

INNOVATIVE STARTUP EVENT

HAPPENING NOW

Programme

16h30 - 16h45

Keynote "The Future is Innovative" - *Barbara Trachte, Secrétaire d'Etat en charge de la Recherche Scientifique*

16h45 - 17h00

Les 6 domaines d'Innovation Stratégique pour la Région de Bruxelles-Capitale - *Stefaan Sonck Thiebaut, Directeur Général d'Innoviris*

17h00 - 17h15

La Région finance les startups et les scaleups innovantes, Innovative Starters Award - *François Billen, Financial Advisor Innoviris*

17h15 - 18h00

Panel avec 3 lauréats de notre Innovative Starters Award - impact avantages et inconvénients: Aline Muylaert, *Head of Government Relations & Co-Founder, Citizenlab*, Christophe Chatillon, *Fondateur, uWare Robotics*, Louis Collinet, *CEO et cofondateur de Tapio*

18h00 - Walking Dinner & Networking



Programma

16:30 - 16:45

Keynote 'The Future is Innovative' - *Staatssecretaris Barbara Trachte*

16:45 - 17:00

De 6 Strategische Innovatiedomeinen voor Brussel - *Stefaan Sonck Thiebaut, General Director*

17:00 - 17:15

Brussel financiert innovatieve startups en scale-ups, Innovative Starters Awards - *François Billen, Financial Advisor*

17:15 - 18:00

Panelgesprek met 3 ISA laureaten over hun ervaring, over de drempels, de wins, de impact en de ondersteuning. Rond de tafel schuiven aan: Aline Muylaert, *Head of Government Relations & Co-Founder Citizenlab*, Christophe Chatillon, *Founder, uWare Robotics*, Louis Collinet, *CEO & cofounder Tapio*

18:00 - Walking Dinner en Networking



BARBARA TRACHTE

*SECRETARY OF STATE IN CHARGE
OF ECONOMIC TRANSITION AND SCIENTIFIC RESEARCH*

THE FUTURE IS INNOVATIVE

HAPPENING NOW

**STEFAAN
SONCK THIEBAUT**
MANAGING DIRECTOR INNOVIRIS

**FUNDING FOR STARTUPS AND
SCALE-UPS IN BRUSSELS**

6 STRATEGIC INNOVATION DOMAINS

HAPPENING NOW

Brussels-Capital Region



Innoviris is the public organisation that funds and supports research and innovation in the Brussels-Capital Region

Brussels is Innovation Leader



(*) RIS 2021: European Commission Regional Innovation Scoreboard

Regional Innovation Plan 2021-2027

Resilience and prosperity of the Brussels economy and its citizens

Contribution to social and ecological transitions

Strong participative
approach

Smart Specialization Strategy (S3)

Societal
challenges

R&I Strengths

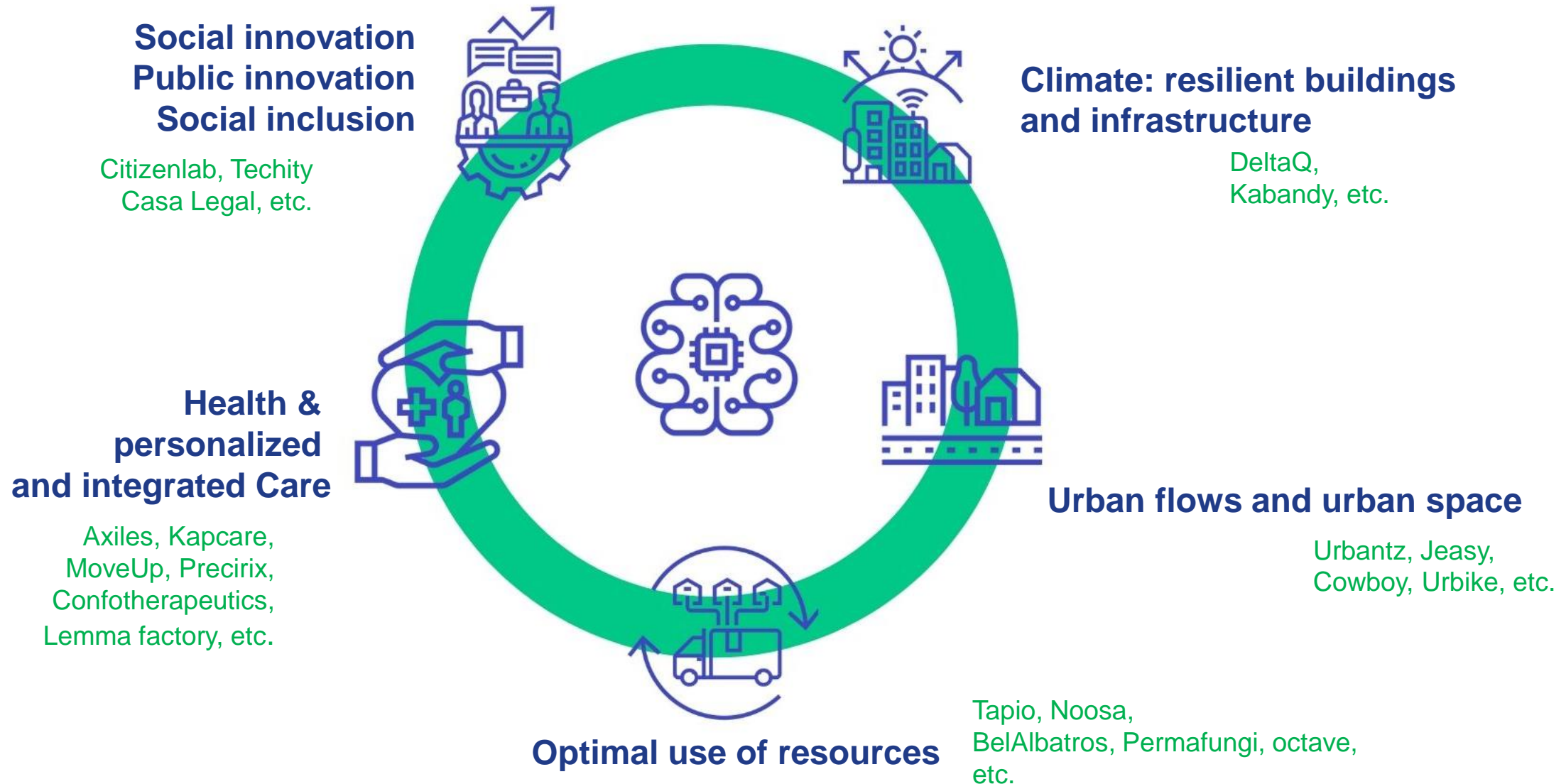
Strategic
Innovation
Domains

Regional Innovation Plan

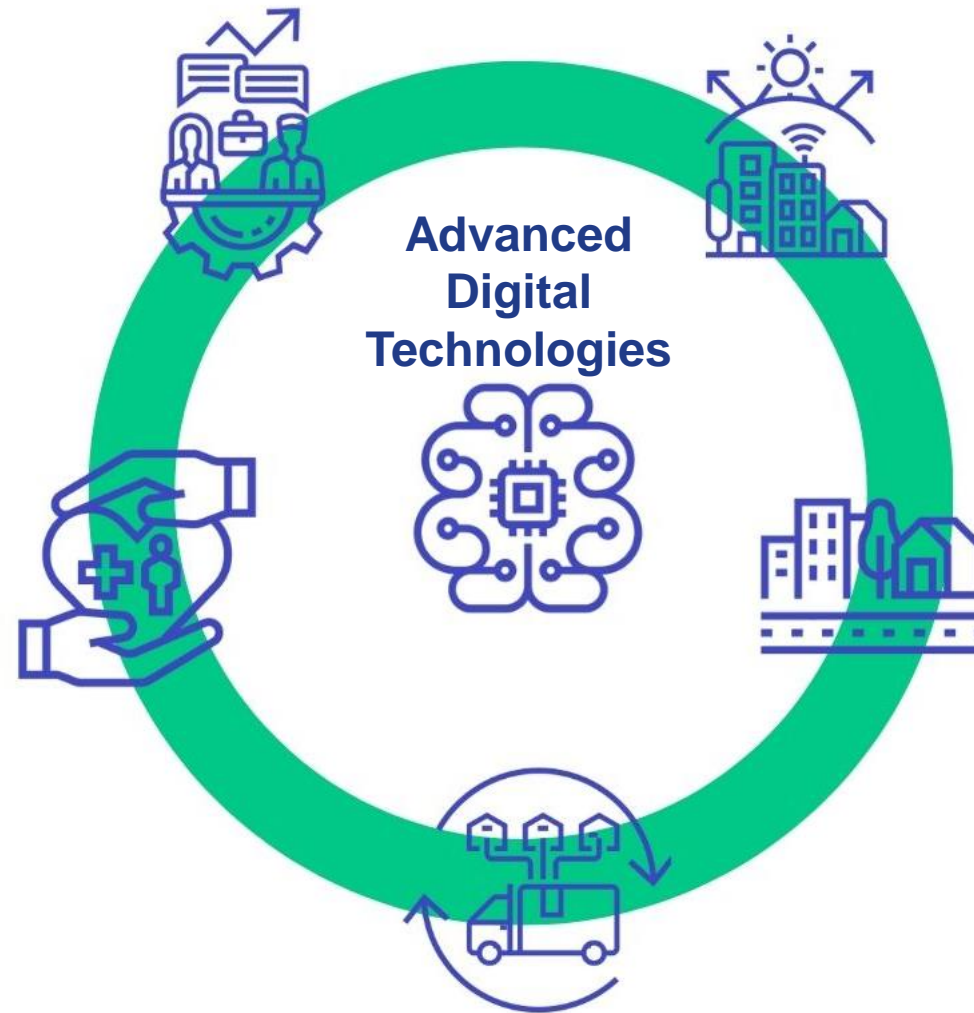
Action Plan

Operationalisation

RDI oriented towards strategic innovation domains

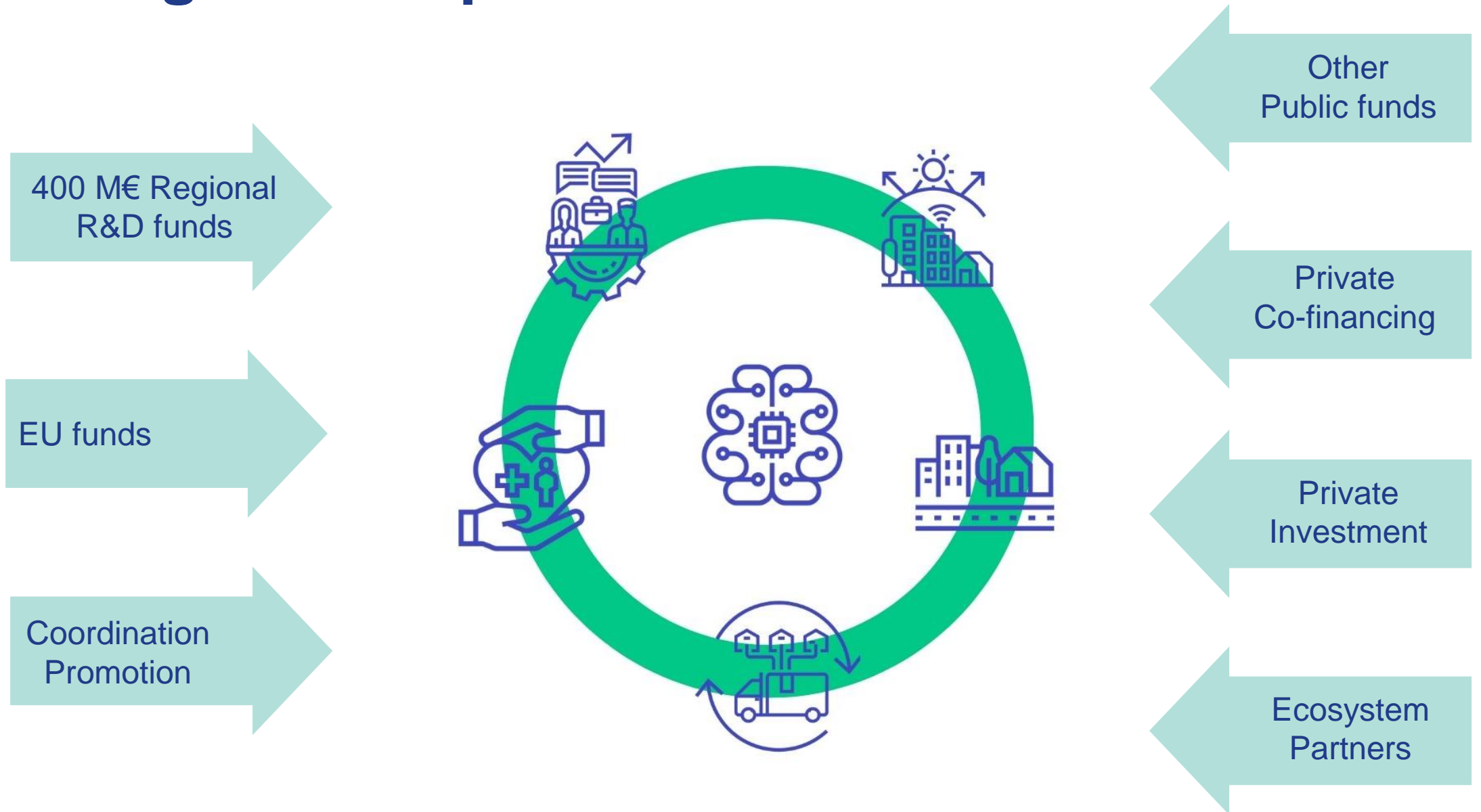


RDI oriented towards strategic innovation domains



Voxelsensors, Aividens, uware technologies, Collibra, Nvision, etc.

Funding landscape



Enterprises

**Proof of
Business**

**R&D
Project**

Innovation
Voucher

Feasibility
Study

International
Project Setup

Patent

**Innovative
Starters
Award**

Joint R&D
Project Call

Research
Platform

Experimental
Platform

Applied
PhD

Co-Creation

STEM

Research Centers

Proof of
Concept

Spin-Off

Prospective
Research

International
Project Setup

Science
Voucher

Other (public, non-profit sector, citizens,...)

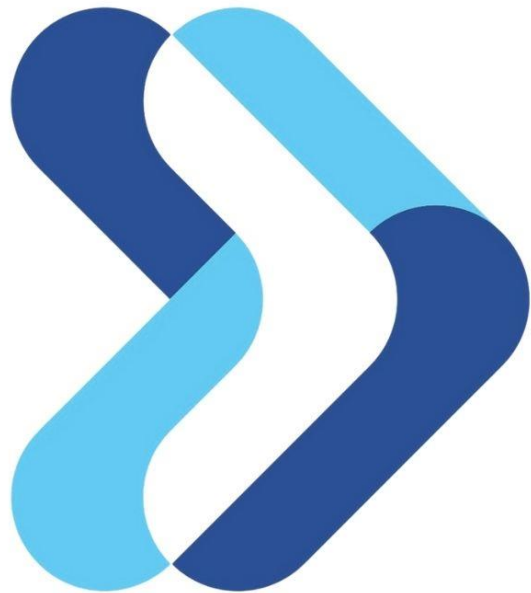


- Brussels is an **Innovation Leader**
- Innoviris can (co-)finance your projects through a broad range of programmes
- **Innoviris financing programs are oriented towards**
 - 6 Strategic Innovation Domains
 - projects with a positive potential impact
- **Shortly launching an « Innovation Journey »**
 - harmonizing regional programs
 - support from incubation to scale-up
- Innovative Starters Award is a unique opportunity

FRANÇOIS BILLEN

**FINANCIAL ADVISOR
INNOVIRIS**

HAPPENING NOW



- » 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 - 12th 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, ...
- » Solutions in line with the 6 strategic innovation domains defined in the Regional Innovation Plan:
 - Advanced digital technologies and services (including technologies and services related to the domains mentioned below);
 - Climate: sustainable buildings and infrastructure;
 - Optimal use of resources;
 - Efficient and sustainable urban space and flows;
 - Health and personalised and integrated care;
 - Social innovation, government innovation and social inclusion.

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

- » 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



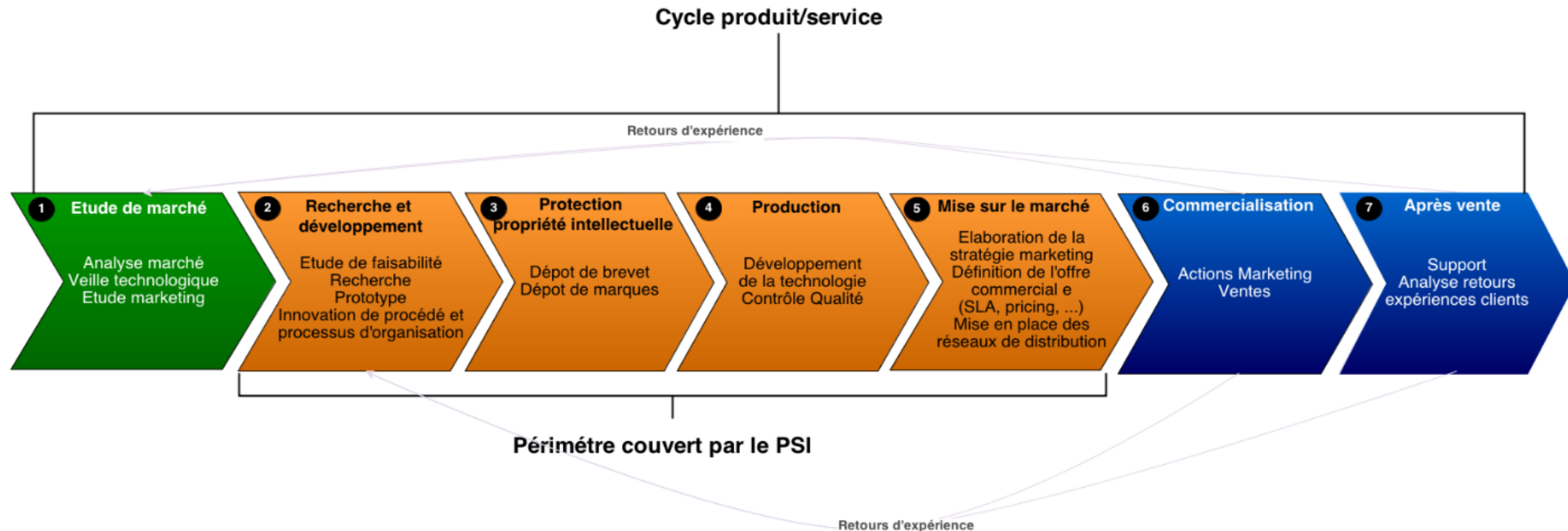
A few past winners



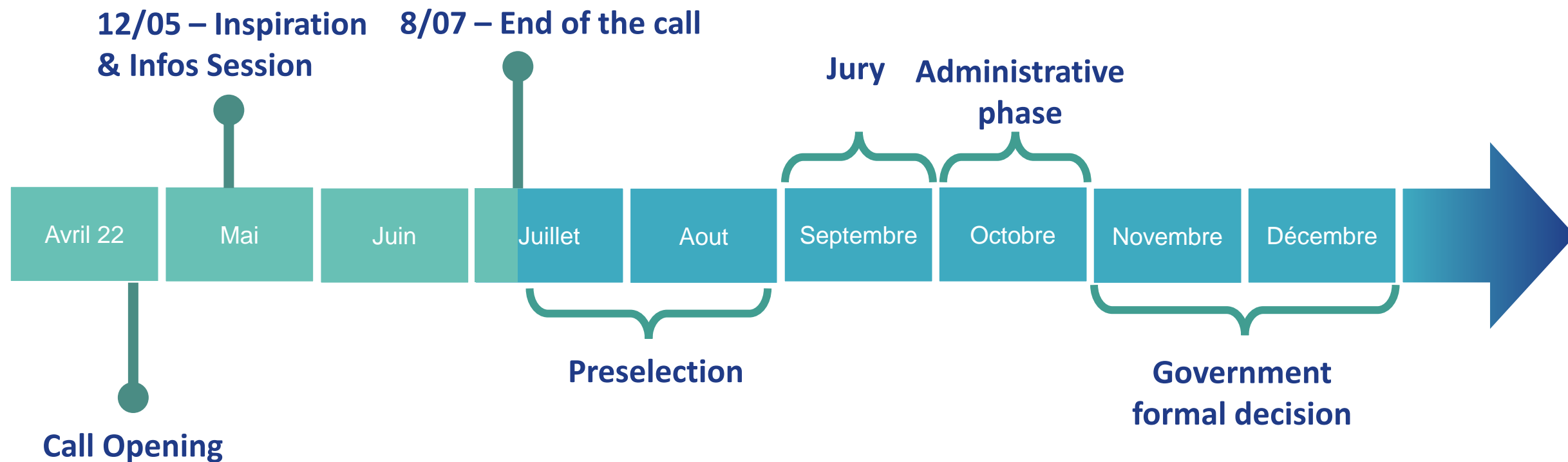
And many others... We fund your future

Innovative Starters Awards

- » 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.



Planning



Timeline

- › Projects can start between **1/12/2022 and 31/12/2022**
- › 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 (8 July) and on or after 1/1/2018
- 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 8 July.

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	Financial health & business strategy	Transversal aspects	Impact on the Brussels Region
<ul style="list-style-type: none">• Innovative nature of the SIP• Technological challenges• Competence of the team• Coherence and realism of the workplan and budget	<ul style="list-style-type: none">• Financial health• Coherence of the global strategy and business plan in the context of economic transition• Quality and relevance of the financial plan	<ul style="list-style-type: none">• Strategic character of the SIP• (Formal) quality of the application	<ul style="list-style-type: none">• Social• Environnement• Local ecosystème

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

SIP, most important sections

- » **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 from? 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 2022**
- » 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.

Visit our website: FR – NL - EN

innoviris.brussels/program/innovative-starters-award

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we fund your future

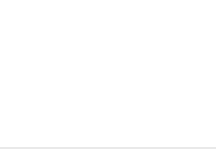
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Innovative Starters Award


Deadline: 08 July 2022

[APPLY NOW](#)



François Billen
Financial Advisor
Industrial Research Team

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Awards for the most innovative start-up and scale-ups

File	Extension	Size
 Guidelines	pdf	242.2 KB
 Form	docx	291.66 KB
 Informatieverklaring ondernemingsgrootte van de aanvrager	pdf	140.42 KB
 Déclaration taille PME	pdf	153.86 KB

We fund your future



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PANEL INNOVATIVE STARTERS AWARD WINNERS

CHRISTOPHE CHATILLON
FOUNDER, UWAREROBOTICS

LOUIS COLLINET
CEO & COFOUNDER, TAPIO

ALINE MUYLEAERT
HEAD OF GOVERNMENT RELATIONS & CO-FOUNDER, CITIZENLAB

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