

## HIGH QUALITY DEAL-FLOW

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# STARTUP DIVISION, LITHUANIA

### Grant Attraction

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There is little what attracts the attention of start-ups more than the possibility of raising funding. A business line of writing grant applications (nationally and internationally) for innovative start-ups will for sure raise visibility, awareness, and recognition from start-up companies. Open Coffee Club works closely with private consultancy company CIVITTA who is specialized in writing grant applications for innovative companies – both a national level and international level. This business line could be organized as well in-house in the incubator as an additional service line for tenants, ‘virtual tenants’ or future tenants. However, it is important to have high success rate that is higher than competition in order to be noticed by the innovative start-ups. Also, it helps to have a few grant attraction-tools to be able to tailor it to different start-up companies.

**Strengths:** It is a real added value service for companies, as these grants can help them to invest into growth of the company. Additionally, the service increases the skills of the proposal writers into business development, business modelling and has an important side-effect of forcing start-up companies to communicate a clear vision about their innovation, their company, their go-to-market strategy and their financial forecast.


**Weakness:** It is a very competitive market and not a core focus of an incubator to provide these activities. However, it is possible to partner with private consultant(s).

### For more information on Grant Attraction

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