the service provide.
- This chapter will also compare the start-ups indicators of the project area with other EU areas. However, if local or national data is not available, the chapter will display a comparison of EU areas and policies.

VII. POLICY BEST SAMPLES ON UNICORNS IN EU

VIII. CONCLUSIONS

Starting conclusion will be delivered by the Customer based on the information provided in the previous chapters on the Market Analysis by the Contractor.

IX. REFERENCES

Deliverables of the Service:

- **Development of the Market Analysis/Unicorn Forest Assessment by Contractor** which will support the Customer in the definition of the current state of art in the area and the delivery of the final conclusions. The Market Analysis structure will include the identification of current EU practices, and statistical macro data analysis at EU, national or local levels, when data is available.
- Review of **final conclusions of the document.**

Deadline of deliverable: 30 June 2024

Hungary, Szombathely: 19th February 2024.