

**LaunchMe Application Questions:**

Before you get started please ensure you have read our LaunchMe guidance document, available on our [resources page](https://www.firstport.org.uk/category/downloads/). You may also find it useful to draft your answers on our Word application document, prior to filling in this form.

This document is a working sheet to assist you in preparing for your application. Please use this sheet to plan the longer answers in the application form. This is a draft document only and in order to submit your application you will need to fill out the answers through the online form (you can copy and paste typed answers from this document).

**Eligibility:**

* I am 16 or over
* I am a permanent resident in Scotland
* My enterprise/idea is operating primarily for the benefit of people, or communities within Scotland
* The activities of my enterprise do not involve political campaigning or the advancement of religion
* Have you received funding from Firstport before? If yes then please confirm that you have completed the required sign-off process
* My enterprise aims to provide direct social benefit to individuals, communities and/or the environment. Firstport does not fund enterprises whose main activities are directed at providing benefit to other organisations
* My enterprise is up and running and I am able to provide evidence of income generation and social impact to date
* Profits from the enterprise are reinvested in the business and its social aims. No assets or uncapped dividends may be transferred out of the organisation to private individuals or bodies. Note: you (and any other individuals working for the enterprise) will still be able to take a fixed salary, but profits generated on top of this must be reinvested
* My enterprise has been trading for less than 3 years and/or is an established social enterprise or community organisation with trading income of up to £200k and looking to scale-up
* I am able to demonstrate a track record / potential of delivering environmental social impact
* My enterprise fits within one of the groups described in the ‘Who can apply for LaunchMe’ section of the Guidance for Applicants (Please see see the Guidance for Applicants document for details)
* My enterprise is ambitious, with aspiration for growth and has plans to scale up, but has not secured appropriate investment to fund the plans.
* As the lead applicant, I can commit to participating in a programme of intensive business and investment support until between March and November 2021
* Please note that LaunchMe cannot support any services or activities that statutory bodies have an obligation to provide.

**About You:**

Preferred pronoun:

First Name:

Last Name:

Position held at enterprise:

Email:

Phone Number:

Mobile phone:

House name/number and street:

City:

Postcode:

Local Authority Area:

Date of Birth:

Age:

If you have any accessibility requirements please let us know here:

Have you spoken to a member of Firstport staff before?

How did you find out about us?

Are you developing this idea with anyone else?

Person 1: First name

Person 1: Last Name

Person 1: What role will they play?

Person 2: First name

Person 2: Last Name

Person 2: What role will they play?

Person 3: First name

Person 3: Last Name

Person 3: What role will they play?

**About your enterprise:**

Name of idea/enterprise

What is the legal set up?

Registered Charity/Company Number (if applicable):

Date of incorporation:

Which sector is most relevant to your social enterprise?

* Creative Industries (including digital)
* Circular economy
* Employability
* Energy (including renewables)
* Financial & Business Services
* Food & Drink
* Health & Social Care
* Life Sciences
* Retail
* Tourism & Hospitality
* Sports & Physical activity

Where are your main beneficiaries located?

Please provide us with a short introduction to your enterprise. (Just a few sentences)

**LaunchMe Detailed Questions:**

1. Your Pitch

Tell us what you do in no more than 3 sentences - what is your product or service, who is it for, and what benefits does it create?

1. Your Proposition (1500 characters maximum, including spaces)

Tell us more about your business model. What is your vision and ambition for your business? Who is your target market for each of your products or services? How do you communicate with your customers/ what are your routes to market? How much do you charge for your products or services? Who are your competitors? What is your competitive advantage (what do you offer that they don’t, what do you do better or differently)? How big is the market you are working in? Is there room to reach more or different customers? What do you want to achieve in the next 3 years (your objectives)?

1. Social Impact (1500 maximum characters, including spaces)

How does your business create social impact? How did you identify the issue that you want to address, and how do you know that your solution will bring about positive change? Is there evidence of need for the impacts you hope to create? How do you interact with the people or communities that you want to benefit from your work? How do you measure the effectiveness of your solution – how will you know that positive change has taken place?

1. Your People (1000 characters maximum, including spaces)

Tell us about the people who set up and run your business. What are your motivations, and what experience do you, your staff and board members bring of running a business and/or creating social impact? Who are your key partners and how do they add value to your own experience? What networks are you involved in and how do these help you to access your market? How is your business managed (e.g. role of the Board, staff structure)?

1. Your performance (1000 characters maximum, including spaces)

What have you achieved so far? What have been your biggest successes so far (sales growth, increase in turnover or net profit, recruitment of new staff or board members, awards or recognition)? Do you have a strong sales pipeline? What social impacts have you created, and what evidence do you have to support this? Have you achieved critical milestones or objectives that were set during your start-up phase? What are these?

1. Growth Plan (1500 characters maximum, including spaces)

Tell us what your growth plans are for the next 3 years. What are your targets for financial growth and social impact? What do you need in order to scale up (people, property, equipment)? How will you manage growth – how will your staffing or structure change to meet increased turnover? How do you know that this is the right time for your business to scale up (market opportunities, your experience)? What are the main risks to achieving your growth plans, and how will you mitigate them? What non-financial support will you need to carry out your plan (for example, legal advice, access to specific networks, marketing expertise)?

1. Growth Capital (1000 characters maximum, including spaces)

How much investment do you require to meet your growth plans (please see page 3 of the Guidance for Applicants - the journey to investment). What will you spend the seed funding on in the next 12 months? What will you spend any additional funding on over the next 2 years? Have you identified any potential sources of funding or investment that might meet your needs?

**How will you use the money:**

**Please note the total cannot exceed £10,000**

|  |  |
| --- | --- |
| **Item of Expenditure** | **Amount needed:**  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Bank Details:**

Business Bank Account:

Account Number:

Sort Code:

**References:**

Referee One: First Name:

Referee One: Last Name

Referee One: Email

Referee One: Mobile Number

Referee One: Address

Referee One: Job Title

Referee One: How they know you

Referee Two: First Name:

Referee Two: Last Name

Referee Two: Email

Referee Two: Mobile Number

Referee Two: Address

Referee Two: Job Title

Referee Two: How they know you

**Equal Opportunities:**

All our staff, clients, partners, suppliers, and any other person we work with must follow our equal opportunities policy and not discriminate against anyone for any reason. Please help us monitor this policy by giving us the following deals. We will only use this information for statistical purposes, and it will not form part of your application assessment.

If there are any questions that you would prefer not answer, please leave the field blank.

Gender Description:

Do you identify as Trans?:

How would you describe your sexuality?:

Age:

If you identify as having a disability, please give details of your disability here:

Ethnicity:

Employment Status:

Qualifications:

Is your organisation predominately BAME led, LGBTQ+ led, Disability led, or Women led? If so, please specify here (you can select more than one):

Does your organisation target any specific group? For example, Older people, younger people, race, disability, sexual orientation, or gender. If so, please specify here:

We will keep the information provided within this application on file for a period of ten years. It will then be deleted after the publication of Firstport’s annual accounts. This is in line with HMRC requirements.

**Submit**

Please confirm that you understand and accept our obligations under the General Data Protection Regulation (GDPR) set out in our Privacy Policy, by writing CONFIRM here:

We will keep the information provided within this application on file for a period of seven years. It will be permanently deleted after the publication of Firstport’s annual accounts. This is for accounting purposes and in line with HMRC requirements.

Application date:

****