

## Application for Funding Support - Competitive Start Fund

Company/Promoter Name:

Application Ref:

CRO No.:

PPS No.:

Contact Name:

Contact Email:

Project Summary:

Client Type:

Funding:

Purpose of the Funding:

Agency:

Adviser:

Legal Basis:

EU State Aid Policy:

SAMPLE APPLICATION FORM

**Company Profile****Client Type:**

Individual / Company / Partnership :

**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:

Y

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:**

aaaaaaaaaaaaaaaaaaaaaaaaaaaa

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 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 founders and directors

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. I.e. Information not supplied on all founders / directors and all directorships.

**Applicant 1**

Name:

**Applicant 1: Details of Directorships (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

**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.)

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?

SAMPLE APPLICATION FORM

Video

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

You will receive an invitation to complete your video pitch by email separately from [sonru.com](http://sonru.com)

Your video submission may be completed up until 11:59pm on the call close date.

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](mailto: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**

SAMPLE APPLICATION FOR

## 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
1			

SAMPLE APPLICATION

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
				<b>Total:</b>	

**Consultancy Fees**

	Name	Function	No of Days	Costs
			<b>Total</b>	0

**Travel Costs**

	Person	Purpose of Travel	Country	Costs
			<b>Total</b>	0

**Other expenditure not captured above**

	Description	Amount
	<b>Total:</b>	

**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 €100k)  
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:	
---------------------------------------	--

## Financial Info

**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 €60k 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

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:**

**Has the company/founder(s) been approved grant or equity support from the Irish State for this or any other project to date?**

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.

**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
					<b>Total:</b>	0	

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 promoters has had a judgment made against him or her, which judgment remains unsatisfied.
- 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.

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

**Company name and contact details**

Enterprise Ireland will never disclose confidential business information in relation to any of our clients. However, from time to time we are contacted by news and media companies seeking leads to entrepreneurs and start-up companies with interesting stories.

Are you happy for us to disclose your company name and contact details?

**Restrictive Measures in Force**

The Company represents and warrants that it is not directly or indirectly, by way of funding or shareholding, 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. For further information see: [http://eeas.europa.eu/cfsp/sanctions/docs/measures\\_en.pdf](http://eeas.europa.eu/cfsp/sanctions/docs/measures_en.pdf)

**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**

**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.**