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| Business Name |  |
| Registered Address |  |
| Correspondence Address |  |
| Applicant / Key Contact Name |  |
| Position in Business |  |
| Business Main Phone Number |  |
| E-Mail |  |
| Website Address |  |
| Business Structure |  |
| Company Registration Number |  |
| Industry |  |
| Business Status |  |
| Date Started Trading |  |

| Please tick which Scottish EDGE category you wish to apply for |  |
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| Scottish EDGE  Maximum award of £100,000 (£70,000 for Loan Only Awards)  Awards are split 70% Loan / 30% Grant  If raised over £250,000 investment, Award will be Loan Only  *This category includes specialist awards (including Net Zero, STV – details below)* | ( ) |
| Social Enterprise EDGE  Win up to £75,000  Awards are split 70% Grant / 30% Loan  Must be a registered asset-locked Social Enterprise or a Charity | ( ) |
| Young EDGE  (age 18-30)  £10,000 Grant Only Awards  Top Prize available of £15,000 (Grant only) | ( ) |
| Wild Card EDGE  £10,000 Grant Only Awards  Top Prize available of £15,000 (Grant only) | ( ) |

| Scottish EDGE - Special Category Awards | If you are applying for the Scottish EDGE category, please tick which special sub-categories you consider yourself to be eligible for |
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| STV Growth EDGE  (consumer focused product/service) | ( ) |
| Circular Economy EDGE  (strong Circular Economy focus) | ( ) |
| IBioIC EDGE  (Biotechnology products or processes) | ( ) |
| NET Zero EDGE  (Net Zero Focus) | ( ) |
| Creative EDGE  (operate in the Creative sector) | ( ) |

Please Note: If you do not fit with any of the special award categories above then you will still be considered for a standard Scottish EDGE category award.

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| Amount Applying For |
| £ |

**Value Proposition**

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| Provide a brief description of your business in the box below (max 25 words)  *Please note this business description will be used in key ongoing Scottish EDGE communications relating to semi-finals, final and winners, therefore please ensure this short description accurately reflects your business* |
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| Business Overview  Tell us more detail about your business, clearly outlining what your product or service offering is and also what was the inspiration behind starting this business (max 200 words) |
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| Competitor Analysis  Provide some insight into your key competition in the market, outlining what competitor analysis activity you have undertaken.  Outline your main point of difference /unique selling point(s) that makes you stand out in your target market. (max 200 words) |
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| If there is an IP strategy in place or ongoing, then please provide details and confirm who owns/will own any IP (max 50 words) |
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| If applicable, what Technology Readiness Level (TRL) stage is your product at? (dropdown box) |
| TRL Level 1-9 ( )  Find out more about TRL Levels here - <https://www.twi-global.com/technical-knowledge/faqs/technology-readiness-levels> |

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| If relevant and if successful in receiving Scottish EDGE funding, what TRL level would you expect to be at in 12 months’ time? (max 25 words) |
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| Key Business Risks  What are the main risks and obstacles to overcome as you look to embark on your entrepreneurial growth journey, and what plans have you put in place to minimise the impact of any potential risks? (max 100 words) |
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| What have been the key highlights for the business over the last 3 months? (max 75 words) |
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| (Where applicable) Have you applied to Scottish EDGE previously, and if so how have you acted on the previous feedback provided (max 75 words) |
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**Team**

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| Business Founders / Leadership Team  Tell us about the business founder(s). What key skills and experience do they have, and in particular outline their knowledge of the specific target sector/industry?  Please also cover who in the team is responsible for delivering the go-to-market and commercial strategy and what relevant experience do they have.  Is there any prior experience of selling to your target customer base?  Please provide individual bullet point sections for each separate founder (max 100 words per founder) |
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| Business Team  Where applicable, who else is in the business team? What skills and experience do they bring to the team that aligns with their current role? (max 100 words per team member) |
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| Gaps  What are the key gaps in the team that need addressed to support the business growth plan (max 50 words) |
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| Mentors / Advisors / Supporters  Tell us about any key mentors, advisers or business support agencies you currently engage with and summarise what value they add to your business. (max 100 words) |
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**Impact**

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| Social / Economic Impact  Tell us about any Social or Economic impact your business currently delivers or intends to deliver in the future?  How do you or will you measure the Social or Economic impact your business currently delivers or intends to deliver for people or communities you support? (max 150 words) |
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| Net Zero  As a business, have you set any goals around Net Zero/sustainability and if so how are you or will you measure these? (max 150 words) |
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| Circular Economy  Do you consider your business to be a Circular Economy business? If so, what key activities or processes demonstrate your circularity?  Discover more about Circular Economy here - <https://ceaccelerator.zerowastescotland.org.uk/> (max 100 words) |
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| UN’s Sustainable Development Goals  Do any of your social and environmental purpose activities align closely with any of the UN Sustainable Development Goals, if so please advise - <https://www.un.org/sustainabledevelopment/sustainable-development-goals/> |
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**Customer Focus**

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| Customer Validation  Provide details of your current/target customer base, and how your product/service adds value to them. What size is the total addressable market and your proposed reachable market. How have you validated the market need and pricing strategy for your product or service with target customers, i.e. are you building customer insights, in early-stage commercial discussions or do you have a sales contract in place. Please provide specific metrics around your customer engagement and validation activity (max 200 words) |
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| Customer Engagement  If you are currently trading – tell us about your current customer relationships. How do you reach your target customer base. Please detail any customer feedback or testimonials which outline the value-add of your product or service  If you are currently pre- trading – what stage are you at with customer engagement. Do you have any trials agreed or in the pipeline. If so, are these paid for and what are the agreed trial metrics you need to deliver on to progress to a commercial contract (max 200 words) |
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**Business Growth**

Please Note: Please do not include any non-revenue income such as Grants in the Turnover figures requested below

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| Business Growth | | | | |
|  | **Trading Business Actual Figures** | **Projected – Year 1** | **Projected – Year 2** | **Projected – Year 3** |
| Date Range |  |  |  |  |
| Turnover |  |  |  |  |
| Net Profit |  |  |  |  |
| Employees (FTE) |  |  |  |  |

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| Context behind 3-year Projections:  Provide a brief summary of the planning, strategy and validation behind your 3-year projections and growth ambitions.  What is driving your projected growth in sales? (max 200 words) |
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| If you are currently trading, what sales have you made to date and over what period and are you on track to meet current year projections. Please also outline your current pipeline for up-coming sales (max 100 words) |
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| If you are currently pre- trading, when do you expect to make your first commercial sale. If you are planning on still being pre-revenue and or loss-making after the projected 3-years, how do you intend to sustain the business going forward (max 100 words) |
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| Revenue model  What is your revenue model, product/service price point and cost of sale – summarise how the business makes money? (max 100 words) |
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| Provide a clear indication of the main costs relating to your sales i.e. production costs, logistics, staff, marketing etc (max 100 words) |
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**Utilisation of Funding**

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| Utilisation of Funding | |
| Amount Applying For | £ |

You MUST provide a breakdown of how you would spend the funding by adding a separate Spending Activity line to detail each separate spend activity. You can add as many lines as you wish, and the total should match the amount you are applying for.

**Failure to provide Spending Activities could affect the judge’s ability to assess your application.**

**Please note that Scottish EDGE funding cannot be used for Founders / Current Directors salaries. Funding can be used to cover salaries for new additional members of staff to help grow the team.**

| Utilisation of Funding  Describe how you would use the Scottish EDGE award, providing a cost breakdown for all specific activities and detail how a Scottish EDGE award will accelerate growth. | | |
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| Spending Activity | Proposed Spend | Activity Description |
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| EDGE Award Impact  Tell us how a Scottish EDGE award will help accelerate business growth and what key business objectives will the award allow you to achieve? (max 100 words)  Please do not add any Spending Activity data here. Spending Activities should be recorded within the Spending Breakdown section above. |
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| Current Funding Support  Please summarise how the business has been funded to date? (max 50 words) |
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| Future Funding Plans  Is there a further funding requirement beyond EDGE to reach a market ready status for the business?  If so, what is the funding amount and timeline requirement?  If you are planning on raising investment, how is your investor pipeline, what stage are any contact/discussions at and what do you need to deliver to progress any investment interest? (max 100 words) |
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Has your business had financial support from the public or private sector or loan funding during the previous 3 years? If yes, please use the Add Additional Financial Support button and let us know any that are de minimis support.

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| **Type of Financial Support** | **Date Funding Provided** | **Initial Amount** | **For Debt Finance, Amount still outstanding** | **For Debt Finance, Monthly Repayment** | **For Grant Support, is this De Minimis** |
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| Please tick the box if your business has brought in or will have brought in more than £250,000 of Private Investment by the Scottish EDGE Pitching Final Date for the current round. If your business has brought in more than £250,000 Private Investment prior to the end of the current round (end date is classed as date of when award winners are announced) then you will only be eligible for a loan award from Scottish EDGE, no grant funding will be provided. Due diligence checks will be carried out on Scottish EDGE award winners and if information is found to be inaccurate then no award will be paid out |
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| Video Submission | |
| Video Link |  |
| Video Link Password (if required) |  |