

## EDINBURGH BUSINESS SCHOOL INCUBATOR AT HERIOT-WATT APPLICATION

The Application Form will expand when completed electronically. Please stick to the requested word limits per section. Feel free to use diagrams etc. if they express your points best, so long as they are presentable in this Word file.

### **Section 1 - Description of Business**

This section should provide a brief description of the business, it's current status (whether trading) and what it provides (product or service). Max 100 words.

### **Section 2 – Target Market**

This section should identify the target market served by the business and include information such as the size and location of market. Max 100 words.

### **Section 3 – Competitive Advantages and Unique Proposition**

This section should provide summary information about the competitive environment and where your business sits within it. Max 100 words.

### **Section 4 – Business and Revenue Model**

This section should describe how the business operates, including supply chains and routes to market. Max 100 words.

### **Section 5 – Strategy to build Business**

This section should provide details of financial and non-financial goals of the business and strategy to deliver those goals. Max 100 words.

### **Section 6 – Finances**

What are the initial costs of the business and what is the financial ambition for the next 12 months? Max 100 words.

### **Section 7 – The team**

This section should list the managers, provide some biographical information and identify roles in the business. Max 50 words per team member.

### **Section 8 – Benefits of Incubation**

This section should explain why and how the business would benefit from being in the EBS Incubator at Heriot-Watt for 12 months and summarise ideas for post incubation destination. Max 100 words.

How many spaces are required in the incubator? \_\_\_\_\_

Names of applicant(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact email address: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Please return the completed Application Form by email attachment to  
[incubator@ebs.hw.ac.uk](mailto:incubator@ebs.hw.ac.uk) by  
**noon on Friday 14<sup>th</sup> June 2019**

If you are shortlisted you will be expected to attend Edinburgh Business School to pitch your idea to a panel on Tuesday 25<sup>th</sup> June.

Final selection will be made before the end of June for incubator entry date and induction on Monday 8<sup>th</sup> July.

<b>For office use</b>
<b>Application reviewed</b>
Date:
<b>Approval</b>
Signature on behalf of Committee:
Date: