**Ideas Fund Application questions**

**Personal Details**

Name:

Student ID Number:

Project Name:

Home Address:

Phone Number:

Email (Personal):

Postcode:

Date of Birth:

Course Title:

University of Birmingham College:

Are you an undergraduate or a postgraduate

Which category applies to your business/project idea?

**Background**

Is the application for: an existing business/freelance that I want to grow or a potential business/freelancing idea that I want to test

Are you applying as an individual or as part of a group?

**You and your idea**

Provide a brief outline of what your product or service is (Max 250 words).

Why have you chosen to do this?

What are your future ambitions for the idea and your career?

**The market Opportunity**

What trends or recent development have you identified in your market?

What challenges or threats are there in your market?

Who are your competitors in Year 1?

Why will they buy your product/service from you? Explain the benefits of your product/service and think about your customer’s lifestyle and behaviour.

**Operations**

How will you make the product/service?

How will you market the product/service?

**Finance**

How much would you sell your product/service for?

How much do you think your product/service will cost to make/deliver?

What other costs may you have?

**Funding**

How much are you applying for in total?

Why have you applied for this funding and how will it help your business/idea?

What risks are associated with your business and how will you address these?

**How much are you applying for in total**

Add Item – Date to be completed by – Cost (for each claim)

How did you hear about the B-Enterprising Ideas Fund?

**Thank you for your application**