

FUNDING LANDSCAPE INSTRUMENT

HOW TO FUND YOUR BUSINESS IN FLANDERS

BASELINE

SERVICE

PRODUCT

+ INNOVATION

+ INNOVATION

<p>OWN FUNDS <i>E.G. GOFUNDME, ULULE / YOU</i></p> <p>Pitch in to build trust for investors or banks, survive development stage</p> <p>Your savings, freelance, live at home, raise money</p>	<p>STARTLENIING <i>PMV</i></p> <p><€100k, 3-10y 3% interest fixed, subordinated loan</p> <p>Business plan + financial plan</p>	<p>KMO-PORTEFEUILLE <i>VLAIO</i></p> <p>20-30% discount, training & advice</p> <p>Recognition via audit €2k for 2y / €3k for 5y</p>	<p>ONTWIKKELINGSPROJECT <i>VLAIO</i></p> <p>45% subsidies €100k-3m</p> <p>30p subsidy file + defense</p>	<p>KMO-PORTEFEUILLE <i>VLAIO</i></p> <p>KMO-GROEISUBSIDIE <i>VLAIO</i></p> <p>EXPORT SUBSIDY <i>FIT</i></p> <p>INTERNATIONAL DEVELOPMENT SUBSIDY <i>PRINS ALBERT FONDS</i></p> <p>CROWDLENDING <i>E.G. BOLERO, LOOK&FIN</i></p> <p>GOVERNMENT CALLS <i>E.G. CITIES & COMMUNES, SANDBOX</i></p> <p>CROWDFUNDING EQUITY <i>E.G. BOLERO, SPREDS, LITA</i></p>	<p>ONTWIKKELINGSPROJECT <i>VLAIO</i></p> <p>EUROPEAN CALLS <i>ESF, HORIZON EUROPE</i></p> <p>EUROPEAN INNOVATION FILE <i>EIC ACCELERATE</i></p>
<p>SPRINGPLANK, TRANSITIEPREMIE or LOOPBAANONDERBREKING <i>VDAB, VLAIO or RVA</i></p> <p>Unemployed to entrepreneur: 1y allowance Employed + bijberoep to hoofdberoep: 2y allowance</p> <p>Online questionnaire</p>	<p>WINWINLENIING or VRIENDENAANDEEL <i>E.G. PMV, WINWINNER / YOU</i></p> <ul style="list-style-type: none"> <€300k (<€75/pp) in total Subordinated loan vs shares Interest: <3% vs 3% Tax reduction 2,5%: 5-10y vs 5y <p>Deed + amortization table to PMV vs issuance agreement + revision + PMV</p>	<p>KMO-GROEISUBSIDIE <i>VLAIO</i></p> <p>50% subsidies, <€50k each Hire strategical profile or external consultant</p> <p>10p subsidy file + defense</p>	<p>EUROPEAN CALLS <i>ESF, HORIZON EUROPE</i></p> <p>60-80% subsidies budget varies per project needs a consortium</p> <p>30p subsidy file</p>		<p>KMO-INSTRUMENT <i>FEDGOV</i></p> <p><100% subsidies, <€700k First export final product to third world country</p> <p>10p subsidy file + defense + contract with government in destination country</p>
<p>BOOTSTRAPPING <i>AGAIN YOU</i></p> <p>Anything to save money!</p> <p>General financial awareness or more creative solutions</p> <ul style="list-style-type: none"> Save on subscriptions (Appsumo) Freeware, open source (IP!), trials Interns, students + software Enter or create competitions Guerrilla marketing Trading or reductions Sell first, develop later 	<p>MICRO CREDIT/ STRAIGHT LOAN/CO-FINANCIERING(+) <i>E.G. HEFBOOM, MICROSTART, THE BANK, PMV</i></p> <p>Micro credit: <€25k for <5y at 7% interest</p> <p>Straight loan: €25-50k at the bank for 1-2y, at EURIBOR interest (+2%) Amortization or bullet</p> <p>Co-financing: Subordinated debt: <€350k for 3-10y, 3% interest combined with other financing</p> <p>Business plan + financial plan</p>	<p>EXPORT SUBSIDY <i>FIT</i></p> <p>75% subsidies x4 (then 50%) per project (no limit of # in time)</p> <ul style="list-style-type: none"> Translations: <€6k Travel for prospects & fairs: Flights & forfeits <p>Online questionnaire</p> <ul style="list-style-type: none"> Sales office abroad: <€100k Custom project: <€25k <p>10p subsidy file</p>	<p>EIC ACCELERATOR <i>EIC</i></p> <p>70% subsidies €100k-2,5m every 3 months</p> <p>60p subsidy file in online questionnaire + defense</p>	<p>CROWDFUNDING REWARD-BASED <i>E.G. KICKSTARTER, INDIEGOGO</i></p> <p>Products ordered by many private individuals with the promise of receiving the product later in time often between 6m-2y</p> <p>Marketing effort +4-6% for the platform</p>	<p>ACCELERATORS <i>E.G. START IT @KBC, THE BIRDHOUSE, IMEC ISTART</i></p> <ul style="list-style-type: none"> Credits Workspace Coaching Sometimes equity <i>e.g. iStart: 50k for 6%</i> <p>Online questionnaire + pitch/defense + sometimes business plan</p> <p><i>SECTOR-BASED (Failory list)</i> <i>e.g. EIT Digital accelerator: venture capital for scaleups</i></p>
<p>RESEARCH</p>	<p>= INNOVATION</p>	<p>INTERNATIONAL DEVELOPMENT SUBSIDY <i>PRINS ALBERT FONDS, ERASMUS VOOR JONGE ONDERNEMERS</i></p> <p>Send an employee abroad Salary subsidized Company pays for housing, flights & living expenses</p> <p>5p internship document</p>	<p>CROWDFUNDING EQUITY <i>E.G. BOLERO, SPREDS, LITA</i></p> <p>Shares bought by several private individuals</p> <p>Marketing effort +4-6% for the platform Pitching evenings for investors</p>		<p>EUROPEAN CALLS FOR SPACE <i>ESA</i></p> <p>50% subsidies, <€200k Recurring calls</p> <p>30p subsidy file + defense</p>
<p>ONDERZOEKSPROJECT <i>VLAIO</i></p> <p>60% subsidies €100k-3m</p> <p>30p subsidy file + rebuttal</p>	<p>ACADEMIC FUNDING <i>E.G. FWO</i></p> <p>In collaboration with research institutes such as universities Often scholarships</p> <p>Varies per research topic, grant, and institution</p>	<p>CROWDLENDING <i>E.G. BOLERO, LOOK&FIN</i></p> <p>Loan financed by many private individuals <€50k-1m</p> <p>Marketing effort +4-6% for the platform</p>			<p>BUSINESS ANGELS <i>E.G. BAN VLAANDEREN / YOU</i></p> <p><€300k for equity smart money (= network & knowledge)</p> <p>Business plan + pitch + due diligence</p>
<p>BAEKELAND-MANDAAT / INNOVATIEMANDAAT <i>VLAIO</i></p> <p>50-80% subsidies on salary and operational costs Consortium between university, company and PhD</p> <p>PhD research proposal + defense</p>	<p>PATHFINDER <i>EIC</i></p> <p>calls or open, 100% subsidies, <€4m Consortium between 3 entities from different EU-countries</p> <p>60p subsidy file in online questionnaire + defense</p>	<p>GOVERNMENT CALLS <i>E.G. CITIES & COMMUNES, SANDBOX</i></p> <p>Details of the calls vary per project</p>			<p>VENTURE CAPITAL NETWORKING, EVENTS</p> <p>>€300K for equity High expectations on ROI: 10x investment in 6-7y</p> <p>Business plan + pitch + due diligence</p>