

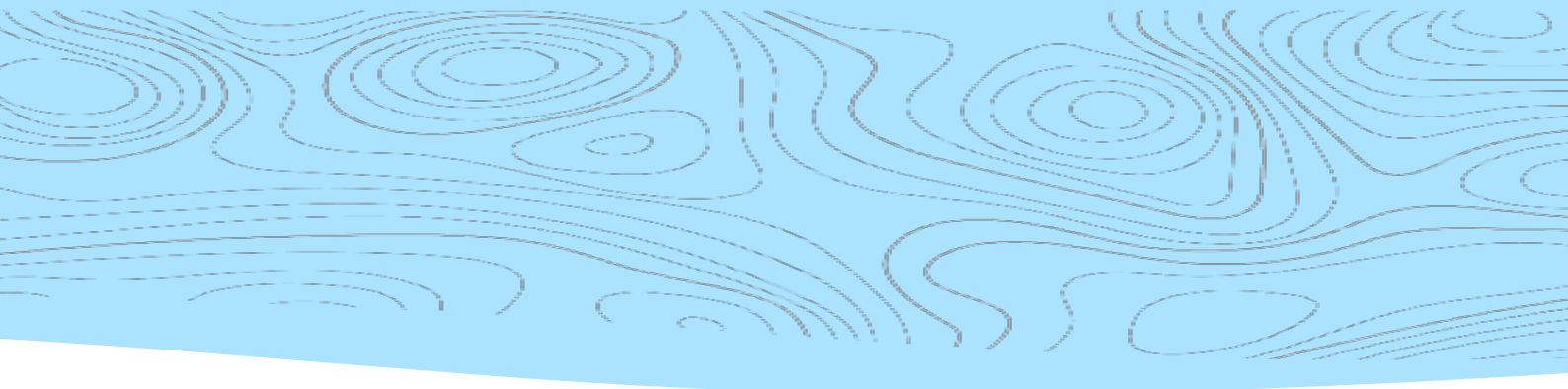





**Nebula**  
A Built4People Project

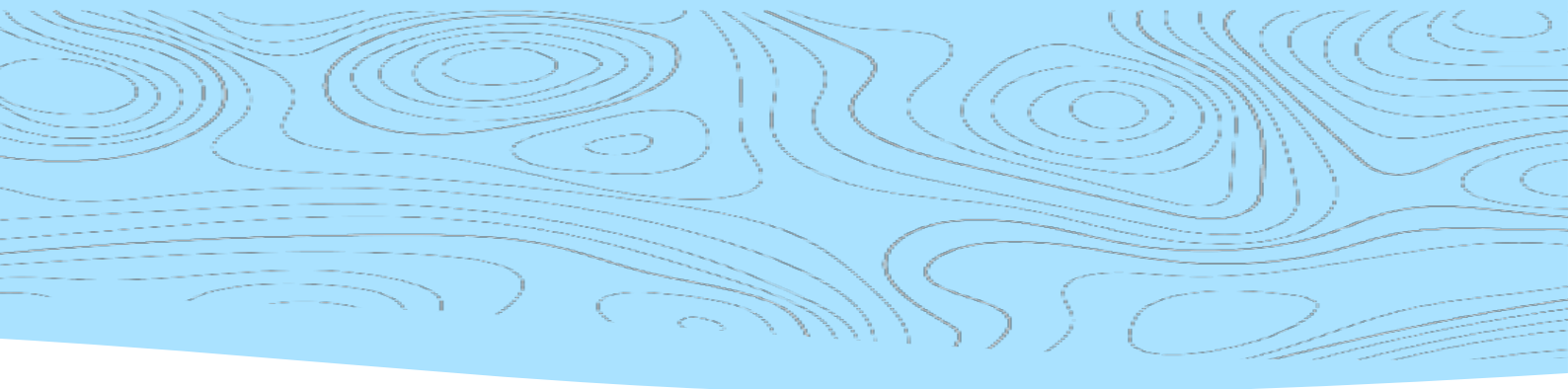





# Recommendations for co-funding projects in the built environment

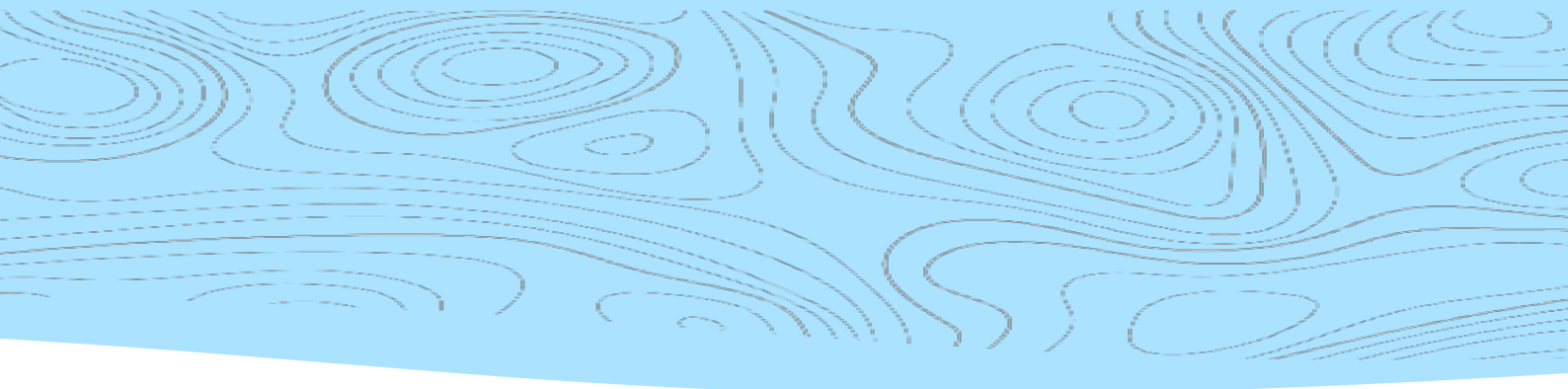
October 2023





Understand the mindset	
<p><b>Finding funding opportunities takes time</b></p> 	<p>Understanding your ecosystem, the different types of funding opportunities and programmes, keeping yourself updated on the latest calls, approaching potential investors and negotiate with them, preparing and updating your portfolio and pitches or funding proposals... <b>all of this takes a huge amount of multidisciplinary time that you must be willing to spend if you want your fundraising activities to be successful.</b></p> <p>Different persons of your company need to be involved, as they bring expertise on different aspects of the fundraising. This time cannot be reduced except by lowering the quality of your fundraising approach, and nobody can do the job entirely for you (however, asking the support of your cluster or a funding expert can still be valuable).</p>
<p><b>Mix the different funding opportunities</b></p> 	<p>Don't put all your eggs in the same basket. <b>Successful start-ups and SMEs have a mix of fundings:</b> bootstrapping, public and private opportunities should be explored as they run on complementary timelines and conditions.</p>
Before applying to a funding opportunity	
<p><b>Personal investment brings trust for future Investors</b></p> 	<p>The creation phase of a company/new product is very challenging to fund: as nothing is there yet, innovators need to gain the trust of their future investors.</p> <p><b>Investors will be more likely to invest money if you have invested money yourself in the company,</b> which is a sign that you believe in your own development.</p>



	<p>For example, the O11h founders have invested 2M€ themselves in their company before discussing with private funds.</p>
<p><b>Participate in innovation networks (clusters, incubators etc.)</b></p> 	<p><b>It is very beneficial for SMEs to be involved in the relevant innovation networks</b> (e.g. clusters, incubators, innovation partnerships etc.) This will allow you to get updated information on funding opportunities; get invited in the relevant events and meet with private funders; get a privileged access to the other network's members, get in touch with cross-border partners for collaborative projects; get updated information on the European evolution of the state-of-art to position yourself on the global market and assess your strengths and weaknesses; <b>get support in preparing an application to a funding opportunity</b> etc.</p>
<p><b>Collaborate with academics and larger companies</b></p> 	<p><b>Collaboration with academics and larger companies can be very fruitful for SMEs.</b></p> <p>It allows you to benefit from advanced research and development knowledges and equipment, thus reinforcing the innovative and competitive aspects of your solutions.</p> <p>It also offers you the possibility to enter new networks and find potential testers/clients.</p> <p>Furthermore, SMEs usually have difficulties (especially due to a lack of resources) to coordinate European projects. Working closely with research institutes dans larger companies will allow them to be integrate in research projects and consortia at a lower cost.</p>
<p><b>Define a clear vision for your business and fundraising</b></p> 	<p>Having an idea is a good start but it isn't enough. For investors to trust you, you need to understand your technical and business ecosystem, the sectorial priorities and <b>the KPIs considered as ambitious but realistic</b>, to convince investors to fund you.</p> <p>Fundraising often relies on a promise that your business will be profitable. Therefore, you need to show that you'll make every effort possible to keep your promise and ensure attraction and satisfaction.</p>



<p>Use any opportunity to get visibility for your business</p> 	<p>In order to find new partners and clients, you should work on your business' visibility. <b>This goes through your participation in relevant events</b> (e.g. organised by clusters, your national funding opportunities, NCPs etc.), <b>publications in specialised and general press, active communication on your website and social medias etc.</b></p> <p><b>Taking part in a competition</b> can also give your project a major boost and increase your visibility. Apart from the official prize (money, services, support), It is a great opportunity to meet entrepreneurs and professionals, to create or extend your network and to be labelled under the aegis of a community.</p> <p>This will allow you to show your knowledge and connections with the market, and your ability to grow locally and internationally.</p>
<p><b>Apply to a funding opportunity</b></p>	
<p>Understand the different types of funding opportunities</p> 	<p>There are a variety of different fundraising methods available. The best method for your business will depend on a number of factors, including the amount of money you need to raise, the timeframe in which you need to raise it, and the level of risk you are willing to take. Some of the most common fundraising methods for small businesses include equity crowdfunding, debt financing, and grants. If you are still unclear on the different opportunities, do not hesitate to get the support of a cluster, or funding expert.</p>
<p>Have your documents ready for investors to look at it</p>	<p><b>Demonstrate a clear need for the funds.</b> You need to have a well-thought-out business plan that outlines how the funds will be used and how they will help the business grow. Potential investors will want to see that their money is being used in a way that</p>

