Business Plan Digitization Guide

The business plan is the principal document of an Astana Hub participant describing its activities. It must provide a comprehensive description of the project demonstrating compliance with one or more items of the List of Priority Activities, in accordance with the information specified in Annex 1 to the Rules of Operation of the Astana Hub Autonomous Cluster Fund.

The business plan must include a detailed justification of the project, the proposed solution and planned activities, a description of the target market and its development prospects, and an explanation of costs, profitability and efficiency, to enable a comprehensive assessment of the company's participation in Astana Hub.

Once digitized, the business plan is managed through your personal account: you can submit applications, update information, view version history and store documents in one place. The option to view previously submitted business plans is under development. Do not postpone digitization while waiting for this feature.

** A project means activities related to the participant company's product, or the company's activities as a whole where custom development services are provided.*

*** If the company engages in several priority activities, the business plan must contain information on all products and/or activities.*

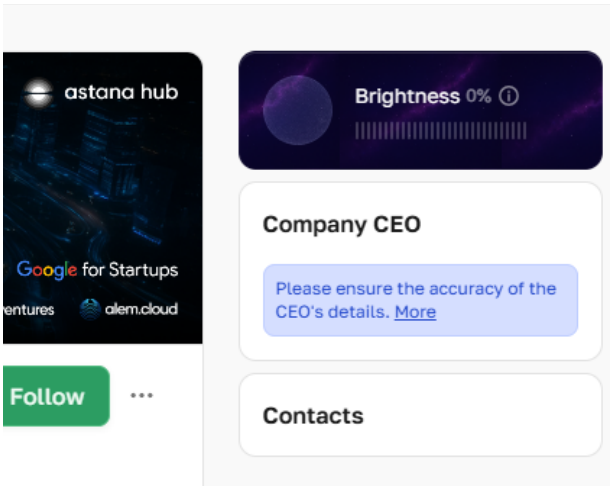
**** When reviewing reports, the Monitoring Service compares the company's revenue and performance indicators against the business plan on the portal. Keep your business plan up to date.*

***** Information on informatization services is accepted until November 30. Your business plan must be digitized by the end of 2026.*

1. Before submitting your application

Step 1. Sign in to your personal account and verify the company head

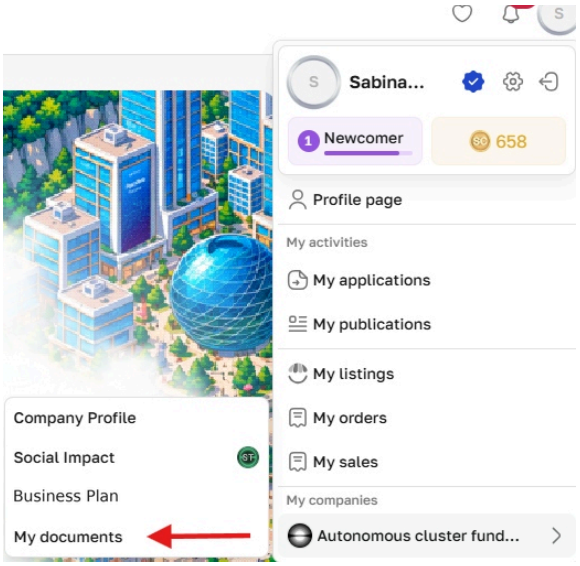
Sign in to your personal account using the company head's electronic digital signature (EDS). Then check who is listed as the company head: profile icon → "My Companies" → select the relevant company → "Company Profile" → "Company Head".

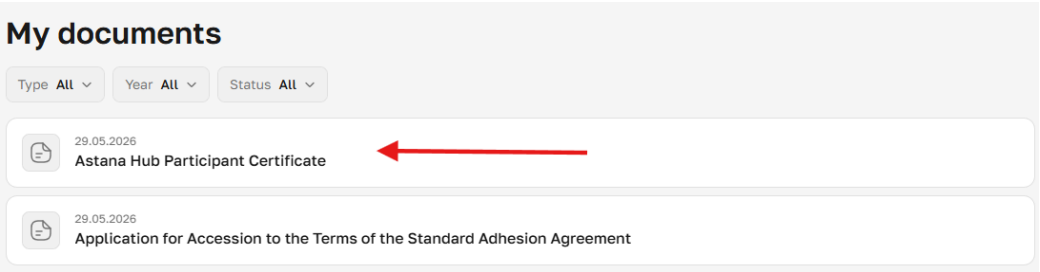


If the company head has changed, first update the information in accordance with the instructions for changing the company head.

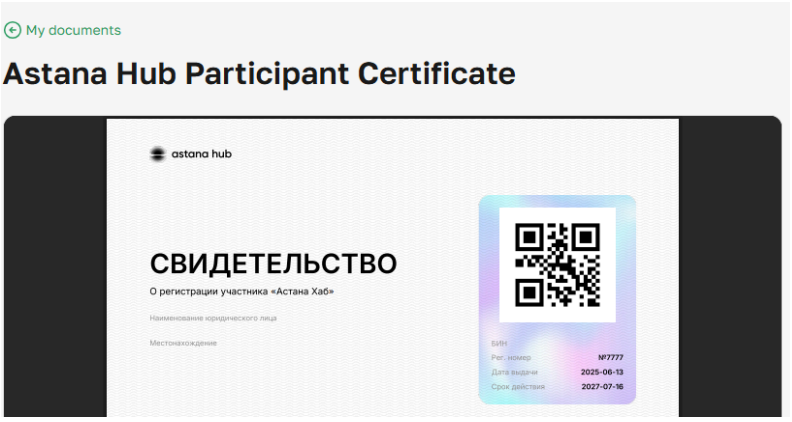
Step 2. Prepare the information and documents

2.1. Participant Certificate: profile icon → "My Companies" → select the relevant company → "My Documents".





Open the "Astana Hub Participant Certificate": your priority activities (PAs) are listed on the second page.



2.2. Information and documents required to complete the form Prepare information on the company's revenue, investments, headcount, projects and products.

- A previously submitted business plan, if available, may be used as a reference. It is not mandatory.
- Information on the company's current activities. Differences from the previously submitted business plan are permitted.
- Revenue and expense forecasts for each project.
- Project description, key objectives, target market analysis and technical description.

Required documents

Before completing the application, we recommend preparing the following documents:

✅ A document containing:

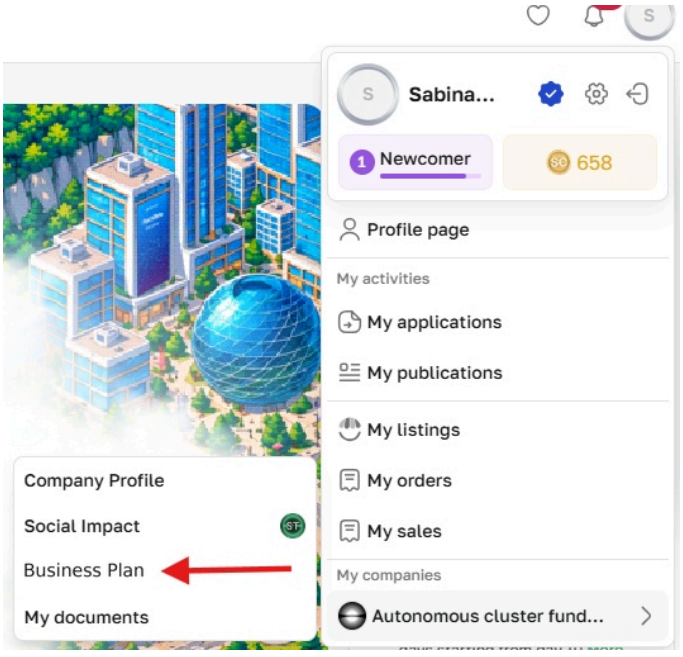
- Project description,
- Key objectives,
- Target market analysis,
- Technical description.

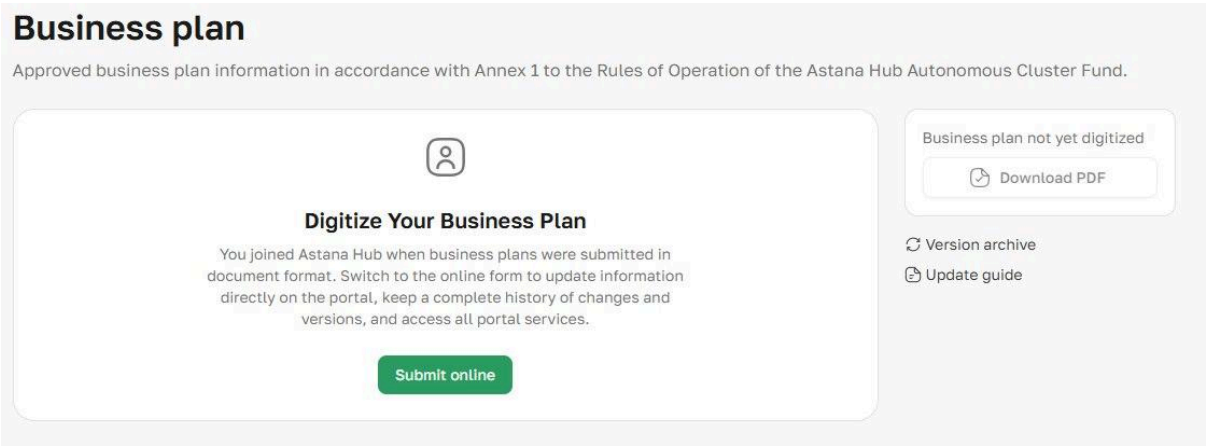
✅ Information on key team members.

✅ Documents confirming rights to the product, where applicable.

Step 3. Open the form

Profile icon → "My Companies" → select the relevant company → "Business Plan" → "Digitize Business Plan".





Step 4. Complete the form

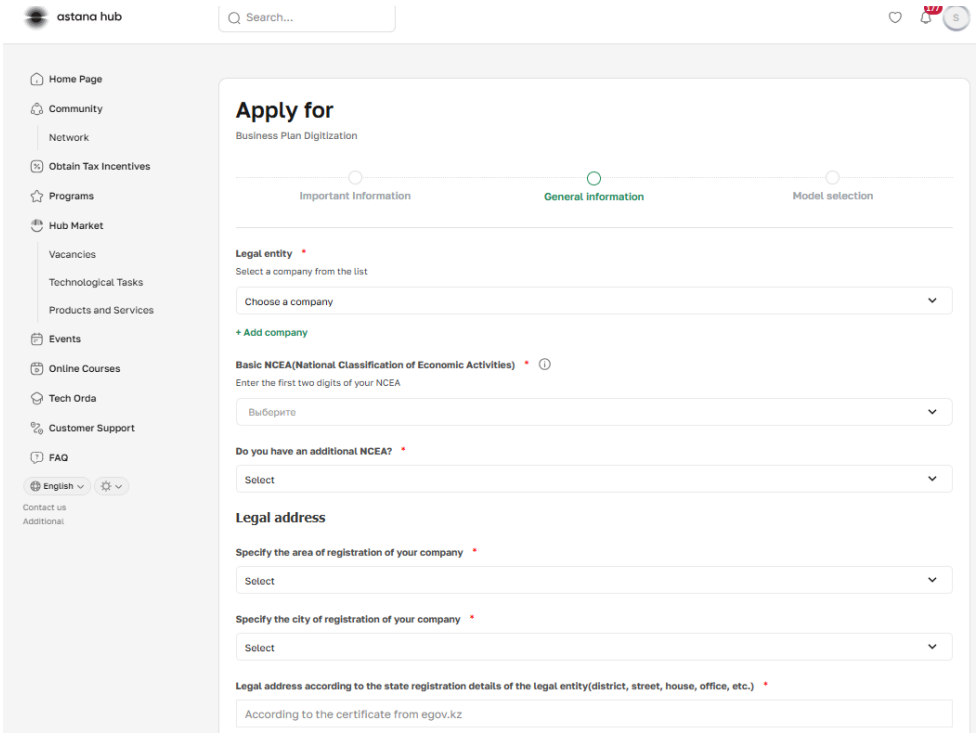
Before starting, read the "Important Information" section in the digitization area of the portal. It sets out deadlines, conditions and requirements for completing, saving and signing the business plan.

Complete the tabs in order. Click "Save" after completing each tab.

If you cannot complete the form in one session, return later: your draft is stored under profile icon → "My Applications" → "Business Plan Digitization".

***** Items and fields marked with an asterisk (*) are mandatory.*

I. General Information — the first section of the application.



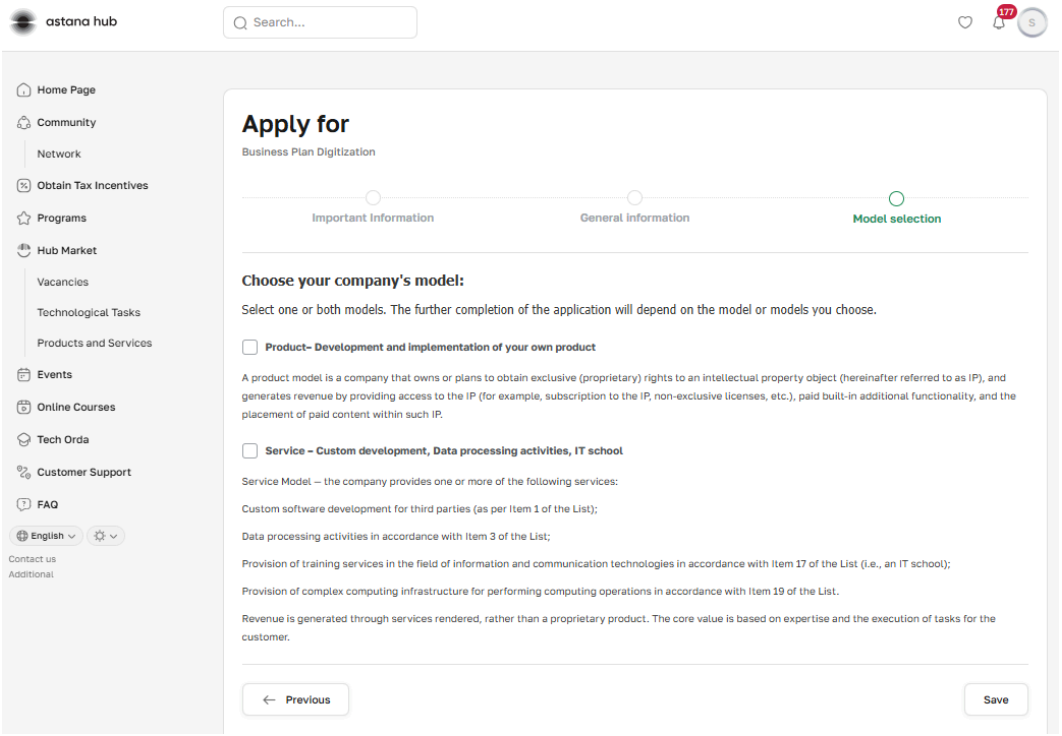
- Legal entity name
- Primary NCEA code (National Classification of Economic Activities)
- Additional NCEA code (if applicable)

- Registered address
- Actual address
- Corporate mail of the company
- Founders
- Chief executive
- Specify the Astana Hub participation period stated in the Participant Certificate

⚠ Important: Make sure the period entered in “Specify the Astana Hub participation period stated in the Participant Certificate” matches the period in your current Participant Certificate.

✅ Check that all mandatory fields are completed, then click **“SAVE”.**

II. Model Selection



Select one or both models. The corresponding “Product Model” and/or “Service Model” sections will then appear:

- **Product model — a company that holds or plans to obtain exclusive (proprietary) rights to an intellectual property object (IP object) and generates revenue by providing access to that IP object (e.g. subscriptions,**
non-exclusive licences, etc.), paid built-in additional functionality and paid content within that IP object.

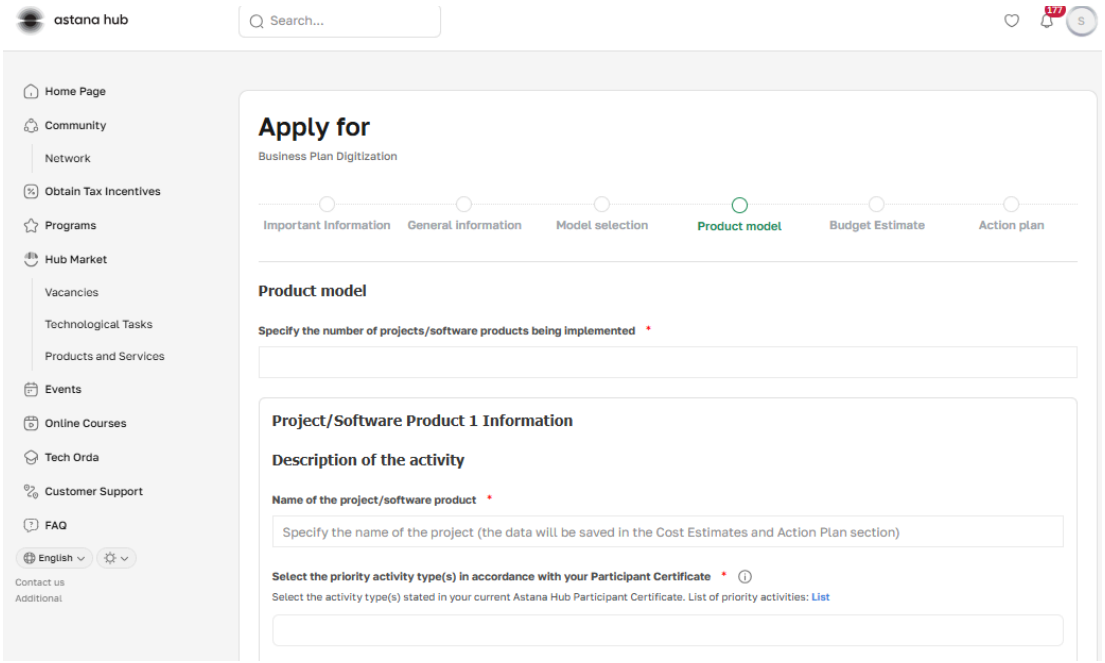
- **Service model — a company that generates revenue from services rather than from its own product. Its key value lies in expertise and performing tasks for customers.**
A service company provides one or more of the following:
• Custom services for third parties (e.g. custom software or information system development);
• Data processing services under item 3 of the List of Priority Activities;

• IT training under item 17 of the List of Priority Activities (i.e. an IT school);
• Provision of infrastructure for computing operations under item 19 of the List of Priority Activities.

⚠ Important: If your activities include both service and product models, select both models. If your business model has changed, select your current model.

✅ Check that all mandatory fields are completed, then click **“SAVE”.**

Product Model



⚠ Important: If you have several standalone products, scroll to the bottom and click “+ Add Project/Software Product Information” to describe each separately. If one product has several features, describe them within that single product.

- Specify the number of projects/software products being implemented
- Name of the project/software product
- Select the priority activity type(s) applicable to this project / software product from those stated in your current Astana Hub Participant Certificate. Your certificate is available under “My Companies” → select your company → “My Documents”.
- Select the main area of activity
- Select the supporting area of activity
- Select the industry of application
- Brief product description
- Website or mobile application download link
- Project readiness stage
- Attach a document containing only the following information (PDF format):
    1. Project Description
    2. The main objectives of the project
    3. Target market analysis

4. Technical description of the project (Technological stack, product implementation scheme, functional architecture, description of functional modules, etc.)

• You may attach multiple PDF documents. There are no limits on file size or the number of attached documents.

- Legal basis for ownership rights
- Team information
- Attach a document on key team members

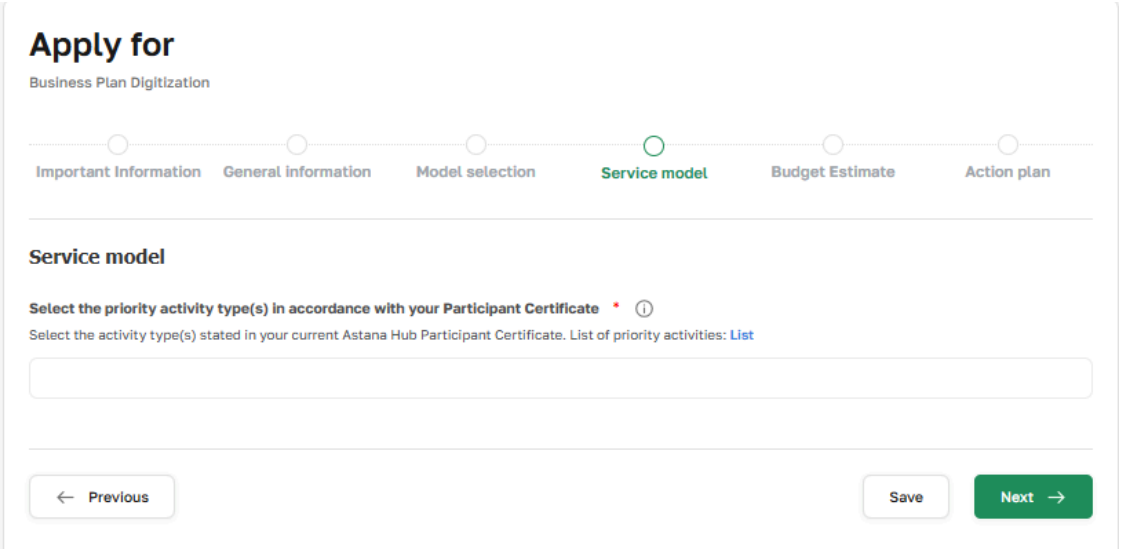
• Attach the relevant document following the example provided (PDF format).

- Current resident employees on the payroll (at the time of registration)
- Current non-resident employees on the payroll (at the time of registration)
- Revenue model
- Countries where the product is already sold and where sales are planned.
- Specify the full name of the product revenue item

• If there are several types of revenue, list each separately using "Add Product/Service". If there is only one source of revenue, describe it fully and specify all components included in the price.

⚠ Important: The number of projects/software products specified determines how the subsequent application information is completed.
✅ Check that all mandatory fields are completed, then click
"SAVE".

Service Model



⚠ Important: First select the PAs under which you operate. For example, for custom software development, select PA 1; for data processing, PA 3; for educational activities in ICT, PA 17.
After selecting the PAs, complete the project/software product information and specify the services you plan to provide within the selected areas of activity.
To add a separate product, scroll to the bottom and click "+ Add Project/Software Product Information".

- Select the priority activity type(s) applicable to the services provided from those stated in your current Astana Hub Participant Certificate. Your certificate is available under "My Companies" → select your company → "My Documents".

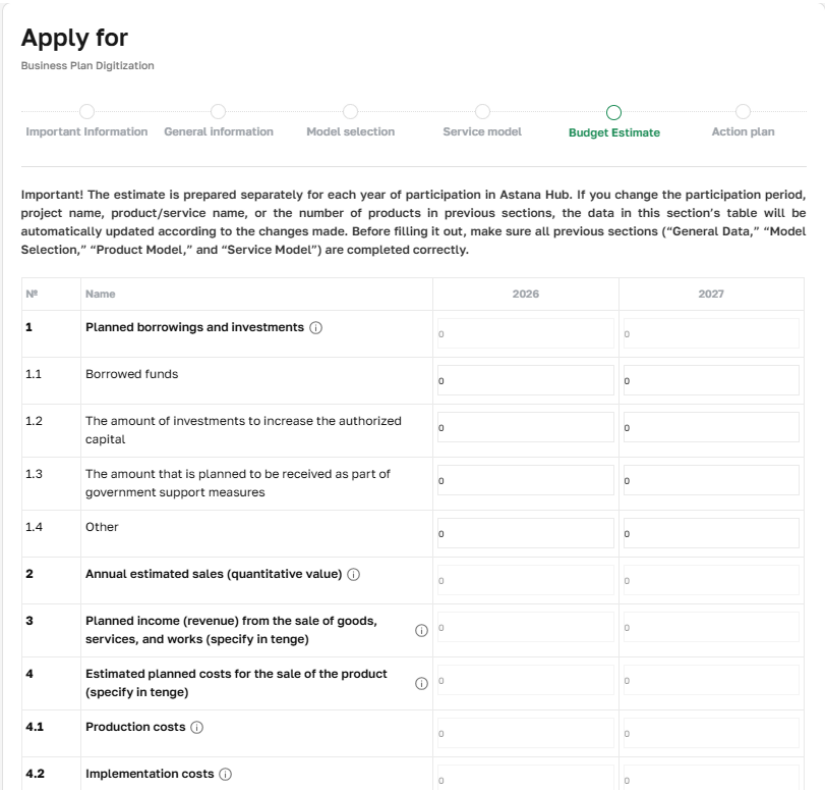
- Project name
- Select the main area of activity:
- Select the supporting area of activity:
- Select the industry of application:
- Brief project description
- Website link
- Project readiness stage
- Attach a document containing only the following information (PDF format):
  1. Project Description
  2. The main objectives of the project
  3. Target market analysis
  4. Technical description of the project (Technological stack, product implementation scheme, functional architecture, description of functional modules, etc.)
  - You may attach multiple PDF documents. There are no limits on file size or the number of attached documents.
  - If you select priority activity type 17, you must also attach a syllabus.
- Team information
- Attach a document on key team members
- Attach the relevant document following the example provided (PDF format).
- Current resident employees on the payroll (at the time of registration)
- Current non-resident employees on the payroll (at the time of registration)
- Forecast number of employees required for operations during the Astana Hub participation period
- Revenue model
- Countries where the product is already sold and where sales are planned.
- Customers/potential customers
- Sales model
- Specify the full name of the product revenue item
- If there are several types of revenue, list each separately using “Add Product/Service”. If there is only one source of revenue, describe it fully and specify all components included in the price.

⚠ Important: Complete a separate section/form for each activity.

If you select item 17 — IT school, enter the project name manually.

✅ Check that all mandatory fields are completed, then click **“SAVE”.**

III. Expense Budget



Apply for

Business Plan Digitization

Important Information | General information | Model selection | Service model | Budget Estimate | Action plan

Important! The estimate is prepared separately for each year of participation in Astana Hub. If you change the participation period, project name, product/service name, or the number of products in previous sections, the data in this section's table will be automatically updated according to the changes made. Before filling it out, make sure all previous sections ("General Data," "Model Selection," "Product Model," and "Service Model") are completed correctly.

№	Name	2026	2027
1	Planned borrowings and investments	0	0
1.1	Borrowed funds	0	0
1.2	The amount of investments to increase the authorized capital	0	0
1.3	The amount that is planned to be received as part of government support measures	0	0
1.4	Other	0	0
2	Annual estimated sales (quantitative value)	0	0
3	Planned income (revenue) from the sale of goods, services, and works (specify in tenge)	0	0
4	Estimated planned costs for the sale of the product (specify in tenge)	0	0
4.1	Production costs	0	0
4.2	Implementation costs	0	0

- 1. Planned borrowed funds and investments
- 2. Expected annual sales volume (quantity)
- 3. Planned income (revenue) from the sale of goods, services and works (in tenge)

• Enter quantitative and financial indicators in line with the actual service delivery model. For example, if "Expected annual sales volume (quantity)" is 2 and "Planned income (revenue) from services" is 100,000 tenge, the price per service is 50,000 tenge. The quantity must reflect planned sales volume, and revenue must reflect the income expected from that volume.

- 4. Budget of planned expenses for product implementation (in tenge)
- 5. Informatization services

If you plan to earn income from informatization services covered by Article 741 of the Tax Code of the Republic of Kazakhstan, enter the planned expenses for providing these services in section 5 of the "Expense Budget". In the additional table that appears, provide information on the employees required. If no such income is planned, enter zeros (0).

To apply a 100% corporate income tax (CIT) reduction to income from these services, you must obtain annual confirmation from Astana Hub that you meet the prescribed conditions. During the review, actual performance indicators are compared with those stated in the business plan.

Confirmation may be refused if documents are not submitted on time, comments are not addressed within the prescribed deadline, or actual performance indicators fall short of those stated in the business plan by more than 50%. An issued decision is subject to review during the calendar year. If the decision is reviewed, the Astana Hub Autonomous Cluster Fund (hereinafter referred to as the "Fund") notifies the authorized tax authority.

Compliance is confirmed by Astana Hub in accordance with the procedure established by the Rules. For further details, see the Monitoring Service article.

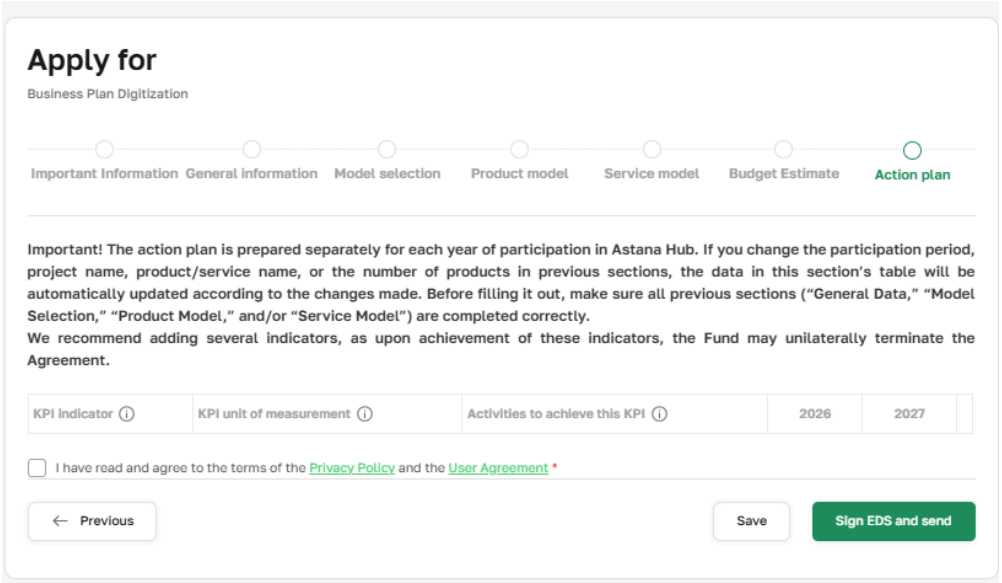
- 6. Planned net profit is calculated automatically using the formula:

Planned investments + Planned income − Expense budget

⚠ **Important: The expense budget is prepared for each year of participation in Astana Hub. When the following parameters change:**

- Project name,
- Number of products,
- Names of goods/services

IV. Action Plan



⚠ IMPORTANT: Prepare an action plan for each year of participation in Astana Hub. Before completing it, ensure that all preceding sections ("General Information", "Model Selection", "Product Model" and/or "Service Model") are completed correctly.

First, enter the key performance indicators (KPIs). You may add indicators or enter your own KPI manually. Complete KPIs for each project; no calculation is performed. Please note that upon achieving the planned results, the Fund unilaterally terminates the Model Accession Agreement, and the notification is sent to the company within 3 business days.

✅ Check that all mandatory fields are completed, then click **"SAVE".**

Step 5. Final Checks:

✓ Check that all sections are completed correctly

✓ Make sure all mandatory documents are attached

✓ Make sure all data is saved in every section

Document Checklist Before Submission

- Document describing the project;

- Document confirming ownership rights to the product (where applicable).
- Document on key team members.

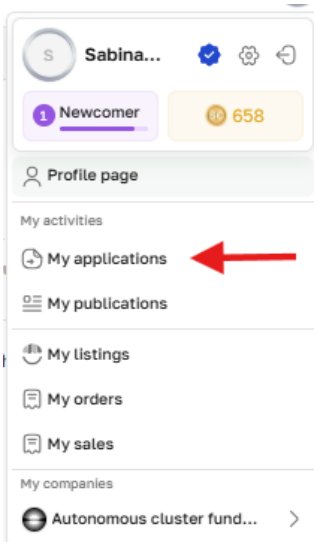
Step 6. Sign and submit the business plan

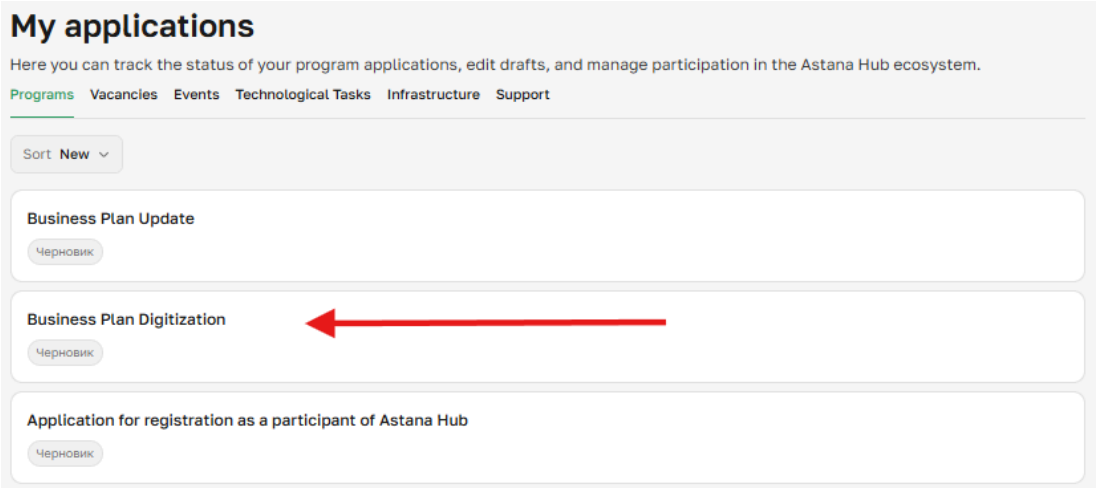
After checking all sections, proceed to sign the business plan and complete submission of the application. The business plan may be signed only using the legal entity's EDS issued in the name of the company's chief executive.

Step 7. Wait for review

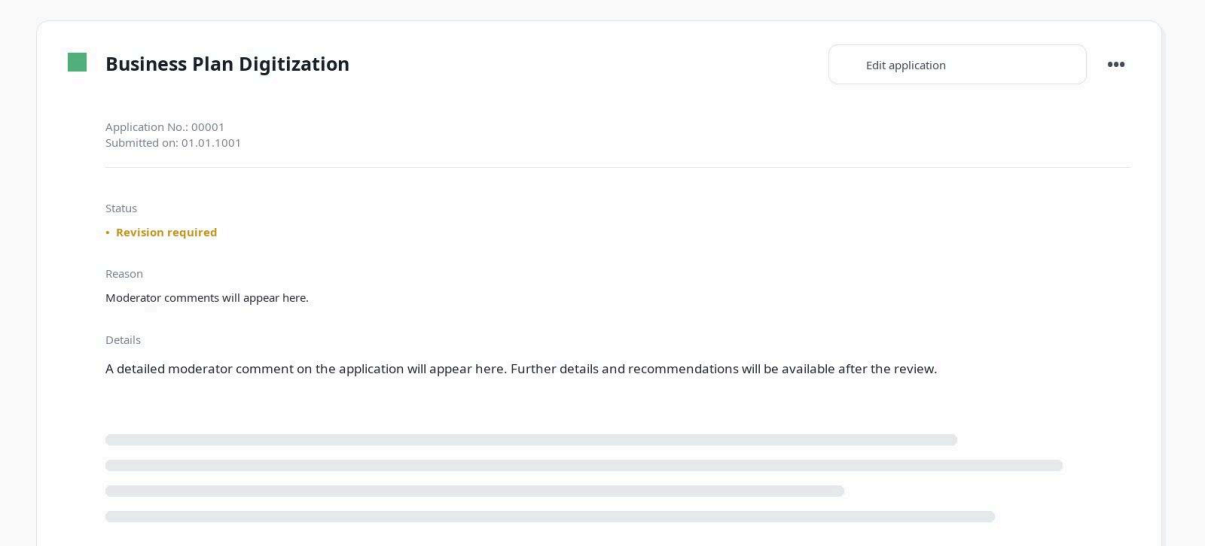
The review result will appear in your personal account.

If the moderator returns the business plan for revision, you will receive a notification with comments. Open the application under "My Applications" → "Business Plan Digitization", correct the information and sign the business plan again.





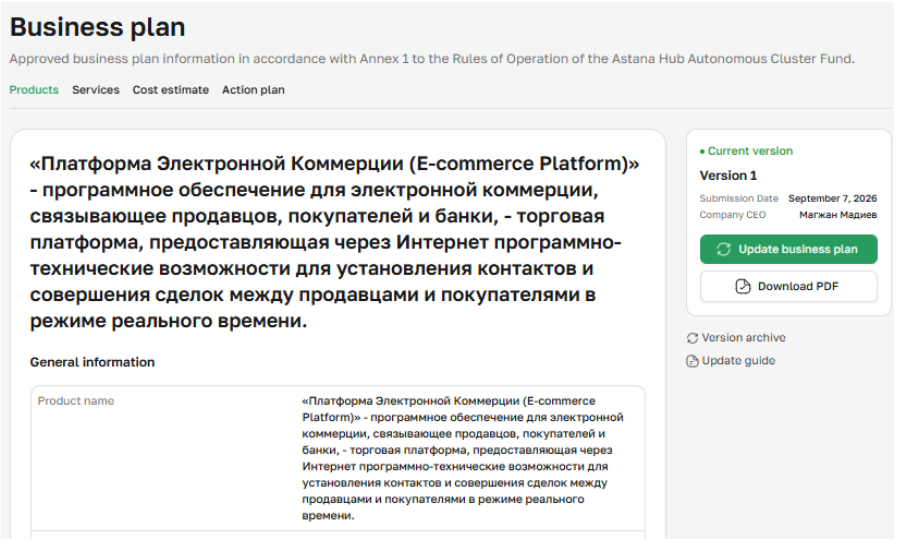
This section contains comments on your application. Please review them and make the necessary changes. Click "Edit application" to make changes.



✅ After Business Plan Approval

You will receive a notification once your business plan is approved.

To make subsequent changes, go to: profile icon → “My Companies” → select the company → “Business Plan” → “Update Business Plan”.



If you have any questions, call 18-18. For technical issues (system errors, form submission problems, document uploads, etc.), contact support@astanahub.com.

We wish you new opportunities, promising projects and significant achievements at Astana Hub!