**Proof Of Business**

**Submit in digital version (DOCX format) to** [**funding-request@innoviris.brussels**](mailto:funding-request@innoviris.brussels)

**Company Name**

*Project Title*

|  |
| --- |
| Project Nature |
| Select an item |

|  |  |
| --- | --- |
| Area of activity | *Select an area of activity in section A.2. Project definition* |
| Start date of the project | DD/MM/YYYY |
| Duration of the project | XX Months |
| Total budget amount | XXXX€ |
| Rate of intervention requested | XX% |
| Requested subsidy | XXXX€ |

**Preliminary remark: before completing this form, please read carefully the rules associated with the "proof of business" tool available on the Innoviris website**

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# Overview

## Identities

## Individuals

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Individual identity** | **Last name** | **First name** | **Position** | **Telephone number** | **Email** |
| Drafter(s) of the present funding application |  |  |  |  |  |
| Person legally authorized to bind the company |  |  |  |  |  |
| Person(s) responsible for the project and the company |  |  |  |  |  |

## Entities

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Entity identity** | **Name** | **Legal form** | **Registered office** | **Place(s) of business** | **Company number** | **Account number** | **Date of incorporation** | **Website** |
| Industrial |  | *SPRL/SA/SNC/ASBL/…* | *Full address* | *If different from the registered office* | *BE…* | *BE…*  *(Bank details in annex if not yet provided)* | *dd/mm/yyyy* |  |

## Project description

|  |
| --- |
| **Explanatory note to be deleted** |
| Summarise the project here in a few sentences: summarise your value proposition, the market needs which need to be met by the solution to be developed, and the objective of the requested POB and the different tests you wish to implement in this context. PLEASE NOTE: the information in this summary may be used by Innoviris in its external communication (e.g., annual report). |

***Project title:***

………………………………………………………………………………………………………………………………………………………………………………........................................................*(maximum 2 lines)*

***Project summary:***

…………………………………………………………………………………………………………*……………………………………………………………………...............................................(between 5 and 10 lines)*

***Keywords:***

*………………………………………………………………...........................……(3 minimum et 7 maximum)*

***Area of activity:***

|  |
| --- |
| **Explanatory note to be deleted** |
| Include the selected area of activity on the cover page |

* ICT/Telecoms
* Chemicals/materials
* Environment / Energy / Transport & Mobility
* Health & Biology
* Construction/urbanism
* Industry/robotics
* Economy/management/law
* Art, education & society

|  |
| --- |
| **Explanatory note to be deleted** |
| Below are examples of sub-sectors linked to the applicable sectors to help you select your area of activity above.   |  |  | | --- | --- | | Applicable sectors | Examples of linked sub-sectors | | ICT/Telecoms | Software  Hardware  Data  Networks  Security | | Chemicals/materials | Chemicals  Additive manufacturing = 3D printing  Advanced materials | | Environment / Energy / Transport & Mobility | Mobility  Logistics  Energy networks and storage | | Health & Biology | Biotechnology  Pharmaceutics  Medicine  E-health  Medical devices | | Construction/urbanism | Urbanism & Social geography  Eco-construction  Architecture | | Industry/robotics | Industrial production  Industry 4.0 | | Economy/management/law | Economy & Management  Social economy  Law & Politics  HR  Finance/insurance  Consulting | | Art, education & society | Psychology, Communication & Education  Philosophy, Arts & Letters  Creative and cultural industries  Sustainable food  Public administration and politics  Social sciences | |

## Start date and duration of the project

|  |
| --- |
| **Explanatory note to be deleted** |
| Specify here the duration of the project, indicating start and end dates.  The start date of the project must be after the date on which INNOVIRIS receives your application. The project can start at the earliest on the 1st of the month following receipt of the application.  **Examples:**   * *"If you submit a project on 28/01, your project can start at the earliest on 1/02."* * *"If you submit a project on 05/07, your project can start at the earliest on 1/08."*   Only admissible expenses incurred within the indicated duration of the project will be taken into consideration. |

Project with a duration of …….. months from ... / … / 20 … to … / … / 20 …

# Company presentation

## Background and activities

## Company

|  |
| --- |
| **Explanatory note to be deleted** |
| This section aims to give a brief presentation of the company, in particular its history (genesis, key events, experience, etc.) and the nature of its activities (description of product/service portfolio, market, staff, customer/supplier relations, etc.). Be explicit but concise! |

## Share capital structure

|  |
| --- |
| **Explanatory note to be deleted** |
| Provide details of the company's shareholder structure.  Indicate in the table the profile of the shareholders (company, physical person, public investment companies or venture capital companies, etc.). |

|  |  |
| --- | --- |
| **Capital amount** | **k€** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Business name** | **Identity** | **Percentage or number of shares** | |
| ABC S.A. | BE00 1122 3344 | 10% | X |
| M. ZYZ | Physical person | 5% | X |
| ... | ... | ... | … |
| ... | ... | ... | … |
| ... | ... | ... | … |

|  |  |
| --- | --- |
| **Total shares** | **X** |

**Explanation of the evolution in the shareholding in recent years**

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

## Company size

|  |
| --- |
| **Explanatory note to be deleted** |
| Please tick the size of your company below. |

|  |  |
| --- | --- |
| **Company size** | * VSE (micro-enterprise) / SE * ME * LE |

## Financial details

|  |
| --- |
| **Explanatory note to be deleted** |
| Attach a copy of your last filed balance sheet/profit and loss account (if available) as an attachment. Also state the expected results for the current financial year. |

## Financial aid from public authorities

|  |
| --- |
| **Explanatory note to be deleted** |
| Indicate all the aid that the company has received **over the last five years** or that it currently receives at the regional, federal, and European level.  **Also indicate any aid that the company is currently applying for, even if there has not yet been any decision regarding the allocation of this aid.**  Specify the purpose of the aid, the amount, the intervention rate, and the applicable period. |

## BCR aid

* **Innoviris**

|  |  |  |
| --- | --- | --- |
| **File number** | **Project title** | **Subsidy (EUR)** |
| *XXXX* |  | *3.000,00 €* |

* **Other aid in the BCR** (Brussels Economy and Employment, BIE, SRIB/Finance.brussels, SDRB/CityDev, Participation Fund, Guarantee Fund, etc.)

|  |  |  |  |
| --- | --- | --- | --- |
| **Authority** | **File number** | **Grant (+ period)** | **Subsidy (EUR)** |
| *Admin Eco & Employment* | *XXXX* | *Training subsidies* | *3.000,00 €* |

## Other regions / Federal aid

|  |  |  |  |
| --- | --- | --- | --- |
| **Authority** | **File number** | **Grant (+ period)** | **Subsidy (EUR)** |
| *Federal* | *XXXX* | *Reduction of withholding tax* | *3.000,00 €* |

## EU aid

|  |  |  |  |
| --- | --- | --- | --- |
| **Program** | **File number** | **Grant (+ period)** | **Subsidy (EUR)** |
|  | *XXXX* |  | *3.000,00 €* |

# Project Presentation

## Project presentation

[Be explicit but concise!]

## Origin and context of the project to develop a first innovative product/service

|  |
| --- |
| **Explanatory note to be deleted** |
| * Describe the identified market need(s) which your initial innovative product/service is expected to meet. * Justify/demonstrate the technologically innovative nature of the product/service to be developed further. * Describe how you think that further technological developments can effectively address these needs. * Clearly state your value proposition in one sentence and describe in detail the technological and business unknowns which need to be tested within the framework of the POB, in order to validate/invalidate this value proposition. * Demonstrate the need to establish a POB. |

* Market need(s):
* Technologically innovative nature of the product/service to be developed:
* Justification of the technological developments:
* Value proposition and technological/business unknowns to be tested:
* Need to establish a POB:
* Other elements of assessment:

## Technological positioning

|  |
| --- |
| **Explanatory note to be deleted** |
| * Justify the technological positioning of the company regarding the innovative product/service to be developed. Demonstrate here, in accordance with your company's position on the CRL/TRL [[1]](#footnote-2)matrix presented in the guidelines of this form (available on the Innoviris website), that you have a functional POC. Present in detail the technical characteristics of this POC (hardware and components, third-party tools and services used, methods and methodologies applied to achieve this POC, etc.). * Detail, based on this POC, the technological choices and challenges that remain to be tested/validated prior to the actual technical development that must be undertaken before a first commercially viable product/service can be achieved. |

* Presentation of the product and details of its current level of technological maturity:
* Technological choices still to be tested/validated prior to technical development:
* Other elements of assessment:

## Commercial positioning

|  |
| --- |
| **Explanatory note to be deleted** |
| * Justify the company's envisaged commercial positioning regarding the innovative product/service to be developed. Demonstrate here, in accordance with the positioning of your company on the Matmax matrix presented in the guidelines of this form (available on the Innoviris website), that you have carried out the overall market study necessary for the definition of your offer (identification of market need(s), identification of target customers, prior segmentation, identification of the operational ecosystem, partners and competitors, business model envisaged, strategic issues, etc.). Present in detail the steps taken so far to answer these different preliminary definition questions. * Detail, on this basis, the business and operational hypotheses still to be tested/validated in the framework of the POB. Make a comprehensive list of all outstanding issues, as well as your options for pivoting in the event that the hypotheses to be tested are invalidated. |

* Envisaged business positioning:
* Business and operational assumptions still to be tested/validated:
* Other elements of assessment:

## POB implementation

|  |
| --- |
| **Explanatory note to be deleted** |
| * Precisely describe the testing tasks to be carried out under the POB and their concrete objectives. * Explain the methodology for conducting and managing the proposed POB. Highlight the steps taken to validate/invalidate your working hypotheses, and specify your testing methodology. * If tasks are carried out by subcontractors, please specify how these tasks will be coordinated and monitored by the company. Also provide the plan for the internalisation of subcontracted skills, as eventually planned. |

* Description of the testing tasks to be carried out and their objectives:
* Methodology for conducting and managing the POB:
* Details of subcontracting and plan for internalisation:
* Other elements of assessment:

## Project description that can be used for a presentation on the Innoviris website or in a press release

|  |
| --- |
| **Explanatory note to be deleted** |
| This non-confidential information will be used by our communication department to promote Innoviris and to inform the general public about the projects submitted and selected. About ten lines are sufficient.  Do not forget to provide a logo (file of sufficient resolution) and some illustrative images among the electronic attachments. |

## Compliance with the legal framework covering research and development projects

|  |
| --- |
| **Explanatory note to be deleted** |
| The methodologies and applications of research and innovation projects are subject to national community and international legislation. The projects supported by Innoviris must comply with these legal provisions.    If your project is concerned with one or more of the fields listed in the table below, you must check that it complies with the legal texts. In order to support you with this self-assessment, we recommend that you refer to the ethical self-assessment questionnaire for the European Union's framework program for research and innovation[[2]](#footnote-3).  In addition, for the relevant fields, please indicate how and/or why you comply with the legislation.  In the event that you do not comply with the legal provisions, your project cannot be supported by Innoviris.  We would also remind you that certain experiments involving human embryos, fetuses, embryonic stem cells or non-human primates and even clinical trials trigger the legal obligation to obtain ethical approval from the appropriate ethics committee before beginning any related research activity. Please be aware that the ethics authorization procedure may take some time and you should therefore submit your ethics authorization application to the local ethics committee in good time.  [1] Available here: https://eur-lex.europa.eu/legal-content/FR/TXT/?uri=CELEX:52020XG0313(07) (or any amended version published in the Official Journal of the European Union.) |

 I hereby certify that I comply with the national, community and international legislation covering the methodologies and applications of research and development projects, and specifically

|  |  |  |
| --- | --- | --- |
|  | **Concerned**  **(Yes/No)** | **If yes, compliant with the legislation (Yes/No/In progress)** |
| **Section 1: Embryos and human fetuses** |  |  |
| Your project involves human embryo stem cells; human embryos; tissue or cells from human fetuses |  |  |
| **Section 2: Human beings** |  |  |
| Your project involves human participants; physical interventions on the participants in the study |  |  |
| **Section 3: Human cells/tissue** |  |  |
| Your project involves human cells or human tissue |  |  |
| **Section 4: Personal data** |  |  |
| Your project involves processing personal data whether or not these have been previously collected; the use of publicly available data |  |  |
| Your project involves the export or import of personal data from the EU to non-EU countries |  |  |
| **Section 5: Animals** |  |  |
| Your project involves animals |  |  |
| **Section 6: Third party countries** |  |  |
| If third party countries are involved, do the activities related to the research in these countries give rise to any ethical issues? |  |  |
| The plan is to use; import; export local resources (e.g. animals, human tissue, etc.) |  |  |
| In the event that the research involves low-income and/or lower middle-income countries, benefit sharing is planned |  |  |
| The situation in the country could endanger people taking part in the research |  |  |
| **Section 7: Environment, Health and Safety** |  |  |
| Your project involves the use of elements likely to harm the environment, animals or plants |  |  |
| Your project focuses on endangered fauna and/or flora/protected areas |  |  |
| Your project involves the use of elements likely to cause harm to humans, including the personnel involved in the project |  |  |
| **Section 8: Dual use** |  |  |
| The project involves dual-use goods in the sense of regulation 428/2009, or other goods for which an authorisation is required |  |  |
| **Section 9: Exclusive focus on civil applications** |  |  |
| Your project may raise concerns regarding its exclusive focus on civil applications |  |  |
| **Section 10: Possible misuse of research results** |  |  |
| There is a risk that the results of your project may be misused |  |  |

**If your project concerns the fields listed in the previous table, explain how you comply with the applicable legal frameworks.**

………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**In your opinion, are there any other ethical issues not included in the framework above that could apply to your project? If yes, which ones?**

………………………………………………………………………………………………………………………………………………………………………………………………………………………………

## Detailed work program

|  |
| --- |
| **Explanatory note to be deleted** |
| Using the description of the implementation programme, it must be possible to assess how relevant the approach is, how feasible achieving the objective is within the stated timeframe, and whether the resources correspond to the tasks to be implemented.  The programme includes the tasks related to the realisation of the proof of business and should allow to verify its agile and lean character. The programme also aims to explain in detail each technical and business hypothesis to be tested in the context of this Proof of Business application.  **Please use the template provided below.**  *Example: Divide the work programme into work packages, indicating the following elements:*  *WP X: ....*   |  |  |  | | --- | --- | --- | | FTE | Start month | Duration |   **In any event:**   * Give a short description of the aim of every work package. * Give a more detailed description of the actions to be implemented for each work package, the methods and techniques, and briefly explain how each task will be implemented. * Indicate when and to what extent any subcontracting services are necessary and rigorously justify the need to subcontract. * Describe the tangible results that are expected at the end of each work package. |
|  |

## Budget

|  |
| --- |
| **Explanatory note to be deleted** |
| Draw up the budget for the project for the relevant period (including subcontractors and partners), using the template provided.  If your company is liable for VAT, the expenses to be taken into consideration are excl. VAT.  **Staff costs:**  These group the staff-related costs together (researchers, technicians, and support staff) which constitute the team in charge of the project. A distinction must be made between salaried staff (1.1) and self-employed staff (1.2).  For salaried staff, the accepted personnel costs are based on the standard hourly cost (S.H.C.) of the persons working on the project (all employer contribution included). This cost is multiplied by the number of hours of occupation on the project: calculation of the standard hourly cost (S.H.C.) = gross monthly full-time \* 1.2%.  **Other operating costs:**  As a reminder, the costs concern current expenses directly linked to the implementation of the project and on behalf of the persons present at the convention budget:   * Consumables (chemicals, materials, tools). * Small scientific and technical equipment. * Expenses related to the acquisition of technology or data, or the rental of data storage space from third parties (legal basis in force). * Organization of colloquia/seminar/surveys; meeting organization costs (meals, external meeting room,) when relevant only, and dissemination of project results other than through the publication of scientific articles. * Logistical support for project implementation: equipment rental, support staff, infrastructure, and material rental. * Miscellaneous: if not specified in the budget, only with the compulsory agreement of Innoviris - by e- mail to the scientific and accounting advisers: miscellaneous should be small amounts and used as little as possible.   Detail all of the budget sub-items (unit cost x quantity).  **Costs for instruments and equipment:**  These costs correspond to the depreciation of equipment and materials used in the project, with a value exceeding EUR 999 and according to the company's valuation rules.  A longer depreciation period could be considered exceptionally for specific equipment depending on the accounting valuation rules of the beneficiary.  **Calculation formula:**   * Computer equipment:   (Quantity x Unit costs x Number of months of use during the project x utilization rate)/36   * Other equipment:   (Quantity x Unit costs x Number of months of use during the project x utilization rate)/60  **General costs:**  This is a fixed amount to cover additional costs incurred while carrying out the R&D project (secretariat, bookkeeping, telecommunications, inspections, travel in Belgium, etc.). The fixed amount is set at 10% of the amount of the other operating costs (2.1) and salaried staff costs (1.1).  **Costs of contract research, knowledge, and patents:**  These costs cover the following expenses:   * the cost of consulting services or equivalent, used exclusively for the project * third party services (outsourced work) * knowledge and patents purchased or licensed   **Attach in annex:**   * the specifications and the tenders submitted by subcontractors. |
|  |

Period from ... / ... / 20 ... au ... / ... / 20 ...



Explain the costs indicated in headings 2, 3 and 5 of the budget

# Project Valorisation

## Preliminary market study

|  |
| --- |
| **Explanatory note to be deleted** |
| Describe here how you have identified the market need that you want to address with your product/service and how you have built up your value proposition, regardless of the unknowns that still need to be tested in the context of the project. Also present the expected benefits of your innovation compared to the products or services of potential competitors. |

## Business plan

|  |
| --- |
| **Explanatory note to be deleted** |
| Explain in detail the envisaged business model, taking into account the unknowns that remain to be tested in the project. Tools such as the business model canvas or the value proposition canvas can help you in this respect. |

## Financial plan

|  |
| --- |
| **Explanatory note to be deleted** |
| Provide a complete financial plan here or in the appendix, taking care to comment on its construction assumptions, to highlight the fluctuations reasonably expected as a function of the validation/invalidation of the assumptions tested in the POB, and their translation in terms of potential impact on the overall financial situation and the general development/sustainability of the company. |

## Brussels ecosystem, social and environmental impact

|  |
| --- |
| **Explanatory note to be deleted** |
| Describe the positive and negative impacts of the product/service/process which is central to the project from a:   * **Social** perspective (impact on inequalities, on working conditions, on jobs established in the region, impact on the well-being of individuals and their health, etc.) * **Environmental** perspective (impact on energy and resource consumption, development or use of renewable energy, impact on ecosystems, climate change, impact on production, waste re-use or recycling, etc.) * **Regional ecosystem** perspective (collaboration with Brussels partners and the local ecosystem, creation and development of Brussels expertise/specific skills, creation of local user communities, development of a new sector with a positive impact, etc.) |

## Sustainability of the results

|  |
| --- |
| **Explanatory note to be deleted** |
| The following elements must be included:   * if part of the project is carried out by subcontractors, explain what the internal repatriation strategy is for the *know-how* related to the subcontracted tasks. * the envisaged infrastructure for the exploitation of the results (in the event of existing infrastructure, indicate the development efforts or additional investments required for the exploitation). * the envisaged protection of the results (patents, etc.). |

# Equal opportunities test

## Equal opportunities test

|  |
| --- |
| **Explanatory note to be deleted** |
| **To be completed only if your grant request is more than 30,000 EUR.**  In the event that the Ministerial Cabinets and/or the Government of the Brussels-Capital Region validate this application, the subsidy granted to you will be subject to the "Equal Opportunities" test. Since 1 March 2019, this test has been mandatory for all draft decrees aiming to award a grant of an amount exceeding 30,000 EUR.  The "Equal Opportunities" test is a new tool implemented by the Region in order to verify the impact of policy measures on different population groups whose situation and specific needs are often not taken into account.  For more information, you can follow this link:  <http://test.equal.brussels/>  In order to help us to complete the test, please answer the questions in the following sections as clearly and succinctly as possible. |

## The project's impact on one (or more) of the following criteria

|  |
| --- |
| **Explanatory note to be deleted** |
| For each of the criteria selected, explain:  How did you identify the issues or specific points with which people may be confronted based on one or more of these criteria?  Give the identified specific points and/or issues for each criterion ticked.  Explain how you have taken them into account, or give the phases (preparation, implementation, evaluation) of your project that take account of these issues and specific points related to each criterion ticked. |

Gender

Disability

Ethnic and cultural origin

Sexual orientation, gender identity and expression

Origin and social situation

## Evaluation of the project's impact on these criteria

|  |
| --- |
| **Explanatory note to be deleted** |
| Evaluate the impact of your project: positive, neutral, or negative.  State the sources that you are using to evaluate the impact of your project: statistics, research, reference documents, institutions, and reference people, etc. |

## Criteria not selected

|  |
| --- |
| **Explanatory note to be deleted** |
| For every criterion that you have not ticked, explain:  What do you need to take into account the specific points or issues related to this criterion/these criterion? Specify the difficulties encountered for each criterion not ticked.  Do you plan to take these issues into account in the future?  For example, in a subsequent phase of your project, where applicable, explain how. |

# Annexes and signatures

## Summary of the annexes to be provided

* Bank account details (= official document from the bank, and not an e-banking screenshot)
* The CVs of the key people
* The specifications and the tenders submitted by sub-contractors
* The business plan to be tested in the context of the POB for the product or the company (containing the financial plan)
* Any other document which could support the application for aid

## Data protection policy

The personal data collected by Innoviris, the data controller, by means of this form are used to process your application for funding (which involves analysis and evaluation by Innoviris or external experts). Their processing is necessary to comply with a legal obligation to which the data controller is subject (i.e., the non-economic ordinance and its implementing decree) and to perform a task in the public interest or in the exercise of public authority vested in the data controller.

No data is shared with third parties without the prior consent of the data subject or unless Innoviris is required to do so by law. Innoviris makes every effort to ensure the confidentiality and security of the data processed. The storage period is the necessary time to achieve the purposes of the data processing. If you have any questions or wish to exercise your rights under Articles 15 to 22 of the GDPR, please contact dpo@innoviris.brussels or consult our "privacy" web page.

## Sworn declaration, undertakings, authorization, and signature

I, we, the undersigned (LAST NAME(S) – FIRST NAME(S)) in the capacity of…………………...………… certify that the company …………………………….………… is aware of the provisions which follow and undertakes to observe them *(tick the relevant boxes)*:

* The company is in compliance with its tax and social security obligations.
* The project/programme was not started before the application was submitted to Innoviris.
* The company has a method in place to monitor and follow up on the costs of the project/programme or, alternatively, shall make arrangements to implement such a mechanism prior to the commencement of the project/programme in order to account for, and control, the costs attributed to it.
* The project/programme is not being implemented to the benefit of third parties, either wholly or partially.
* The company will be the owner of the results of the project/programme as regards the know-how and the technical intellectual property rights.
* The costs to be attributed to the project/programme shall neither wholly nor partially be covered by other public support. The company also undertakes not to submit a new application for cofinancing to any other regional, national or Community authority for costs falling within the scope of the project/programme.
* The company enjoys a sound financial position and has not initiated any insolvency procedure.
* The company undertakes to immediately notify Innoviris of any significant change in the context of the project/programme (e.g., the cessation, suspension, or reduction of the scope and extent of the project/programme, etc.) or its situation (among other things in cases of insolvency, etc.).
* The company will reimburse the awarded grant, plus the prevailing legal interest rate, if it does not manage the project/programme in an appropriate manner or in accordance with the rules, or if it does not comply with one or more of its obligations.
* The project's implementation will not contravene the Code of Ethics for Scientific Research in Belgium[[3]](#footnote-4).

## Authorization and signature

I authorize Innoviris to carry out the necessary enquiries for the examination of this application and declare that the information contained within this form is accurate and correct.

|  |  |
| --- | --- |
| Date: | Authorized signature: |
|  |  |

1. CRL : Commercial Readniess Level – TRL : Technology Readniness Level, as defined in the MatMax matrix developped by WLS : <https://www.wsl.be/matmax/home_d.php> [↑](#footnote-ref-2)
2. <https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/ethics/h2020_hi_ethics-self-assess_en.pdf> [↑](#footnote-ref-3)
3. http://www.belspo.be/belspo/organisation/publ/pub\_ostc/Eth\_code/ethcode\_fr.pdf [↑](#footnote-ref-4)