

PAF

**P R I N C E
A L B E R T
F U N D**

**INFO SESSION
NOVEMBER 18TH 2024**





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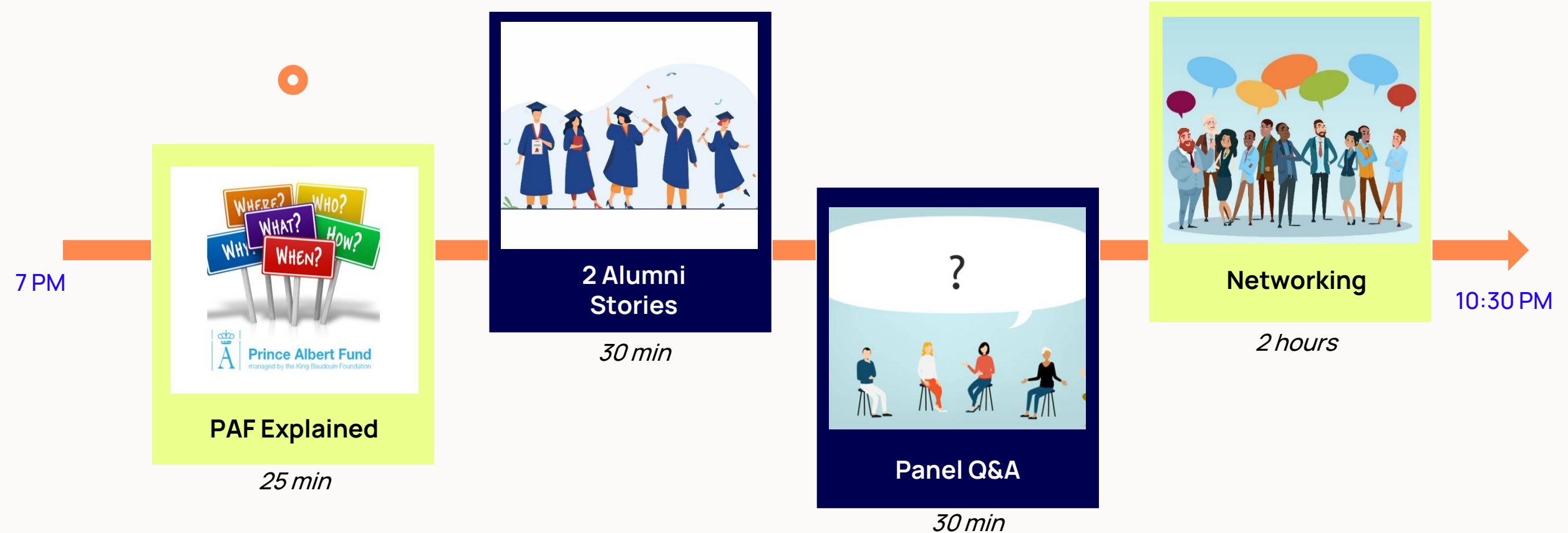
I am excited....





Prince Albert Fund
managed by the King Baudouin Foundation

Agenda for this evening



Agenda

1. What is PAF all about?
2. Is PAF for you, are you eligible? How to apply?
3. What happens after your selection?



History & vision of the Prince Albert Fund (since 1984)



Twin goals, double impact

Helping Belgium's top talent to kickstart their international careers and grow as leaders

Helping Belgian companies with their international development



The Prince Albert Fund is a non-profit organisation
Funded by the King Baudouin Foundation (KBF) and
Belgian businesses (VBO-FEB)

Unique Leadership Development program



BELGIAN TALENT

27.500€ Grant
High Impact Project
Company of choice
Outside Western Europe



PAF: Making a double impact
since 1984



BELGIAN COMPANIES

Access to top talent
Business acceleration
Provide costs of living
Pay Fee to Foundation

Haris Shabir



Deceuninck, Int. Business developer



Haris Shabir • 1st

International Business Developer @ Deceuninck | Prince Albert Fund candi...

3w • 🌐

I'm excited to share that I've been selected as a [Prince Albert Fund \(KBF\)](#) candidate and will be working as an International Business Developer for [Deceuninck](#).



Accelerate the international expansion
Of Deceuninck through a global
Market research study

Germain Boutte



Ugani prosthetics, Country manager DRC



Germain Boutte • 1st

Country Manager DR Congo at Ugani Prosthetics

1w • Edited •

🌟 Exciting News: Embarking on a New Chapter! 🚀

Thrilled to share that I've taken on the role of Country Manager DR Congo at [Ugani Prosthetics](#), where we're making waves with 3D-printed prosthetics. 🤖 Our mission is simple yet impactful—creating high-quality assistive devices that are not only innovative but also affordable and accessible to all.



Goal: Launch the activities of Ugani Prosthetics in the DRC and improve quality of life of thousands of patients

Imane Benamar



Turbulent, Business developer



Imane Benamar • 1st

Business Development Turbulent Hydro in East-Africa
2mo • 🌐

Dear network,

I am extremely happy to announce that I have joined the sales team of the innovative and inspiring [Turbulent Hydro](#) 🌐 as a Business Development Representative. But the excitement does not end there!

5 days from now, I will be flying to Kigali where I will be based for the next year. I will be promoting ecological, low-head hydropower in the East-African region. With our turbines we can electrify villages, communities, businesses and industries both on- and off-grid.



Empower remote communities via affordable & clean energy. Scale Turbulent's business in East-Africa

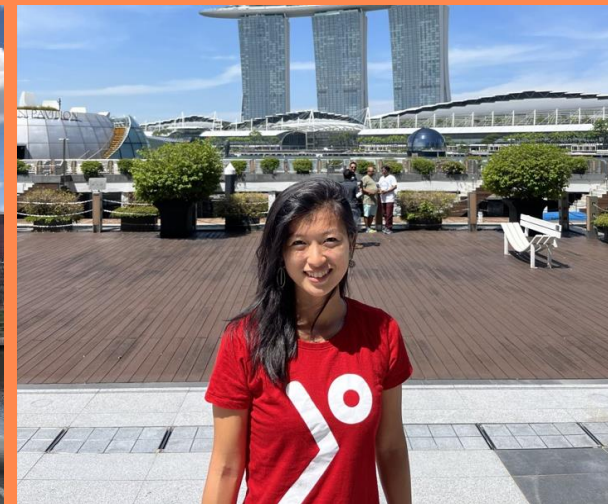
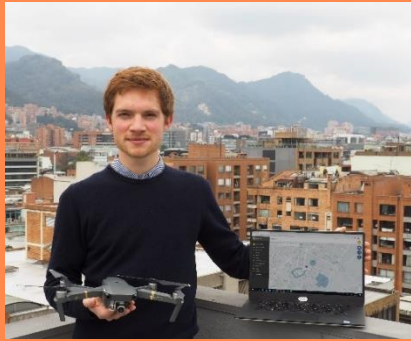
PAF: Learning, Growing and Making an Impact through new professional experiences



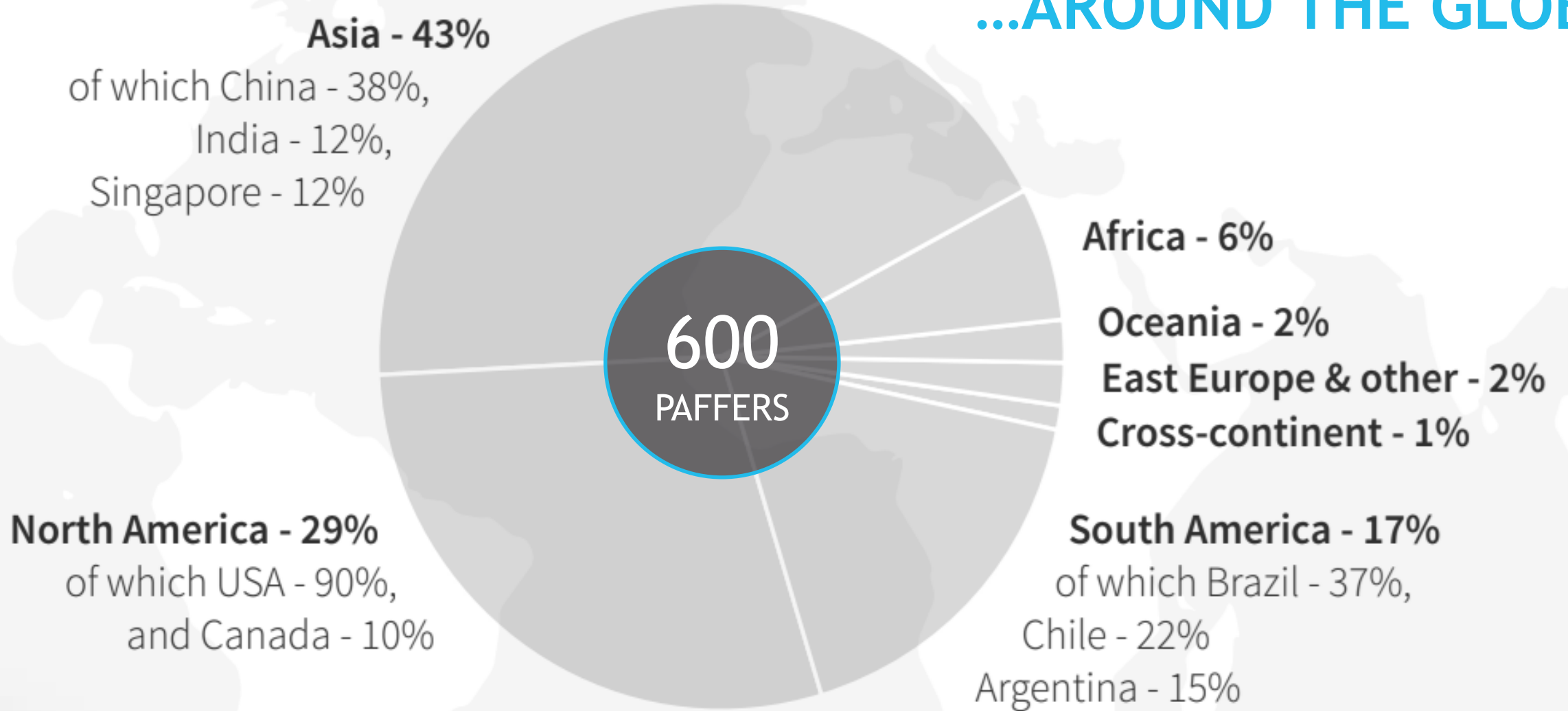
12-month professional challenge

- Taking on a new role
- Changing industry
- Relocating to new country & culture

+600 CANDIDATES, EACH ONE WITH UNIQUE STORY

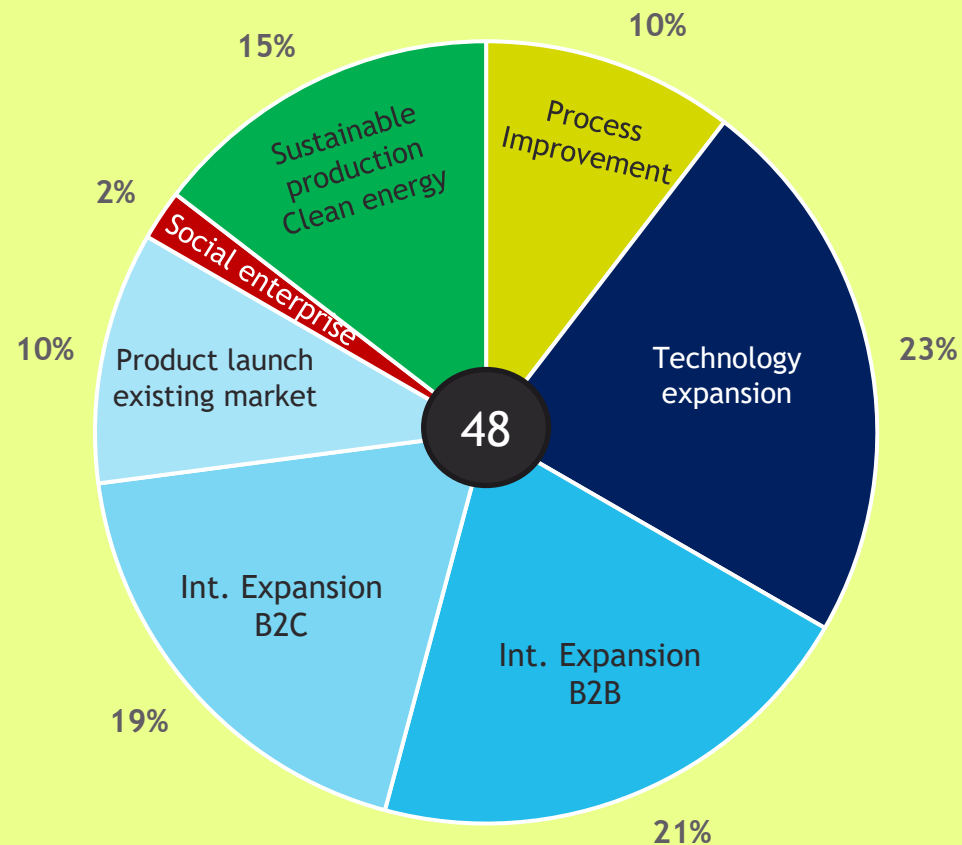


...AROUND THE GLOBE



Evolving PROJECT ROLES

~ 50% Traditional PAF, ~ 50% New type of roles



Digital Transformation Manager

Supply Chain Optimization analyst

Business operations manager

Partnership manager

CO2 Decarbonization manager

PM Smart Plant Initiatives

Sustainability manager

Hydrogen facility manager

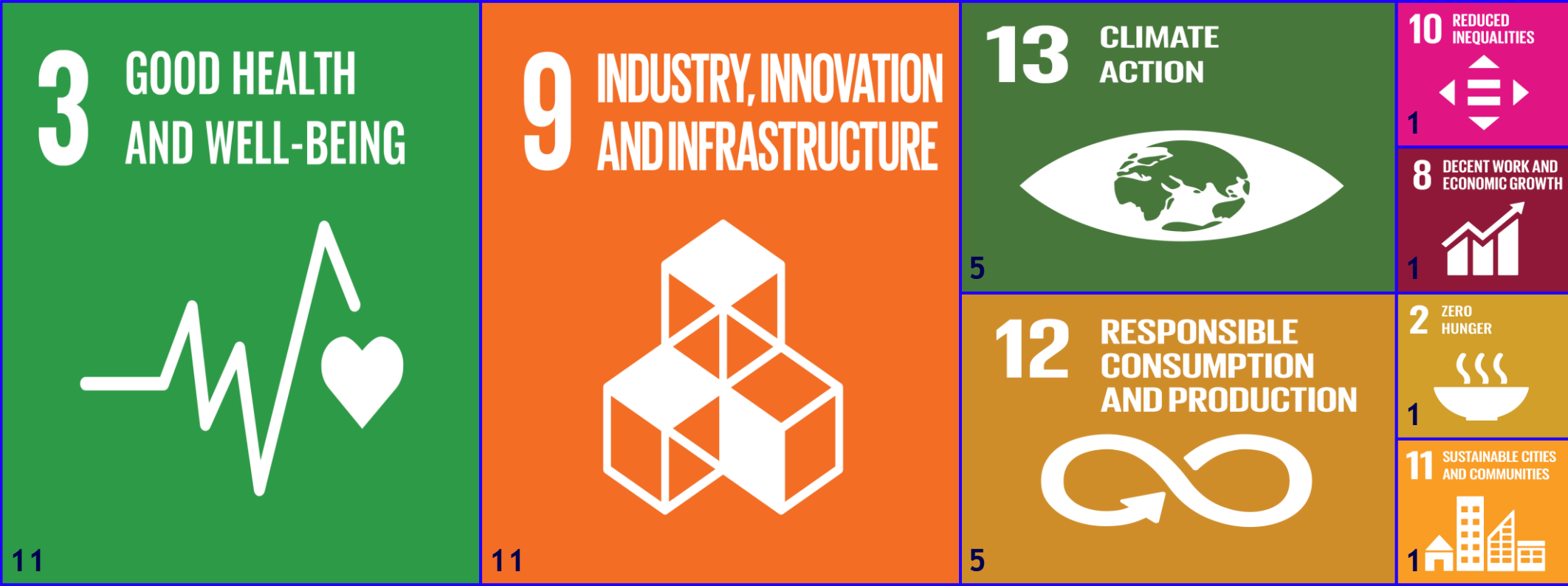
Strategic expansion manager LATAM

Business Developer USA

Market entry Analyst

New product launch manager

PAF PROJECTS contribute to Sustainable Development Goals



* Please indicate the primary sustainable development goal your PAF project contributed to based on Returnee Survey. 70% response rate. N=36

2022: +300 Businesses, both large & small

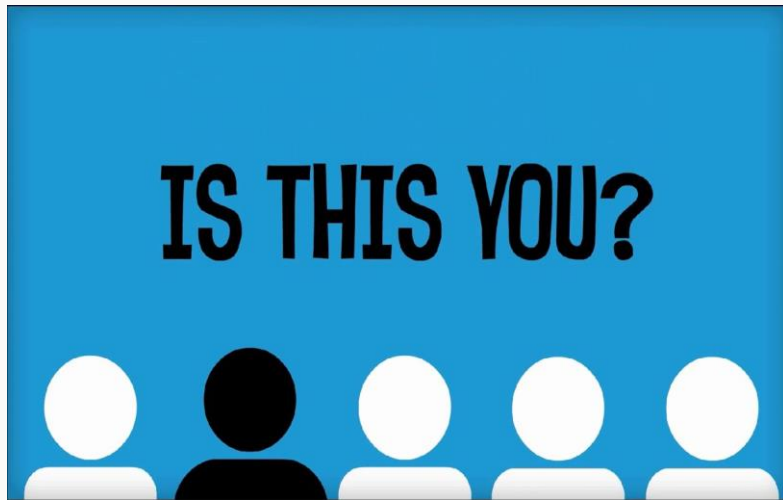


“UCB year after year looks forward to onboard participants of the Prince Albert Fund as they add new ways of thinking, audace and openness to the world.”

Are you excited?

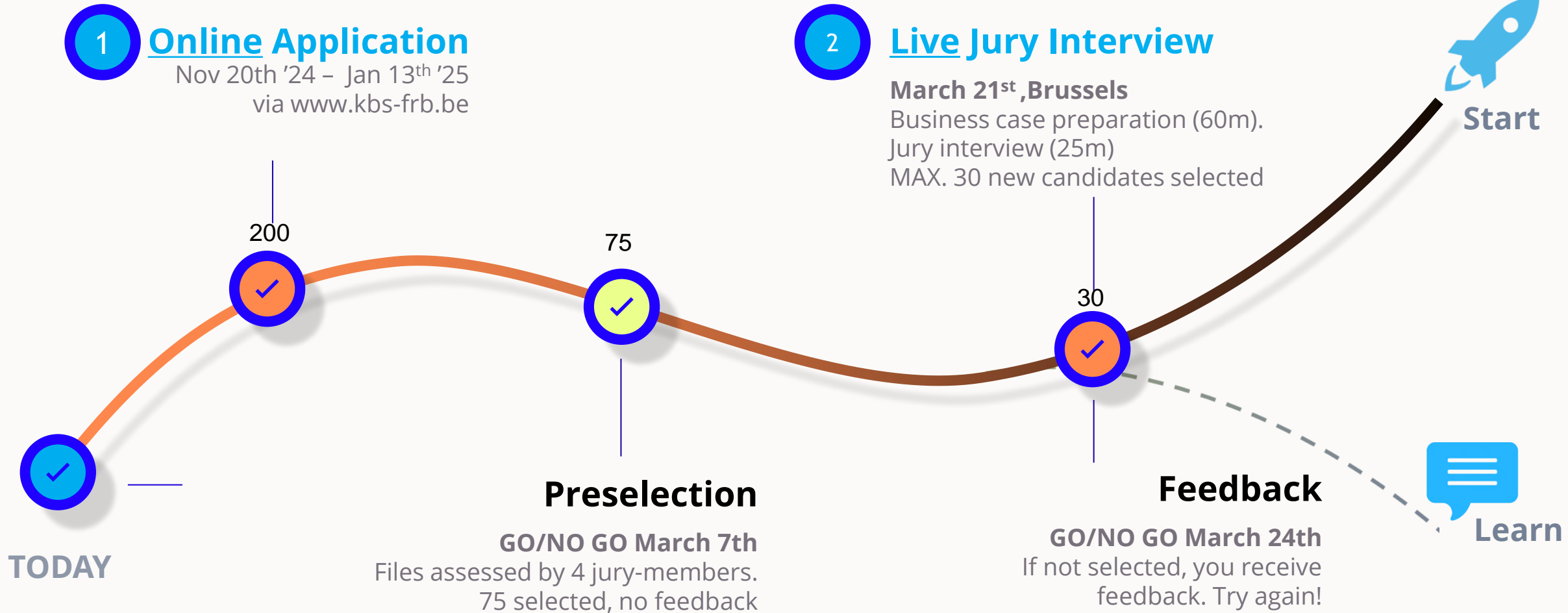


Do I meet the 6 requirements?

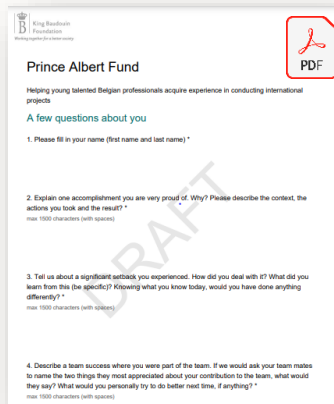


- ✓ Belgian citizen, or domiciled in Belgium for at least 5 years
- ✓ Max. 30 years old on 01/01/2025 (born after 1/1/1995)
- ✓ Master's degree
- ✓ Keen interest in business
- ✓ Min. 2 years of professional experience (*) by Sept 5
- ✓ Fluent in English
- ✓ (*) No summer internship, need to be listed on payroll of an organisation

What about the SELECTION process?



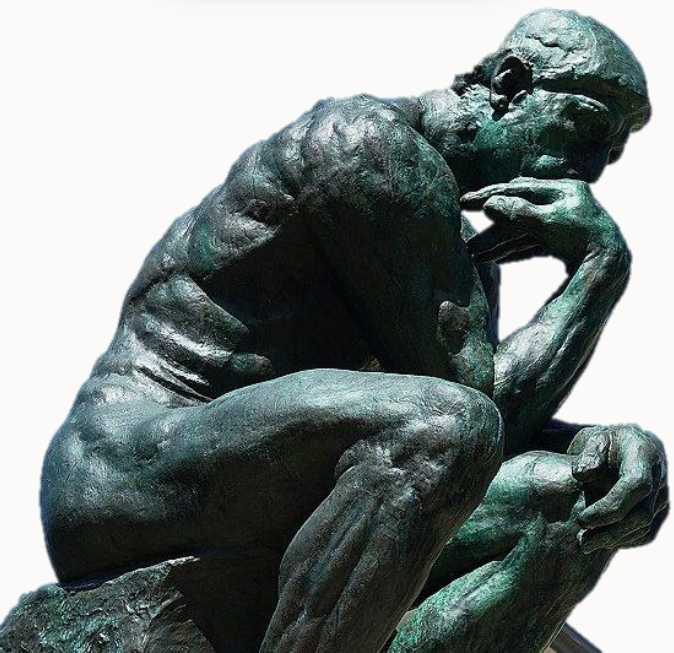
1 Online Application: questions to reflect upon...



 **DOWNLOAD:** <https://candidate.kbs-frb.be/en/call/2025-F20000-E>

1. *Explain one accomplishment you are very proud of. Why?*
2. *Tell us about a significant setback you experienced. How did you deal with it? What did you learn from this?*
3. *Describe a team success where you were part of the team. If we would ask your team mates to name the two things they most appreciated about your contribution to the team, what would it be?*
4. *Which Sustainable Development Goal (SDG) would you most like to contribute to with your PAF project*
5. *Describe the main characteristics of a potential Prince Albert Fund project that would excite you most, e.g., in terms of type of responsibility, challenge, sector, company, geography, etc.*

- START ON TIME!
- Insightful clarity exercise
- Reference point for the jury interview
- Contact our Alumni



2 Jury Day, Set-up



1- Business case (10')

1 hour prep time on-site

2- Motivational Interview (15')

In part based on written application and CV

“The jury is your friend!”

2

Jury Day, what will the jury look for?

PERFORMANCE TRACK RECORD:

- Academic
- Professional
- Entrepreneurial
- Extracurricular
- **Accomplishments in adversity!**

IMPACT OF THE GRANT

- Project Impact
- Career impact
- How you will contribute to Society at large

SOCIAL ATTITUDE

- Interpersonal skills
- Team spirit
- Societal engagement

OPEN-MINDEDNESS

- Intercultural awareness and adaptability

EFFECTIVE COMMUNICATION

- Communication Clarity
- Ability to convince
- Stress resilience

INTERNATIONAL BUSINESS ACCUMEN

- Motivation PAF project
- International business interest
- Situational awareness

PERSONALITY

- **BE YOURSELF!**

2

Jury day, Tips

- “... *but I haven't identified a PAF project yet*”
No need. Just be clear about your intentions & motivations.
- “... *but my background is very different*”.
That's good. Every PAF candidate is unique. Focus on your story!
- “...*but I'm not sure yet*”
Bring the right energy!
- “... *but what if I fail?*”
But what if you learn?

2

PREPARE WITH YOUR BUDDY!



CONGRATS

WHAT NOW?



Onboarding phase, departure by Jan '26



- ❑ 3-day Leadership training
- ❑ Speed dating companies
- ❑ Alumni Events
- ❑ Online Webinars with experts & PAFFERS abroad

See you there?

Prince Albert Fund Interactive

Jeanette Johnson, BELC

- Topics:
 - Overview of USA 1
 - Zoom on J-1 requi
 - Concrete PAF-exar
 - Do's & Don't's, dur

Current PAFFERS Inter

- Topics
 - Tips & tricks: PAF
 - Key learnings fro
- Who?
 - Nicolas Velge: Beke
 - Sofiane Thanaerts
 - Maxim Deprez & CF
 - Mathilde Comand e
 - Malou de Villeraq
 - Others TIC



See you there?

Prince Albert Fund go!
Interactive webina
June 26th 2024

Natasha Juhko - 30mins

- Topics:
 - Natasha's PAF project which kicks
 - Experience sharing of a decade of
 - Intercultural lessons
 - Tips & Tricks

Interactive panel with PAFF

- Topics
 - Why do a project in Afr
 - Key learnings from the
- Who?
 - Ineser Samson e Tafubani
 - Ward Goussens e a Ward
 - Jennifer Van der Waerden e
 - Madeline Toubert e Lohoué
 - Louis de Liedekerke e Sarr
 - Jil Van Gerven e BELC, Goe








MOST IMPORTANT STEP: YOUR PROJECT SEARCH



"I initially underestimated the workload and stress securing a project would bring in combo with my fulltime job"

C 50% CHOOSES A PROJECT FROM THE LIST



Name ↑
 2022_BMI Leisure_Americas.pdf
 2022_Boortmalt_Australia.docx
 2022_EverZinc_USA.docx
 2022_EyeSee_USA.pdf
 2022_LaLorraine BakeryG_NAmerica.pdf
 2022_SENSOLUS_NORTH_AMERICA.pdf
 2022_UCB_Australia.docx

Project:

1 What we expect:

Business Development:

Your challenge is to make the world (you start with New York) circular and sustainable with JUUNOO.
How do you start this challenge? You start with prospecting and conquering the market. You look for those who believe in circular economy and understand the added value of JUUNOO. In Belgium we are known for our circular range and we want to achieve this in the New York region as well.

Brand Awareness:

- You will create visibility and expand your network with involvement in the community.
- You will create industry connections.
- You will create a strong brand identity.
- You will create a strong brand identity.
- Collaborate with influencers and industry experts.

3 The Successful Candidate:

Has knowledge of the construction industry, solutions and sales techniques, coupled with result driven and perseverance, are crucial in this fantastic and demanding position of Business Developer.

Sales:

- Set up our sales strategy.
- Develop sales deals.
- Sales development frequent.
- Direct reporting.

- You are result driven. We are curious to hear about your achievements that you are most proud of.
- You are known for opening doors and creating new opportunities.
- You like to work autonomously and draw your own plan, since your colleagues are a bit further away. Fortunately, there is Teams.
- You have strong communication, negotiation, presentation and interpersonal skills, which allow you to interact with different end customers (from facility managers to the C-Suite)
- You understand your customers and know how to close the deal. Together, we get results.
- Construction experience/affinity to capture the market would be a plus.
- You have a lot of perseverance and go for the extra mile.
- You know what it is to work in a scale-up and you are not afraid of it.
- You are enthusiastic about our company values. You want to challenge yourself and create impact.

Start project before 31/01/'26



© 50% CRAFTS OWN PROJECT

• Criteria:

- for a Belgian company
 - outside Western Europe (and outside UK and CH)
 - for 12 months
 - of an Entrepreneurial spirit
 - Related to Business/Management
 - Related to SDG's you are passionate about
-
- Your PAF mentor can assist!



SUPPORT DURING THE ONBOARDING & PROJECT

Obligations of the Company

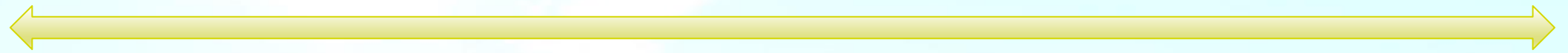
- Provide a challenging (and fulfilling!) project
- Assign a company mentor & Provide internal support (VISA process)
- Pay for:
 - housing costs & flight costs
 - mission-related costs (f.ex., transport, events, co-working space, ...)
 - admin fee to PAF

Support From PAF

- Leadership training, speeddating with companies
- Support in onboarding & Follow-up by PAF team
- Admin support
- Mentoring by Alumni
- Global health insurance



10-14 MONTHS PRE-DEPARTURE + 12 MONTHS PROJECT



a 12-month Adventure

With support from PAF, Companies & PAF Mentors

ONBOARDING

MIDTERM CALLS

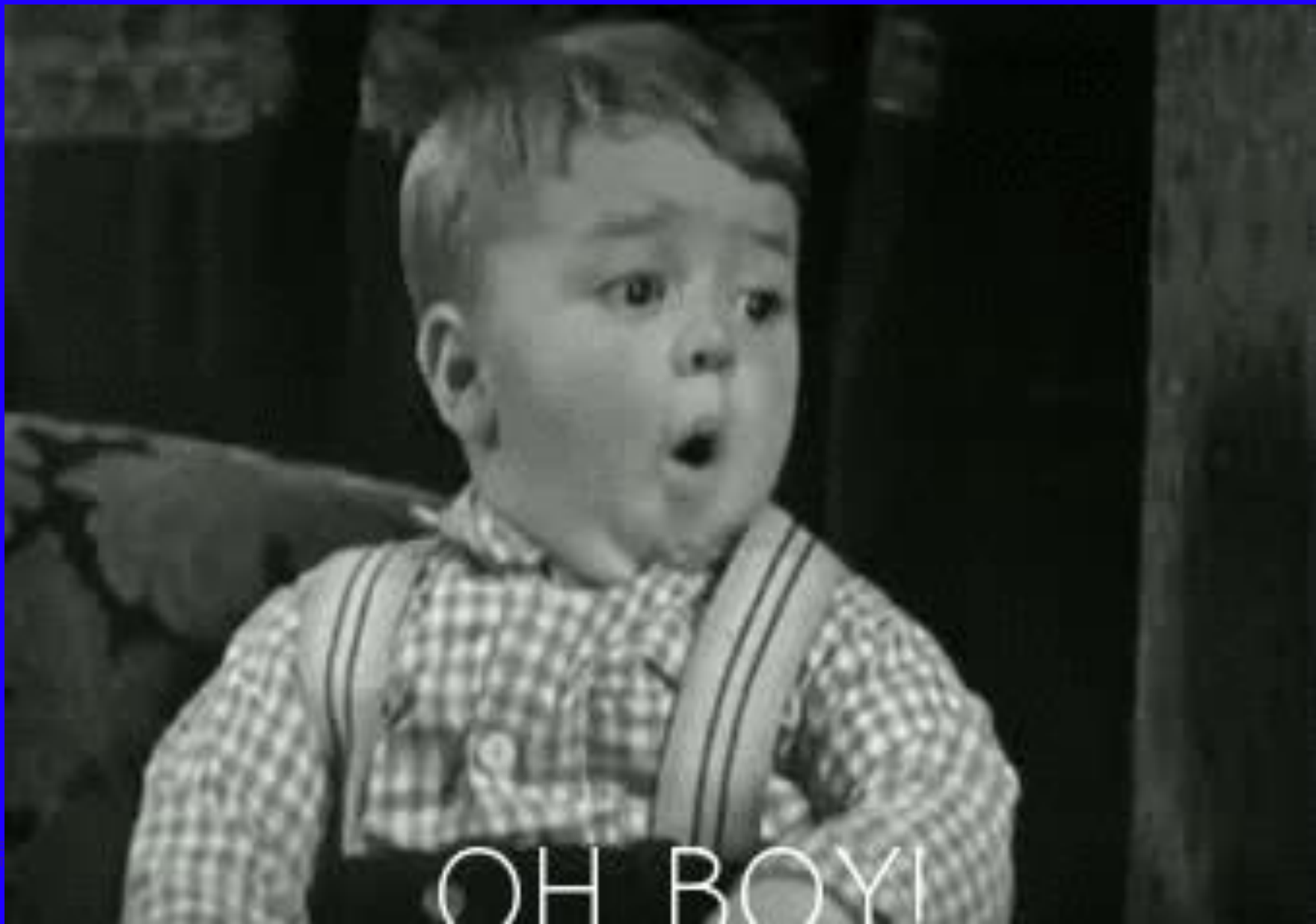
FINAL REPORTS

GRADUATION



PAF GRADUATION CEREMONY & ALUMNI COMMUNITY





THINK BEFORE APPLYING ... IMPLICATIONS

- Your status during the PAF assignment
 - Full-time student status (no pension, no vacation credit)
 - Grant is tax-free
 - Keep a residence in Belgium to benefit from Social Security
 - We provide an additional health insurance

THINK BEFORE APPLYING ... IMPLICATIONS

- Make sure you are ready for the adventure
 - Finding a project takes time
 - No such thing as an ideal project - a flexible outlook is important
 - Managing dual careers
 - Managing Personal relationships - partner, family, dog
 - Visas can be tricky
- If you drop the grant after selection, it cannot be given to someone else. Please don't apply if you see upfront showstoppers

Ready to take
your development
to the next level?



Prince Albert Fund
managed by the King Baudouin Foundation

GO FOR IT!



MARCH 2025

SUN	MON	TUE	WED	THU	FRI	SAT
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

www.GrabCalendar.com

APPLY BY JANUARY 13th 2025 (close 23:59)

GO/NOGO MARCH 7th 2025 (No feedback)

SHOW-UP ON MARCH 21st 2025 (LIVE interview, online not possible)

PARTICIPATE April 18th & 19th, and May 16th
(Mandatory Training, speeddating)

LEAVE BY JANUARY 31st 2026

Bring your best & leave the rest





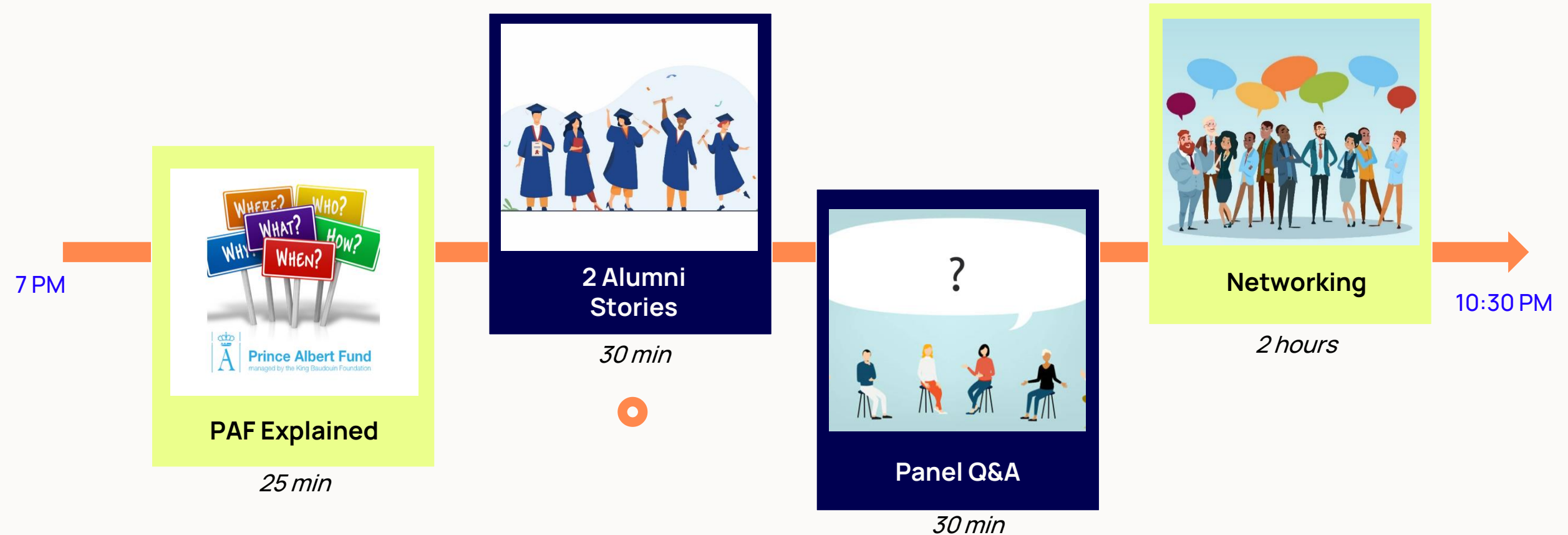
Enjoy the adventure!

www.princealbertfund.be | fundpaf@kbs-frb.be



Prince Albert Fund
managed by the King Baudouin Foundation

Agenda for this evening



AGENDA FOR THIS EVENING



VEERLE MONKERHEY



MORGANE JANSSENS

How The Prince Albert Fund Changed My Life

Yes, I know this is a corny title.

Veerle Monkerhey

Life anno 2017



apply for PAF

The Interview



Dear Veerle,

I very much regret to inform you that the Jury of the Prince Albert Fund has not selected your application. This does not detract from the major qualities of your very valuable candidacy. In view of the

feedback on your application.

Please accept my personal thanks for your participation and also my most sincere wishes that you will be able to continue your career in the most favorable of circumstances.

Best regards,

025 43 6155

FAT Feedback 2012

- entwi. binnen case
- wat ontbeekt er is mijn pijl?
- 14u -

Prof. pedjel

- overtuigingskracht - drive
- entrepreneurship - wat ga je ondernemen om 'n probleem op te lossen? Actie ondernemen
- Kamploper

Positief:

- Zeelb bent
- Case heel goed behandeld, zeer analytisch
- Heel goed emotioneel contact met publiek (publiek meelopen)

2 years later...



Dear Veerle,

We are delighted to let you know that the Jury has selected your application for the Prince Albert Fund and that you are offered a grant to start a project abroad. Congratulations!

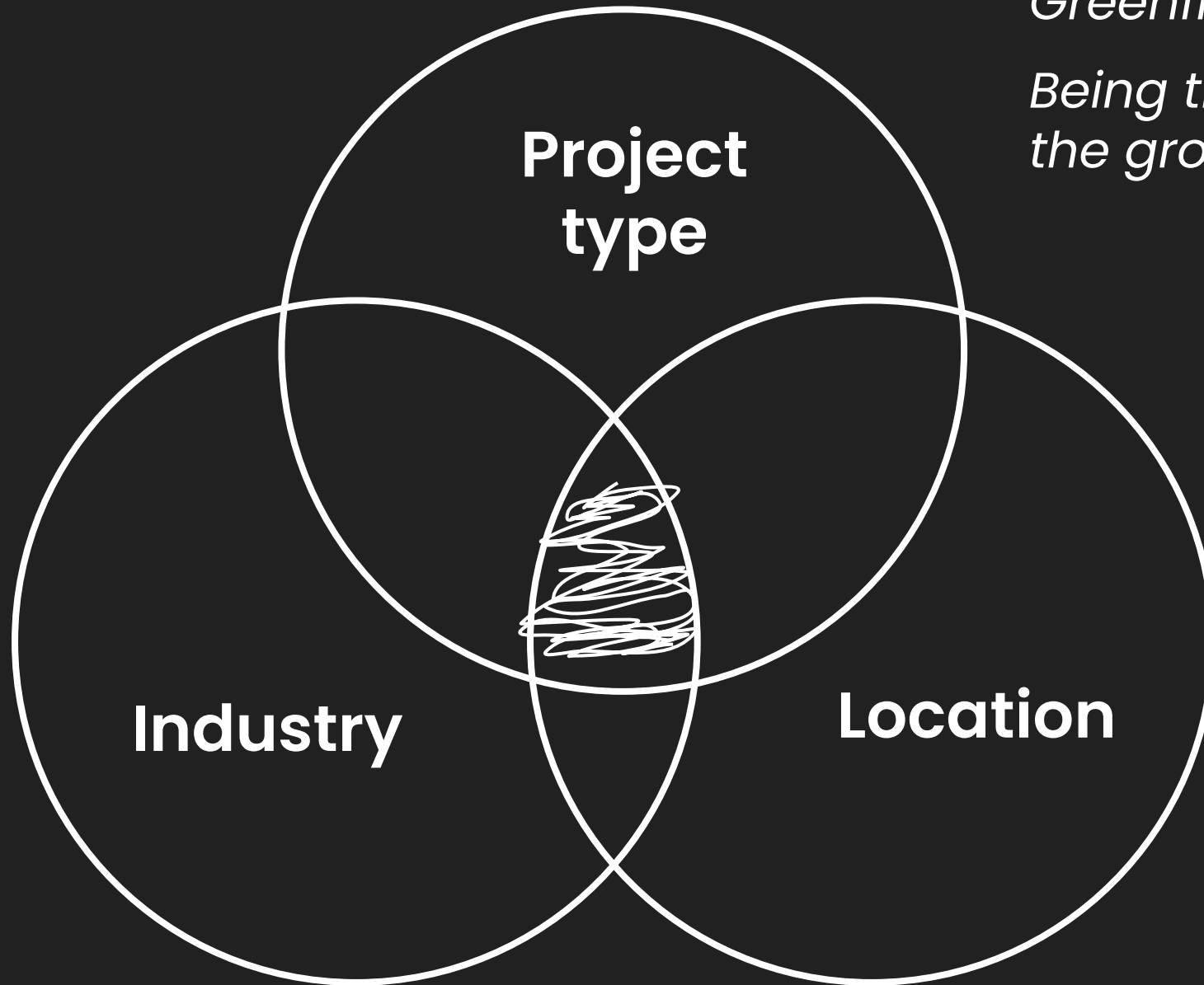
- We expect you in Brussels at the following dates:
- Friday 26 April (starts at 9h sharp) until Saturday 27 April (ends at 17h00).

Accommodation will be provided in Brussels.

Training on leadership and intercultural skills

- Friday 17 May: 9h – 18h
Second part of the training and meeting with companies

We also have the pleasure of inviting you to the upcoming graduation ceremony of the



Greenfield project
Being the first one on the ground

Not a difficult technical product
Maybe consumer goods

Looking for a culture shock (Asia, Africa)
Plus maybe a new language



Lemo
eyesee



UNILIN



RIA&TR



board of
innovation





~~Lemon eyes~~

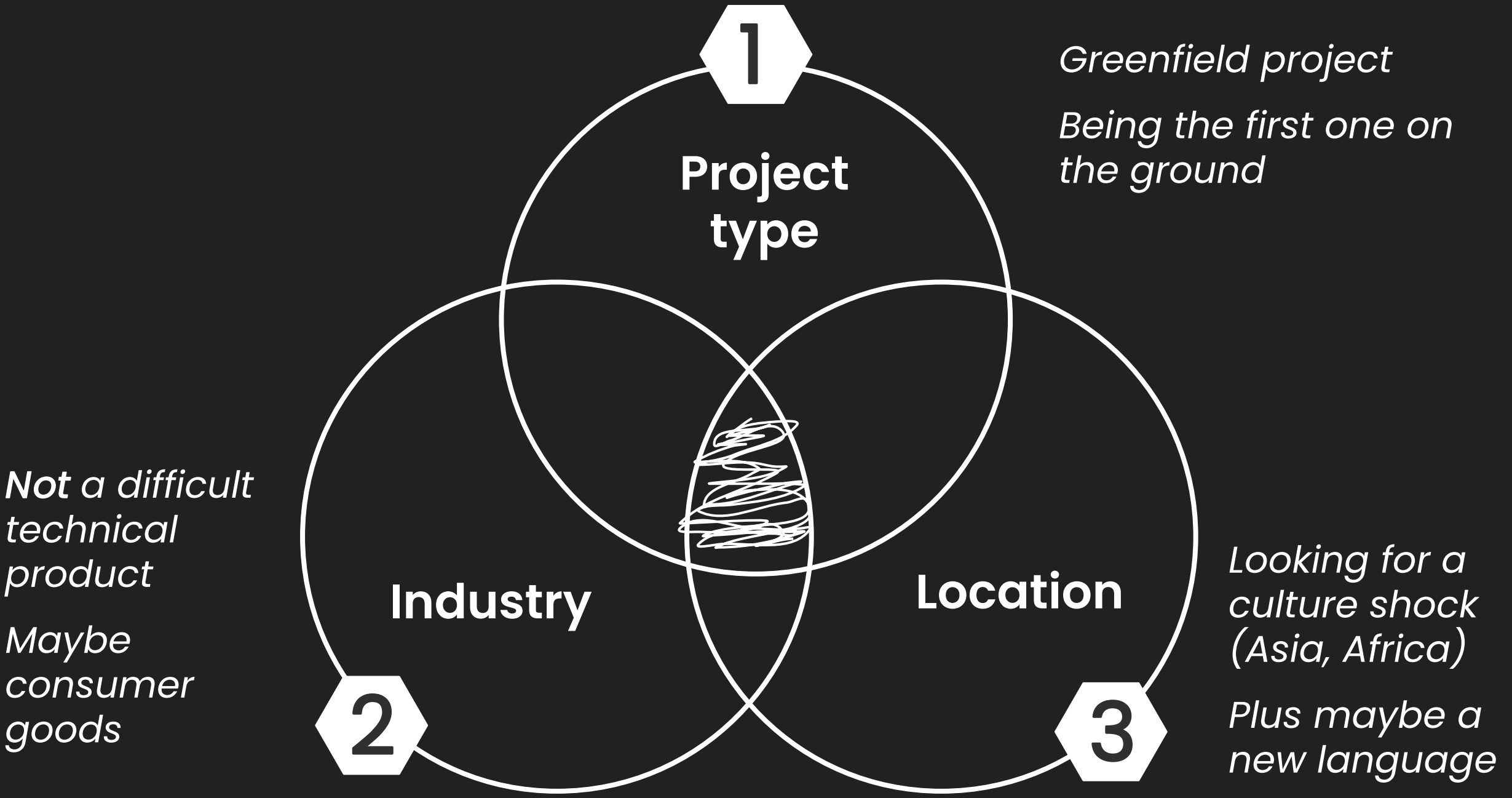
~~board of innovation~~

~~UXILIN~~

~~RIA & TR~~



*Sometimes you need to
look at things from a
different perspective*



Project type

Greenfield project
Being the first one on the ground

Industry

Not a difficult technical product
Maybe consumer goods

Location

Looking for a culture shock (Asia, Africa)
Plus maybe a new language

Paprika

MID SEASON
Sale
-50%
TEM

Carri

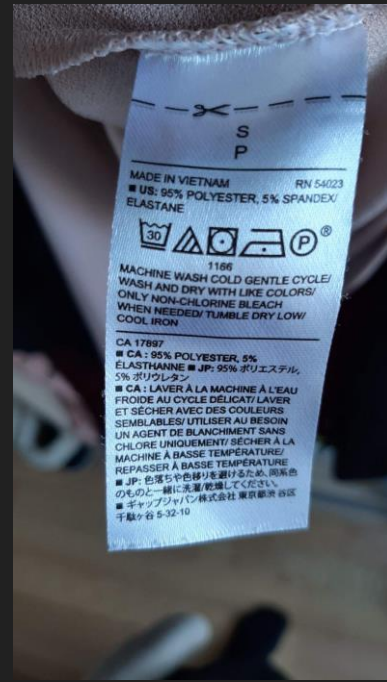


PAF Project for Paprika in the USA

- ❑ Market research
- ❑ Profit and loss analysis
- ❑ Decide about go-to-market strategy
- ❑ Design marketing plan
- ❑ Set up US entity
- ❑ Understand logistics
- ❑ Branding for the new name Talking French
- ❑ Complete first US sale

November 1st, 2019







HOLIDAY SHOP-UP
 CURATED BY
 NICOLETTE MASON

Elomi	Treasure & Bond
Halogen x Atlantic Pacific	Reformation
Universal Standard	Tanya Taylor
Halogen	Good American
Leith	Madewell
BP.	And more!

22:43 [signal icons]

N nordstrom 7h
 December 2019

9 10 11 12 **13** 14 15

**Shop Nicolette Mason's
 Holiday Dream Closet**

What: Don't miss this exciting curation from influencer and body positive advocate, **@nicolettemason**. She's assembled an amazing selection of holiday looks from a mix of favorite brands, including **@universalstandard**, **@tanyataylor** and **@reformation** —as well as our exclusive **#NordstromMade** labels. Best of all, everything she's showcasing is in sizes 14–24.

When: December 13-14, 10am-7pm

Where: [NORDSTROM LOCAL WEST VILLAGE](#)

[camera icon] Send message [three dots icon] [share icon]

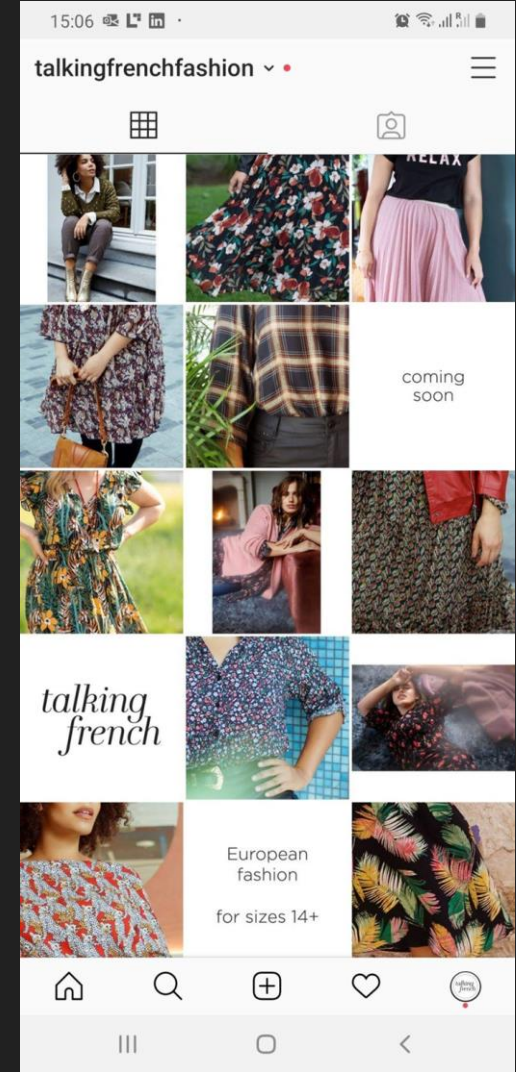
||| ○ <



talking french

The beauty of curves, embraced by a unique collection of clothing at a great price point

< A **European** brand developed by Fabienne, who struggled to find trendy and stylish, yet accessibly priced outfits in her size >



PAF Project for Paprika

- ✓ Market research
- ✓ Profit and loss analysis
- ✓ Decide about go-to-market strategy
- ✓ Design marketing plan
- ✓ Set up US entity
- ✓ Understand logistics
- ✓ Branding for the new name
- Complete first US sale

Talking French

November 2019 till February 2020

The New York Times

*New York City Region Is Now an
Epicenter of the Coronavirus
Pandemic*



March 2020



**"We're
pausing the
project in the
US and you
should return
home for your
safety"**

Shift in responsibilities

- ❑ Find distributors in Europe for Paprika
- ❑ Develop pitch deck for a newly purchased brand
- ❑ Find other brands that Paprika & Co could distribute
- ❑ Project manage the development of the new worldwide e-commerce website

May 2020



Ten days before departure



July 2020

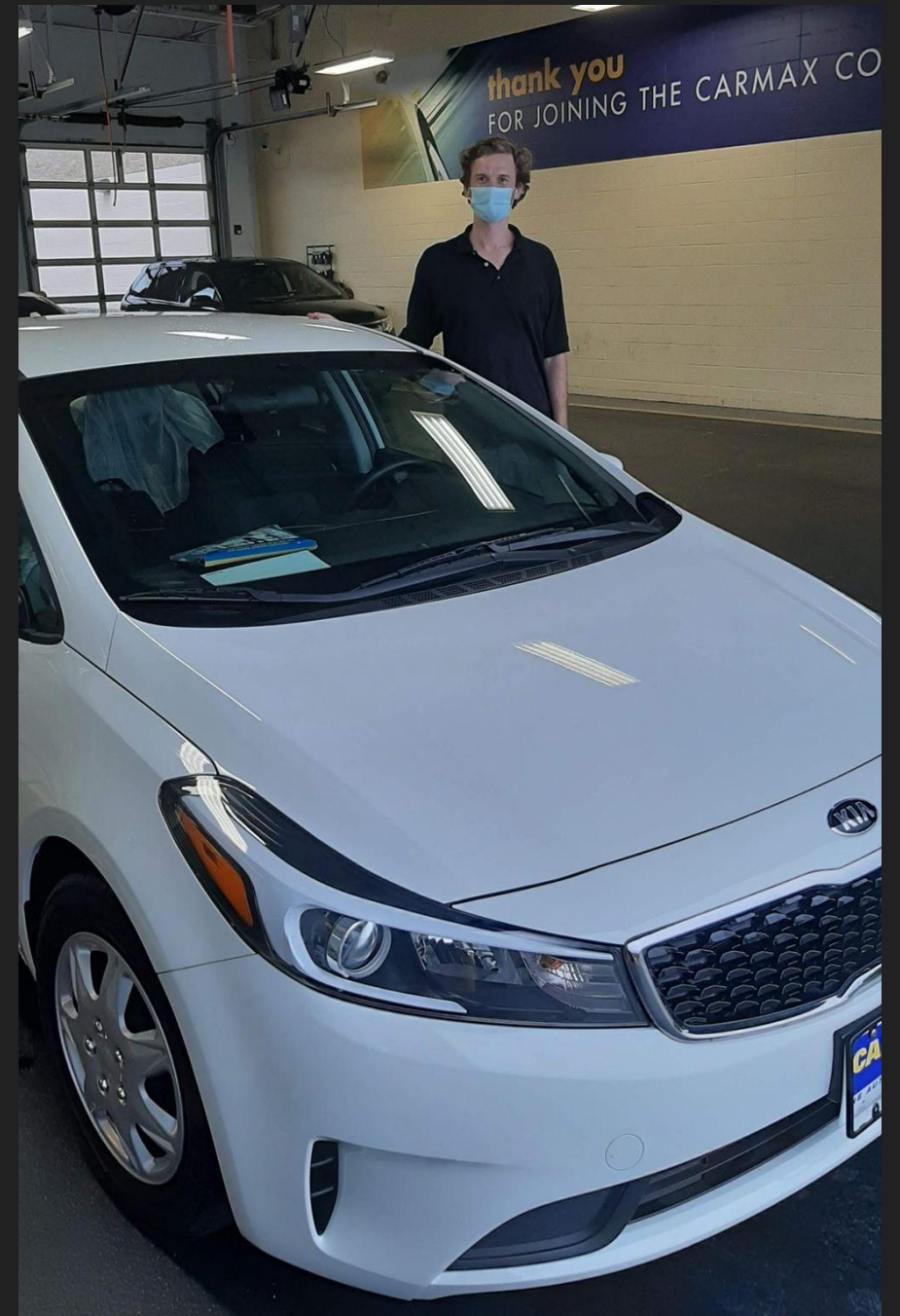
Back to my initial responsibilities:

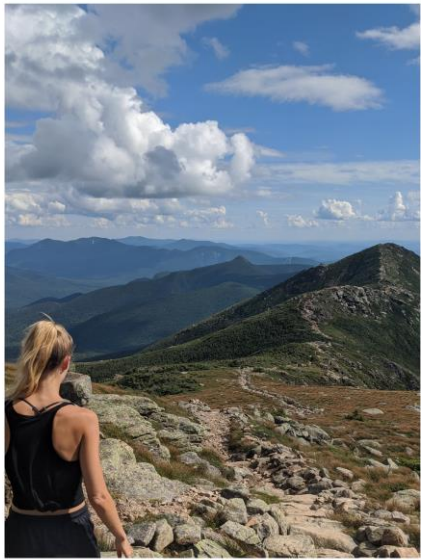
- ❑ Set up supply chain
- ❑ Import the first Talking French collection
- ❑ Launch on Amazon
- ❑ Sell to online retailers
- ❑ Get a deal with a department store





**... you buy a
car and book
airbnbs in the
countryside**

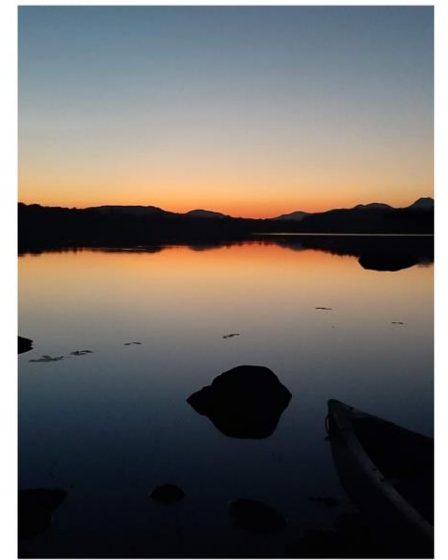




New Hampshire



North Carolina



Maine



South Carolina

November 2020

Things are going well!

- Set up supply chain
- Import the first Talking French collection
- Launch on Amazon
- Sell to online retailers
- Get a deal with a department store

Getting ready for year 2...

November 2020



December 2020 - THE END

2 months and
MANY revisions of
our
line sheet for
Nordstrom later...



No deal

2. ALUMNI COACH FEEDBACK

2.1. Success of the project

Veerle hit the ground running when she arrived in the US. She approached the market in a structured and systematic way and provided the company with a strong market overview and a clear market entry plan. It was very unfortunate that Covid hit early in her project. She showed resilience and

Unfortunately, Paprika decided to stop operations in the US. Veerle was disappointed that the project did not have a tangible result. I believe that was beyond her control.

Unfortunately, Paprika decided to stop operations in the US. Veerle was disappointed that the project did not have a tangible result. I believe that was beyond her control.

2.3. Adaptation to local culture

Veerle is a strong networker. She actively looked for contacts with locals for her professional and social network. I knew she already had quite some international experience so I imagined she would not have difficulties with that aspect. She has a clear understanding of the difference in communication and business mentality between the US and Belgium.



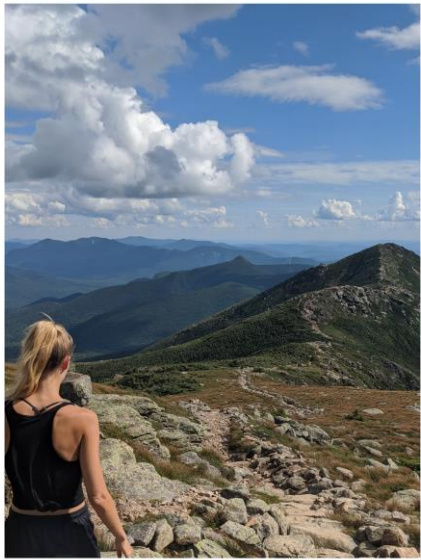
4 years later...

Unexpected results

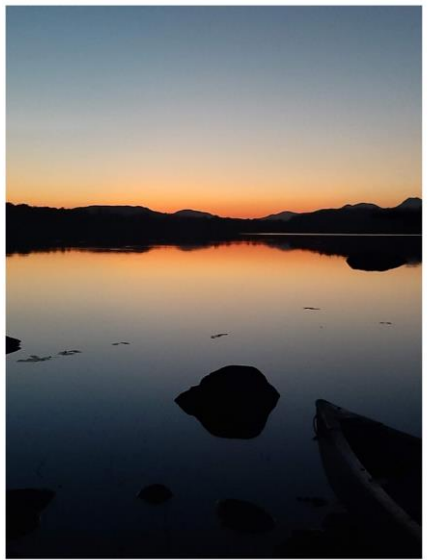
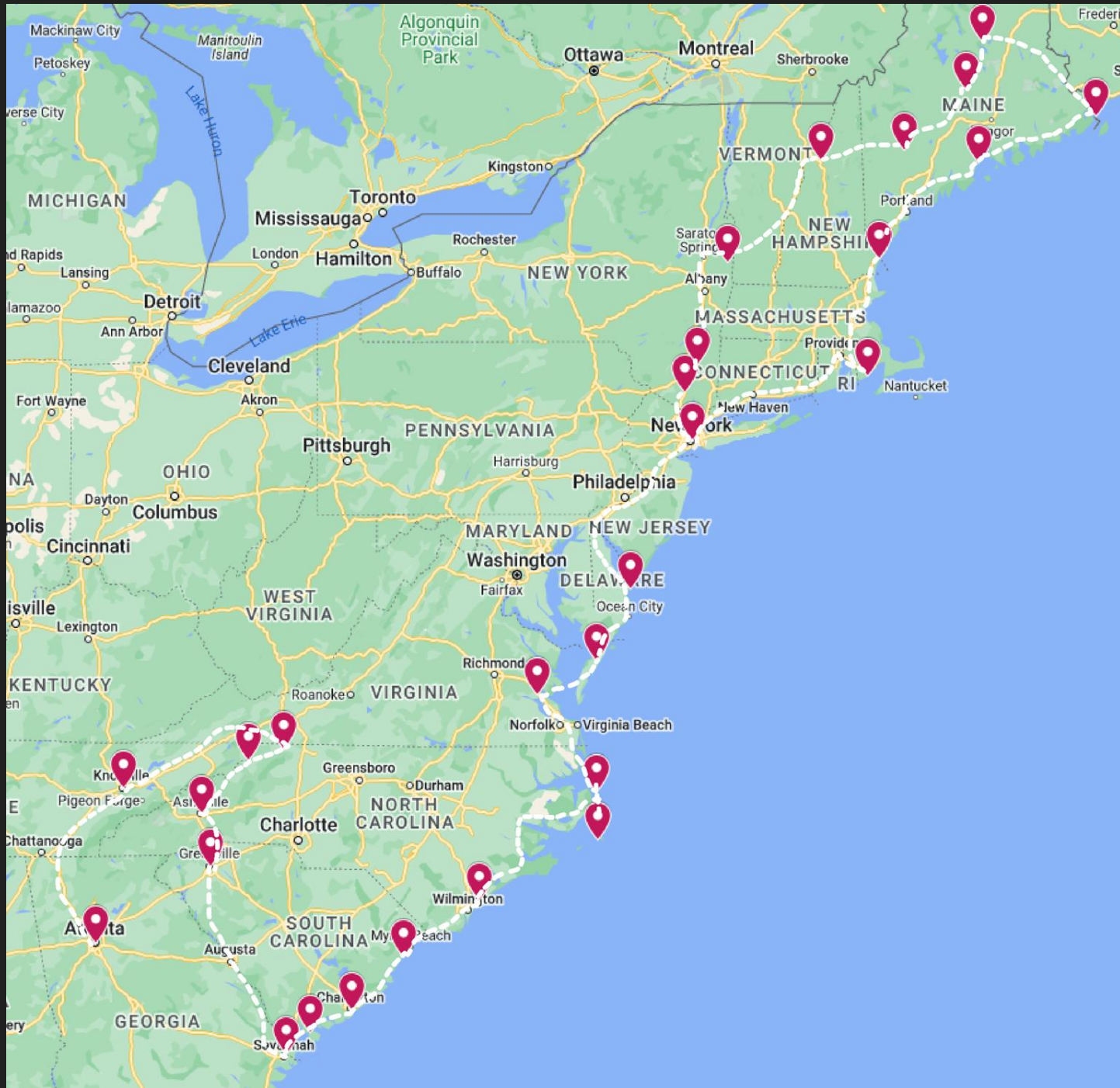
How my life has changed after PAF

1. A new lifestyle

Being a digital nomad and petsitter



New Hampshire



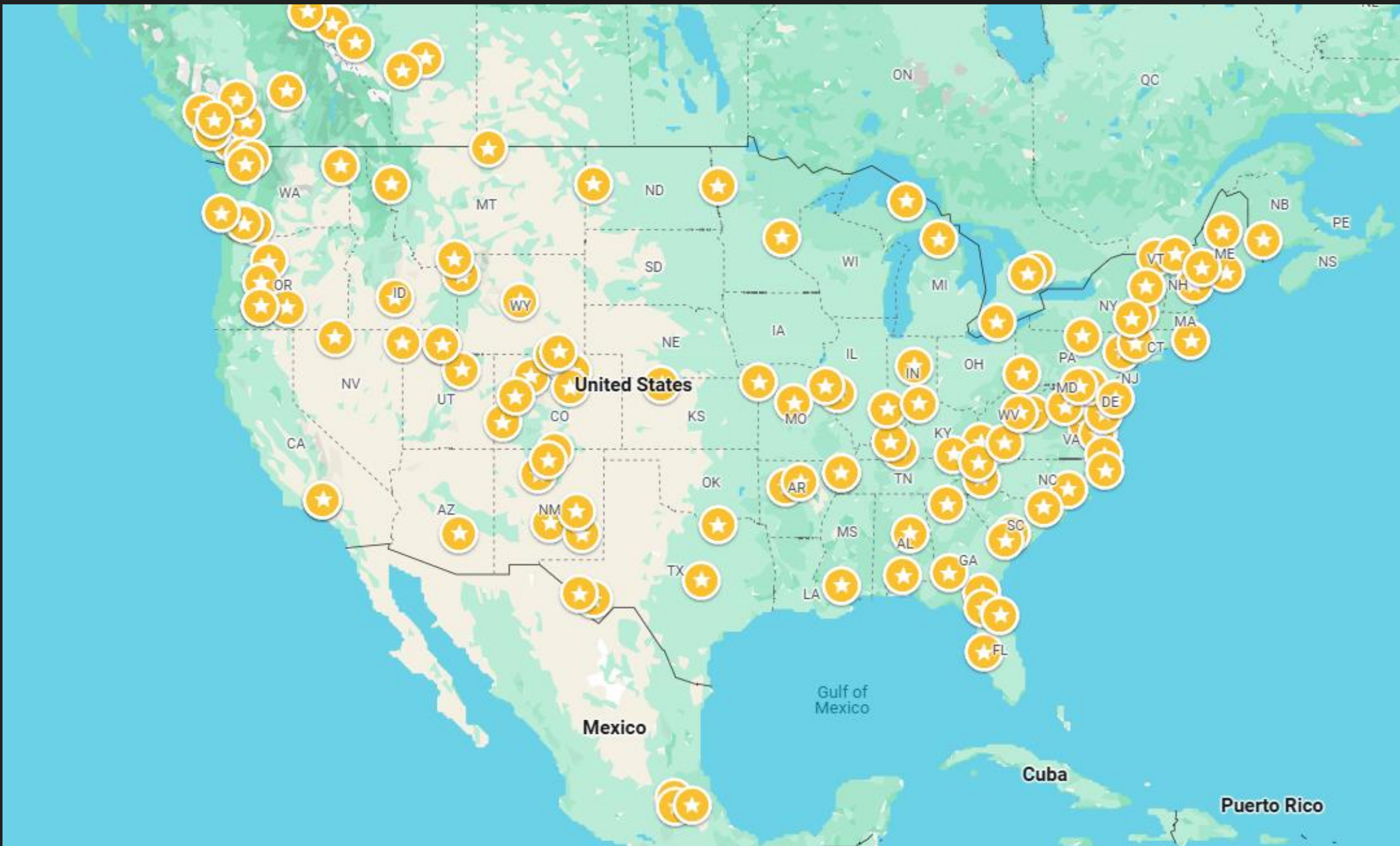
Maine

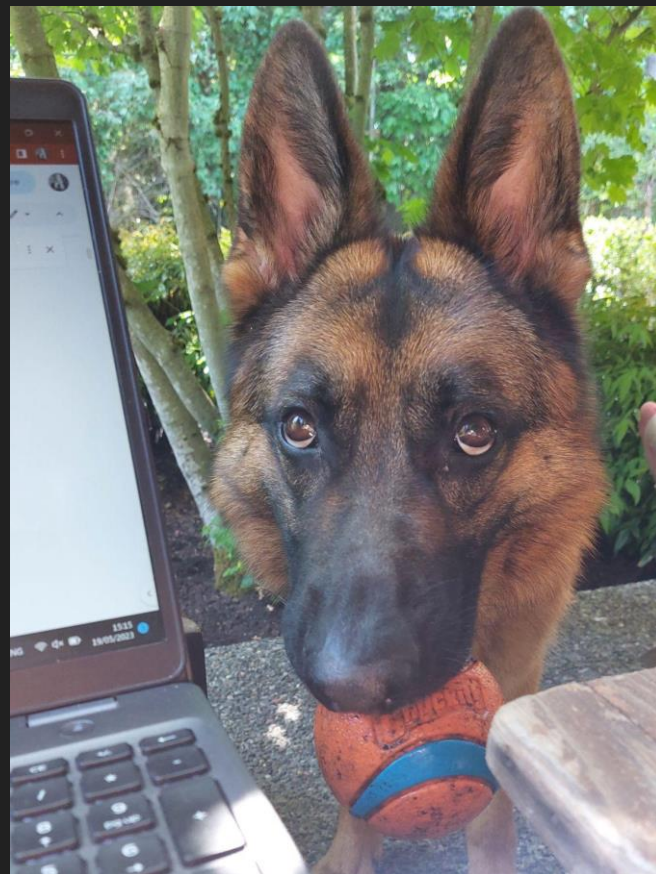
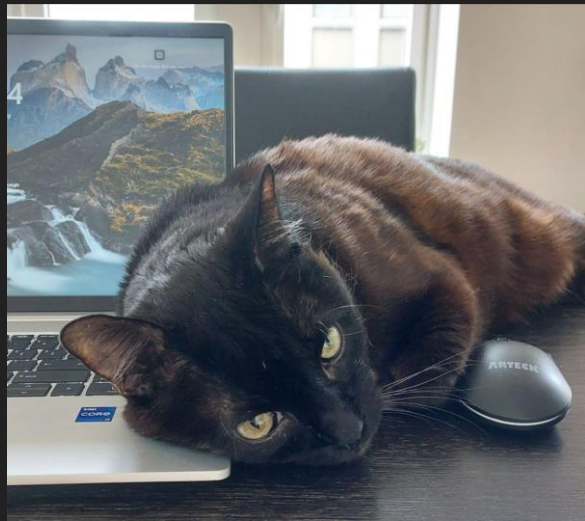


North Carolina



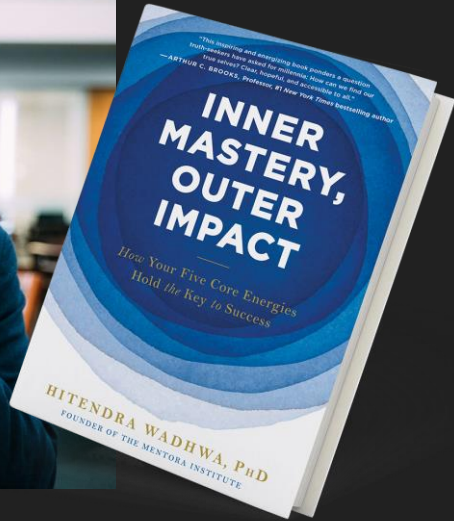
South Carolina





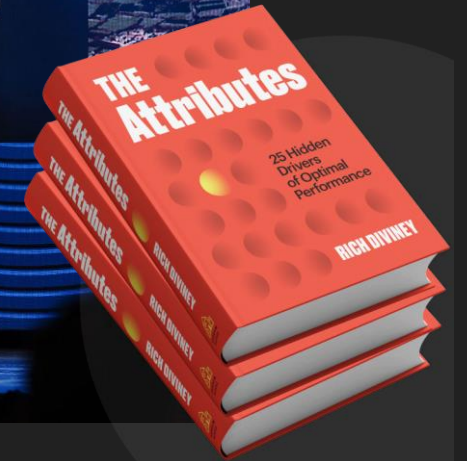
2. A new career

Being a freelance consultant who helps others grow their business



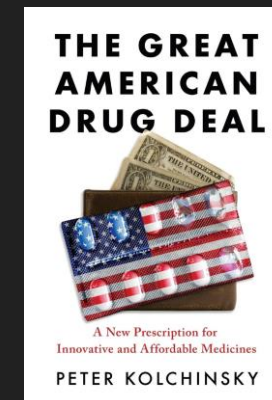
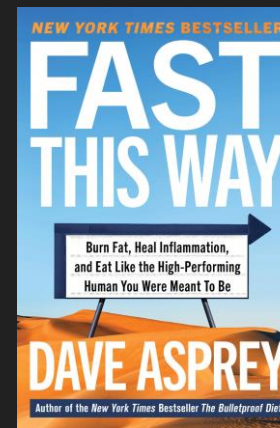
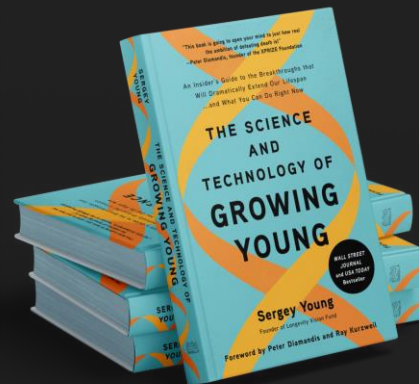
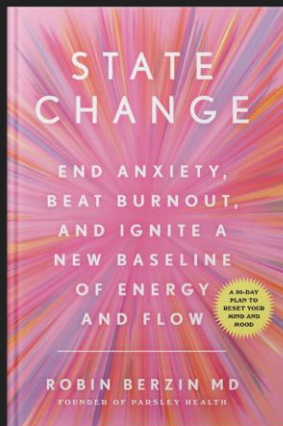
Hitendra Wadhwa

Columbia Business School professor
Founder of Mentora Institute



Rich Diviney

Former Navy SEAL at SEAL Team Six
Founder of The Attributes Inc



3. Agility, resilience and true confidence



Rich Diviney
Former Navy SEAL

“People ask me what’s the biggest thing I took away from being a SEAL, and I would say it’s true confidence.

True confidence is the ability to understand and know that regardless of how uncertain or uncomfortable the environment is, I will be able to figure it out.”

“People ask me what’s the one biggest thing I took away from being a SEAL, and I would say it’s true confidence.”

True confidence is the ability to understand and know that regardless of how uncertain or uncomfortable the environment is, I will be able to figure it out.”

doing a PAF project



Apply Now

My PAF experience

From consultant to PAF to Pippi Longstocking?

- Morgane Janssens



Pre-PAF: Consultant with a passion for sustainability



Studied Chemical Engineering at Ghent University



Joined McKinsey in Strategy Consulting



Discovered my passion for renewable energy and green hydrogen



Knew of PAF through Alumni of the Fund

Application: Reflect on your reasons

Consultant

Short projects, changing clients and teams

Role as advisor and analyst, mostly focussed on strategy

Many countries for short periods of time, in Europe

Rollercoaster day in, day out



PAF

End-to-end project with one company and one team

Hands-on experience, with responsibility and decision making

Integrate in another geography and community

Time to reconnect with myself, others and nature

Project search: know what you want for your project



An innovative company with sustainability at its core...



... in the United States or Canada...



... in business development and with some link to engineering

Start of my PAF project: The launch of Project Mauricie

As Director of Business Development for TES Canada H2





A professional 360°
experience



Making friends = saying yes

Some examples of “How we met”

Joined the TES team with similar passion and interests, a couple of months after me

Introduced by another PAF'er

Met in a cafe watching the Belgian football games in the European Championships

Introduced by a common friend, who I met during the Belgian Gala in Toronto

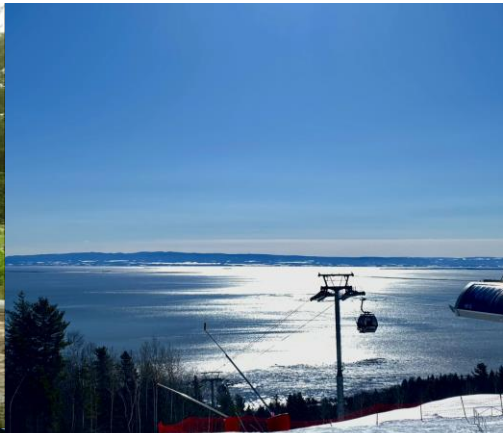


Met during the Dutch “borrel”

Reached out on LinkedIn, wanted to connect on the wind industry in Canada

Met in the cinema during a screening of a documentary and we bonded over the same topic

Both leading to many adventures



Success? YES

PAF

End-to-end project with one company and one team

Hands-on experience, with responsibility and decision

Integrate in another geography and community

Time to reconnect with myself, others and nature

YES

My reflection

Knew my “why”

Found a fitting project

Said yes (a lot)

Had fun 😊

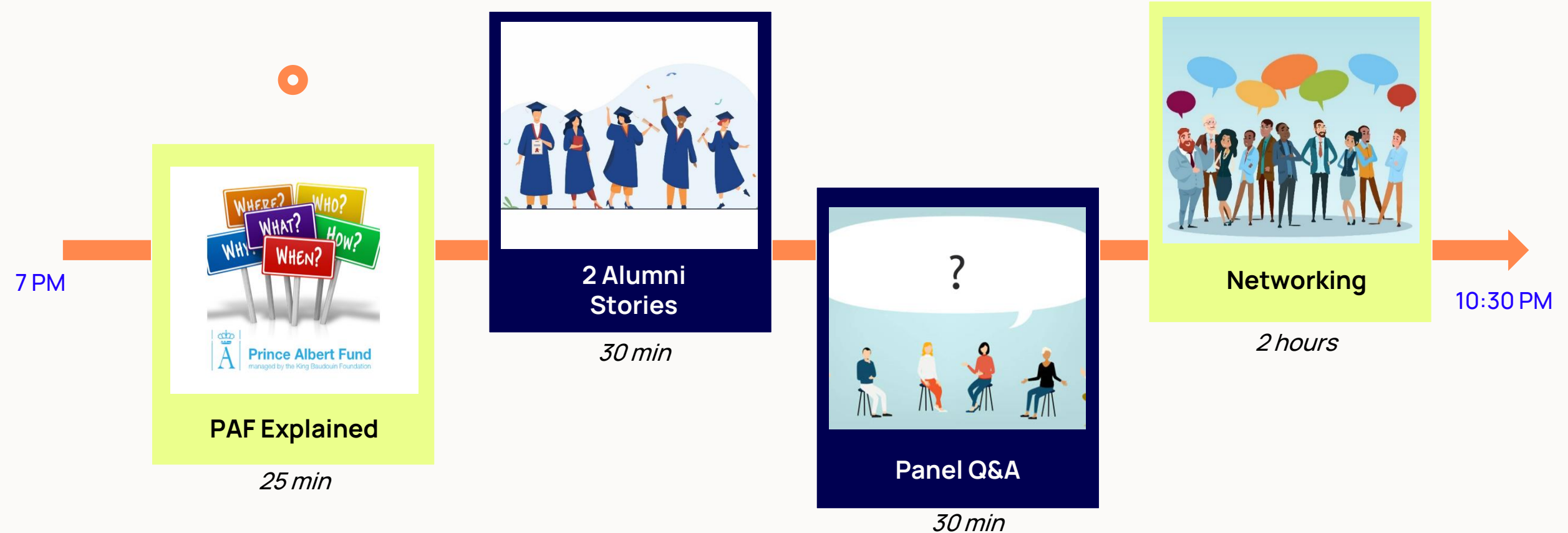
My next chapter? Your next chapter?

"I have never tried that before, so I think I should definitely be able to do that."

- Pippi Longstocking



Agenda for this evening



PANEL DISCUSSION



Sybren



Sarah



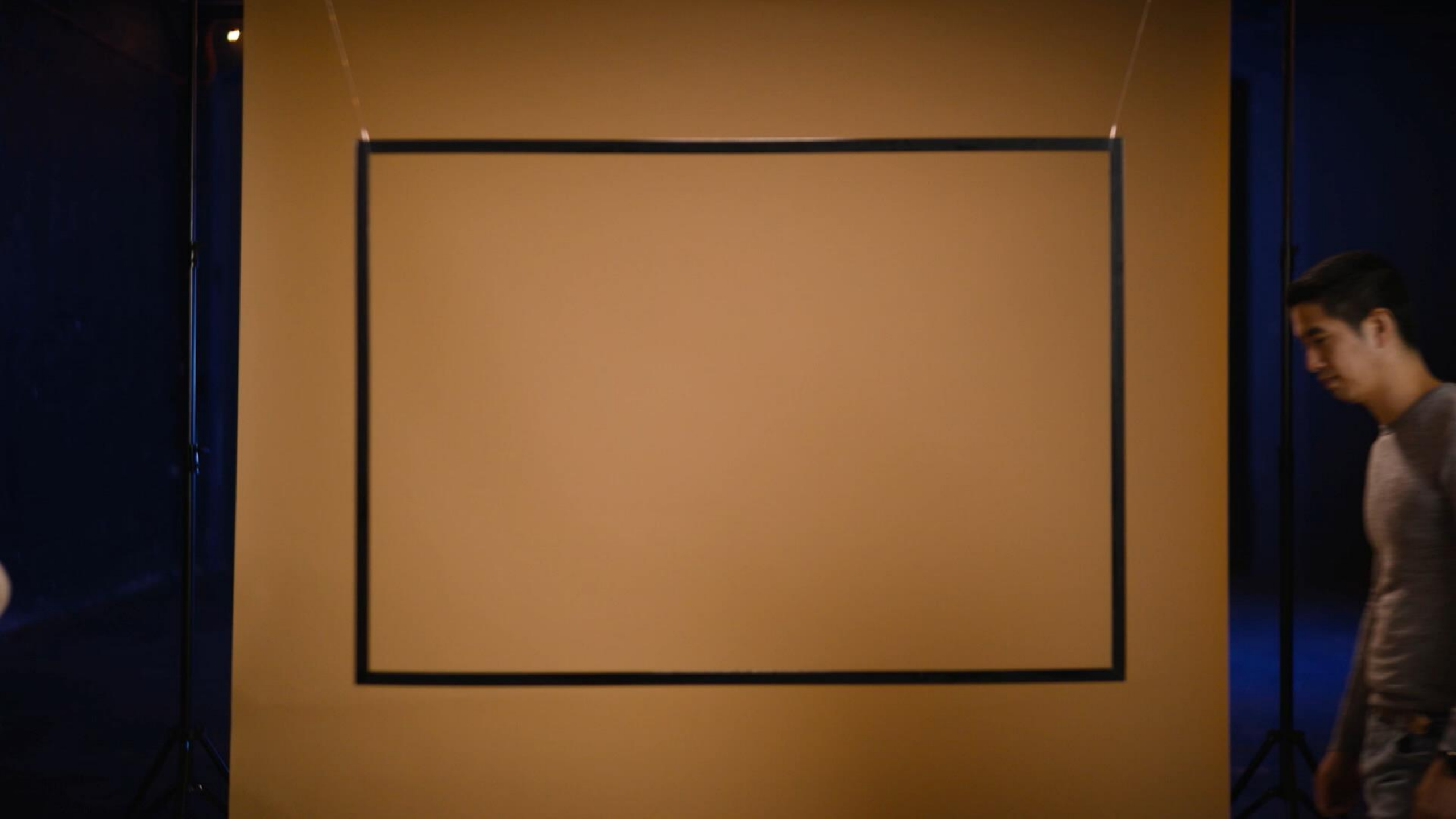
Justine



Féline



Prince Albert Fund
managed by the King Baudouin Foundation





MEET OUR OTHER PAFFERS & PAF ALUMNI!

ANY QUESTIONS? REACH OUT!



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THANK YOU VERY MUCH!
BEST OF LUCK FOR YOUR APPLICATIONS!

PAF PRINCE
ALBERT
FUND