

# Application Form for the SEE-V-Lab Grant

Please note that the application form has to be completed in the word document version and submitted by email to:

zacharias@time.rwth-aachen.de and michael\_Guan@mckinsey.com

# Preliminary Remarks on the Grant Procedure – SEE-V-Lab

Student Entrepreneurship Euregio VentureLab’s objective (here after SEE-V-Lab):

The **key objective** of the SEE-V-Lab project is to contribute to **fill the gap between entrepreneurial intent and action** among the **young generation** and to infuse early on in their projects an **international dimension**.

Main activities SEE-V-Lab organizes:

The project is built around three key actions that reinforces each other:

**1°** **Bridging the gap for international entrepreneurial action**. In most cases, students are strongly focused on their local area and lack the international mind-set. One dimension of this project aims at facilitating students’ and young graduates’ networking across partnering regions by organizing joint activities (i.e. contests, start-up week-ends...), providing access to lean start-up processes or supporting team developments.

**2° Providing knowledge and pedagogical support for young entrepreneurs engaged in cross-border projects**. More educational support is needed to promote a better understanding of entrepreneurial opportunities with a cross-border perspective. Most existing support is not exploiting modern technologies that young generations favor to acquire knowledge (i.e. social media platforms, including videos, podcasts, streams, Twitter...). The intention is to develop and share knowledge content and support for nascent entrepreneurs in each region through a common platform.

**3° Research and sharing best practices across partner institutions**. As the creation of start-ups by students has been a rather recent trend (at least in Europe), it is important for researchers to keep abreast of the developments in this area and gain an in-depth understanding of this phenomenon. Further, each partner institution has developed its own action plan to promote entrepreneurship in its region but there has been little sharing of knowledge, experience and best practice in the past. Therefore, we organize joint research activities to share best practices and to build a critical mass of research relating to student entrepreneurship in particular.

Expected results and main outputs:

The ultimate objectives of the SEE-V-Lab project are to:

* Increase the number of start-ups created among the young generation;
* Favor the emergence of cross-national projects developed by the target population;
* Fasten the internationalization process of projects;
* Build and strengthen an ecosystem that supports students’ entrepreneurship in the regions;
* Improve existing methods, research and support system of students’ entrepreneurship;
* Position the EUREGIO on the international map of student entrepreneurship;
* Institutionalize cooperation between the partners with a long-term perspective.
Ultimately, by providing students the grounds to successfully found their own firm with an international twist, this project aims at creating win-win outcomes for the society, private and public sector.

In order to reach its main objectives and its expected results, SEE-V-Lab’s consortium (ULiège, TU/e Eindhoven and RWTH Aachen) defined this Grant procedure to **help nascent entrepreneurs to get access to first “seed money” to help them launch their project** (project that have a prove of concept and have a matching value proposition thus a product market fit).

SEE-V-Lab Interreg V-EMR project have a budget of € 80.000 divided into **grants (expertise grants) of up to
€ 5.000** (VAT incl.)each. To access these grants, **SEE-V-Lab’s partners** together with the managing authorities from the **Interreg V-EMR program** establish a procedure (see below). The candidate has to choose one of the four sectors he needs help with.

**SEE-V-Lab Partners’ presentation:**

1. **University of Liège (Lead Partner):**

The University of Liège has a long experience in Entrepreneurship education and support. In addition to traditional lectures in Entrepreneurship, Bernard Surlemont has launched a Master degree in Entrepreneurship more than ten years ago: HEC-ULg Entrepreneurs. HEC-ULg Entrepreneurs is a course which covers entrepreneurship in the broadest sense. It is characterized by its practical learning and teaching methods which are unique in Belgium and are entirely structured around and complementary to both Belgian and foreign businesses. The participants, in multidisciplinary teams supervised by their mentor, work on real dossiers submitted by real businesses and produce professional analyses and solutions to the questions raised. In 2014, the University has launched an incubator (VentureLab) dedicated to students and young graduates. The VentureLab offers a range of services adapted to the target public of students: for example, 7 experienced coaches are helping on a long-term perspective the young entrepreneurs to deal with the challenges they face while creating their start-up.

1. **RWTH Aachen University**:

The Chair for Business Administration and Sciences for Engineers and Scientists - Innovation and Entrepreneurship Group (WIN) builds an interface between the School of Business and Economics and all the other schools of RWTH Aachen University. Since 2003, the Chair offers a set of courses that teach basic business knowledge to non-business students as well as specific and advanced entrepreneurship content to both business and non-business students. Furthermore, the Center for Entrepreneurship of RWTH Aachen University, which provides support and coaching to potential founders, is attached to the chair.

1. **Technische Universiteit Eindhoven:**

The Innovation, Technology Entrepreneurship & Marketing (ITEM) is part of the department of Industrial Engineering & Innovation Sciences at the Technische Universiteit Eindhoven. The group consists of faculty, PhD students and personnel who participate and contribute to the research and program of management education. This group focuses on comprehension and improvement of commercial processes and the development of products. This program is one of the major programs in Europe in terms of quality, impact, productivity and social relevance.

One part of the success of this program comes from the collaboration and cooperation with managers involved in innovation, both upstream (R&D) and downstream (marketing, sales, launching on the market,...). The ITEM group gives programs to bachelors, masters, executive masters and doctoral courses on a large range of themes linked with innovation, technology, entrepreneurship and marketing.

**Grant Procedure**

**Who can apply?**

1. You are either a student (registered or employed in a higher education institution), a young graduate or a researcher (registered in a higher education or research institution) or a team of these ones;
2. You have an entrepreneurial project (i.e., « project started » or start-up founded within the last 3 years) and you have already validated your Value Proposition and have a first version of a product market fit (*you have clients who understand your offer and talk about it*);
3. You are supported by a support structure (e.g., incubator, entrepreneurship program, accelerator);
4. Your project will have a positive impact in the EUREGIO zone;
5. You submit all the required documents.

**What are you applying for?**

With the SEE-V-Lab grant the candidate will have the chance to obtain expertise **in one of the four** following fields:

1. Communication (advise, creation and/or implementing about creating a company brand and graphic charter, establishing an effective, relevant and international communication strategy, creating communication support (for example: using several languages), developing a website and/or communicating about events);
2. Digital Marketing (strategic advice, Individual training and/or Implementation);
3. IT development and platform (advise, creation and/or implementing about IT advice (diagnostics), analysis and proposals/outlines of IT solutions, integration of IT solutions, IT development: online platform, mobile apps, e-business solutions, etc, and/or adaptation of IT platforms to the EUREGIO market;
4. Sustainable economy (advise, creation and/or implementing about how to promote societal and environmental innovation through the project and being empowered to do so).

**When can you apply?**

You can submit your application any time between 16/12/2019 and 01/09/2020. Please submit the required documents listed below by sending an email to Celine Zacharias and Michael Guan (zacharias@time.rwth-aachen.de and guan@time.rwth-aachen.de).

If your application is complete and if you fill in all the selection criteria you will be invited to the **BMC Contest planned April 20th, 2020** to come and pitch your project/application in front of a jury in Aachen (details will follow – block already the date). **Deadline to submit your application**: **March 30th, 2020**. After that, the jury will decide if you get the grant or not.

**How do you apply?**

Please **submit the following documents** **and files** to apply for the grant:

1. The completed and signed application form (see annex A);
2. The completed business model canvas (see annex B);
3. A short presentation of your entrepreneurial project in a video pitch giving a general presentation of your project and your explanation on why you need this grant to move forward (maximum of 2 minutes. If the file size of the video is too large for an email attachment, please provide a download link for the video).

**When will you get a reply?**

The assessment committee will analyze and filter all the applications before the two BMC Contest and will send the positive (with the invitation to pitch) or negative (not selected) answer at the latest two weeks before. The assessment committee is composed by a representative of each partner institution. The assessment committee will take its decision based on all the elements provided by the applicant, which can be based on an entrepreneurial project conducted by a single entrepreneur or a team.

1. Calculation: The assessment committee will review your application form based on a list of criteria, and will only give a positive decision to the applicant who gets a minimum average of 90 points (out of 120 - phase 1).
2. Calculation: The assessment committee will review your application after your pitch based on the list of criteria, and will only give a positive decision to the applicant who gets a minimum average of 40 points (out of 60 - phase 2).

**N.B.**: If the assessment committee rejects your application, you can submit it only a second time.

**N.B.:**

In total, the consortium has a budget of € 80 000,00 VAT incl. max. (budget limit) for the grants and will distribute all and only this total amount. Don’t wait up to register!

Each candidate can only apply for one grant in one sector for a maximum of expertise of € 5000,00 including VAT.

**How can you activate the grant?**

If you get the grant, you will be put in contact with the service provider in the sector you have chosen and have a first meeting. This first meeting will serve as a discussion about the needs, a draft plan and estimate the costs. If the costs estimation exceeds € 5000,00 including VAT, the rest of the costs shall be borne by the candidate to the grant.

After that, the candidate will be able to access the services of the service provider.

To finalize the process, the service provider, based on a final discussion with the candidate, will have to send a report on the process.

**Contact information**

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| FIRST NAME: |  |
| LAST NAME: |  |
| EMAIL ADDRESS: |  |
| CELL PHONE (optional): |  |
| GENDER (optional):  |  |
| NATIONALITY: |  |
| CITY OF RESIDENCE: |  |
| AGE: |  |
| OCCUPATION: |  |
| STUDENT:  |  |
| NAME OF HIGHER EDUCATION OR RESEARCH INSTITUTION: |  |
| YEAR OF GRADUATION: |  |
| PROJECT HOLDER OR STARTUP FOUNDER: |  |
| PROJECT’S NAME: |  |
| SHORT DESCRIPTION OF THE PROJECT: |  |
| THE CHOSEN FIELD OF EXPERTISE (for the grant): |  |
| INDUSTRY SECTOR OF YOUR PROJECT: |  |
| PROJECT’S WEBSITE: |  |
| SUPPORT STRUCTURE (INCUBATOR, ACCELERATOR, OTHER): |  |

### 1. Project summary

Please give a short overview of the project along the following areas.

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| 1. Explain the mission/vision of your project including the problems your project solves, the phase you are in and why you need the grant to move forward (1.000 characters max.);
2. Explain the needs you have in one of the four fields of expertise in your target market (i.e., what do you want to achieve by spending the grant?) (1.000 characters max.);
3. Explain the plan of actions and the means that you want to activate and put in place (e.g., building a website). Please add the estimated costs (1.000 characters max.);
4. Present yourself or the team, respectively (strengths and weaknesses) (1.000 characters max.);
5. Explain how getting the grant will help you develop your project in the EUREGIO zone and how your project will have a positive impact on the EUREGIO zone (1.000 characters max.).
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### 2. The view of the support structure (e.g., incubator, entrepreneurship program, accelerator, coach, etc.) on the maturity of the project and the process it currently is in (1.000 characters max.) NB: this part has to be written by the support structure

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### List of attachments to be submitted with this application form:

1. Completed Business Model Canvas (BMC - <https://www.youtube.com/watch?v=QoAOzMTLP5s>) (see template).
2. Video pitch: maximum duration of 2 minutes giving a general presentation of your project and your explanation on why you need this grant to move forward. If the file size of the video is too large for an email attachment, please provide a download link for the video.

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| **Name, surname, signature and date**By signing this document, the applicant agrees on the explained procedure and commits himself/herself to fulfilling all the necessary steps. |