****

**MAD BUSINESS PROGRAMS**

**Participation Rules**

1. **PROGRAMME DEFINITION**

MAD FLY is a mentoring program that is aimed at small entrepreneurs who want to grow their business, with a value of max €3.600,00VAT included, with professional coaches supporting 4 Brussels based companies in Fashion or Design.

This program was created with the support of the Ministry of Economy of the Brussels Capital

Region.

1. **DURATION OF THE PROGRAMME**

1st of January 2024 – 31 st of December 2024

1. **QUALIFICATION RULES**

* Be based in the Brussels Capital Region and have a VAT number
* Be in business for at least 1 year
* In fashion: have produced at least 1 collection
* In object/textile/industrial/urban/graphic design: Have produced at least 1 object or 1 commissioned project
* Have a development strategy
* Have a communication strategy
* Have at least 1 point of sale in Belgium or internationally

Call for applications will be open from 23rd of October 2023 till 1st of December 2023, 22:00

The selection process will be carried out in two parts:

**PHASE 1 :** Selection of applications

Applications for 2024 will be accepted until 1st of December 2023, 22:00, after which applications can no longer be accepted.

Following documents are required to be enclosed with the Application Form :

* CV
* Business plan
* latest financial balance sheet or financial plan
* most recent lookbook or catalogue

**PHASE 2 : Jury**

The Jury will be held at MAD on Wednesday 13th of December 2023 – Timeslots TBC

Announcement of the winners: not later than 15th of December 2023

Kick off meeting with experts: TBC

Contact : (before 29th of November 2023)

Peggy Acke

Peggy.acke@mad.brussels

business@mad.brussels

T : +32 880 85 66

*MAD - Brussels Fashion and Design platform - is a platform of support, expertise and a*

*for the promotion of the Fashion and Design sectors in Brussels.*

*Its mission, at the heart of innovation and looking to the future, to promote the professions in these sectors, to encourage initiatives and to support the players in these two sectors, in order to encourage their economic development and the influence of Brussels.*

*Coordinating the aid and initiatives aimed for them, MAD Brussels ensures the local and international*

*and international promotion of Brussels' creators and designers, as well as investment in the Brussels*

*Region for foreign actors. Through the activation of employment sectors and know-how.*

*Through quality events on a national and international level. Through the development of a network*

*of exchanges on an international scale. All of this, reinforcing the attractiveness of Brussels, combined with revitalising the Brussels districts in the canal zone.*

*By doing so, MAD Brussels wants to position the city-region among the traditional European capitals of fashion and design, and to promote the European capitals of fashion and design, as a dynamic, forward-looking, collaborative and universal innovative centre. Created in 2011, the Brussels Fashion and Design Centre Asbl is the result of close collaboration between the European Regional Development Fund (FEDER), the Brussels-Capital Region and the City of Brussels.*