

WHAT ARE THE STEPS IN THIS PROCESS?

To participate in this platform, applicant entrepreneurs must meet the following criteria:

- be the founder, the new owner or the director of a young business
- have an innovative project or one with great growth potential
- have their head office in the Greater Region or intend to set up there
- be seeking equity financing (increase of capital) of between €50,000 and €500,000 (up to €1 million)
- wish to benefit from advice (business plan, investment process, preparation for negotiation, sharing of experiences and good practices, etc.).

Entrepreneurs can then submit their applications (consisting of a business plan, CV and their latest balance sheets where relevant) to the platform organisers, who make a pre-selection of candidates based on their applications and individual interviews. Successful applicants can then benefit from Seed4Start's training and support services for business creation and obtaining financing from investors.

Taking the form of two days of joint training and individual coaching sessions, the entrepreneurs improve their business plans, prepare for the presentation of their project to investors, work on negotiation and financing techniques and learn about the issues involved in cross-border economic activity.

In a second phase of selection the twenty or so candidates are chosen who will participate in the "Pitching Days", an event where entrepreneurs and investors have direct contact. Candidates are invited to give a pitch lasting a few minutes to present their project. The event also includes individual meetings at a stand, a brochure given to each investor containing the main information about each business present, and thematic networking talks.

The weeks following the Pitching Days are an opportunity for the firm directors to benefit from a follow-up by the Seed4Start team of the contact made with interested investors. **In particular, a platform known as "Gust" is made available to them to design their website dedicated to enhancing their visibility and contacts with investors.**

The latter also have to register to participate in the platform and the Pitching Days and to have access to Seed4Start's services.

