**The concept**

* Business name
* Please give an overview about your business idea (500 word limit)
* What motivated or led you to your idea?
* Please attach a copy of your completed business plan here

**Innovation**

* Does your business offer something more than just competing with similar local traders
* Does your business offer something to the UK market that is not already being fulfilled
* Does your idea bring something new to the pre-existing UK/Global business market?

**Viability**

* Please provide and evidence of any market research carried out
* Please describe your product goals detailing how realistic and sustainable they are
* Do you have a long term plan for the business? Please provide a description

**Scalable**

* Please describe how your business will gain sufficient traction?
* Does your business have potential for growth? Please give examples
* How do you see you business scaling to be a part of the national market? What steps will you take to make this happen?

**Applicant potential**

* What skills and experience do you have in the sector that the business is aiming to operate in?
* What skills do you require, that you do not presently have and how will you attain them to ensure the business succeeds?