

# Bringing start-ups to the next level

Although growth is the key measure for becoming a Fast 50 winner, it is not for the Rising Star competitors, companies that are in business for less than five years. Those young companies often seek to become a successful market leader through innovation. At Deloitte we help those start-ups grow.

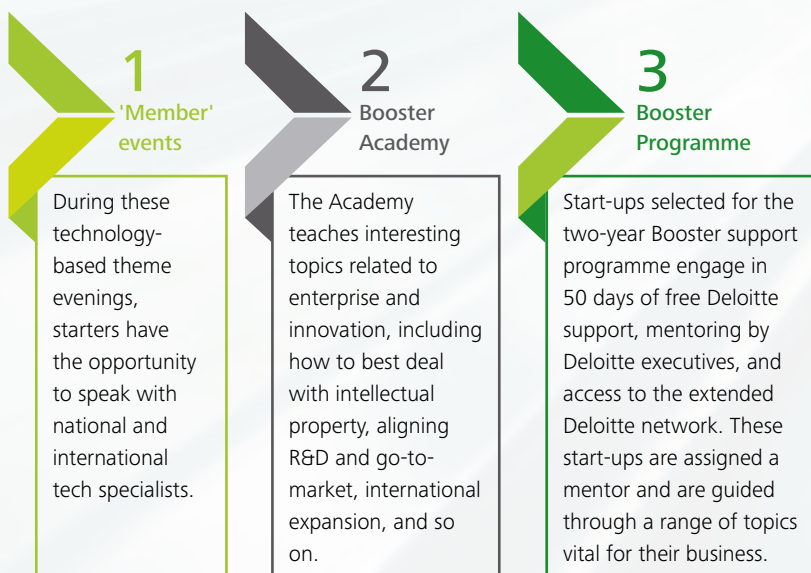
## Nurturing innovation initiatives

One of the initiatives to bring start-ups to the Champions League is the Deloitte Innovation Centre. The Deloitte Innovation Centre is not an incubator and it does not offer offices or financial resources to young entrepreneurs. Instead it wants to stimulate the Belgian economy by supporting innovation and entrepreneurship. The Deloitte Innovation Centre helps promising technology companies in boosting their business, giving them access to Deloitte's extensive range of knowledge and its C-level mentoring.

The centre focuses on young technology companies involved in analytics, digital, cyber security and mobile solutions that already have a working proof of concept. "Through the Deloitte Innovation Centre, we can offer start-ups the support they need to accelerate to the next level of maturity," explained Guido Vandervorst. "During a period of two years we help them to shape their strategy and business model, expand their network, and validate the technology in the market."

## Rising Star in Booster Programme

By offering a range of different programmes like member events, a Booster Academy, and a Booster Programme, the Innovation Centre nurtures start-ups through diverse levels of maturity.





## Start-Ups

### Each Rising Star winner is invited to join our Booster Programme

*Our mentor has put us in touch with potential partners, investors and customers through the Booster programme. We were moreover able to hone the go-to-market process, our business model, our pricing model, etc. with our mentor. We had smooth access (through our business coach) to the Deloitte consultant who was to address our concerns in the best and fastest way. This ranges from cooperation with the US desk for our branch in the US to advice on privacy legislation, complex issues concerning VAT and international e-commerce, and on to cooperation in our day-to-day financial administration.*

*Smappee, 2014 Rising Star winner*



## Other programmes and offerings

Besides its own programmes, Deloitte has strong partnerships with initiatives and incubators such as Bryo and Idealabs to help stimulate innovation in Belgium. "We are committed to open innovation and believe that a lot more can be achieved through innovation when we work together," said Guido Vandervorst. "Deloitte can serve as the strategic partner for young entrepreneurs, offering several services to help them grow."

### Our offerings

