

Application for Funding Support - Competitive Start Fund

Company/Promoter Name:

Application Ref:

CRO No.:

PPS No.:

Contact Name:

Contact Email:

Project Summary:

Client Type:

Grant:

Purpose of the Grant:

Agency:

Adviser:

Legal Basis:

EU State Aid Policy:

Industrial Development Act, 1986, Section 31

De minimis aid

Company Profile

Client Type:

Individual / Company / Partnership : Company

Company Details:

Registered Company Name:

Company Registration Number:

Trading Name if different (if any)

Basic Company Information:

Address:

Telephone Number:

Web Address

Agency

Adviser

Principal Business Activity: (Include product/service key words to facilitate online search)

Company Group Structure:

Is the company part of a group structure:

If yes please provide details of the group structure and associated companies (including names of other group companies, total sales and total employment numbers)

Company Profile and History:

Year trading commenced:

Company History:

Please provide an overview of the company's trading history

If pre-revenue / an individual, provide details of personal qualifications, previous work history and other relevant details.

Ownership and Management Structure:

Name of Shareholder (individual or company)	Type of investor	Number of Shares	% Shareholding	Amount Invested

Product or Service Offering:

Highlight here achievements to-date in Ireland and international markets

Contact Details

Contact Details:	
Name:	
Job Title:	
Email Address:	
Phone Number:	
Twitter (full URL):	
LinkedIn (full URL)	

SAMPLE APPLICATION FORM

Additional Details

Additional Details:	
Have you applied for the Competitive Start Fund previously:	
If yes Number of times:	
Have you worked with Enterprise Ireland on any previous start-ups?	
If Yes: please give details of company/founder names.	
Are you an employee or shareholder in any other company supported through The Competitive Start Fund	
If Yes: please give details of company/founder names.	

Progress made
If you applied for Competitive Start Fund previously, outline what progress you have you made since your last application.

Details of Directorships (past and present)
Due diligence is undertaken on all applicants. The following information is required for all shareholdings and/ or directorships held by all Directors, Founders and shareholders of the applicant entity. The applicant can add tables as required for number of applicants and number of companies.
Note: Your application may be deemed ineligible if the information supplied at the time of application is incorrect or incomplete. ie. Information not supplied on all directors, founders, shareholders and all directorships.

Applicant 1
Name:

Applicant 1: Details of Directorships and shareholdings (past and present) held with other companies			
Company Name	Activity of Company	Position	Shareholding Held

Applicant 2
Name:

Applicant 2: Details of Directorships (past and present) held with other companies.			
Company Name	Activity of Company	Position	Shareholding Held

Applicant 3
Name:

Applicant 3: Details of Directorships (past and present) held with other companies.			
Company Name	Activity of Company	Position	Shareholding Held

Applicant 4
Name:

Applicant 4: Details of Directorships (past and present) held with other companies.			
Company Name	Activity of Company	Position	Shareholding Held

Applicant 5	
Name:	

Applicant 5: Details of Directorships (past and present) held with other companies.

Company Name	Activity of Company	Position	Shareholding Held

Business Sector:	
Business Sector (pick the nearest sector that applies to your business)	
If Other (please state)	

Date of Incorporation	
Date of Incorporation (if applicable)	

Have you participated in any entrepreneur support programmes ?	
List any entrepreneur support programmes you have participated in (e.g.Accelerators. Incubators etc.), Please provide weblinks.	

Start-ups from public funded research or 3rd level institution:	
Does this project originate from public funded research or would it be considered a spin out from a 3rd level institution? (University, Technical College etc.)	Yes
If Yes: please give details	

Are you eligible to live and work in Ireland?	
Are you eligible to live and work in Ireland or are you legally working here or are you attending or have you recently attended a start up accelerator programme in Ireland.	

Where did you hear about The Competitive Start Fund?	
Where did you hear about The Competitive Start Fund?	

Video

Business Proposition - Video Pitch (20% of marks awarded)

Please note: Your written application and video pitch must be submitted by 3pm on 18th August 2020.

You will receive an invitation to complete your video pitch by email separately from sonru.com

A valid application must contain both a video pitch and written application to be submitted.

You can complete many 'test' runs with random questions, but you only have one opportunity to record the assessment video addressing the questions below.

If you experience any difficulties with your final pitch and you would like to re-record it, please contact Sonru directly at:

Email Sonru Support: support@sonru.com .

Phone: +353 76 680 1294

The video should show one or more of the promoters. If you have a product, please show this in the video pitch. Please place yourself in front of the camera and microphone. To read a detailed explanation what is expected from your pitch, follow the link [Video Pitch Briefing document](#)

You will be asked to address the following questions:

- o Describe the product or Service: What are you going to sell? (1 min Max)
- o Target Customers: Who are you going to sell it to? (1 min Max)
- o Your value Proposition: Why are they going to buy it from you? (1 min Max)
- o Your route to market: How are you going to sell it to them? (1 min Max)
- o Your business model: How are you going to make money? (1 min Max)

You will also be given 2 minutes to add any additional comments.

SAMPLE APPLICATION

Product/Service and Mkt Opp

Market Opportunity (20% marks awarded)

Please note: If successful in progressing to pitch, the applicant may be required to supply contacts of (trial and/or paying) customers prior to any Enterprise Ireland investment completing as part of our due diligence process.

Product / Service

What is your product / service? What problem are you solving and for who?

What stage of development is the solution at?

e.g. at concept stage, at design stage, at beta stage or live and generating revenues.

Operations

If it is proposed to outsource the manufacturing or the software development to a 3rd party, please give details to whom, for how long and for what.

Ambition

What is your longer term vision for the company? (e.g. 3-5 years).

The accessible market

How big is the accessible market? Where is it? Why is it an attractive market for a start-up?

Research you have conducted

Detail any research you have conducted to validate the market and opportunity, particularly from business customers and consumers.

Main competitors

Who are your main competitors? Why is your solution better?
What will stop them copying or matching your solution?

Innovation

Product/Service Innovation (10% marks awarded)

Please Note: Any intellectual property that is required to execute the business plan that is currently owned by the promoters must be assigned to the company prior to the CSF investment completing.

Innovation

What is unique about your solution?

Technical Roadmap

Do you have / need a technical roadmap? If so, please describe.

Intellectual Property

Is there any Intellectual Property associated with this project?

If yes, please provide details i.e. licences or patents etc.,

Intellectual Property Ownership

Clarify the current ownership of the IP? Are there licences/commercial agreements with any 3rd Party?

Design & User Experience

How does design and user experience impact on your business strategy.

Founders / Team

Founder/Team (20% marks awarded)

Please note: If the application is successful in progressing to Assessment 2, only founders, as stated in the application form may present at the pitch. Also, the video submission primarily should show one or more of the promoters.

Founder(s)/team track record and sector knowledge

Outline the Founder(s)/team track record and sector knowledge relevant to this project (include links to LinkedIn, Twitter etc., where appropriate)

Who from the team will work exclusively on this project

If your application is successful, who from the team will commit to working exclusively on this project?

Other Advisors / influencers related to the project

Outline any other advisors / influencers related to the project and outline their time commitment to the project.

What gaps exist in your team

Key Milestones

Key Commercial and Technical milestones (max 10% of awarded marks)

A minimum score of 5 out of 10 must be achieved.

Outline the key Commercial and Technical milestones that this early-stage funding will allow you to achieve over the duration of the business plan outlined in this application (eg. 12 months) and will get you to a position where the company can attract seed/growth funding.

If you are successful in this competition, funding will be provided in two tranches.

The second tranche will be released on submission of a report, satisfactory to Enterprise Ireland, outlining progress on these milestones and detailing how the first tranche monies were spent in the business.

Commercial Milestones

	Description of Commercial Objective	Outcome / Milestones to be achieved	Date to be achieved
1			

Technical Milestones

	Description of Technical Objective	Outcome / Milestones to be achieved	Date to be achieved
2			

Cost of Plan

Proposed Business Plan Implementation Costs

What is the proposed duration of the business plan outlined in this application?

Salaries

Name	FT / PT	Function	No of Months	Costs
Total:				0

Consultancy Fees

Name	Function	No of Days	Costs
Total			0

Travel Costs

Person	Purpose of Travel	Country	Costs
Total			0

Other expenditure not captured above

Description	Amount
Total:	0

Expenditure:

Grand Total:	
Cash balance at date of application (€)	
Projected average monthly net cash burn over coming	month period (€)

Value of director/shareholder/related party loans in place at time of application (€)

(Please note the value of directors' loans will be added to the amount of equity investment outlined in the cap table in the company profile page. In line with the eligibility criteria, the total must not exceed €150k)
If the loans are from more than one individual, please list them by name/value.

Name	Value

Note: If successful, Enterprise Ireland will require that these loans are subordinated (i.e. locked into the business) for the duration of the business plan.

Start Date

Business Plan Expenditure Start Date:	18th August 2020
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Financial Info & Revenue Model

Financial and Employment Information

Please Note:

- o Must be pre-trading or recently commenced trading, i.e. does not have annual revenues in excess of €100k in the current financial year to date or in any previous financial year.
- o Must be capable of creating 10 jobs in Ireland and realising sales of €1m within 3 years of starting up or, where a company is required to have FDA or CE approval, within three years of approval to sell. (starting up defined as the relevant competition closing date)

What is your company's last financial year end date (or use today's date if company not yet formed) DD/MMM/YYYY ?

Insert your company's financial & employment details in the table below:

	Last Financial Year (Actual) (Enter zero if N/A)	Current Financial Year (Projected)	Current Financial Year +1 (Projected)	Current Financial Year + 2 (Projected)	Current Financial Year + 3 (Projected)
Year Ended					
Sales (€)					
Expenditure (€)					
Employment in Ireland					

Sales achieved prior to 'Last Financial Year'

If sales have been achieved prior to 'Last Financial Year' as outlined above please state years and corresponding amounts below

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Mentor

Briefing Information for Mentor

If successful an experienced mentor can be appointed to the company to help to accelerate growth and build management capability.
Please provide the necessary briefing information for the mentor, using the questions below.

Mentor Assistance

With which aspects of the business do you require the Mentor to assist you with?

Mentor Experience

What experience is required of the Mentor?

SAMPLE APPLICATION FORM

Previous Funding

Notes:	
<p>Has the applicant company (this application) and/or companies input in section ‘Directorships and Shareholdings’ been approved grant or equity support from the Irish State for this or any other project to date?</p> <p>If yes, please provide details below. Please indicate whether or not the funding is De Minimis. De Minimis Aid is small amounts of State Aid given to an enterprise which cannot exceed €200,000 over any three fiscal years to any company irrespective of size or location. De Minimis Aid can come from any State body, agency or department. If a company is part of a group then the €200,000 limit applies to the group. A false declaration resulting in the threshold of €200,000 being exceeded could result in aid being recovered.</p>	Yes

Previous Funding						
Funding body (e.g. Enterprise Ireland, Local Enterprise Centre)	Type of Aid Approved	Date Approved	Name of company or individual approved	De Minimis (Yes/No)	Amount Approved (€)	Final draw down date
				Total:		

SAMPLE APPLICATION

CSF Declaration

Declaration by Applicant

I confirm that;

- o The company/promoter has not sought aid from any other Irish State Agency in respect of this expenditure, (Enterprise Ireland may seek clarification in relation to potential for double funding)
- o The company/promoter will not seek aid from any other State Agency in respect of this expenditure (if successful)
- o Neither I nor any of the other persons mentioned in this application have ever been convicted of an offence (other than road traffic offences) in the last 10 years.
- o Neither I nor none of the Founders, Directors or Shareholders has had a judgment made against him or her, which judgment remains unsatisfied.

I confirm that the information contained in this application form regarding the current status of product/technology development and claims made as to the level of commercial progress of same (e.g. with regard to customer/partner/ market development or otherwise) are true. I accept that Enterprise Ireland may seek to validate any such claims post approval for funding. I also accept that this also applies to any claims made at the pitch day (if this application progresses to this phase of the competition).

- o Enterprise Ireland can share this company's application form with external assessors and potential mentors
- o I accept the rules of the competition. Enterprise Ireland endeavours to ensure that all Competitive Start Fund applications are scored consistently and correctly by experienced and knowledgeable assessors. However, there is inevitably a considerable degree of variability between different assessors' views of the potential of very early stage projects such as these. By applying for this competition, the applicant accepts that the assessors' decision at both stages of the competition is final.
- The information presented in this application is correct.

Yes

Please note that answering 'No' to this declaration will make your application ineligible.

State Aid & SME Status

Is the Company part of a group structure?

Is the Company a Micro/Small/ Medium Enterprise

The Company confirms that neither it nor any Company within its group structure has sought or will seek aid from any other State Agency in respect of the expenditure applied for in this application.

OR

The Promoter confirms that neither he/she nor the Company nor any Company within the Company's group structure has sought or will seek aid from any other State Agency in respect of the expenditure applied for in this application.

Restrictive Measures in Force

The Company represents and warrants that it is not directly or indirectly, by way of funding or shareholding, For further information see: http://eeas.europa.eu/cfsp/sanctions/docs/measures_en.pdf covered by the European Council decisions, (2014/386/CFSP) and (2014/512/CFSP), (extended to 31 January 2016 and 23 June 2016 respectively) concerning restrictive measures in respect of actions undermining or threatening the territorial integrity, sovereignty and independence of Ukraine.

GDPR Compliance

Enterprise Ireland is committed to its transparency obligations under the General Data Protection Regulation

Our data protection notice for personal data that is supplied to us by our clients is available [here](#) This notice contains important information about how we process personal data that is supplied to us by clients.

We request that you read the notice carefully and that you ensure that it is made available to any data subjects (e.g. your employees) whose personal data you provide to us.

By clicking I agree, you confirm that:

- (a) you have complied with your own data protection obligations in respect of the personal data that you supply to us and that you are entitled to disclose such personal data to us; and
- (b) you will ensure that a copy of our data protection notice (available [here](#)) is sent to data subjects (e.g. your employees) whose personal data you provide to us.

I agree

Yes

Company Directors

Enterprise Ireland will use a secure online platform for e-signatures. Please provide the names of two Company Directors who are authorised to enter into legal agreements with Enterprise Ireland. Please also include their e-mail addresses

	Director/Secretary	Name	Email Address
Signature 1:	Director:		
Signature 2:	Director		

* If the Company only has one Director please provide the name and e-mail address of that Director above.

** A Company Secretary may sign in lieu of another Director, provided the Company Secretary has the authorisation to enter into legal agreements with Enterprise Ireland

Signature

The company's authorising officer confirms that all information provided in this application form is true and accurate

Name of Promoter or Company's Authorised Officer:

Date:

Note: You do not fill out the date field. This will automatically happen when you submit your form.

