



How to fund your business

Presentation by Jasper Verreydt and Tanika Kenens

Why this session?

No money, no startup

- 1 Survival mode**
how much do you need & funding staples
- 2 Capital (be)for(e) sales**
Grants, calls, and subsidies
- 3 Growth capital**
Equity via the crowd, BA, VC

Today's session

From bootstrapping to funding

Funding landscape instrument

Business cases: Assets vs SaaS

Define amount of funding

6 funding baselines

25 funding opportunities

Q&A



Funding Landscape Instrument

an extensive roadmap to funding



Assets-based innovation

- CleanTech
- Eco- & Nature-friendly micro hydro-power
- Easy construction of small turbines
- Uses the natural principle of a vortex to produce electricity

"Inspired by nature"



Service

- Made-to-measure language training
- Based on how people learn
- Partially traditional, partially innovative
- Example innovation: Dutch in algebra

"Redefining language barriers"

alterødu®

SaaS-solution

- AI for HRTech
- Evidence-based up- & reskilling
- Measures the layers underneath competences
- Predicts future cognitive development

"The revolution isn't just digital, it's human"

Essentials pre-funding



Funding foundations

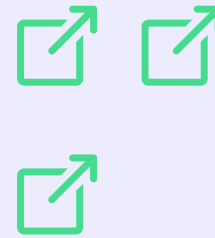
SIX PRINCIPLES ON WHAT IS AVAILABLE TO EVERYONE

Own funding

YOU

- ➊ What is it?
- ➋ When to do it?
- ➌ Who to go to?
- ➍ What do you need?
- ➎ Tips, tricks & warnings

Springplank, transitiepremie, or loopbaanonderbreking



VDAB, VLAIO, RVA/VLAIO

- ➊ What is it?
- ➋ When to do it?
- ➌ Who to go to?
- ➍ What do you need?
- ➎ Tips, tricks & warnings

Bootstrapping

YOU AGAIN

- 1 What is it?
- 2 When to do it?
- 3 Who to go to?
- 4 What do you need?
- 5 Tips, tricks & warnings

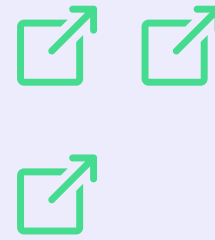
Starterslening



PMV

- 1 What is it?
- 2 When to do it?
- 3 Who to go to?
- 4 What do you need?
- 5 Tips, tricks & warnings

Winwinlening or vriendenaandeel



PMV, WinWinner (or you)

- ➊ What is it?
- ➋ When to do it?
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- ➎ Tips, tricks & warnings

Micro credit or straight loan



E.g. Hefboom, the bank

- ➊ What is it?
- ➋ When to do it?
- ➌ Who to go to?
- ➍ What do you need?
- ➎ Tips, tricks & warnings

A white model airplane is shown from a high angle, resting on a light-colored surface. A white pen lies next to it. The background is a solid dark blue.

Funding options

NINETEEN WAYS TO RAISE CAPITAL

KMO-portefeuille



VLAIO

- 1 What is it?
- 2 When to do it?
- 3 Who to go to?
- 4 What do you need?
- 5 Tips, tricks & warnings

KMO-groeisubsidie



VLAIO

- 1 What is it?
- 2 When to do it?
- 3 Who to go to?
- 4 What do you need?
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Export subsidy



Flanders Investment & Trade (FIT)

- 1 What is it?
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- 5 Tips, tricks & warnings

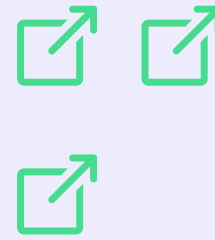


International development subsidy

Prince Albert Fund

- ➊ What is it?
- ➋ When to do it?
- ➌ Who to go to?
- ➍ What do you need?
- ➎ Tips, tricks & warnings

Crowdlending



E.g. Bolero, Look & Fin, WinWinner

- 1 What is it?
- 2 When to do it?
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Government calls



E.g. Cities & Communes, Sandbox

- 1 What is it?
- 2 When to do it?
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- 4 What do you need?
- 5 Tips, tricks & warnings

Ontwikkelingsproject

VLAIO

- 1 What is it?
- 2 When to do it?
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- 4 What do you need?
- 5 Tips, tricks & warnings

European calls



ESF, Horizon Europe

- 1 What is it?
- 2 When to do it?
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EIC Accelerator



European Innovation Council (EIC)

- 1 What is it?
- 2 When to do it?
- 3 Who to go to?
- 4 What do you need?
- 5 Tips, tricks & warnings

Crowdfunding equity

E.g. Bolero, Spreds, Lita

- 1 What is it?
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Crowdfunding Reward-based



E.g. Kickstarter, Indiegogo

- ➊ What is it?
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- ➎ Tips, tricks & warnings



KMO-instrument



Fedgov

- ➊ What is it?
- ➋ When to do it?
- ➌ Who to go to?
- ➍ What do you need?
- ➎ Tips, tricks & warnings

Accelerators

E.g. Start it@KBC, Imec istart,
The Birdhouse

- 1 What is it?
- 2 When to do it?
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- 4 What do you need?
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European calls for space

ESA

- 1 What is it?
- 2 When to do it?
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- 4 What do you need?
- 5 Tips, tricks & warnings

Business Angels



E.g. BAN-Vlaanderen (or you)

- 1 What is it?
- 2 When to do it?
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- 4 What do you need?
- 5 Tips, tricks & warnings

Venture Capital

E.g. Networking, via accelerators, sector-specific communities, events

- 1 What is it?
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- 5 Tips, tricks & warnings

Onderzoeksproject



VLAIO

- 1 What is it?
- 2 When to do it?
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- 4 What do you need?
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Baekeland-mandaat

VLAIO

- 1 What is it?
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- 4 What do you need?
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Academic funding

FWO

- ➊ What is it?
- ➋ When to do it?
- ➌ Who to go to?
- ➍ What do you need?
- ➎ Tips, tricks & warnings

Pathfinder



EIC

- ➊ What is it?
- ➋ When to do it?
- ➌ Who to go to?
- ➍ What do you need?
- ➎ Tips, tricks & warnings



Q&A



| Workshops & sessions on funding, advice on business plans, subsidy file writing



When to contact me

Workshops & sessions on funding

Advice on business plans & financial plans

Subsidy files for Flanders or Europe

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