



MY REGISTRATION FORM

Deadline: October 19, 2020 at 10 am

**[L'AUBERGE
ESPAGNOLE]**



hub.brussels/en/auberge-espagnole

[WHY]

APPLY FOR THE AUBERGE ESPAGNOLE PROJECT?

You have a creative and innovative business idea.
Do you offer a quality, handcrafted product, but still
have doubts about launching your project?

**THE AUBERGE ESPAGNOLE IS A REAL BUSINESS
INCUBATOR CREATED BY HUB.BRUSSELS
TO GUIDE APPLICANTS FROM THEIR IDEA
TO ACHIEVING THEIR PROJECT.**

- Access* to a ready to use shop at one of the 2 addresses below
to experiment the everyday life of a business for 2 to 3 months
and find their clientele

*for a very moderate rent ranging from €250 to €500 depending on location
and conditions (see precarious occupancy agreement)

 **European quarter, chaussée de Wavre 331, 1040 Etterbeek**

 **Tri-Postal, 48 avenue Fonsny, 1060 Saint-Gilles**
next to the Brussels-Midi station (with workshop)

- Customised coaching
(Marketing, Planning, Public Relations...)
- Selection of applications by an experienced judging
panel, a first experience of presenting their project

IT'S A WISE CHOICE TO ENSURE YOU SUCCEED.

[THE SCHEDULE]

Check your application plan for Tri-Postal

ACTIONS	DATES
Shop visits Registration on request at : auberge.espagnoles@hub.brussels	Saint-Gilles : Monday 10/05/2020 at 5.30 pm Saint-Gilles : Tuesday 09/29/2020 at 5.30 pm Etterbeek : Wednesday 09/30/2020 at 5.30 pm Etterbeek : Tuesday 10/06/2020 at 5.30 pm
Candidate application deadline	October 19, 2020 at 10am
Optional - Pitch Coaching	Wednesday, October, 21 2020
Candidates pitch before a Panel	Friday, October 23, 2020
Panel's selection of the Laureates	Tuesday, October 27, 2020
Signing of the occupancy agreement between the Laureates and hub.brussels	In accordance with the dates decided with the Laureates
Laureate support	Ideally 3 months prior to occupying the Auberge Espagnole
Use of the Auberge Espagnole	Etterbeek as of August 2021 Saint-Gilles from December 2020 / January 2021

If you're not ready, you are invited to present your project again at the next call for applications.

[THE STEPS]

Discover the steps to apply to the Auberge Espagnole

THE CHECKLIST

Check whether the Auberge Espagnole is a solution for launching your project.

P.5



THE APPLICATION

Present your team, your project and explain your approach.

P.6 - P.15



THE DOCUMENTS

Check that your application is complete and that you have all the required documents to add to your application.

P.16



ASSISTANCE

P.17

[L'AUBERGE]
[ESPAGNOLE]

REGULATIONS & MANIFESTO
CONSULT THE DOCUMENT INCLUDED

[THE CHECKLIST]

**Check whether the Auberge Espagnole
is a solution for launching your project.**

Have legal capacity .

Be of legal age.

Have the level of French or Dutch language
required to run a shop.

Your idea is not a food service industry project.

Propose fairly priced products and services in this application,
i.e. rates adapted to the product and suitable for both the producer
and end client.

Enter into an ethical and sustainable approach,
the proposed products ideally being local or European.

Present an original and innovative business project
(in the Brussels-Capital Region).

Have the intention of opening a permanent
business in Brussels-Capital.

**If you have ticked everything on the checklist...
The Auberge Espagnole is the key to launching your project!**

Participation in the competition is open and free.

[THE APPLICATION]

**Present your team, your project
and explain your approach**

(Enter your answers directly in the fill in form)

Name of project :

Details of the company / legal entity :

Full name of the company / legal entity

Banque Carrefour des Entreprises
registration number¹

Registered address

Details of the contact person

(person to be considered responsible by hub.brussels in the case of team projects):

Surname

Forename

Role

Main job/employment status of Candidate
(full/part-time self-employed, employed, unemployed, etc...)

Mobile Phone

Email

Address (if different to registered)

¹The business number may be provided at the latest 1 month before the start of the occupation,
see Article 13 of the temporary and precarious occupation agreement

How did you find out about the call for applications?

(several possible choices - if «Other», please indicate your source)

Via hub.brussels/atrium.brussels

Via a business support structure

Via a former occupant

Word of mouth

Social networks

I live/work in the district

Other :

Did you take part in the visit to Auberge Espagnole?

Yes

No



To sign up for visits to the pop up store Auberge Espagnole (see calendar page 3 for days and times), just send a request by email to : auberge.espagnole@hub.brussels

Are you currently accessing a business support structure?

Yes

No

If so, which?

Would you like to benefit from coaching to prepare you for presenting your application to the Panel?

Yes

No

If 'yes', you will be contacted once your application has been reviewed.

How is the team composed and how are roles and responsibilities allocated?

Do you have any similar experiences (pop-ups or shops or sale in manufacture)?

**Do you have all necessary skills (business skills) internally
or are you going to seek other complementary skills? If so, which?**

What is your concept ?

What type of product/service do you offer?

What is your price range ?

What makes your business innovative (new product or service, access to a new market, etc.)?

Is there a sustainable/ethical element to your project?

What is your production chain? What do you produce yourself? What could be produced at the Auberge Espagnole Saint-Gilles?

Your target clientele

How would you define your target clientele? What are they looking for?

OPTIONAL Who are your personas: include a quotation that is representative of the persona, key aims in relation to your offer, personality and behaviour, age, profession or occupation, place of residence (see Help - P17 - annex A).

We have indicated the funding required to occupy the Auberge Espagnole.
For you to complete with your estimated financial details to date (see Help annex B).

What are your funding requirements and your financial capacity?

List all the investments that you will need to secure in order to launch the enterprise,
then specify how you intend to fund them.

NOTE THE AUBERGE ESPAGNOLE COLUMN MUST BE COMPLETED. IF YOUR PROJECT IS AT A MORE ADVANCED STAGE, YOU CAN ALSO COMPLETE THE SECOND COLUMN

Financing requirement

	FOR THE AUBERGE ESPAGNOLE	FOR MY ONGOING PROJECT**
Intangible assets (i.e.: goodwill, key money, patents, licences, etc.)		
Financial assets (i.e.: rental deposit, etc.)		
Tangible assets premises set-up work		
Tangible assets equipment purchases		
Stock Value + Explanation by item		
Initial cash		
Launch costs Flyer, inauguration,...		
TOTAL		

** optional

Financing sources

	FOR THE AUBERGE ESPAGNOLE	FOR MY ONGOING PROJECT**
Own contribution in cash		
Own contribution in kind		
Credit		
Leasing		
TOTAL		

** optional

Determination of fixed costs

POSTE	MONTHLY AMOUNTS (W/O VAT) FOR THE AUBERGE ESPAGNOLE	MONTHLY AMOUNTS (W/O VAT) FOR MY ONGOING PROJECT**
Rent, withholding tax		
Water, gas, electricity, heating, etc.		
Cleaning, maintenance, etc.		
Vehicle expenses (fuel, maintenance, road tax, etc.)		
Office expenses Internet (supplied, for the Auberge Espagnole), telephone, supplies, etc.		
Advertising expenses		
Salary and employee social security payments		
Self-employed social security contributions		
Company social security contributions		
Insurance (civil liability, fire, vehicle, etc.)		
Miscellaneous expenses		
TOTAL (carry over to the table above)		

** optional

Financing of the business

The goal is to determine the monthly revenue target and define the variable and fixed costs the business will incur.

POSTE	MONTHLY AMOUNTS (W/O VAT) FOR THE AUBERGE ESPAGNOLE	MONTHLY AMOUNTS (W/O VAT) FOR MY ONGOING PROJECT**
Revenue (Show calculation when possible)		
Variable costs (= cost price: raw materials, purchase of merchandise, etc.)		
Fixed costs (see below)		
Personal deduction by the self-em- ployed natural person or remunera- tion of the company manager (inclu- ding social security)		
RESULT		

** optional

What are you expecting in terms of coaching?

- What are your strengths and weaknesses?
- What kind of coaching are you interested in (Marketing, Design, Finance, online PR, etc.) ?

How do you imagine your project at the Auberge Espagnole?

ATMOSPHERE Describe the atmosphere of the shop.

If required include a moodboard with your application (see Help annex C).

LAYOUT Explain the imagined layout of the shop. If required include a plan (see Help annex D) and include with your application. In the case of a workshop space, specify.

LOCATION The shops of the Auberge Espagnole are located either in Etterbeek, near the Place Jourdan or in Saint-Gilles at the Tri-postal, near the Gare du Midi station. Are the locations proposed in this call for projects suitable for you? If so, why? Specify your preference between Auberge Espagnole Etterbeek or Saint-Gilles. If you could have chosen another location in Brussels, where would you have settled?

Note : Subject to availability, the jury is likely to offer you an occupation in one or the other of the two spaces.

What is the maximum amount of time per week that you will be able to dedicate to coaching and project management during the three months prior to opening?

**Do you have the stock/manufacturing tools needed to launch immediately?
If not, do you think you will be able to obtain the stock in the next few months?**

What would be the least favourable retail period for your project?

**Have you already run a marketing and communications strategy to publicise yourself?
If yes, can you summarise your approach to this?**

If you would like to add any further notes to your application use the space below:

I accept the regulations enclosed

I have read the Manifesto enclosed

Location : _____

Date : _____

Full name : _____

Signature : _____

If you would like to prepare your Project in more detail, we provide the following available tools (see Annex).

[THE DOCUMENTS]

**Check that my application is complete
and submit before the deadline**

I have completed pages 6 - 15 of this document
and signed on page 15.

I have attached a double-sided copy of each
team member's identity card.

I have enclosed a copy of the CV of each team member.

I attach product photos and a range of prices.

I have enclosed additional documents
to support my application in the annex.

**Is everything complete? Perfect!
Post or email your application.**

All applications must be sent with the compulsory mention :

⚠ Specify : Auberge Espagnole SAINT-GILLES or ETTERBEEK ⚠

• On the website :

<https://hub.brussels/en/service-application-auberge-espagnole/>

Ideally, all your file in one attachment

or

**• per post/deliver : for hub.brussels,
110 Chaussée de Charleroi, 1060, Saint-Gilles**

Deadline: October 19, 2020 at 10 am

hub.brussels/en/auberge-espagnole

**[L'AUBERGE
ESPAGNOLE]**



[ASSISTANCE]

You may use these templates to help you complete
a more comprehensive application.

A. Target customer persona

PHOTO Must be representative of the Persona (their life, social circle, values, style, culture etc.)	SURNAME Forename	
	«Quote that is representative of the persona»	
KEY GOALS What objective(s) does this person have when using your service/product? (List the different aims identified in order of priority).		
PERSONALITY Personality traits? Behaviour?	Digital fluency	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
	Expertise	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
	Frequency of use	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
AGE, PROFESSION (OCCUPATION), PLACE OF RÉSIDENCE		
TELL US THEIR STORY Who is this person? What do they do in life? What are their habits? What are their preferences? What knowledge and expectations do they have? What are their values? What are their aims in life? What are their frustrations?		

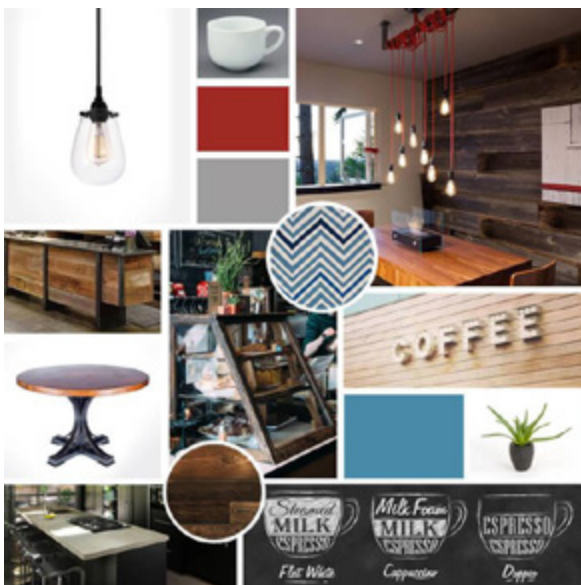
Example of persona form

B. Financial Projection

You can include details of your business and financial plans if you already have these - visit www.monbusinessplan.be.
If necessary, business support services may be able to help you to complete this.

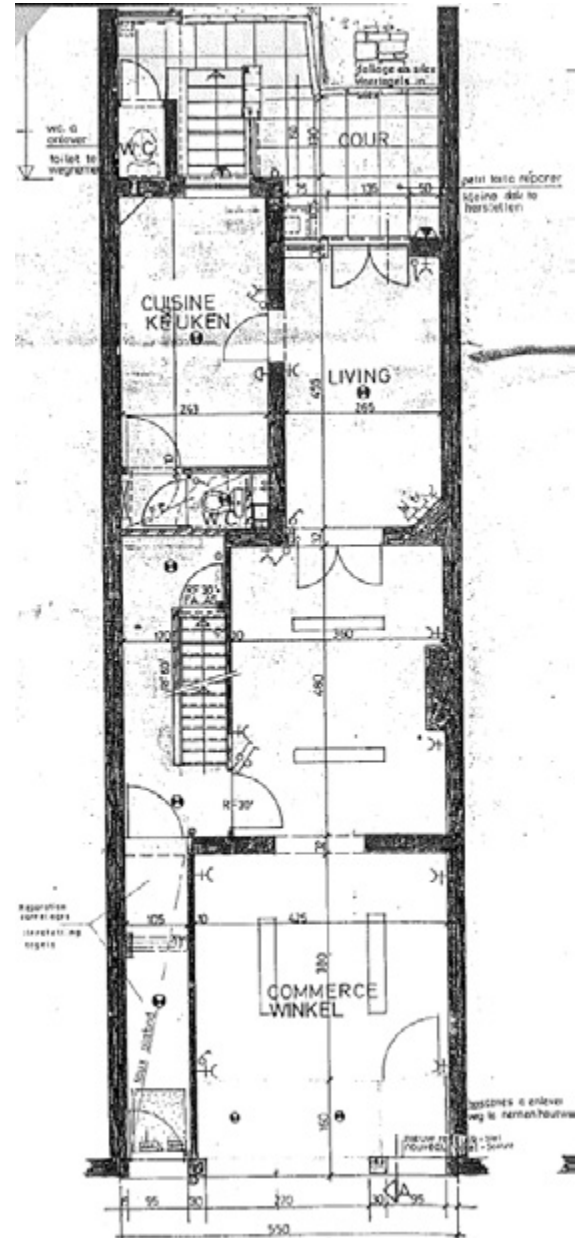
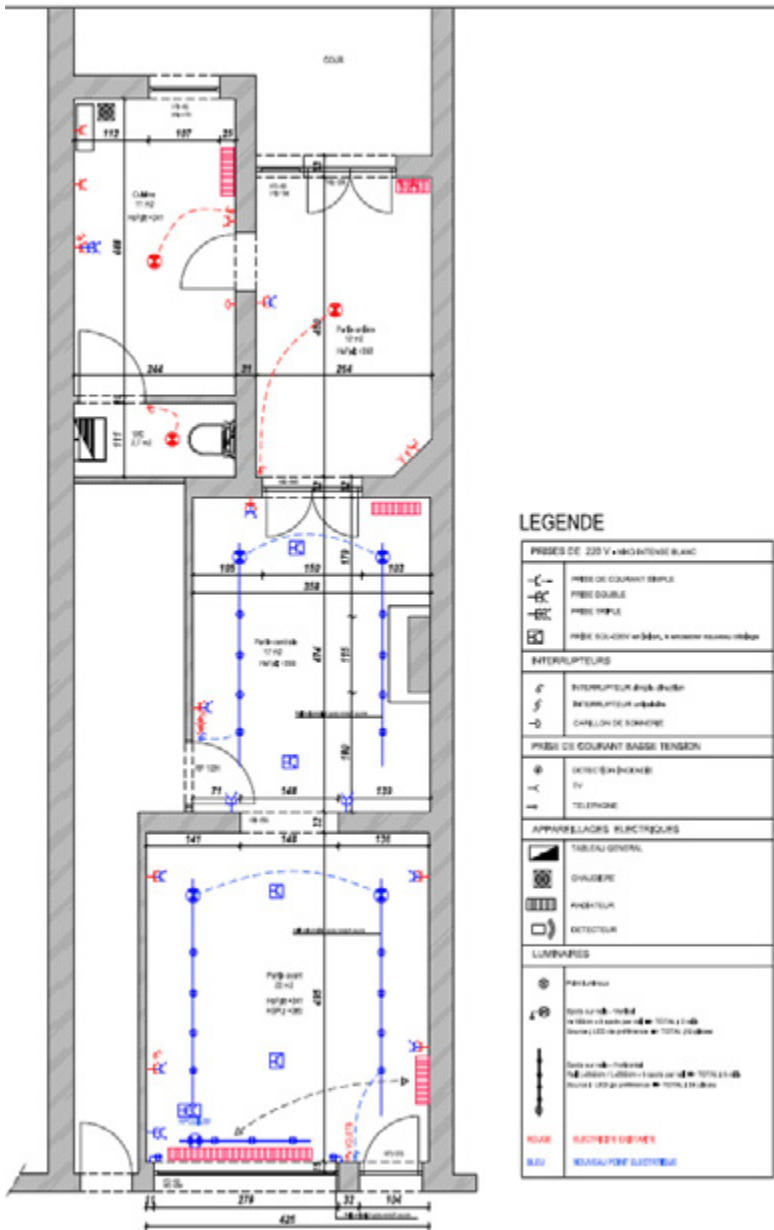
C. Moodboard

A moodboard is an effective communication tool for conveying ideas about the atmosphere you wish to create. It allows you to bring together the products, atmosphere, graphic charter, etc. of your project at a glance.

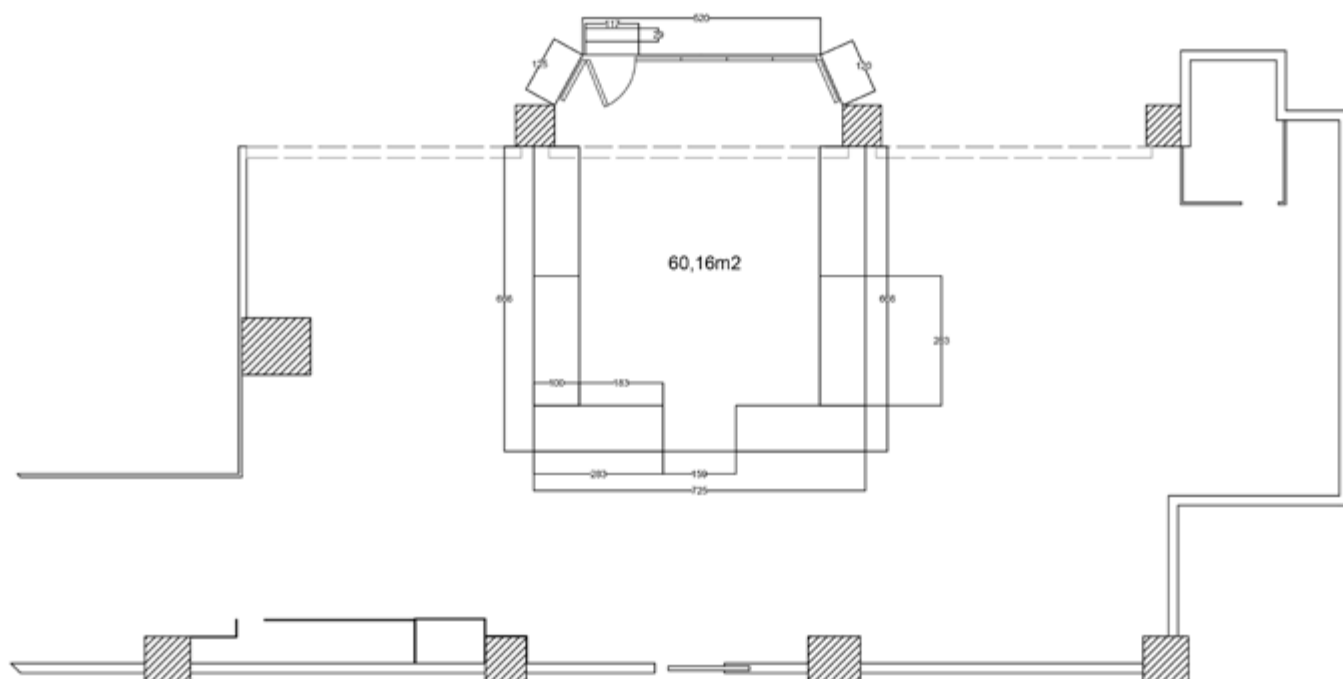


Examples of moodboards

D. New plan



To sign up for visits to the pop up store Auberge Espagnole (see calendar page 3 for days and times), just send a request by email to : auberge.espagnole@hub.brussels



Plan Auberge Espagnole



AUBERGE ESPAGNOLE SAINT-GILLES DU TRI POSTAL PAR LE SUPERLAB ENGINEERING ASBL

