**imec.istart Executive Summary**

*Instructions: Please use this template and replace any grey text by your answers. You can adjust the lay-out, but we would like to see* ***ALL TOPICS ADDRESSED*** *in the* ***SAME ORDER OF APPEARANCE*** *uploaded as* ***ONE PDF*** *document. Don’t submit executive summaries longer than* ***3 PAGES****.*

|  |
| --- |
| *COMPANY NAME* |
|  |

*COMPANY LOGO*

**SHORT COMPANY BIO**

* Legal Information *Founding date, legal form & location headquarter*
* Industry *Select from: AdTech, Aerospace, AgriTech, Automotive, Business Services, CareTech, Construction, Consumer Products, Consumer Services, EdTech, Entertainment, FashionTech, FinTech, FoodTech, Gaming, GeoTech, GovTech, HealthTech, Hospitality, HRTech, Life Science, Manufacturing, Maritime, MediaTech, MICE (meetings-incentives-conferences-events), Mobility, MusicTech, Publishing, Real Estate, Retail, Security, SportTech, Supply Chain, Telecom, Travel, Utilities*
* Current stage*Select from: Idea, Proof of Concept / demonstrator, Working prototype, Minimal Viable Product, Early customers, Product/Market Fit, Scaling up*
* Team size*# founders / # employees / # freelancers*
* Current revenue*Monthly Recurring Revenue (if any), project/one off revenues*

**MISSION**

*What customer problem are you solving?*

**PRODUCT / OFFERING**

*Describe your product*

**TECHNOLOGIES**

*What are the main technologies you are working with?*

*Any specific needs of which you think imec could (maybe) help you with?*

**MARKET DESCRIPTION**

*Market segments, market size, main market trends, …*

*Geographical scope, international scalability*

*Your expertise in this market*

**VALUE CHAIN**

*What other actors are key for your market success?*

**BUSINESS MODEL**

*Go-to-market strategy (sales channels)*

*Ideas on pricing*

**COMPETITION**

*What are your (main) competitors and how do you position yourself against them?*

**ESG RISKS**

*What non-financial risks will your business face? Please fill in blanks and tick all that apply.*

* We do not see any important non-financial (ESG) risks to our business model or operations
* We have analyzed our ESG risks, and the most material issues for our business are / will be ....................................................................., because .....................................................................
* We have already had to complete an ESG assessment with an external stakeholder (customer, supplier, investor, etc.)
* We (will) actively mitigate and manage our ESG risks by doing the following: .....................................................................

**SOCIETAL IMPACT**

*Does your project contribute to a (non-financial) positive impact on society? Please fill in blanks and tick all that apply.*

* *Our focus is mostly on the business case and financial performance, societal impact is not core to our business.*
* *Sustainability / societal impact is core to our value proposition and business model in the following way(s): .....................................................................*
* *We track our non-financial impact through the following KPIs, and to date we have delivered: .....................................................................*
* *We plan to further improve our impact metrics in the following way: .....................................................................*

**TEAM**

*Team members’ profiles, role within the company (CxO, …)*

*Time investment and commitment by founders*

|  |  |  |
| --- | --- | --- |
| Name | Time commitment today | Planned time commitment upon selection |
| *Founder 1* | *# days / week* | *# days / week* |
| *Founder 2* | *# days / week* | *# days / week* |
| *...* | *# days / week* | *# days / week* |

**WHY DID YOU APPLY FOR IMEC.ISTART?**

*Explain what motivated you to apply to our imec.istart program*

*Define the 3 KPIs you intend to reach after 6 months in the program*

*1.*

*2.*

*3.*

**WHAT IS YOUR** **INTELLECTUAL PROPERTY (IP) SITUATION?**

|  |  |  |  |
| --- | --- | --- | --- |
| Type of IP | Who developed it?\* | Who owns it?\* | Contract in place? |
| *Website / URL* | *\** | *\** | *Yes / no / in negotiation* |
| *Brand name* | *\** | *\** | *Yes / no / in negotiation* |
| *Logo* | *\** | *\** | *Yes / no / in negotiation* |
| *Know-how* | *\** | *\** | *Yes / no / in negotiation* |
| *Software* | *\** | *\** | *Yes / no / in negotiation* |
| *Hardware* | *\** | *\** | *Yes / no / in negotiation* |
| *Patent* | *\** | *\** | *Yes / no / in negotiation* |

*\* Please choose from: (1) Founders, (2) Startup, (3) University, (4) Other company, (5) Freelancer, (6) Someone else (please explain) or (7) Not yet*

*! Option 1 is only valid when the Founders developed it in their personal time. When the Founders developed the Intellectual Property (or parts of it) when employed by a university or other company, please choose the relevant option (3 or 4).*

**WHAT DOES YOUR CAP TABLE LOOK LIKE?**

*If you don’t have a company yet, what are your ideas about the share distribution?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name shareholder | Amount invested (EUR) | Number of shares | Share percentage | Class of shares (if any) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| *Total* |  |  |  |  |

**FUNDING**

*Current monthly cash burn rate*

*Estimated funding needs in coming 12 months*

**HAVE YOU ALREADY ATTRACTED OTHER FUNDING?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type of funding\* | Source / provider | Amount (EUR) | Date of obtaining (and repayment – if applicable) | Interest rate  (if applicable) |
| *Grant/subsidy* |  |  |  |  |
| *Loan – subordinated* |  |  |  |  |
| *Loan – straight / bullet* |  |  |  |  |
| *Loan – convertible or SAFE (Simple Agreement for Future Equity)* |  |  |  |  |
| *Equity* |  |  |  |  |
| *Other (please specify)* |  |  |  |  |

**ONLY IF YOU ARE A COMPANY FROM OUTSIDE BELGIUM**

**WHY DO YOU WANT TO COME TO BELGIUM WITH YOUR COMPANY OR WHAT IS YOUR LINK TO BELGIUM?**

*Explain how you see a link between Belgium and your company and how you see this link being setup (branch, subsidiary, research link, move HQ) and select one of the options below*

* Move HQ to Belgium (required for international startups outside Europe, US & Canada)
* Set up subsidiary office in Belgium
* Set up branch office in Belgium (not eligible for local grants)
* Research collaboration with local university or research institute of at least € 250K

**ONLY IN CASE OF RESUBMISSION**

**CAN YOU EXPLAIN IN SHORT THE PROGRESS YOU MADE COMPARED TO YOUR PREVIOUS APPLICATION?**

*Underline where you made significant progress: product, team, go-to-market, funding, ...*

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