GRADUATE ENTREPRENEUR ENDORSEMENT APPLICATION

Please note that these questions are provided for you to prepare your answers however you must complete the online application to submit your application. DO NOT submit a PDF or other type of document.

Question 1
Describe the proposed business idea (1500 character limit)
- Is it a product and/or a service?
- What does it do or provide exactly?
- What ‘pain’ does it solve or what ‘need’ does it address?

Question 2
Where did the original idea originate? (750 character limit)
- What is the project history?
- How did you get involved?

Question 3
What is novel (new) about the idea? (900 character limit)
- How did you check the novelty? (eg patent search, academic literature, internet search for similar products, inventions, alternatives, competitors, appraisal by an expert)

Question 4
How can you be certain that this idea does not infringe on any existing third party intellectual property rights (freedom to operate)?
Describe how you checked this. (900 character limit)

Question 5
Do you think you can protect your idea legally or otherwise (eg keeping it secret)? (800 character limit)
- Please describe any pending applications for patents or other rights as well as any rights already registered.

Question 6
What is the potential market for your idea do you think? (1000 character limit)
- Who could be the (paying) buyers of your product or service?
- Who could be the actual users and/or other beneficiaries of your product or service?
- If you have any indications about the market size or market trends you may include them here.
- How will this product/service generate money?

Question 7
What capital do you need to make this business work? (1000 character limit)
- Outline your plan to raise the necessary capital.
- How will you source the money?
List any money you have already raised (entrepreneur competitions, seed funding etc.)

Question 8
Give reasons as to why your business needs to be based in the UK to succeed. (650 character limit)

Question 9
Describe briefly how your business idea shows entrepreneurship skills and is aligned with the College mission

Question 10
Tell us more about your team: How many members are there? What is each person’s role and how will this help you realise your business?