

# Programma

## Proof of Business

### Target audience

Businesses of any size, regardless the sector, operating in the BCR (real activity in Brussels) and involved in the economic transition of the region

### Amount and rate of financing

Contribution of up to 70% (according to the size of the business); maximum financing 70,000 euro ?

### Contact

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### Objectif du programme POB

**Demonstrate the business and strategic relevance** of the development of an initial innovative product/service (no existing product/service portfolio; pivot from a service-oriented business model to a product-oriented one - or vice versa - excluded).

**Prove/disprove the previously established hypotheses by testing** the relevance of a value proposition and the credibility of the technological choices to be made for the development of the technologically innovative product/service in question.

**Thus, the general philosophy is testing and experimenting and not just defining.**

### Modalities

- Duration of 6 to 12 months (prefer a strategic strategy to excessive ambition).
- Payment in 2 instalments (50% at the start of the project, 50% at the end according to the reporting method determined by Innoviris).
- **Attention** : note the full selection time of the projects (count +/- 3 months between submission of the application and the first actual payments in the event of a favourable assessment).

**Sufficient cash flow and the possibility of pre-financing are two essential conditions for the early start of a project!**

# Programme Proof of Business

## Conditions CRL2/TRL4\*

When you apply for the programme, your project is expected to have reached a CRL2 and TRL4 level.

### From a business perspective:

- you have already acquired a good understanding of the market structure and segmentation;
- you have estimated the size and growth of this market;
- you have determined the value chain of the market and the company's intended position in that chain;
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- you have selected one or a small number of segments as potential commercial target groups;

**At technical level:** the various basic components of the solution were pre-assembled into a system that functions with 'low reliability'(pre-established POC).



## Objectives CRL5/TRL5\*

The funding POB is intended to bring your project to the CRL5/TRL5 level (= validate your product/market fit), and to help develop your final prototype.

### From a business perspective:

- based on the validated market needs and value proposition, you have selected the intended target segments and defined the MVP (minimum viable product) specifications;
- you have verified that the value as perceived by the customer can actually be generated in the form of revenue;
- you have quantified the revenue and cost estimates and verified that a profitable business model exists.

**At technical level:** the functions and performance of the system have been validated in a real application and in a (simulated) environment that is representative of the final environment. A functional 'specification' of the product has been prepared based on market demand. The expected architecture of the final product could be defined and documented.

## Evaluation

- Projects are assessed based on the relevance of the validation strategy, the level of technological innovation of the future product to be developed, the feasibility of the project, the potential for value creation and the potential impact on the region (environmental, social and regional ecosystem impact).

## Points d'attentions spécifiques

- Company founded at the latest on the day the project is submitted
- Support cannot be combined with the Feasibility Studies programme of Innoviris.
- Subcontracting: allowed, but the lead company must assume the majority of the risks linked to the project and a plan must be submitted to acquire any missing skills internally.

\*CRL : Commercial Readiness Level – TRL : Technology Readiness Level, comme défini dans la matrice MatMax de WLS : [https://www.wsl.be/matmax/home\\_d.php](https://www.wsl.be/matmax/home_d.php)

\*\* <https://innoviris.brussels/proof-business>