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Seed financing for early stage quality environment-driven sustainable projects

This application must be submitted before 28 June 2017, 12:00 pm, to the following address: sense@stg.be

Please be as concise as possible. The completed form cannot exceed 15 pages.

\* = mandatory response

1. **A few questions about your project**

Give a name to your project/company. \*

*This name will be used in our communication (jury, website, annual report). So please be as clear and as concrete as possible.*

Briefly describe your project in no more than six sentences. \*

*This description will be used in our communication (jury, website, annual report). So please be as clear and as concrete as possible.*

Please describe the (environmental, social…) need/problem you want to address? \*

Please describe the product or service that you are planning to put on the market and how it addresses the need/problem. \*

Please describe the impact your project will have on the environment? \*

*Please, quantify this impact.*

How do you plan to live your sustainability values (People, Planet, Prosperity, Participation)? \*

**The company**

When was your company created or will it be created? \*

Which legal form does/will your company have? \*

Where is/will your company be located? \*

**Budget/Support**

What are the total financial needs to realize the project in the coming 5 years? Please explain. \*

What will your personal contribution be? \*

Other contributions in equity. \*

External financing (banks or other). \*

Subsidies. \*

What is the amount of financial support that you are applying for from the SE’nSE Fund? \*

*(Please enter the amount with no decimal point and no commas)*

Why are you applying for the SE’nSE Fund? \*

*Explain briefly what difference the SE’nSE Fund would make to your project and for what expenditure you would use the support?*

Have you received non-financial support from other organizations to set up your project? \*

*(e.g. to build your business model, …)*

1. **Details about your project**

Describe the target market. Who will be your clients? Who else will benefit from your solution? \*

Who are your competitors? \*

*Please provide full name and internet site for all companies/organizations mentioned*

What is your competitive advantage on them? Your unique selling proposition (economically and environmentally)? \*

How do you plan to attract clients, and why/how will you keep them? Elaborate briefly on your marketing plan. \*

How will you price your product/service? \*

Current achievements: have you already any evidence confirming the relevance of your problem-solution fit (via interviews, focus groups, benchmarking, …)? \*

If your project consists in a technical innovation, please mention a person (not involved in the project) who can validate it from a technical point of view.

*Please add their contact details*

What are the different phases of development of your company and the timing that you have in mind? \*

How many jobs do you plan to create in the 5 coming years? Please explain. \*

What do you see as the main evolutions in your sector in the coming years (regulation wise and market wise)? \*

Where will your project be conducted (regions/countries)? \*

In which fields will your project be active? \*

[ ]  Agriculture & Rural Affairs

[ ]  Architecture, Building & Spatial Pl.

[ ]  Arts, Culture & Entertainment

[ ]  Design & fashion

[ ]  Education & Training

[ ]  Energy & Climate

[ ]  Environment

[ ]  Expertise & Research

[ ]  Finance

[ ]  Food

[ ]  Health

[ ]  Hi-Tech

[ ]  Industry

[ ]  International Solidarity

[ ]  Materials & Waste

[ ]  Participation & Democracy

[ ]  Participation & Democracy

[ ]  Trade & Horeca

[ ]  Transport & Mobility

[ ]  Seniors

[ ]  Social Equality & Diversity

[ ]  Sustainable behaviours

[ ]  Other:

1. **Specific questions about your team**

What will be your responsibility within the company? \*

Who else will be part of the Executive team? Please briefly explain responsibilities and experience of each member (max 3 additional members) \*

What motivated you to start this project? \*

Is this your first activity as an entrepreneur? Please explain. \*

What are your assets, your added value to succeed with your project? \*

Have you already been prosecuted for fraudulent bankruptcy or been subjected to protest? If so, please explain. \*

1. **A few questions about you as a candidate**

**Practical details**

Salutation \*

Surname \*

First name \*

Date of Birth \*

Place of birth \*

Nationality \*

Street \*

Number \*

Box

Country \*

Post code and municipality \*

Telephone number

*(Write the number in international standard form, e.g. +32 2 511 18 40)*

Mobile phone \*

*(Write the number in international standard form, e.g. +32 2 511 18 40)*

E-mail address \*

Current working situation \*

*(Please tick all the boxes that apply to your situation*

[ ]  retired

[ ]  studying

[ ]  receiving benefits

[ ]  volunteer

[ ]  looking for work

[ ]  employee

[ ]  self-employed person

[ ]  additional self-employed activity

[ ]  other:

1. **Financial details of the company**

*Fill in only if the company has already been created*

Name of your bank

IBAN/Bank account number

BIC code (SWIFT)

Account holder

Enterprise number

1. **Enclosures**

Send your completed enclosures together with your completed application. Your application is not valid without the enclosure(s).

Please add your CV (A4 format in PDF, max 2 pages) as well as the CV of other relevant team members (max 2 additional persons, max 2 pages each).

Please fill in the attached Profit & Loss spreadsheet, feel free to adapt to your needs but do not exceed 3 pages.

Please join any relevant diagrams or images explaining how your project works.

*Especially for more technical projects. Not mandatory. Any additional text will not be taken into consideration.*

1. **Miscellaneous**

If you are not selected as a laureate, but the jury considers your project relevant enough to communicate on, do you agree to appear on the website of the Foundation and other communication material? \*

[ ]  Yes

[ ]  No

How did you hear about this call? \*

[ ]  A communication of the Foundation: [ ]  our website [ ]  social media [ ]  mailing

[ ]  From another organization: which one? …

[ ]  Other: …

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