

Budget Update and Scaling — 2025, EU Market Launch

Additional Work and Expenses (for 2025 EU Launch)

Work Type	Description	Cost (€)
Market Analysis	Segmentation, trends, competitor analysis, demand forecasting	10,000
Market Entry Recommendations	Sales channels, target audience, pilot partnerships	12,000
Product Localization & Certification	Preparation for EU regulations: CE, RoHS, etc.	15,000
PR Strategy	Publications, events, partnerships, participation in trade fairs	20,000
Marketing Materials Adaptation	Translation and cultural localization	8,000
EU Trademark Registration	Brand protection and trademark application	6,000

Summary of All Required Work

Technical and Production:

- System modernization and testing
- AI and telemetry programming
- SaaS interface development
- Pilot supermarket installations
- Ongoing support and maintenance

Analytical and Marketing:

- Market analysis
- Go-to-market strategy development
- Communication with supermarket chains and service firms
- PR campaigns, events, B2B outreach
- Certification and patent submissions
- Promotion via trade shows and industry media

1. Initial Costs (Increased ×3)

Stage	Description	Initial (€)	Updated (€)
1	System Testing	8,000	24,000
2	Patents and Certification	12,000	36,000
3	Registration and Relocation to Greece	20,000	60,000
4	Production of 100 systems	44,000	132,000
—	Additional purchases and business travel	12,650	37,950
—	Internal procurement	10,200	30,600

Total base costs (×3): 320,550 €

+ New Strategic Categories

2. Market and Trends Analysis

Research on the current EU market landscape, technological trends, competitors, and legal regulations.

📌 **Cost:** 18,000 € (includes research, marketing audit, expert review)

3. Market Entry Strategy

Development of product positioning, pricing, sales channels, strategic partnerships, and localization.

📌 **Cost:** 15,000 €

+ Other Essential Work to Include

Work	Description	Cost (€)
UX/UI and SaaS Platform Design	Designing the interface for the monitoring and reporting SaaS platform	12,000
Translations & Localization	Technical docs, website, and mobile app in English, German, and Greek	8,000
Digital Marketing	Ads, trade show participation, B2B PR (3 months)	20,000
Legal Support in the EU	Compliance review, company registration, CE certification	10,000
Partner Promotion Program	Service company integration, webinars, CRM programs	7,000

Total of additional expenses: 90,000 €

Final Summary of Costs

Category	Amount (€)
Base Budget (×3)	320,550
Market Analysis	18,000
Market Entry Strategy	15,000
UX/UI and SaaS Design	12,000
Translations & Localization	8,000
Digital Marketing	20,000
Legal Support	10,000
Partner Programs	7,000
Total	410,550