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Development of a Future Solution Enabling Personalization for the Eesti.ee Entrepreneur Funding Opportunities Application and Redesign of the 'General Information' Tab

Executive summary

Client: Ministry of Economic Affairs and Communications

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Executive summary

At the beginning of 2024, the application “**Funding Opportunities**” was launched in the entrepreneur’s view on eesti.ee. This application consolidates loans, guarantees, and grants offered by the public sector to legal entities. The application enables users to search for suitable funding opportunities using filters and displays all measures from integrated institutions whose application rounds are currently open, upcoming, or closed. Currently, the application does not provide personalized funding options, making it difficult for entrepreneurs to navigate among the available support measures.

The main objective of this analysis, commissioned by the Ministry of Economic Affairs and Communications, titled “Development of a Future Solution Enabling Personalization for the eesti.ee Entrepreneur Funding Opportunities Application and Redesign of the ‘General Information’ Tab”, was to design a future solution for the “Funding Opportunities” application available in the entrepreneur’s view on eesti.ee. The solution should include functionality that enables personalization, allowing users to see public sector funding opportunities suitable to their specific company.

The second objective was to update the design of the “General Information” tab, making the page more valuable, user-friendly, and informative. The third objective was to propose and visualize improvement suggestions based on the mapping of the application’s current state.

AS-IS Analysis

The current “Funding Opportunities” application in the eesti.ee portal does consolidate information about public sector grants, but it does not offer a personalized solution. The application consists of three tabs: “**General Information**,” “**Funding Opportunities**,” “**Saved**” and “**Additional Information**.” A user study conducted with entrepreneurs revealed that they expect a clear and simple user journey, logical navigation, and consistent presentation of information. Recommendations included consolidating references to existing informational articles on the application’s homepage, improving search and filtering options, organizing categories, and standardizing the support table to display the most important information first. The future solution must provide a personalized view that takes company data into account, reduces information overload, and makes finding grants easier.

Future Solution Enabling Personalization

Public sector service delivery is moving toward proactive and personalized offerings, increasingly leveraging artificial intelligence capabilities. The proposed future solution introduces personalization on two levels: front-end (user interface) – adapting to user preferences, back-end (data processing) – tailoring content based on specific company data. Additionally, the groundwork for implementing a machine learning model has been proposed. This model will be trained on historical grant data to recommend suitable funding opportunities for companies. Personalized display of funding options for entrepreneurs will be based on multiple criteria, such as legal form of the business, sector of activity, region, number of employees, turnover, and other indicators. The entrepreneur also has the option to

save preferred filters, including category, activity field and operational area. These criteria help exclude irrelevant support measures and highlight potentially relevant ones. While the solution does not guarantee full compliance with all funding conditions, it significantly narrows down the selection and makes finding suitable grants easier for entrepreneurs.

The technical architecture of the future solution consists of three main components: user interface, back-end system managing application logic (application logic with REST interfaces), relational database (preferably PostgreSQL). User authentication will be handled through the national authentication service (TARA), and for improved convenience, integration with GovSSO is recommended. Authorization management will use the Pääsuke information system. Data exchange with national registries will occur securely via the X-Road platform over the HTTPS protocol. The solution must comply with the non-functional requirements set by the Information System Authority. For major funding providers, data transfer should preferably occur through machine interfaces (APIs), while smaller institutions will be offered an administrative interface for manual entry of support measures.

The desktop and mobile views of the future solution prototype are available in Figma: **[prototype link](#)**.

The proposed personalized solution requires combining data related to legal entities from national registries and, in certain cases the processing of employees' personal data, making it essential to establish a clear legal basis for combining registry data and storing derived datasets. The analysis shows that current regulation does not permit personal identification code-based queries to the Sports and that the mandate of the Information System Authority in providing personalised services is not sufficiently defined. To ensure lawful implementation, an Entrepreneur's Digital Gateway personalised services data repository must be established, and the role of the Information System Authority as a data controller must be clarified, and amendments to the Sports Act, the Professions Act and the Taxation Act are needed to ensure that data processing complies with the GDPR and the Public Information Act while enabling cross-registry data use in the public interest.

The implementation of the future solution is divided into two stages: stage I (2026) – focuses on developing the core functionality of the application (MVP). Stage II (2027) – includes developing and training the AI model using historical data and integrating institutions with GovSSO. A total of 16 key activities is planned. The estimated total investment is approximately €390,400, and the projected implementation effort is around 30.5 months.

The analysis was carried out in close cooperation with the Ministry of Economic Affairs and Communications, the Information System Authority, the Agricultural Registers and Information Board, and the State Shared Service Centre. The user research for the application, as well as the development and validation of the new solution, involved companies of various sizes, operating in different sectors and locations. Institutions already integrated with the application or in the process of integration were also engaged in the analysis, including the Agricultural Registers and Information Board, the State Shared Service Centre, the Estonian Unemployment Insurance Fund, the Foundation for Sports Training and Information, and the Ministry of Culture.



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