

# Innovative Starters Award

Webinar info session – 19 April 2021

F. Billen – Innoviris

# Welcome!



- › Do you have the ambition to undertake a **large-scale strategic project** in the field of R&D and innovation, with the aim of creating value both for your company and for the region?
- › Will you dare to take up the challenge of a competition in which young companies with high technological potential from all sectors and with very varied backgrounds are competing, while at the same time wanting to promote Brussels as **a region at the forefront of innovation and an example of economic transition?**

## If so, the « Innovative Starters Award » is made for you...

- › Contest - 11th edition – most innovative start-ups of the region.
- › Startup competition, selection on the basis of a Strategic Innovation Plan (SIP):
  - › Max 36 months
  - › Global nature: R&D (must have !), business development, finance, marketing, ...
- › Must have a positive impact on the Brussels Region: social impact, environmental impact, impact on the Brussels' ecosystem, job creation, etc.
- › Max € 500.000 par company, up to 3 winners
- › All expenditures necessary to undertake the SIP are eligible

# Our goals

**Help you grow your business**, through a real strategic breakthrough

## **Generate value for the Region**

- › Economic value
- › Social and/or environmental value
- › Impact on the regional ecosystem

**Making the Brussels Region an innovation hub** with cutting-edge technological capabilities

# A few past winners



COMMUNITHINGS



And many others... We fund your future

## Some key figures companies, the region can be proud of

10 years

No  
bankrupt

Several high potential, well-known companies

- › *Nviso, Urbantz, BePark, Fytek, Tapptic, Easyvest, etc.*
- › all sectors represented, at all stages of maturity (from starting-up to scaling-up)

27 winners

One  
unicorn  
Collibra

- › Average number of 12 applications per year

more than  
14m€  
invested

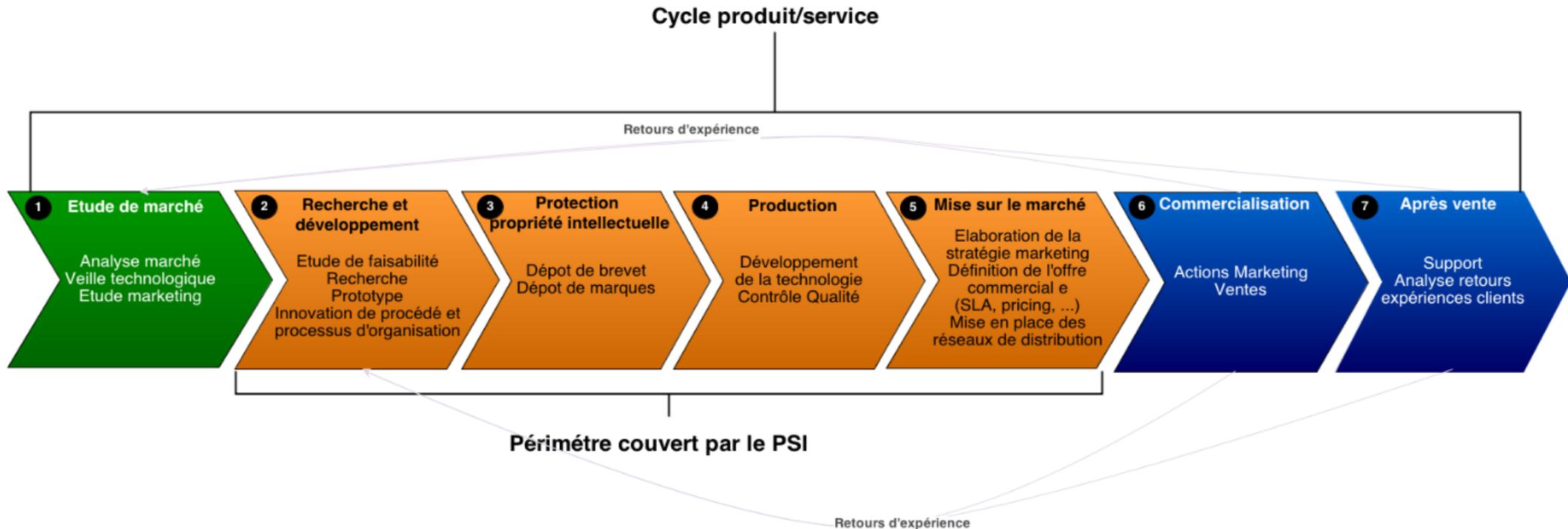
- › Up to 3 winners per year (depending of quality)

# Barbara Trachte

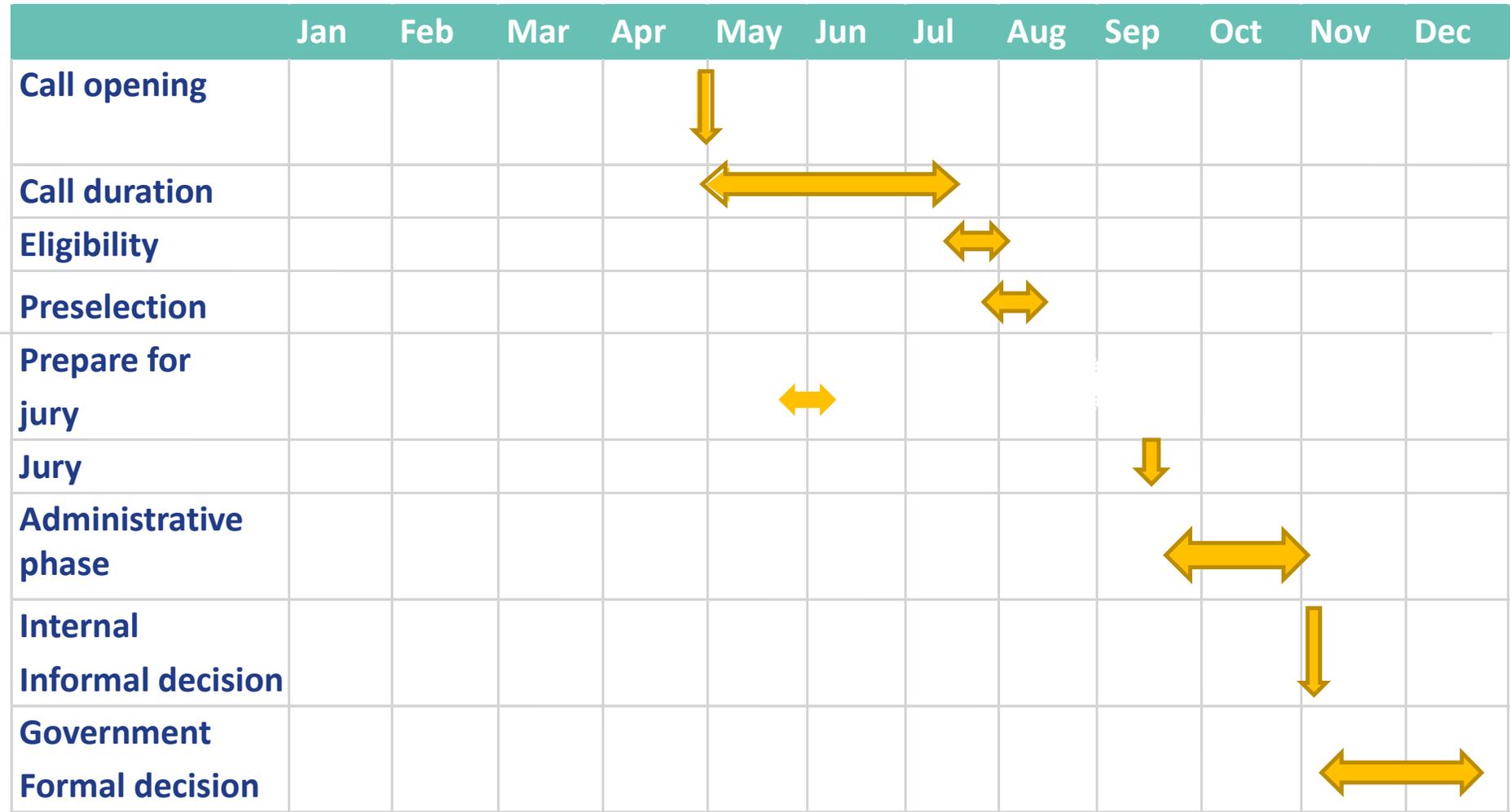
Secretary of State of the Brussels-Capital Region,  
responsible for Economic transition and Scientific research

# Innovative Starters Awards vs R&D Projects

- › Innoviris also funds R&D projects – so what's the difference ?
- › The Strategic Innovation Plan (SIP) is meant to be global in scope (i.e. broader than just R&D)
- › We want to support your global strategy for the next 2-3 years
- › We expect SIPs to remain primarily technological in nature, but to include other types of strategic tasks helping you to scale up and/or to reach maturity.



# Timeline



# Timeline

- › Projects can start between **1/1/2022 and 31/3/2022**
- › Max duration : 36 months
- › Minimum duration: none, but rarely < 12 months (because the plan needs to be strategic...)

## Step 1 – Eligibility (July)

- Be an unlisted small enterprise, registered < 5 years, which has not taken over the activity of another enterprise, has not yet distributed profits, has not been formed through a merger.
- Your company needs to have been created by the submission deadline (15 July) and on or after 1/1/2017
- Prove that you are an innovative enterprise
  - **EITHER** By submitting an evaluation by an external expert that you will develop new or substantially improved (compared to the state of the art in your industry) products, processes or services
  - **OR** By proving that your R&D costs amount to at least 10% of your total operating costs in at least one of the last three years
- Have offices in Brussels, where the SIP will be undertaken
- Have fulfilled your obligations to the Region if you have previously received a grant
- Not be a RISE or ISA laureate
- Not be in financial difficulty according to EU law (by the submission deadline)
- Have submitted a complete application (electronic copy only) by 11 July, 4 PM

## Step 2 – Preselection (July)

- › Done in-house at Innoviris, using the same criteria as for the final evaluation
- › On the basis of your written application
- › Goal: identifying the best applications that should move on to the next stage (5-6)

Technological aspects	Valorization Aspects
Innovative nature of the SIP	Financial health
Technological challenges	Coherence of the global strategy and business plan In the <b>context of economic transition</b>
Competence of the team	Quality and relevance of the financial plan
Coherence and realism of the WP and budget	Impact on the Brussels Region (social, environment, local ecosystem,)
Transversal Aspects	
Strategic character of the SIP	(Formal) quality of the application

## Step 3 – Jury (September)

- › Jury composed of representatives from Innoviris and other regional institutions (Finance.brussels) + external experts (business angels, technical experts, startup coaches, academic experts)
- › Short presentation followed by a Q&A session
- › Same criteria as for the preselection

# How to fill in the application form ? Do's and Don'ts

- › The application form should contain all necessary information (and it only) -> follow the instructions !
  
- › **Main sections:**
  - › Summary of the application
  - › Info about the company
  - › Financial data
  - › SIP
  - › Market study and valorization

# Info about the company

- » Do list all your shareholders (especially other companies that may own some of your shares). Else we won't be able to confirm that you're eligible.
- » Do provide us with sufficient background about your company (founders, activities, products, evolution so far, main customers, etc.). This is useful to understand what your SIP will allow you to accomplish.

# Financial data

- › This allows us to get an overview of your financial health
- › You should provide financial statements for the last three years (+ any provisional statement), including your turnover
- › This section allows you to explain anything that requires further explanation. In particular, you can explain why your financial statements prove that you've spent 10% on R&D. If it can't be seen in your financial statements, ask an auditor to certify it.

# SIP, most important section

- **Explain the context of the SIP** (what challenges are you facing? What will you do? Why will it allow you to tackle these challenges?)
- Show us that you have a coherent, global plan for taking your company to the next level
- Follow the WP template. We want to know what you will do, which technological challenges you will meet, and what you will get
- Please don't just list technologies or use buzzwords (e.g. “we will leverage machine learning to do X”) – be specific (which precise technique? Where will you get the data? Why is it challenging?)
- Budget : follow the template. **If in doubt, don't hesitate to contact us !**

# Market study and valorization

- Explain what you did to determine that your SIP was commercially viable and to evaluate its potential
- Why will the SIP be good for the company (turnover/business, jobs, know-how etc.) ?
- Why will it be good for the Region (sustainability, local ecosystem, citizens/workers wellbeing, etc.)?
- Explain how you intend to manage the growth of the company (e.g. if you are planning to hire 30+ people by 2022, will you move ? Do you have HR processes to manage this ?)
- Provide a business plan and a financial plan. Explain clearly how they were constructed (i.e. don't just provide numbers – give us your assumptions and hypotheses). Explain how the expected growth can be at service of the economic transition.

# After you win...

- **We will sign a grant agreement in December 2020**
- You will submit a short report every six months. We will also see you to have a short demo of the results
- You will have automatic access to other regional tools (mybusinesspass, pitch in front of the economic coordination council, become part of the **“ISA alumni”**, etc.)
- You will be asked to promote the image of the Region as **a pioneer in innovation and economic transition**
- Three years after the end of the project, you will submit a report to give us information about how the results were used
- ! you can not receive another subsidy to undertake the same tasks.

## All information on our website

- › [FR/ http://innoviris.brussels/fr/innovative-starters-award](http://innoviris.brussels/fr/innovative-starters-award)
- › [NL/ http://innoviris.brussels/nl/innovative-starters-award](http://innoviris.brussels/nl/innovative-starters-award)
- › [EN/ http://innoviris.brussels/innovative-starters-award](http://innoviris.brussels/innovative-starters-award)

# Luna Aslan

Co-Founder and Project Manager · NOOSA  
Innovative Starters Award winner - 2020

# Q&A

Let's discuss!



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