

SHINJU Fund

*Seeding the Future
Farm, Food, Forest & Biotech*

Seed funding for sustainable start-ups with a positive environmental impact

A call for applications from the Shinju Fund of the Foundation for Future Generations, in partnership with AgroParisTech

Application document

Call for projects 2024 (3rd edition)

This application document, as well as the **pitch deck (15 slides),** mandatory **(P&L, CV of team members) and optional annexes** must be provided in English or French and sent before **midnight on the 26th of May 2024** to seeding@futuregenerations.be.

On the basis of these elements, the jury will shortlist 6 to 7 projects. Their entrepreneurs will be invited to present their project to the jury on the **27th of September 2024** in **Paris**.

***Please save the date already****!*

**Please be as clear and concise as possible.**

**The maximum number of characters for each question is with spaces included.**

## Request

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| Amount requested? |
|  € |

## Company Identity

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| **Company Name** | Click or tap here to enter text. |
| **Date of establishment of the company** | Click or tap here to enter text. |
| **Postal address of headquarters** | Click or tap here to enter text. |
| **Legal form of the company** | Click or tap here to enter text. |
| **SIREN, SIRET, VAT, BCE or equivalent** *company number* | Click or tap here to enter text. |

## Description of your project

### Project Overview

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| What is(are) the problem(s) (societal challenge) you aim to solve? |
| *(200 characters maximum)* |
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| What product/service do you offer as a solution? |
| *(600 characters maximum)* |
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| What is your Unique Selling Proposition (USP)? |
| *(200 characters maximum)* |
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| What are your motivations for initiating this project? What are you most excited about this adventure? |
| *(200 characters maximum)* |
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### Anticipated Environmental Impacts and Sustainability

The objective of the Shinju Fund with this open call is to support projects with high environmental added value, and these impacts will be assessed holistically (360° approach). Where possible, reference will be made to recognized assessment standards and the SDG classification will be used.

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| What are the main environmental impacts of your project? Which positive impacts do you intend to bring? |
| *Describe and, if possible, quantify the main environmental contributions of your project. You can refer to the green taxonomy. (400 characters maximum).* |
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| What are your other impacts in the broader context of sustainability? |
| *Please list positive impacts other than environmental impacts, using the SDGs as much as possible (maximum 400 characters)* |
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| Do you see any potential risks of negative impact on the environment or any of the SDGs? |
| *Please list and describe these potential risks (maximum 500 characters)* |
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| What management system is (will be) put in place to monitor, quantify and manage your environmental impacts? |
| *Please explain how you will implement your positive impact intentions and set up adequate monitoring (maximum 500 characters)* |
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### Innovation & Differentiation

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| What is(are) the key innovative element(s) of your project? |
| *These innovations can be technological, organisational or economic. Please explain briefly. Also indicate if there is an intellectual property involved (maximum 400 characters).* |
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| Do you have evidence to support the relevance of your solution (via interviews, expert opinions, comparative analyses, pilot tests, etc.)? |
| *(500 characters maximum)* |
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| If your project involves a technical innovation, please mention a person (not involved in the project) who can confirm this? |
| *Please provide full name, organization/institution and contact details.* |
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| Who are your competitors? Compared to them, what are your strengths and weaknesses? Do you consider yourself to have a real competitive advantage? |
|  *(700 characters maximum)* |
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### Stage of development

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| What stage of development are you at? What are your development plans for the next 2 years? |
| [ ]  TRL 1 – Basic Technology Research, Basic Principles Observed and Reported[ ]  TRL 2 – Conceptualized Technology and/or Formulated Application[ ]  TRL 3 – Concept and application formulation; Proof of Concept Validation[ ]  TRL 4 – Laboratory Testing of a Partial Scale Prototype Component or Process[ ]  TRL 5 – Integrated System Testing[ ]  TRL 6 – Prototype System Verification (Full-Scale Prototype Field Demonstration)[ ]  TRL 7 – Demonstration of the Integrated Pilot System (Full-Scale Prototype under Commercial Conditions)[ ]  TRL 8 – Complete and Qualified System (Final Commercial Product)[ ]  TRL 9 – System tested in an operational environment (full business application, available to customers)**Describe your next developmental milestones (within 2 years):** *(400 characters maximum)*  |

### Market & Development

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| Who is your target market? Who will be your customers? |
| *Please describe your market, its segmentation, size, evolution; describe your first customers and those you may target in the future. Specify where and how your product will be sold (1000 characters)* |
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| What is your revenue model? How will you set your price? |
| *(500 characters maximum)* |
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| What are the main investments you plan to make in the next 2 years? |
| *(400 characters maximum)* |
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#### Evolution of the sector

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| Do you foresee any significant changes in your sector over the next few years, particularly in terms of market and regulation? Which impact could this have on your project? |
| *(500 characters maximum)* |
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#### Marketing

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| How do you plan to attract customers, and why will they continue to come to you? Do you already have a community of followers? |
| *(600 characters)* |
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### Financial Information

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| What are your financial needs for the next 2 years? |
| *As a reminder, the Seeding the Future loan cannot represent less than 5% and more than 10% of these financial needs.*  |
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| Describe these financial needs and your strategy for fundraising. |
| *Including what has been raised so far; what your personal contribution has been/will be (financial/extra-financial); what is the amount of this current fundraising and its timing; what external funding (investors, banks, grants, etc.) are you trying to obtain (800 characters maximum)* |
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| Who are the current shareholders and what is the capital structure?  |
| *(300 characters maximum)* |
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| Please explain (summarise) the numbers provided in the P&L spreadsheet and how they have changed. |
| *Please also briefly explain your cost structure (maximum 800 characters).* |
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| What difference would the Shinju loan make to your project and what expenses would it be used for? |
| *(400 characters maximum)* |
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| To set up your project, did you receive any non-financial support? |
|  *(300 characters maximum)*  |
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| At how much do you value your business today? |
| *Please provide details about your assets and their current value, as well as your key valuation criteria. (500 characters)**This valuation will be used to assess the development of your company and therefore the amount of any philanthropic contribution to the Shinju Fund. This valuation may be discussed with the partners of the call before the agreement is signed.* |
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## The team

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| Who is/will be part of the team? With what skills? What will be the respective responsibilities within the company? |
| *(800 characters)* |
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| Which of the activities required to develop your product/service cannot be carried out by you and require partners, external support or the strengthening of your team? |
| *(300 characters)* |
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## Contact persons

#### Primary contact person

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| --- | --- |
| **Surname**  | Click or tap here to enter text. |
| **First name** | Click or tap here to enter text. |
| **Date of birth** | Click or tap here to enter text. |
| **Nationality(ies)** | Click or tap here to enter text. |
| **Street & Number** | Click or tap here to enter text. |
| **Postal code and municipality** | Click or tap here to enter text. |
| **Country** | Click or tap here to enter text. |
| **Telephone number** | Click or tap here to enter text. |
| **Email** | Click or tap here to enter text. |

#### Other team members

|  |  |
| --- | --- |
| **Surname/first name, e-mail** | Click or tap here to enter text. |
| **Surname/first name, e-mail** | Click or tap here to enter text. |
| **Surname/first name, e-mail** | Click or tap here to enter text. |

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| Stay in touch: I'd like to... |
| [ ]  Subscribe to the Foundation for Future Generations's newsletter (~ 4 times a year, unsubscribe on request)[ ]  Subscribe to the AgroParisTech newsletter |

## Complementary Philanthropic Contribution Mechanism

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| Successful start-ups are expected to be able to compensate for the losses inherent in an early-stage intervention and help maintain the Shinju Fund's ability to support other environmental start-ups. The mechanism is specified in the presentation file of the Seeding the Future call (paragraph: "Complementary philanthropic contribution").  |
| [ ]  I accept this possible additional philanthropic contribution in the event of significant success of my business, as well as the proposed mechanism for calculating the amount |

## Annexes

#### Mandatory appendices, in English or French:

* CV (A4 format in PDF, max 2 pages) of the team members concerned (max 3 members).
* Profit and Loss (P&L) spreadsheet including the previous year and the next 4 years

#### Optional appendices

You can add any document, table, diagram, or image that you feel is helpful to understanding your project. This is especially suggested for technical projects.

## Protection of privacy

Your personal data will be stored in the database of the Foundation for Future Generations, and will only be used to send you information regarding Shinju-related activities and the Foundation's actions in the field of impact entrepreneurship. The Foundation will not share this data with third parties. In accordance with the GDPR, you can ask the Foundation to access, modify or delete this data at any time.

All members of the jury sign a **confidentiality agreement**, and the partners of this call for applications will ensure that no information from this file is revealed or passed on to third parties.