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**Start-Up Leicester Accelerator**

**ASSESSMENT SHEET**

[**www.le.ac.uk/Innovation**](http://www.le.ac.uk/Innovation)

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**Our Partners**

**GUIDANCE NOTES & APPLICATION FORM**

**for LEICESTER INNOVATION HUB INNOVATION SUPPORT**

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1. **Please tell us about the business idea you would like to develop:**

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1. **Who are your customers?**

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1. **What products or services will you offer them?**

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1. **What channels will you use to reach your customers? (marketing plan)**

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1. **How will you manage relationships with your customers?**

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1. **What are the key characteristics of the market you are trying to target? (i.e. what is the size and value of the market?)**

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1. **Who are your direct/indirect competitors locally, nationally and internationally?**

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1. **What makes your idea unique (with reference to your competitors)?**

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1. **How will you make money?**

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1. **How much do you expect to make in your first 12 months? From which Products and Services?**

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1. **What costs are required to set-up your business and how do you expect to fund these?**

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1. **What makes you confident your business is viable?**

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1. **What action have you taken to develop the idea to date?**

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1. **What is your long term vision for the business?**

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1. **What action do you need to take to make this happen?**

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| **Short term (0-2 months):**  **Medium term (3-12 months):**  **Long term (12-24 months):** |

1. **Who are your key partners to help realise your business? (E.g. other than customers what other actors are involved in your business – suppliers, partner organisations etc.)**

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1. **Please list the names of any other individuals involved in this proposal (e.g. business partners, investors, collaborators etc.)**

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1. **As far as you are aware ire there any intellectual property involved in your business and if so have you taken any action to protect your idea?**

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1. **Please identify any skills gaps or other factors you consider which may prevent you from progressing your idea? (As part of the LSUA we’ll do our best to help you address these)**

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1. **How can the Leicester Start-up Accelerator programme help you? Why do you think you need this help?**

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| --- | --- | --- |
| **Activity** | **Importance** (score out of 10: 1 being lowest 10 being highest) | **Why do you feel you need this?**  Please be as specific as possible about your requirements |
| **Training** – introduction to methods for testing your ideas / business essentials (such a as marketing/finance etc.) which will help you succeed) |  |  |
| **Workspace** –access to flexible, low cost or free co-working spaces which you can use as a trading address |  |  |
| **Funding** – financial support to setup or scale your business |  |  |
| **Coaching & Mentoring** - meet with, discuss ideas and learn from Entrepreneur Mentors or explore a specific sector with Entrepreneurs in Residence. |  |  |
| **Access to Networks** - connecting with professional/industry specific networks |  |  |

1. **Are you already involved in any professional networks, forums, or being supported by any other organisations to set up your business?**

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1. **Where did you hear the Leicester Start-up Accelerator?**

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1. **Is there anything else we need to know?**

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*By submitting this proposal you are certifying that the information you have provided is true and correct to the best of your knowledge.*

**That’s it! Now submit your proposal:**

**By email to:** [**leicesterinnovation@le.ac.uk**](mailto:leicesterinnovation@le.ac.uk)

**Or by post to:**

**128 Regent Road,   
Leicester,**

dpa_lock small

Start-Up Leicester Accelerator will keep your information securely in line with the Data Protection Act 1998 for the purpose of delivering our services and reporting to our funders.