

ANNUAL REPORT

of the civic association

BRAND INSTITUTE

for the year 2024

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

2024 was a year of maintaining activity for Brand Institute despite limited financial and personnel capacity. We focused on stabilising digital outputs, updating existing analytical tools and preparing new projects, which we plan to actively implement in the coming period. Even with limited resources, we continued our mission of developing innovative and professional tools for the public.

2. Main activities in 2024

- **2% Tax Assignment:** In 2024 we received €310 from the 2% tax assignment, which was used mainly for the maintenance and operation of online services such as servers and the technical infrastructure of our platforms. This support from the public is an important sign of trust for us and a commitment to continue meaningful activity.
- **Slovak Entrepreneur Index:** As part of operational optimisation, we migrated the automated entrepreneur evaluation system to a new server. The presentation part of the project is currently accessible to the public, while the evaluation algorithm itself remains available to professional partners. The platform thus continues to serve as a tool to increase transparency and support the business environment.
- **Smart City Explorer:** We designed the comprehensive structure and operating principle of a new educational platform focused on smart cities. This design is being implemented within

the KEGA scientific and educational project carried out by the Faculty of Social Sciences of UCM in Trnava. The platform is intended to serve as a bridge between the academic environment and local governments.

- Smart City Index Slovakia: We continued the annual update of this long-term benchmark, which serves as a reference tool for research articles, students' theses, and also strategic documents of cities and regions. The project has nationwide significance and contributes substantially to objectifying the discussion on smart city development in Slovakia.
- Rashori app: We created a functional test version of the innovative Rashori platform, intended for idea-makers, students and early-stage entrepreneurs. The application is available free of charge on Google Play and the Apple App Store. It serves to share and develop ideas and is ready for further development, particularly in the area of AI mentoring.
- SK-NIC project: Under the Small Projects 2024 call, we submitted an application to support the Rashori v2 project, which scored 75.17 points and ranked 19th out of 93 submitted projects. This result encouraged us to continue preparations and improvements to the project for the next call in 2025.
- Registration for the 2% tax assignment for 2025: Brand Institute re-registered as a recipient of the 2% tax assignment in order to be able to continue our activities and receive public support for our professional and publicly beneficial activities in the coming period.

3. Financial management of the association in 2024

The civic association Brand Institute kept double-entry bookkeeping in 2024 in accordance with Act No. 431/2002 Coll. on Accounting. The association did not carry out any business activity and was not a recipient of public subsidies. The main sources of income were the 2% tax assignment in the amount of €310, membership fees and members' own contributions. Total expenses of the association in 2024 amounted to €5,269, covering mainly server operating costs, technical expenses related to the development of the Rashori platform, professional groundwork for the analytical tools, communication with partners and external services. As of 31 December 2024, the association reported a negative accounting result of approximately – €550, which was covered from members' own reserves.

4. Personnel

The association's project manager was on parental leave throughout the entire year 2024. Despite this, we managed to submit 3 project applications, while 0 projects were implemented in this year. We believe that 2025 will bring a change to this balance and that the submitted projects will be approved.

5. Goals for 2025

- Secure funding for Rashori v.2 and launch the platform into full operation.
- Expand cooperation with universities and startup incubators.

- Continue updating and developing publicly available analytical tools.
- Strengthen the professional team and return to active project implementation.

6. Conclusion

Although we ended 2024 with an operating deficit and without the implementation of supported projects, our activities and results demonstrate a stable professional foundation, a long-term strategy, and the ability to generate innovative content with real social impact. In 2025 we plan to turn the submitted projects into results that will strengthen digital education, analytics and an open, innovative environment in Slovakia.

Bratislava, 31 March 2025

Mgr. Andrej Kóňa, PhD.

Chairman of the civic association