



## TEN LESSONS LEARNED

The Brabant Outcomes Fund is the first time a province in the Netherlands experimented with results-based financing for entrepreneurs seeking to scale up their societal impact. Experiments are meant to educate and so we would like to share the ten main lessons learned with you below.

The first five are to do with cooperation. The other lessons will be important to any possible follow up, whether it be in Brabant or elsewhere.

[brabant.nl/outcomesfund](https://brabant.nl/outcomesfund)



*Concluding four contracts in six months can be done, but ensure you have a mutual point of departure.*

1

*Ensure shared understanding of the key concepts of a result-oriented contract.*

2

*New cooperations take time: be clear about interests and expectations.*

3

*Facilitate direct communication. Don't worry about friction, in the end it provides the shine.*

4

*Make sure you have time, capacity and quality. Jointly agree about the project organisation.*

5

*Experimentation = learning and that takes time. Pay attention and facilitate everything properly.*

6

*A clear, phased plan with precise deadlines is pleasant to work with.*

7



*Don't copy this first round – every context demands a specific approach for example, with regard to recruiting and selecting entrepreneurs.*

8

*Offer customisation to entrepreneurs – after all, each one is different.*

9

*Above all, contribute to lasting solutions for the entrepreneur.*

10