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**SE’nSE call for projects for
sustainable start-ups**
Seed financing for early stage, sustainable
start-ups with positive environmental impact

**APPLICATION FORM**

Call for projects 2025

This application form and the requested annexes must be completed in English and uploaded before **midnight on the 10th of August**, on [*the Foundation for Future Generations’ website.*](https://www.futuregenerations.be/en/project/fonds-sense)

Based on the investor pitch deck[[1]](#footnote-1)the jury will pre-select 6 projects. They will be invited to pitch their project in front of the jury on the **9th of October** in Louvain-la-Neuve. *(!Please already block this date*)

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

Number of characters indicated for the answers to the questions are **spaces included.**

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## The project

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| **Name of the company** | Click or tap here to enter text. |

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| Briefly describe your product/service, the environmental/societal needs/problems it seeks to address and the key impacts expected.  |
| *This short pitch might be used in future public communication (newsletter, website, annual report), with your consent, so please be as* ***clear and as concrete*** *as possible (max 1200 characters incl. spaces).* |
| Click or tap here to enter text. |

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| Field(s) of activity |
| *Select maximum 5 primary fields in which your project is or will be active:* |
| [ ]  Architecture, Building & Spatial Planning[ ]  Agriculture & Rural Affairs[ ]  Architecture, Building & Spatial Pl.[ ]  Arts, Culture & Entertainment[ ]  Biodiversity[ ]  Design[ ]  Economy [ ]  Education & Training[ ]  Energy & Climate[ ]  Environment[ ]  Expertise & Research[ ]  Fashion[ ]  Sustainable Finance[ ]  Food Production  | [ ]  Health[ ]  Hi-Tech (ICT, Nano, AI & Robots, Biotech, Space, Nuclear)[ ]  Industry[ ]  International Solidarity[ ]  Materials & Waste[ ]  Participation & Democracy[ ]  Social Entrepreneurship[ ]  Social Equality & Diversity[ ]  Sustainable behaviour & Consumption[ ]  Trade & Horeca [ ]  Transport & Mobility [ ]  Water[ ]  Other: Click or tap here to enter text. |

## Description of the project

### Overview of the project

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| What’s the problem (societal challenge) you identified ? |
| *Briefly describe the problem that your product/service seeks to solve (max 400 characters)* |
| Click or tap here to enter text. |

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| What is the product/service you propose as a solution to this problem? |
| *Make it as clear and tangible as possible (Max 1000 characters)* |
| Click or tap here to enter text. |

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| What’s your Unique Selling Proposition ? |
| *Max* 4*00 characters* |
| Click or tap here to enter text. |

### Expected environmental impacts and sustainability

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| What are the main environmental aspects that your project addresses and what positive impact(s) do you intend to bring?  |
| *Describe the main positive environmental contributions of your project and if/how you quantify them.**You can refer to the Green Taxonomy. (max 1000 characters)* |
| Click or tap here to enter text. |

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| What other key impacts do you have in the broader context of sustainability? |
| *Please list the positive impacts, other than the environmental impacts mentioned above, that you are planning to bring to the other dimensions of sustainable development (people, prosperity, participation; the broader scope of the SDGs) and to other stakeholders, in addition to your customers.* ***Please focus on those that are most relevant to your project****. (max 800 characters)* |
| Click or tap here to enter text. |

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| What management system is (will be) put in place to measure, monitor and quantify your environmental impacts? |
| *Please explain how you will implement your positive impact intentions and set up adequate monitoring. (maximum 500 characters)* |
| Click or tap here to enter text. |
| **Do you foresee any potential risks of negative impact to the environment or to any of the SDGs that you need to consider?**  |
| *Please list and briefly describe these potential risks (max 400 characters)* |
| Click or tap here to enter text. |

### Innovation & competitive advantage

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| What is (are) the key innovative element(s) of your product/service? |
| *These innovations can be technological, organisational or economic. Please explain briefly. Please also indicate if intellectual property is involved (max 700 characters).* |
| Click or tap here to enter text. |

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| What evidence have you gathered to demonstrate the relevance of your solution (interviews, focus groups, benchmarking...)? |
| *(Max 500 characters)* |
| Click or tap here to enter text. |

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| If your project consists of a technical/technological innovation, please mention a person (not involved in the project) who can validate it from a technical point of view. |
| *Please provide the full name, organisation/institution and contact details.* |
| Click or tap here to enter text. |

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| Who are your relevant competitors, and what is your competitive advantage over them? |
| *Describe how competitive your market is. Please provide the full name and website of all competitors mentioned and their location (max 700 characters).* |
| Click or tap here to enter text. |

### Development stages and levels of maturity[[2]](#footnote-2)

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| What level of technical maturity are you at?  |
| [ ]  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) |

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| What level of commercial maturity are you at?  |
| [ ]  CRL 1 – Identification of hypotheses[ ]  CRL 2 – Market analysis[ ]  CRL 3 – Validation of market hypotheses[ ]  CRL 4 – Validation of solution hypotheses (Value proposition design)[ ]  CRL 5 – Achieve Product-Market fit[ ]  CRL 6 – Get ready to sell[ ]  CRL 7 – Achieve first sales[ ]  CRL 8 – Achieve general sales at a profit[ ]  CRL 9 – Full validation of the business model and prepare to scale |

### Market and development

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| What is your target market? Who will be your customers? How will you attract them ? |
| *Describe your market, its segmentation, its size ; describe your first customers (and if you already have a community of followers) and those you might target in the future; how you will attract them and keep them ; specify how/where your product will be sold (max 1200 characters)* |
| Click or tap here to enter text. |

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| What is your revenue model? |
| *Also explain how you will price your product/service, what your customer's willingness-to-pay is for your product/service (max 500 characters)* |
| Click or tap here to enter text. |

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| What are your development plans and their timeframe in the next 2 years? What are the main investments you need to make in that period?  |
| *(Max 400 characters)* |
| Click or tap here to enter text. |

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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? |
| *(Max 400 characters)* |
| Click or tap here to enter text. |

### Financial information

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| How would you define the type of your current fundraising round ? |
| *Preseed, seed, series A….* |
| Click or tap here to enter text. |

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| What are the total financial requirements for your project over the next 2 years? Over the next 5 years?  |
| *With a very short explanation. (Max 300 characters)* |
| Over the next 2 years Click or tap here to enter text.Over the next 5 years Click or tap here to enter text. |

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| Describe these financial needs and your strategy for fundraising. |
| *Including what has been raised so far; what has been/will be your personal contribution (financial / extra-financial); what is the amount of this current fundraising and its timing; what external funding (investors, banks, grants...) you are trying to obtain (max 1000 characters)* |
| Click or tap here to enter text. |

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| Who are the current shareholders and what is the capital structure? What is the exit strategy? |
| *(Max 500 characters)* |
| Click or tap here to enter text. |

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| If you feel it’s necessary, please explain (summarise) the figures provided in the P&L spreadsheet. |
| *Optional question (Max 800 characters)* |
| Click or tap here to enter text. |

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| What difference would the SE’nSE Fund loan make to your project and what expenses would it be used for? |
| *(Max 400 characters)* |
| Click or tap here to enter text. |

## The team

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| Who is/will be part of the team and what are their skills? What will be the respective responsibilities within the company? |
| *Please mention relevant experiences, assets or added values brought by each member (max 4 members), and mention whether it is their first activity as entrepreneur. (Max 800 characters)* |
| Click or tap here to enter text. |

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| Which of the activities needed to develop your product/service will require partners, external support or skills development? |
| *(Max 300 characters)* |
| Click or tap here to enter text. |

## Annexes

#### Obligatory annexes

Your application is not valid without the following annexes, in French, Dutch or English:

* **Pitch deck/investor deck** **in** **PDF-format**. This is an investor slide presentation of maximum **20 slides**. The content and lay-out of the slides are of your choice. Make sure this deck accurately represents the key information you wish to convey to the jury. **The first round will solely be based on this deck.** If your project goes through to the second round, the jury will thoroughly analyse the application file and other annexes.
* **Profit & Loss (P&L) excel sheet** (*Feel free to adapt this template to your situation, but please keep it concise)*
* **CVs** of the relevant team members (A4 format in PDF, max 2 pages)
* Do not forget to sign the **“Declaration on honour”** certifying you meet all the eligibility criteria. **It is to find on the next page.**

#### Optional annexes

You can add documents, tables, diagrams or images that you feel will help the jury understand your project. This is particularly suggested for technical projects. These documents cannot exceed 5 pages in total. Please note the jury has no obligation to read this additional information and take it into account.

## Privacy

Your personal data will be saved in the database of the Foundation for Future Generations and will only serve to send you information regarding activities related to SE’nSE and the Foundation’s actions in the field of impact entrepreneurship. The Foundation will not share this data with third parties. According to the new ‘General Data Protection Regulation’ in force since 25 May 2018, you may at any time ask the Foundation consult, change or delete this data.

**All members of the jury sign a non-disclosure agreement**, and the Foundation for Future Generations will ensure that no information from this file is revealed nor transmitted to third parties.

**Declaration on honour**

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| Declaration on honour that all eligibility criteria are met. Required for ALL applications to the SE’nSE funding.To be completed and signed by the person legally authorised to sign on behalf of the applicant organisation. |

My organisation:

[ ]  has a significant (potential) positive impact on the environment
[ ]  is an existing early-stage start-up business, established no longer than 3 years ago
[ ]  is located in Belgium
[ ]  shows potential recurring revenue streams that will cover at least its cash needs, including repayment of the loan

[ ]  has total projected financial needs between 100.000€ and 1.000.000€ over the next 2 years

[ ]  (*in case you have already applied in a previous SE’nSE call*) has brought significant modifications to its project since the last application

As an entrepreneur:

[ ]  I plan to work full time (or at least 80%) on this project and I (as a member of the team) am (co)responsible for the daily management of the company

[ ]  I have never been prosecuted for fraud

[ ]  I agree to sign a *non-binding* *Pledge* through which I recognize the value of the philanthropic support offered by the Foundation for Future Generations at a risky stage of my development ; and I state that if in the future my company is successful, I will consider some “giving back” to sustain the Foundation’s actions and allow it to support new impact entrepreneurs

I certify that all information contained in this application is correct to the best of my knowledge and that I am aware of the content of the annexes to the application.

By signing this declaration on honour, I accept all the eligibility criteria set out in the Guidelines of the SE’nSE call for projects.

Done at *(city, country)*: Click or tap here to enter text. Date *(dd/mm/yyyy)*: Click or tap to enter a date.

Name *(name, position)*: Click or tap here to enter text.

(*Electronic*) Signature:

1. This application form and the annexes will be read if you are selected to pitch your project [↑](#footnote-ref-1)
2. More info on TRL and CRL: <https://matmax.wsl.be/en> [↑](#footnote-ref-2)