



# Call for proposal

# Second chance

Oct 2021



## Presentation

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### Pulse Foundation

The Pulse Foundation brings together several entrepreneurial families with a shared vision: entrepreneurship creates jobs, adds value, innovates and is a catalyst for creativity, making it a prerequisite for prosperity and a response to many of the challenges faced by society today and in the future.

The Foundation's ambition is to stimulate and promote entrepreneurial culture from a young age, to coach entrepreneurs at every stage of their adventure and to make our Belgian ecosystem a model of success and excellence.

To do so, the Pulse Foundation has identified 6 barriers to entrepreneurship, which we have chosen to focus on. (Entrepreneurial culture, difficulties with bureaucracy, access to the market and to capital, talent recruitment, internationalisation, second chance)

This call for proposals is focused on the 'second chance' aspect with the aim of allowing entrepreneurs suffering hardship (pre-bankruptcy, bankruptcy or post-bankruptcy) to better negotiate this turn of events either to avoid bankruptcy, or to be able to resume business after bankruptcy.

The Pulse Foundation wishes to support 3 to 4 projects aiming to get over the 'second chance' hurdle.

### Who is this for?

This call for projects is aimed at non-profit structures (non-profit associations (asbl), foundations etc.) working to support entrepreneurship.

### Accelerator programme.

Apart from the financial support from the Pulse Foundation for the project, all the winners will undertake to participate in an 'Accelerator Programme' (starting spring 2022). With this programme, we wish to allow the organisations we support to become stronger and continue beyond our support for this 'second chance' project.

### Timing

Launch of call for projects 10/10/2021  
Closure 15/11/2021  
Announcement of winners: February 2022

### Selection criteria

#### Pre-selection

The pre-selection of applications submitted shall be based on the following criteria:

- The file is correctly and fully completed, in Dutch, French or English, and has been submitted by 23:59 on 15/11/21.
- The file clearly indicates the project start date
- The file clearly demonstrates that the organisation is familiar with the proposed methodology and has detailed knowledge of the entrepreneurial ecosystem
- The dossier contains a detailed financial plan
- The method for evaluating the impact of the project is detailed in the file

Any applications that do not meet these criteria, or lack one of the requested aspects, shall not be submitted to the jury.



## Selection

The selection of applications submitted shall be based on the following criteria:

- The project's fit with the spirit and values of the Pulse Foundation: supporting and promoting the development of entrepreneurship in Belgium.
- The entrepreneurial approach of the project and the organisation behind it.
- The project's multiplier effect: it must be able to serve as a model for other organisations' services;
- The integration of the project and structure in the entrepreneurial ecosystem.
- The longevity of the project: the file must demonstrate the initiator's wish to make the project long-term, by seeking sustainable means of funding beyond the support of the Pulse Foundation.
- The longevity of the project's structure (funding and human resources)
- The impact the project will have on the capacity of entrepreneurs to bounce back from failure, the perception of failure or any other pertinent project on this subject.

## Selection process

- An initial selection based on the files will take place in the two weeks following the application closing date.
- For projects still considered, a meeting will be arranged to gather additional information (Nov-Dec 21)
- The files will then be submitted to a jury of experts (Jan 22)
- The selection of winners will be finalised by the Pulse Foundation's board (mid-February 2022)

## Financial support

The Pulse Foundation wishes to support 3 to 4 projects over a period of 3 years.

The total funding available to be shared among these 3 to 4 projects is €580,000 over 3 years (€250,000 in 2022, €180,000 in 2023 and €150,000 in 2024). This amount will be shared among the projects based on their quality and impact, at the Pulse Foundation's discretion.

## Additional information and contact details

Benoit Fiévez – [info@pulsefoundation.be](mailto:info@pulsefoundation.be) +32 (0) 478/25.43.11

## Procedure for submitting files

The files must be sent by e-mail to [bf@atanor.be](mailto:bf@atanor.be) by 23:59 on 15/11/21 at the latest.

If the total size of your e-mail is more than 5GB, please use a specialist messaging service of your choice to send the application and annexes (WeTransfer, MailBigFile, etc.)

## FAQ

### 1. Eligible expenses

All expenses directly relating to the project. General expenses/administrative expenses may be included in the budget at a maximum of 8%.

### 2. Project maturity

We are looking for projects that have already finalised their proof of concept. However, we are open to supporting one seed/starter project, if particularly pertinent.

### 3. Geography

We wish to support projects conducted all over or on part of the Belgian territory. Projects that take place abroad will not be considered.

### 4. Can I submit a project if my registered office is based abroad but my project will take place in Belgium?

Yes, but the substance of the local presence will form part of the file's assessment.

### 5. Should I include VAT in my budget?

If your organisation does not reclaim VAT, you have to provide the prices in the budget with VAT included. If the VAT is reclaimed, you must state the budget without VAT.



## Information to include in your funding application document

### 1. The organisation concerned

- Name
- Legal form
- Full contact details (address of registered office, telephone, e-mail, website)
- Company registration number
- Date of incorporation
- Bank account number (IBAN + BIC)
- Composition of the board of directors (names + official role)
- Number of FTEs
- Is there a document describing the roles of the board of directors and management? If so, please provide it as an annexe.
- Financial plan (for the whole organisation):

	2021	2022	2023
Total provisional budget for your organisation			
If funding has been raised *			
• Source 1			
• Source 2			
• ...			
Balance not financed to date			

\* Please Please indicate all sources of funding > €30,000

### 2. Project

- Title of your project
- Elevator pitch: in a maximum of 5 lines, briefly describe your project
- Schedule
  - o Project start date (where applicable it may be a date prior to the date of submission of the file)
  - o Anticipated closing date for your project
- Budget: summary

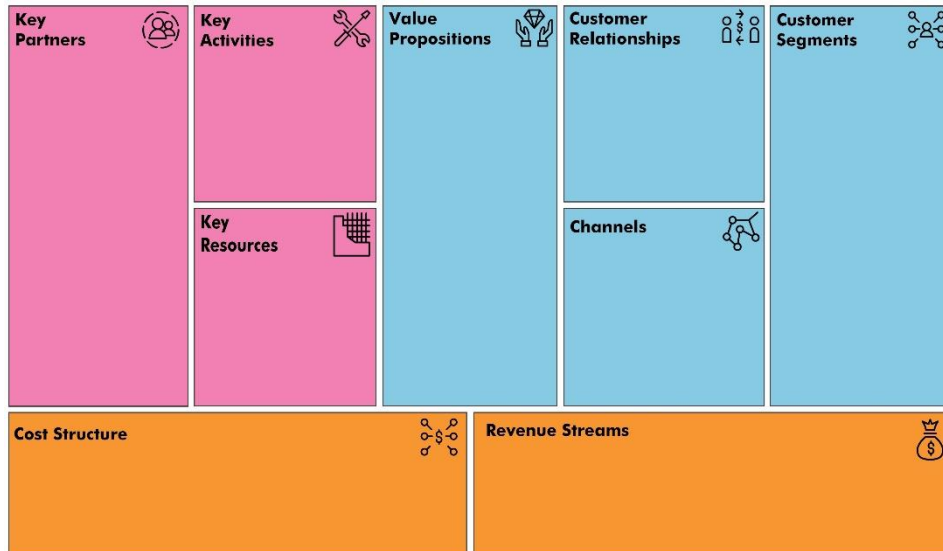
	2022	2023	2024
Total cost of the project			
Amount applied for from the Pulse Foundation			
Other source of funding*			
- Lender 1			
- Lender 2			
- Own funds			
- Balance not financed at this stage			

\* Please specify every lender of > €10,000 who will co-finance the project



- Economic model

Please present the economic model for your project using the BMC template.



- Detailed budget. Please attach a file with the detailed budget for the project. This budget must allow us to identify the share of employee expenses, operating expenses, and administrative expenses.
- What impact do you anticipate this project to have?
- How will you measure this impact?
- Geographical perimeter: where will your project be carried out?

### 3. Person responsible for the project

- Who is/are the person/people responsible for this project?
  - o First and last name
  - o Position
  - o Link to LinkedIn profile
- Why is this the right person to steer the project?

### 4. Conclusion

- Why should we fund your project?

### 5. Annexes

Please annex

- Your organisation's articles of association
- The last annual accounts published
- The description of the roles of the directors and management if such a document exists.
- The detailed project budget