

# CALL FOR APPLI- CATIONS - FOOD SERVICE INCUBATOR

Project competition

# 1. Why to apply ?

Opening a restaurant is a great adventure! However, it can be fraught with difficulties: finding the right place, complying with regulations (fire service, local authority, town planning, etc.), dealing with the many expenses (rent, key money, equipment purchases, communication charges, etc.), managing staff, and maintaining pace of work and flexible hours are all challenges to be dealt with. On top of this there are customers' current demands, now a major criterion to be taken into account when opening a restaurant. Not only do members of the public seek 'simple' culinary delights, they also want to discover new concepts and/or enjoy a veritable experience. What's more, an increasing number of businesses go bankrupt within the first two years.

Do you wish to:

- **Test your concept ?**
- **Refine or refocus your plan ?**
- **Develop your offer ?**
- **Minimise the risk of failure ?**

We at hub.brussels believe that low-risk experimentation, coupled with tailored support for candidate businesses, reduces the risk of error or failure and strengthens business concepts and skills.

Hence we are giving you access to a Food incubator for four months. And it offers:

- **tailored assistance during the incubation period**
- **assessment tools**
- **facilitation and support for opening your own restaurant** after your time at the incubator.

**Specifically**, you will enjoy the following benefits:

- An experience to pitch your project in front of a panel
- Four trial months in dedicated premises
- Accommodation at below-market rates during your trial phase,
- Involvement of industry experts
- Access to equipment and services, technology, etc.
- Contact with investors, partners, customers, beta testers, etc.



## 2. What services do we offer ?

En exchange for payment (rent) of €800/ month, we will offer all the following services.

### 2.1. A professional and equipped commercial premises

► A plan of the premises may be found in the Participant Regulations.

Location	Surface area
<ul style="list-style-type: none"><li>• Rue des Bouchers 30, 1000 Bruxelles</li></ul>	<ul style="list-style-type: none"><li>• Room &gt; 58 m<sup>2</sup></li><li>• Kitchen &gt;14 m<sup>2</sup></li><li>• Cellar &gt; 40 m<sup>2</sup></li></ul>

During your occupation of the premises you will have access to:

- A professional 'laboratory' with regulations (AFSCA & fire service) to develop and test your offer, your recipes and your organisation in the kitchen;
- Equipment and basic materials for production (for example, a hood dishwasher, a range cooker (nozzles and flat plate), mixed oven, chiller, hand dishwasher unit, a hood, saucepans, frying pans, chopping boards, whisks, etc.);
- Arrangement of restaurant area (modular and adaptable space for you to add your personal touch)
- A storage area

► A list of equipment (kitchen, restaurant and bar) may be found in the Participant Regulations.

### 2.2. Support, coaching and assessments

Following selection, we organise an initial interview with one of our Retail Development Consultants. Together you will identify your support and coaching needs. The number of hours is identified in accordance with priorities and a maximum number of hours is set.

Coaching takes place before, during and post-occupancy. Experts in the catering industry and other fields support you throughout the process, giving you technical solutions and advice.

Our experts and/or mystery customers will carry out assessments throughout the incubation period and when you leave the incubator.



## 2.3. Extra services

### Included in the rental fee of €800

- Overheads (water, gas, electricity)
- Internet
- Alarm
- Insurance (public liability, rental, business and fire)
- Removal and processing of waste
- Payment solutions including till software
- Communication and marketing about the agency's overall plan
- Placement of your graphic identity before you move into the premises (decals, etc.)
- An MP3 system for music
- Window cleaning once a month

### Payable by you

- Monthly rental fee: €800
- Legal recruitment of your staff
- Salaries through social security service
- Management of your suppliers
- Management of your stock
- Communication of your concept
- The opening and/or any other events
- Layout and printing of your communications materials, including menus
- Any additional equipment (specific kitchen items, for example)
- 'Prudent' management (maintenance, cleaning, washing up)



### 3. The steps and the calendar

Our managed premises are available to you for four months (i.e. three candidates per year). This first call for applications is for the period from June 2019 to January 2020.

Actions	Dates
Submission of application file	Deadline: Monday 21st March 2019, 15:00
Optional- Pitch Coaching	Tuesday 26 March 2019 between 01.00pm and 07.00pm
Pitch to the panel	Monday 1st April 2019
Panel decision	Friday 05 April 2019
Kitchen test at Horecabepro	Morning of Wednesday 10 April at Horecabepro
Results of kitchen test	Thursday 11 April 2019
Signature of the occupancy agreement between the Winner and the Organiser.	Friday 12 April 2019
One-on-one interview to ascertain training and coaching needs	Friday 12 April 2019
Mentoring of winners	2 or 3 months before the access to Food Incubator
Access to Food Incubator space	4 months per candidate from the start of June 2019 to January 2020

### 4. For what type of business?

All eat-in food businesses. However, particular attention will be given to certain criteria. Here is a non-exhaustive list<sup>1</sup>:

- An innovative and original concept
- Positioning in relation to target audience and to the competition (who are your target audience? What is your added value over the competition, etc.?)
- Sustainable food products based on the Goodfood strategy (awareness of food waste, use of local suppliers, quality of products, home-made products)

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<sup>1</sup>The selection criteria are set out in the Participant Regulations



## 5. For whom?

In order to be deemed admissible, any legal or moral person must fulfil the following conditions:

- Have legal capacity;
- Be over 18;
- Have access to the profession and/or have management to do so;
- Have a business registration number and a business unit;
- Have the level of French or Dutch language required to run a food business; speaking English is an advantage;
- Have used the application form;

## 6. In practice - checklist

The administrative dossier must contain the following items:

- The application form, identifying the candidate or the team of candidates, duly completed and signed;
- Signed agreement
- A copy of your certificate morality<sup>2</sup>
- A copy of your ID cards and, if relevant, your company articles of association showing your business registration number and business unit
- A copy of access to the profession and management to do so
- Four photos and descriptions of the typical dishes you will offer

The technical dossier must contain the following items:

- Your business plan
- Your financial plan
- Further questionnaire
- Your CV(s).

All applications<sup>3</sup> must be sent for the attention of Nicolas Durand and Aurélie Laios and must be marked: "Application -[Name of your project] food incubator"

- either by email to [pop-up@hub.brussels](mailto:pop-up@hub.brussels)
- or by post to hub.brussels, 110 Chaussée de Charleroi, 1060 Brussels.

This application may be written in French, Dutch or English.

Any questions? Contact us at the e-mail address below.

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<sup>2</sup> The certificate of morality (Extract from the Police Record 596.1.8) is delivered to every person working or wanting to work, in a occasional or permanent way, in a bar (horeca, snack,...). More information on: [https://www.brussels.be/certificate-morality?\\_ga=2.166989886.1015238066.1549024382-510050415.1527252511](https://www.brussels.be/certificate-morality?_ga=2.166989886.1015238066.1549024382-510050415.1527252511)

<sup>3</sup> All the applications must be sent in one single PDF document

