EARLY STAGE FUNDING FOR INNOVATIVE STARTUPS IN BRABANT

VERSION APRIL 2022

LIFE PHASE 1 CUSTOMER I			LIFE PHASE 2 C	USTOMER VALIDATION		BUI
DEATION Regional Stimulation of Innovation (SIR) facility Max. €15.000 50% grant for feasibility	PROOF OF CONCEPT	PRE-SEED	SEED	EARLY STAGE	LIFE PHASE 3 CUSTOMER CREATION	COMPANY BUILDING
tudies in the western, entral and north-eastern egions of Brabant /ww.brabant.nl/ pplicaties/producten/ conomie_kennis_en_ alentontwikkeling	VFF Brabant Via BSF (=Brabant Startup Fund €50.000 - €350.000 Convertible loan www.braventure.nl/brabant- startup-fonds/	PNB Fund (via BSF) €50.000 - €350.000 Convertible loan www.braventure.nl/ brabant-startup-fonds/			SME-Plus €5.000.000 €30.000.00 Co-funding Province o www.brab) -)) g by the f Brabant
nnovatieve_startups_ ubsidie_152610		BOM Development Fund Max. €200.000 Convertible loan www.bom.nl		BOM Innovation Fund Brabant €500.000 - €2.500.000 Investment in share capital www.bom.nl		
				BOM Capital 1 € 250.000 - € 5.000.000 Investment in share capita www.bom.nl	ι	
	Platform Brabant Pledge Fonds €50.000 - € 250.000 Convertible loan by a funding co www.braventure.nl					
	Rabo Innovation loan €25.000 – €150.000 Loan, first two years' grace perio www.rabobank.nl/bedrijven/zako	od elijk-financieren/financieringen/rabo-inr	novatielening			
		RVO Innovation Max. €10.000.00 Loan with right www.english.rv	00 of pledge	rammes/innovation-credit		
	TTT fund for High Tech Themes €250.000 - €500.000 Convertible loan www.tech-transfer.nl/en/about-	ttt/				
ake Off (Phase 1) 20.000 - €40.000 easibility grant, available to /ww.nwo.nl/en/researchpro	o the knowledge institutions grammes/take	Take Off (Phase 2) €50.000 tot €250.000 Early stage loan www.nwo.nl/en/ researchprogrammes/take		Quadita miana	anadik	
Starterslift In €5.000 - €50. Loan www.starters					Bossche Investmer €300.000 - €1.500.000 Investmen	- D
GME Innovation Stimulus	MIT = R&D collaborative	Bright Move Emergency Fund			capital www.boss	



We have listed the most relevant general funding opportunities for you. Please contact one of our partners for specific funding opportunities around themes and key technologies. No rights can be derived from the data.





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LIFE PHASES OF STARTUPS AND SCALEUPS

STARTUP		SCALE-UP			
CUSTOMER DISCOVERY	CUSTOMER VALIDATION	CUSTOMER CREATION	COMPANY BUILDING		
LIFE PHASE 1: CUSTOMER DISCOVERY		LIFE PHASE 3: CUSTOMER CR	EATION		
The starting phase concentrates on the iterative process for uncovering your first potential client (the earlyvangelist). What are the requirements and where are the obstacles located? During this initial life phase your startup does not yet have any clients. There could be a few users that perform practical tests on components of the product for a fee or free of charge (such as testing a proof of concept). It is crucial that many client interviews are conducted during this life phase for the purpose of finding the startup's initial client segment.		The third phase sees you turning your startup into a scaleup (or scalable company) by creating product demand. This marks the start of the execution phase. More clients (the early adopters) are now using the second version of your product (up to 16% of the total market). The growth in client numbers and acquisition costs offset against the total value generated by clients for the startup are significant indicators for determining the scalability of the business model.			
 The three milestones in this life phase: Discovering the initial client segment, where all potential buyers are experiencing the same issue (earlyvangelists) 		The three milestones in this life phase: 1. Transforming into an execution-driven company			
2. Finding the best solution to the issue faced by earlyvangelists (problem/ solution-fit)		2. Positioning the company and product with early adopters			
3. Getting the earlyvangelists to commit to buying the solution		3. Creating demand among a large group of early adopters			
LIFE PHASE 2: CUSTOMER VAI	LIDATION	LIFE PHASE 4: COMPANY BUI	ILDING		
The second phase entails the development process.What steps are required to make your solution repeatable and scalable so that it can be brought to market? You will test assumptions and hypotheses involving the client issue, the market, and the product. During this second phase the initial clients (the earlyvangelists) try out the first		The fourth phase involves implementing the validated business model through repeatable processes. Your business is now completely in the execution phase, with many clients (the early majority) now using the fully developed version of the product (upwards of 16% of the total market).			
version of your product (up to 2	2.5% of the total market). The number of repeat	Aside from the previous indica influencing total client value.	itors, cross-selling is an important measurement for		
The three milestones in this li	fe phase:	The three milestones in this life phase:			
1. Developing a standard market fit)	product that earlyvangelists are fans of (product/	1. Transforming into mission-driven, functional departments			
2. Setting up a repeatable	e and scalable sales process	2. Matching the solution to the requirements of the early majority			

Setting up a scalable business model (business model/market fit)



Achieving market leadership

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