**Launch It**

**Application Form**

To apply for the Launch it Award, you must submit the application form through [QM Career Hub](https://qmul.targetconnect.net/unauth). This application form is used as a guide beforehand. You will be able to save your application in draft in QM Careers Hub as you go, but you might find easier to draft you answers on this form.

**Application check:** We strongly advise you to get your application checked by the Enterprise team before submitting it. Please note, appointments get very busy and booked up a couple of weeks leading up to the closing deadline so you are encouraged to book early to avoid disappointment.  
To book an appointment to have your application checked please book via [Careers & Enterprise](https://www.qmul.ac.uk/careers/how-to/book-an-appointment/) or by phone 020 7882 8533.

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| ABOUT YOU |  |
| Are you in receipt of a QMUL bursary? |  |
| Do you consider yourself to have a disability and be eligible to have your application considered for reasonable adjustment? |  |
| What is the best telephone number to contact you on? |  |
| How did you hear about the funding award? |  |
| Have you received a QMUL prize money before? |  |
| If yes, please indicate which one and date |  |
| Business / Social enterprise name |  |
| Funding Amount total (£) (Max £3,000) |  |
| Please include your video pitch link here |  |
| Are other QM students applying for an Award in connection with this enterprise? If so, please state their names, student ID and email addresses. |  |
| Are you applying for funding from other sources? If so, where? |  |
| Are you applying as a solo founder or as part of a team? |  |
| If part of a team, please list your team members names and school. Only if they are QMUL students or graduates. (Please note that all team members must submit a separate application) |  |

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| **The pitch** |
| **Briefly describe your business, outlining the different product(s) and/or service(s) you will offer**  **(100 words)** |
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| **Is this a social enterprise? If so, what will be the social impact of your business and how will you measure this?**  **(100 words max)** |
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| **Is your business registered? If yes, what date?** |
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| **Tell us which problem you are solving and what is your solution (200 words max) \*** |
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| **Tell us how you have validated your business or social enterprise idea (200 words max)** |
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| **VIABILITY (Skills and experience / Market / Competition)** |

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| **Outline any previous experience, employment or other work that you/ co-founders have done that is relevant to your business: (200 words max.)** |
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| **Tell us who your customers are, how many of them there are and how you know that there is a market for the product or service? (400 words max.)** |
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| **What is your business/ social enterprise model? (200 words)** |
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| **Objectives: What are your business goals?** |
| **Short-term (up to 6 months):** |
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| **Medium term (next 12 months):** |
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| **Explain why you and your team (if you have one) have the necessary skills to work on this business? (200 words max)** |
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| **Who are your competitors? Consider both direct and indirect competitors.** |

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| **Competitor 1:** | |
| **Name, location, website:** | **Average prices:** |
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| **Strengths:** | **Weaknesses:** |
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| **Competitor 2:** | |
| **Name, location, website:** | **Average prices:** |
|  |  |
| **Strengths:** | **Weaknesses:** |
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| **What sets your business apart from your competitors? (200 words max.)** |
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| **Provide a breakdown of the items you would purchase using the Award. You must add in a cost per item.** |
| **£**  **£**  **£**  **£**  **TOTAL £** |
| **What impact will the funding have on your business idea? (200 words)** |
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| **How will you measure the impact of the funding on your business? (200 words max)** |
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| **What are the risks to the success of your business and how are you addressing these risks?** |
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**SUPPORTING EVIDENCE**

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| **If there is any further information you would like to provide to support your application, please include or reference it here.**  **Expressions of interest / contracts, market research** |
| Cashflow forecast and profit/loss if relevant:  Evidence of demand / expressions of interest / contracts: |