

ANNUAL REPORT

of the civic association

BRAND INSTITUTE

for the year 2023

Association name: Brand Institute

Legal form: civic association (občianske združenie)

Company ID (IČO): 42174180

Registered seat: Havelkova 2795/30, 841 03 Bratislava, Slovakia

Date of establishment: 20 November 2009

Statutory representative: Mgr. Andrej Kóňa, PhD.

Chairman of the Association

1. Foreword by the Chairman

In 2023 we focused on the development of the Rashori mobile application, the preparation of data for the Smart City Index, as well as supporting university projects and participating in calls focused on digital innovation.

2. Main activities in 2023

- Rashori: Development of the platform for innovative business ideas, launch of beta testing.
- Smart City Explorer: professional support for a university project, design of application functionalities.
- Submission of projects under the SK-NIC call and participation in public procurements.
- Cooperation with universities on content for smart city courses.

3. Financial management of the association in 2023

The financial result was –€808.46. No wage costs were incurred due to the parental leave of the employee (full-time project manager).

4. Personnel

The project manager was on parental leave for the entire year 2023. However, the employee continued to voluntarily collaborate on consultations for project proposals and the submission of project applications.

5. Goals for 2024

- Secure funding for the Rashori project.
- Complete a fully functional application for Android and iOS.
- Expand the analytical tools available to municipalities.
- Streamline communication with professional and academic partners.

6. Conclusion

Despite limited conditions for implementing projects, Brand Institute remains an active civic association committed to long-term work in the fields of digital inclusion, smart cities and innovation for the benefit of the public.

Bratislava, 23 January 2024

Mgr. Andrej Kóňa, PhD.

Chairman of the civic association