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**Start-up visa Endorsement Scheme**

**Application Form**

All applicants for the Start-up visa endorsement scheme must read and follow the guidelines on our website before completing this form.

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| **Supporting information** | Video Pitch, expression of interest, contracts |

**ABOUT YOU**

|  |  |
| --- | --- |
| **Your full name** |  |
| **Address** |  |
| **Date of birth** |  |
| **Email address** |  |
| **Telephone number** |  |
| **Passport Number** |  |
| **Student ID number** |  |
| **Course of study** |  |
| **What immigration permission do you currently hold?** |  |
| **What date does your current immigration permission expire?** |  |
| **YOUR BUSINESS** |  |
| **Business name** |  |
| **Business sector** |  |
| **Do you have a co-founder/s for your business? (If yes, please provide their name/s)** |  |
| **Are your co-founders also applying through the QMUL endorsement scheme? If so, please provide their full name, email and telephone number.** |  |

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| 1. **The pitch (200 words max.)** |
| **Briefly describe your business, outlining the different product(s) and/or service(s) you will offer:** |
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| **Objectives:** |
| **Short-term (up to 6 months):** |
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| **Medium term (next 12 months):** |
|  |
| **Long term (1 year to 2 years ):** |
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| 1. **INNOVATION (200 words max.)**   **(5 points)** |
| **How does your business show that it is meeting new market needs or creating a competitive advantage?** |
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| 1. **VIABILITY (Skills and experience / Market / Competition)**   **(20 points)** |

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| **Outline any previous experience, employment or other work that you have done that is relevant to your business: (400 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? 5 points) (400 words max.)** |
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| **How have you tested your business idea?**  **Has your product or service been validated by an independent expert, investor or customer?**  **E.g. Do you have any external investment offers or potential contracts for future work? (400 words max.)** |
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| **How will you market your product / service? (400 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:** |
|  |  |
| **Strengths:** | **Weaknesses:** |
|  |  |
| **Competitor 2:** | |
| **Name, location, website:** | **Average prices:** |
|  |  |
| **Strengths:** | **Weaknesses:** |
|  |  |

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| **Competitor 3:** | |
| **Name, location, website:** | **Average prices:** |
|  |  |
| **Strengths:** | **Weaknesses:** |
|  |  |
| **What sets your business apart from your competitors? (400 words max.)** | |
|  | |
| **Explain your approach to pricing your products or services. E.g. What are your cost and retail prices? Or how much are you charging for your services (if applicable)? ( 200 words max.)**  **(This will help us to understand your financials)** | |
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| **What are the risks to the success of your business and how are you addressing these risks?**  **What are the legal factors that you need to consider i.e. Intellectual Property (300 words max.)** | |
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| 1. **SCALABILITY**   **(5 points)** |
| **Is this a business with a potential for job creation? (300 words max.)** |
|  |
| **Would this business successfully scale to be a part of the national market? (300 words)** |
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| 1. **FINANCIALS (Personal and Business)**   **(5 points)** |
| **How will you support yourself while you start your business? Will you spend the majority of your time working on the business? (200 words max.)** |
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| **Have you provided a 12 month cash flow forecast?**  **Please provide a summary of your turnover and net profit/ loss for the next 12 months?**  **(200 words max.)** |
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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.**  **E.g. Video pitch link, expressions of interest / contracts, market research** |
| Video pitch link:  Evidence of demand / expressions of interest / contracts :  Additional market research: |

Please submit your completed application form, together with your video pitch, to [startupvisa@qmul.ac.uk](mailto:startupvisa@qmul.ac.uk).