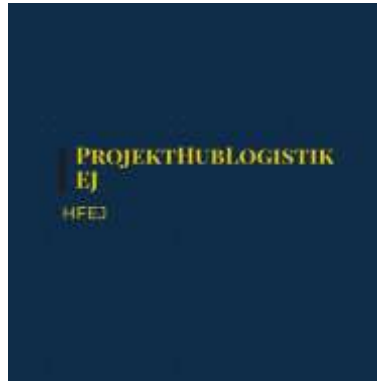


ANNUAL WORK PROGRAMME AND BUSINESS PLAN.



Annual Work Programme Activities.

Describe the detailed work plan activities under the relevant work packages of Part B of the proposal. This should follow the logical organisation, phases of the implementation and evolution of the co-funded partnership, and include details on allocation of resources relating to the annual activities.

Please provide the following:

- Structure of the Annual Work Programme
- Timing of the different programmed activities and their components
- Detailed work description
 - Description of each set of programmed activities and the relevant work package
 - List of programmed activities
 - List of annual deliverables

As with the Work Packages in part B of the proposal, there should be a sufficient number of proposed activities in order to ensure efficient and effective implementation in line with the scale and complexity of the programme. There should also be sufficient detail in the description of each set of activities to justify the proposed resources involved and also quantified information to support the monitoring of progress, including by the Commission.

Participation in Annual Work Programme activities:

Please request to us the complete PART B and Time Gant CHART.

Does the participant plan to subcontract certain tasks (please note that core tasks of the programme?)	Yes
Yes. <i>PHL plans to subcontract specific, non-core tasks that are necessary for the optimal execution of the project but fall outside the company's internal operational focus. These include specialized IT development, auditing, and certain administrative support services related to large-scale EU project compliance and financial reporting. The subcontracted activities will be clearly defined, justified, and managed to ensure full alignment with the project's objectives and the provisions of the project.</i> BUSINESS PLAN Project name and acronym: PHL Coordinator contact: Ernesto Luiz de Aguiar Junior Owner +49 160 9228 8190 www.projekthublogistik.com Demand analysis 1. Company Description <i>ProjektHubLogistik (PHL) is an innovative startup in the industrial logistics sector, focused on optimizing supply chains and improving efficiency through advanced technological solutions. Our mission is to transform how companies manage and operate their logistics processes, delivering not only significant improvements in daily operations but also contributing to reducing environmental impact through more sustainable practices.</i> <i>We have developed an intelligent platform that integrates real-time data analytics and collaborative capabilities, enabling companies to quickly adapt to market changes and make informed decisions based on accurate data. This approach aims to enhance operational efficiency, reduce costs, and lower carbon emissions, aligning with global sustainability goals.</i> Vision <i>Our vision is to lead the digital transformation in the industrial logistics sector by offering solutions that not only meet current market demands but also open new avenues for growth opportunities. We strive to be recognized as the platform of choice for companies seeking operational excellence and environmental responsibility.</i> Ambition to Scale <i>PHL has immense potential for rapid growth in a logistics market valued at over 900 billion euros. Our ambition is to expand our global presence, initially focusing on key industrial markets in Germany, Switzerland, and Italy, as well as Asia and North America.</i> <i>We aim to strengthen our customer base in these European countries while leveraging our unique combination of deep industry knowledge and cutting-edge technologies.</i>	

Our platform offers a level of customization and flexibility rarely found in existing logistics solutions. We are committed to continuously developing the platform to ensure it is scalable, robust, and prepared to meet future challenges.

As we grow, we seek strategic partnerships with investors and collaborators who share our vision of transforming the sector. Our adaptability and innovation, combined with favorable market dynamics, position us uniquely to scale quickly and make a significant impact in the logistics industry.

2. Problem / Market Opportunity

The logistics industry is currently facing significant challenges related to increasing demands for efficiency, real-time decision-making, and sustainability. Many companies still rely on outdated and fragmented systems that do not effectively integrate data, leading to delays, higher operational costs, and missed opportunities for optimization. This problem is especially critical in industrial logistics, where complex supply chains require real-time visibility and seamless collaboration.

Problem from the Customer/User Perspective

From the customer's point of view, the lack of efficient logistics management creates several key pain points:

- 1. **Inefficiency and Delays:** Many logistics providers depend on manual processes or isolated software systems, causing bottlenecks and delays in inventory management, order fulfillment, and delivery. This results in poor service quality and dissatisfied customers.*
- 2. **High Operational Costs:** Without real-time analytics and optimization tools, companies face unnecessary expenses in fuel, storage, and personnel, struggling to adapt routes or inventory to dynamic market conditions.*
- 3. **Lack of Collaboration and Communication:** Existing logistics systems often do not enable effective collaboration between partners, suppliers, and customers. Limited visibility across the supply chain hinders proactive issue detection and quick response.*
- 4. **Sustainability Challenges:** As sustainability becomes a priority for businesses and governments, logistics companies are pressured to reduce their environmental impact. Traditional systems lack capabilities to optimize fuel consumption, minimize waste, and streamline operations sustainably.*

Why This Is a Problem and For Whom

This challenge affects multiple stakeholders in the logistics ecosystem:

- **Logistics Companies:** Facing pressure to reduce costs, improve efficiency, and stay competitive, they need advanced tools to meet growing demands for faster and more efficient services.*
- **Manufacturers and Suppliers:** They encounter supply chain inefficiencies causing production delays and stock shortages, requiring better logistics solutions for real-time inventory management and disruption avoidance.*
- **Retailers and E-commerce Businesses:** Particularly those operating globally, they*

require efficient management of distribution and fulfillment networks, as logistics delays directly affect profitability and customer satisfaction.

- **Consumers:** Both individual and business end-users suffer from delays, poor service, and increased costs. In e-commerce, customers expect fast, reliable deliveries, making logistics reliability crucial to the customer experience.

Market Opportunity

The global logistics market is projected to reach approximately **€97 billion by 2027**, with demand continuing to grow steadily until 2050. Customers typically have an average lifecycle of 8 years, and the sector offers an attractive return on investment (ROI) of approximately **25.04%**.

There is a strong demand for innovative, integrated platforms offering real-time data, predictive analytics, and enhanced collaboration tools. The industry is poised for transformation, and companies providing scalable, cost-effective solutions with a sustainability focus will lead the market.

By addressing these pain points, **PHL** aims to deliver a solution that enhances operational efficiency while supporting environmental goals by enabling businesses to optimize logistics operations, reduce carbon footprints, and improve overall sustainability.

3. The Innovation: Solution/Product or Service (USP)

Our innovation is a cutting-edge, integrated logistics platform designed to optimize and streamline industrial supply chains. Leveraging real-time data analytics, machine learning, and cloud-based collaborative tools, our platform provides companies with unparalleled visibility, efficiency, and sustainability across their logistics operations.

PHL Simplified business plan V2.0 – 01.10.2025

Does the participant envisage that part of its work is performed by affiliated entities?	Yes
<i>PHL envisages that part of its work will be performed by affiliated entities that maintain a stable legal and structural connection with the participant. These entities are strategically aligned with PHL's operations in Italy, Switzerland, and Germany, and bring domain-specific expertise crucial to the execution of certain work packages within the programme.</i> <i>The affiliated entities include:</i> • PHL Italia (under incorporation): Focused on local stakeholder engagement, market validation, and regulatory mapping in the Italian context. Azienda PHL SRL, Cesena. • PHL Suisse (planned Q2 2026): Will contribute with specialized know-how in sustainable engineering and infrastructure modelling in alpine regions, aligned with Swiss standards. HFEJ AG, Andermatt. • PHL Deutschland (Frankfurt-based operational branch): Will support execution of pilot projects, technical supervision, and coordination with regional authorities. ProjektHubLogistik EJ GmbH, Frankfurt am Main. <i>These affiliated entities are either fully owned subsidiaries of PHL GmbH or are in the process of being formally integrated under the group structure. The use of affiliated entities allows for a distributed, localized, and more efficient implementation of the programme's actions, while maintaining internal control and oversight by PHL as the central coordinating body.</i> <i>The tasks performed by the affiliated entities are not administrative or supportive in nature—they directly contribute to the achievement of key technical goals while remaining under the direct responsibility and governance of PHL.</i>	

Does the participant envisage the use of in-kind contribution provided by third parties?	Yes
<i>PHL envisages the use of in-kind contributions provided by third parties to enhance the technical depth and regional applicability of the programme's outcomes.</i> <i>Specifically, strategic partners from the engineering, data infrastructure, and construction sectors in Switzerland, Germany, and Italy will provide access to:</i> • Specialised equipment and facilities (e.g. for environmental simulation and smart infrastructure prototyping) • Proprietary datasets for validation and predictive modelling • Expert time from senior engineers and planners, seconded on a non-remunerated basis to the project • Use of private co-working spaces and pilot testing areas within ongoing urban development zones <i>These contributions are formalised through Letters of Intent and Collaboration Agreements with PHL, ensuring compliance with Article 9.2 of the Agreement. While these third parties do not receive EU funding, their support is critical in leveraging regional know-how and accelerating implementation during the early stages of the programme.</i> <i>The involvement of third parties complements the internal capacities of PHL and its affiliated entities, providing robust infrastructure and insights without compromising accountability, governance, or independence of the core team.</i>	
Does the participant envisage the provision of financial support to third parties?	Yes
<i>PHL envisages the provision of financial support to third parties in the form of small-scale innovation grants and technical challenge prizes, aimed at engaging local stakeholders, startups, and SMEs across Switzerland, Germany, and Italy.</i> <i>The goal is to foster grassroots solutions, encourage regional adaptation of smart infrastructure technologies, and stimulate innovation ecosystems in line with the objectives of the programme.</i> <i>This approach will enhance innovation at the local level, allow tailored responses to regional challenges, and ensure inclusive participation of emerging actors aligned with the programme's strategic goals.</i> <i>We aim to strengthen our customer base in these European countries while leveraging our unique combination of deep industry knowledge and cutting-edge technologies. Our platform offers a level of customization and flexibility rarely found in existing logistics solutions. We are committed to continuously developing the platform to ensure it is scalable, robust, and prepared to meet future challenges.</i> <i>As we grow, we seek strategic partnerships with investors and collaborators who share our vision of transforming the sector. Our adaptability and innovation, combined with favorable market dynamics, position us uniquely to scale quickly and make a significant impact in the logistics industry.</i>	

Does the participant envisage that part of the work is performed by associated partners?	Yes
<i>PHL envisages the participation of associated partners that will contribute non-financially to the success of the action through strategic collaboration, expert input, and local access.</i> Associated Partners and Contributions: Municipality of Andermatt (Switzerland) <i>Will provide institutional support and facilitate access to local infrastructure projects for piloting and demonstration activities.</i> <i>Will assist in local stakeholder engagement, particularly for the deployment of digital tools in public works and building maintenance.</i> Frankfurt Building Authority (Germany) <i>Will contribute technical expertise in municipal asset management and regulatory alignment for infrastructure digitalisation.</i> <i>May also serve as a pilot user for testing PHL's building lifecycle automation framework.</i> Italian Engineering Network (Italia) at Cesena. <i>A network of private engineering offices that will provide access to case studies, testing environments, and contribute with feedback from field operations.</i> <i>Will facilitate dissemination and adoption of project outcomes in Italy.</i> <i>We will to enhance opportunity to improve skills from workers.</i> <i>These associated partners will not receive EU funding directly but will play a crucial role in implementation, validation, and outreach, ensuring regional relevance and transferability of the results.</i>	

Consistency with the relevant section of part B of the proposal should be ensured.

Table Time table Gant CHART: Annual Work Programme Activities for each set of activities

Set of Activities Number	Start Date	Set of Activities Title	Participant Number	Short name of participant	Person-months per Participant	Start month	End month
1	Nov 2026	WP1 Planning and Strategy	1	PHL	6	25	30
2	Apr 2027	WP2 Initial Prototype Development	1	PHL	6	30	35

¹ Entities which participate in the action, but without the right to charge costs or claim contributions.

Set of Activities Number	Start Date	Set of Activities Title	Participant Number	Short name of participant	Person-months per Participant	Start month	End month
3	May 2027	WP2 Testing and Validation of Prototypes	1	PHL	10	31	40
4	Feb 2028	WP2 Refinement and Optimization	1	PHL	7	40	46
5	Jul 2027	WP3 Market Analysis and Entry Strategies	1	PHL	4	33	37
6	Aug 2027	WP3 Partnerships and Agreements	1	PHL	3	34	36
7	Mar 2028	WP3 Product Market Launch	1	PHL	14	40	53
8	May 2029	WP3 International Expansion and Growth	1	PHL	14	55	68
9	Mar 2030	WP3.4.1 Evaluation of Regional Opportunities	1	PHL	3	77	79
10	Mar 2030	WP3.4.2 Establishment of Global Partnerships	1	PHL	6	77	82

Table 2.3.b: AWP Set of Activities

Activity No	Activity Title	Lead Participant No	Short name of lead participant	Person-Months	Start Month	End Month
1	T1.1 Definition of Goals and Objectives	1	PHL	3	25	27
2	T1.2 Development of Plan	1	PHL	3	28	30
3	T2.1 Initial Prototype Development	1	PHL	6	30	35
4	T2.2 Testing and Validation of Prototypes	1	PHL	10	31	40
5	T2.3 Refinement and	1	PHL	7	40	46

Activity No	Activity Title	Lead Participant No	Short name of lead participant	Person-Months	Start Month	End Month
	Optimization					
6	T3.1 Market Analysis and Entry Strategies	1	PHL	4	33	37
7	T3.2 Partnerships and Agreements	1	PHL	3	34	36
8	T3.3 Product Market Launch	1	PHL	14	40	53
9	T3.4 International Expansion and Growth	1	PHL	14	55	68
10	T3.4.1 Evaluation of Regional Opportunities	1	PHL	3	77	79
11	T3.4.2 Establishment of Global Partnerships	1	PHL	6	77	82

| **Total months** | 63 |

Table 2.3.c: Annual Deliverables List (if applicable)

Deliverable No	Deliverable Name	Activity No	Lead Participant Short Name	Type	Dissemination Level	Delivery Date (month)
1.1	Goals and Objectives Report	1	PHL	R	PU	27
1.2	Implementation Plan Document	2	PHL	R	SEN	30
2.1	Initial Prototype	3	PHL	DEM	SEN	35
2.2	Prototype Testing Report	4	PHL	R	SEN	40
2.3	Optimization Report	5	PHL	R	SEN	46
3.1	Market Analysis Report	6	PHL	R	PU	37
3.2	Strategic Partnership Agreements	7	PHL	R	SEN	36
3.3	Market Launch Report	8	PHL	R	PU	53
3.4	Expansion and	9	PHL	R	PU	68

Deliverable No	Deliverable Name	Activity No	Lead Participant Short Name	Type	Dissemination Level	Delivery Date (month)
	Growth Report					
3.4.1	Regional Opportunities Report	10	PHL	R	SEN	79
3.4.2	Global Partnerships Report	11	PHL	R	SEN	82

Return on Investment (ROI)

ProjektHubLogistik (PHL) offers a wide range of premium services in logistics consulting, maintenance contracts, and strategic project development. These services form the foundation of the business model and revenue streams, providing a compelling return on investment (ROI) for stakeholders and investors.

Financial ROI Overview

- **Expected ROI:** 25.04%
- **Customer Lifetime Value (CLV):** 8 years
- **Revenue Model:** Based on a diversified portfolio of high-value consulting and operational services

Service & Pricing Catalogue (Preisliste und Dienstleistungen)

#	Service Description	Price (€)
1	CV, Cover Letter, and KMK to DKP	€450
2	GIS or QlikSense Setup/Consulting	€1,350
3	Daily Office Consultancy (2h/day)	€6,850/month
4	Impact360 Package – 5 WEVW social media posts	€10,000
5	Declarations & Forms Package (Declaration of Honour, Power of Attorney, AIF)	€30,000
6	Gantt Chart and Project Timetable	€40,000
7	10 Project Applications (HE2020 or AZA)	€50,000
8	Full Startup Competition Support (from application to award)	€200,000
9	Full Project Service Package	€460,000
10	EU Funding Documentation	€675,000
11	Amazon Global Logistics – Full Services Package	€790,000
12	CINEA Package	€3,100,000

#	Service Description	Price (€)
13	IT Systems & Applications Package (48-month contract)	€5,000,000
14	Japanese Technical Assessment for German Market (JTAGM)	€7,200,000
15	SEPA Banking Administration & Compliance	€50,000,000
16	Strategic Project Lifecycle Package (Entry-Core-Exit)	€248,000,000
17	Taskforce of 167 Executives (2030–2050 Logistics Strategy)	Upon Request

Note: All prices include 19% VAT negotiations, leadership commissions, and other specific costs. Materials and service descriptions are included. Budgets are negotiated in advance, and materials/services are procured in direct consultation with the client. No materials or equipment will be returned after service completion.