

Deloitte Technology Fast 50  
Central Europe 2021  
Application Guidelines

**50** | Technology **Fast 50**  
2021 CENTRAL EUROPE

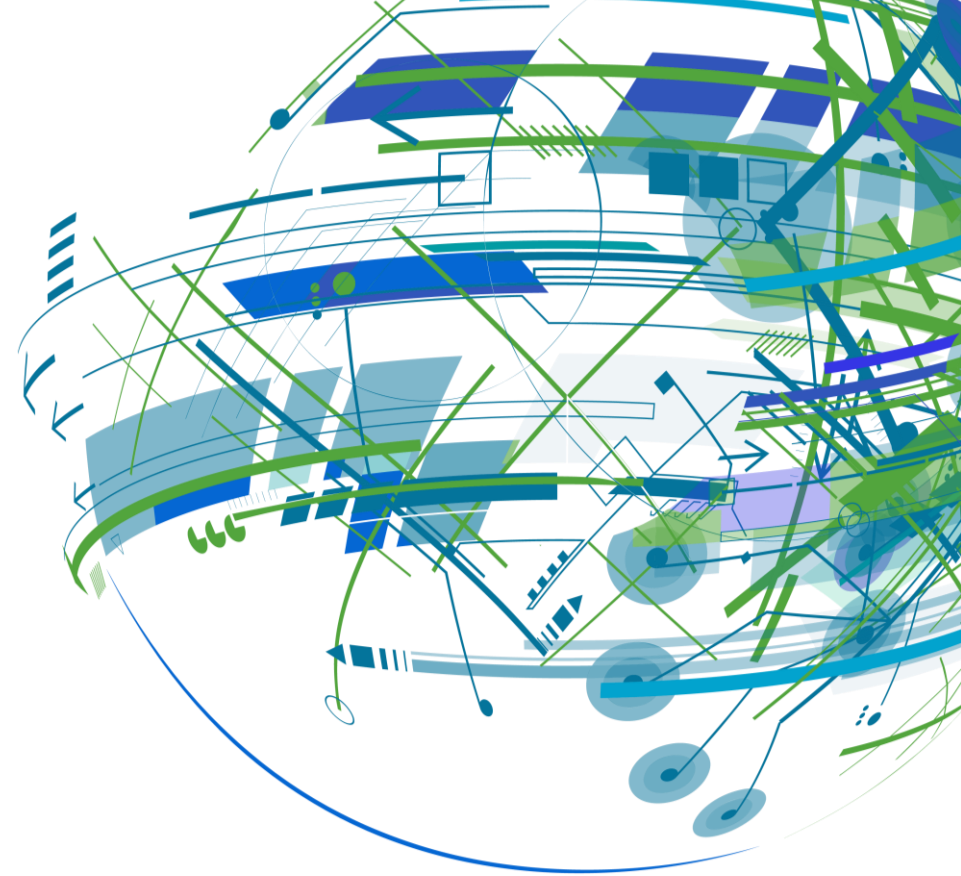
# Before you apply...

Do you have everything you need?

## What you need to apply

1. CEO and marketing/PR team contact information,
2. Company details: address/registration number/website/ownership structure/etc.,
3. FY'2020 financial statements\*,
4. FY'2019 financial statements\*,
5. FY'2018 financial statements\*,
6. FY'2017 financial statements\*,
7. Proprietary technology description.

*\*Financial statements must be sent via email upon completion of the entire application. Please send all statements and supporting documentation to [cefast50@deloittece.com](mailto:cefast50@deloittece.com).*



# Technology Fast 50

## Eligibility requirements

In order to be eligible for the **Technology Fast 50 Central Europe** Programme companies must:

1. **Be in business a minimum of 4 years** - founded on or prior to December 31, 2017.
2. **Own proprietary intellectual property or proprietary technology**, sold to customers in products that contribute to a majority of the company's operating revenues.
  - Own proprietary technology that contributes to a significant portion of the company's operating revenues.
  - Manufacture a technology related product.
  - Devote a significant proportion of operating revenues to research and development of technology.
  - Be technology intensive, or use unique technology to solve problems.
3. **Have base-year operating revenues of €50,000** in 2017, 2018, 2019 and a current year operating revenue (2020) of at least **€100,000**.
4. **Be headquartered within Central Europe.\***

Note: Subsidiaries or divisions of companies are not eligible unless they have some public ownership and are separately traded. Companies that are acquired prior to the finalization of the list are not eligible to participate.

The application should go through the country where the operational HQ is located.

*\*The CE Fast 50 Programme is open to companies with headquarters based in the following countries: Estonia, Latvia, Lithuania, Poland, the Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Croatia, Bosnia and Herzegovina, Slovenia, Serbia, Montenegro, North Macedonia, Moldova, Albania and Kosovo.*

# Additional Information

## A definition of the proprietary technology

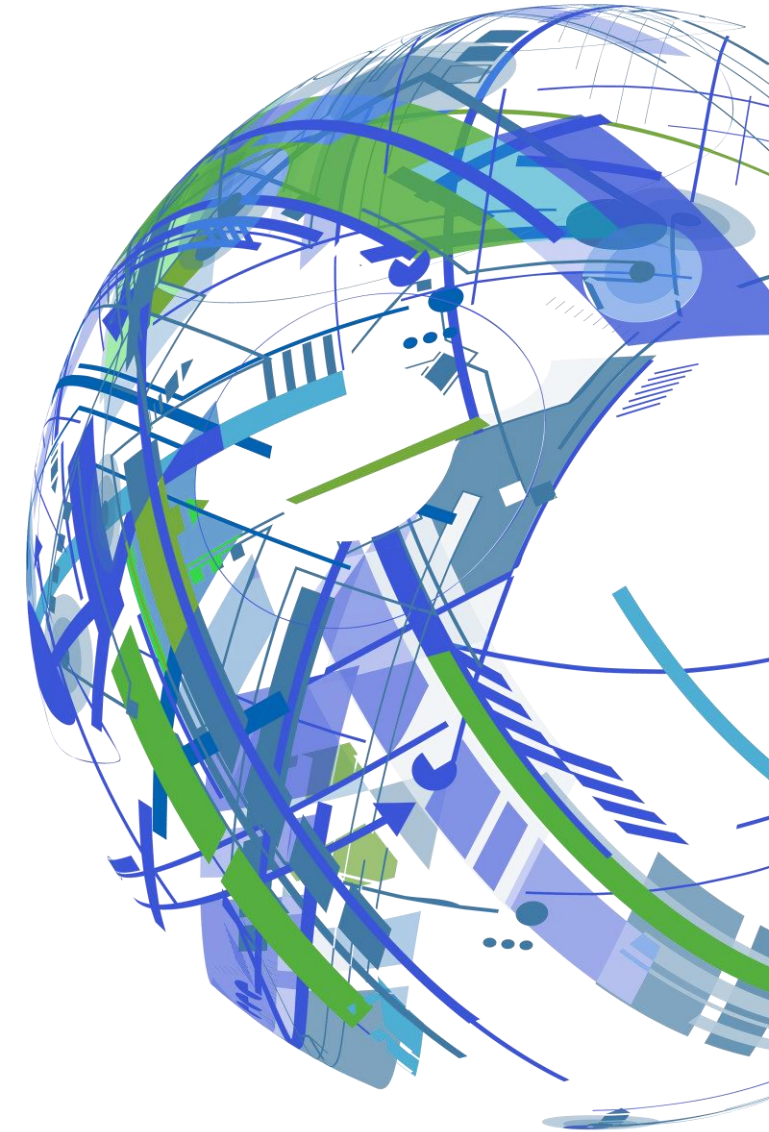
Proprietary technology is any combination of processes, tools, techniques or systems of interrelated connections that are the property of a business or an individual. These combinations provide a benefit or competitive advantage to the owners of proprietary technologies.

Companies that are capable of developing useful proprietary technologies in-house are rewarded with a valuable asset: they can either use it exclusively or profit from the sale of licensing of their technology to other parties. Access to valuable proprietary technologies can also be purchased, but this option is often costlier and comes with greater restrictions on the use of underlying technologies.\*

Note:

1. Using other companies' proprietary technology or intellectual property in a unique way does not satisfy this requirement.
2. Consulting companies, professional service firms, resellers, and others are not eligible.

\*Source: <https://www.investopedia.com/terms/p/proprietarytechnology.asp>



# Additional Information

## Percentage revenue growth is computed as

$$\frac{[(FY'20 \text{ revenue} - FY'17 \text{ revenue}) / FY'17 \text{ revenue}] \times 100}{}$$

## Disclosures - percentage growth vs. revenue

The Fast 50 ranking discloses percentage revenue growth. Revenue is not disclosed, however, participants are required to provide revenue support to Deloitte.

## Companies are classified in one of the following industry segments

- Communications
- Environmental Technology
- Fintech
- Hardware
- Healthcare and Life sciences
- Media and Entertainment
- Software



# Industry Segments

## Communications

- Equipment manufacturer
- Satellite telecommunications service
- Service provider
- Wireless service provider
- Other

## Environmental Technology

- Clean tech
- Energy tech
- Green tech
- Other

## Fintech

- Asset management
- Cryptocurrency
- Consumer credit/Lending
- Digital banking
- Insurtech
- Money transfer
- Payments
- Regtech
- Other

## Hardware

- Electronic devices/Computers/Peripherals
- Semiconductors/Components
- Internet of things
- Other

## Healthcare and Life Sciences

- Biotechnology
- Medical Devices
- Medtech
- Other

## Media and Entertainment

- Adtech
- Digital commerce
- Gaming
- Over the top service
- Social media
- Other

## Software

- App development/Mobile
- Artificial intelligence
- Blockchain
- Consumer software
- Data analytics
- Enterprise software
- Food Tech
- Health Tech
- HR training
- Logistics
- Real estate
- SaaS/cloud
- Security
- Smart city/Mobility/Transport
- Social Enterprise /Not for profit/Charity
- Tourism/Travel/Lodging
- Other

# Companies to Watch – Investment Stars

## Eligibility Requirements

This Technology Fast 50 Central Europe subcategory recognizes companies that do not meet Fast 50 criteria but have received highest amount of total investment.

**Investment Stars** must:

1. **Be in business for no more than 3 years** – must have been established by Jan 1, 2018.
2. **Companies must have received a minimum investment of €500,000 between Jan 1, 2018 – May 31, 2021.**
3. **Own proprietary intellectual property or proprietary technology**, sold to customers in products that contribute to a majority of the company's operating revenues.
  - Own proprietary technology that contributes to a significant portion of the company's operating revenues.
  - Manufacture a technology related product.
  - Devote a significant proportion of operating revenues to research and development of technology.
  - Be technology intensive, or use unique technology to solve problems.
4. **Be headquartered within Central Europe.\***
5. **Investment cannot exceed 50% ownership in company.**

Note: Subsidiaries or divisions of companies are not eligible unless they have some public ownership and are separately traded. Companies that are acquired prior to the finalization of the list are not eligible to participate. ***Financial statements must show any and all investments made to your company in the time period listed above. Additional documentation must be provided if said financial statements do not clearly show the total amount of investment.***

The application should go through the country where the operational HQ is located.

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# Companies to Watch – Growth Stars

## Eligibility Requirements

This Technology Fast 50 Central Europe subcategory recognizes companies that do not meet the criteria to be listed in Fast 50, but have showcased consistent, natural growth.

**Growth Stars** must:

1. **Be in business for no more than 3 years** – must have been established by Jan 1, 2018.
2. **Own proprietary intellectual property or proprietary technology**, sold to customers in products that contribute to a majority of the company's operating revenues.
  - Own proprietary technology that contributes to a significant portion of the company's operating revenues.
  - Manufacture a technology related product.
  - Devote a significant proportion of operating revenues to research and development of technology.
  - Be technology intensive, or use unique technology to solve problems.
3. **Have base-year operating revenues of minimum €10,000 (2018) and current year operating revenue of minimum €30,000 (2020).**
4. **Be headquartered within Central Europe.\***

Note: Subsidiaries or divisions of companies are not eligible unless they have some public ownership and are separately traded. Companies that are acquired prior to the finalization of the list are not eligible to participate.

The application should go through the country where the operational HQ is located.

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# Impact Stars

## Eligibility Requirements

The **Impact Stars (IS)** is a special category which recognizes a company which successfully links great products/services with a positive impact on at least one of the following: **society, business, innovativeness, environment and diversity.**

Those interested in applying for the **IS** category must:

1. **Sell a product and/or a service that makes an impact in the following fields:**
  - Impact on the business, environment, and society.
  - Diversity – amongst employees and/or management staff.
  - Unique assets and/or services development.
2. **Be headquartered within Central Europe\*.**

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# Technology Fast 50

## Application Form

### 1. Has your company developed its own proprietary technology?

- Yes
- No

### 2. Please choose the industry sector that best describes your business:

- Communications
- Environmental Technology
- Fintech
- Hardware
- Healthcare and Life sciences
- Media and Entertainment
- Software

### 3. Company information

- Company name
- Registration number
- Company website

### 4. Company location

- Country

### 5. Your contact details

- Name (first, surname)
- Position in company
- E-mail
- Contact number

### 6. Details of the current Chief Executive Officer

- Name (first, surname)
- E-mail

### 7. Is your company a subsidiary of another company (more than 50% controlled by another entity)?

- Yes
- No

If you choose 'Yes', please provide name of the company.

### 8. When did your company officially begin to operate (month and year)?

### 9. How many employees did your company have in 2017?

# Technology Fast 50

## Application Form

10. How many employees did your company have in 2020?

11. Please provide a description of your company and proprietary technology

12. Gross operating revenues

- Specify currency
- Fiscal year start (month)
- FY20
- FY19
- FY18
- FY17

All financial statements must be sent to [cefast50@deloittece.com](mailto:cefast50@deloittece.com).

13. Where did you hear about the Programme?

- LinkedIn
- Facebook
- Previous Fast 50 Finalist
- Media (newspaper/online/press)
- Email notification - please specify the source
- Deloitte employee
- Programme Partner
- Other

Those interested in entering the Impact Star category, please complete the additional questionnaire, once you finish the Fast 50 application.

Is your company having positive impact by your products/services on at least one of the following: society, business, innovativeness, environment and diversity? If so, you can also apply for the Impact Star category, which is additional to the main Fast 50 category.

- Yes
- No

# Impact Stars

## Application Form

### Impact Stars:

If you choose „Yes”, please explain how your products/services make an impact in the following fields:

- Impact on the business, environment and society.
- Diversity – amongst employees and/or management staff.
- Unique assets and/or services development.





Ready to apply?

Apply now!

All questions and comments can be sent to

[cefast50@deloittece.com](mailto:cefast50@deloittece.com)

To find out more visit

[www.deloitte.com/cefast50](http://www.deloitte.com/cefast50)

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