

Application for Funding Support - Competitive Start Fund – International Entrepreneurs

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:

OTHER

Competitive Start Fund – International
Entrepreneurs

Competitive Start Fund

None

Industrial Development Act, 1986, Section 31

De minimis aid

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Any personal information which you provide to Enterprise Ireland will be obtained and processed in compliance with the Data Protection Acts 1988 & 2003. The information in Application Forms will be used by Enterprise Ireland in the processing of your application and for ongoing administrative purposes between you and Enterprise Ireland.

Company Profile

Client Type:					
Individual / Company / Partnership : Individual					
Individual Details:					
Name:					
PPS Number: (This is the Irish Social Security number. If not applicable insert n/a)					
Proposed Company Name (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

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Product or Service Offering:

Highlight here achievements to-date in Ireland and international markets

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Contact Details

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

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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.	
Details of Directorships (past or present)	
Due diligence is undertaken on all applicants. The following information is required for all founders and directors	
<ul style="list-style-type: none"> • Date of Birth* • Home Address • Nationality • Also give details of Directorships (past or present) held with other companies 	
.	
<p>* Any personal information which you provide to Enterprise Ireland will be obtained and processed in compliance with the Data Protection Acts 1988 & 2003. The information in Application Forms will be used by Enterprise Ireland in the processing of your application and for ongoing administrative purposes between you and Enterprise Ireland.</p>	
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)	
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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. If you require a visa please clearly outline this below and we will contact you to explain the process required. Or contact our Help Desk at: csf@Enterprise-ireland.com	
Why Ireland?	
Why would you choose Ireland as the location for your start-up?	

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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. Please note, the video submission outlining the business proposition carries 25% of the marks, and therefore it is in the applicants' best interest to submit this as part of the overall application.

We strongly recommend, particularly if English is not your first language, that you speak slowly and clearly during the pitch and also we recommend you submit a transcript and supporting Slidedeck to csf@Enterprise-ireland.com quoting your CSF reference number.

Information on how to complete your video pitch will be outlined in the invitation you will receive from sonru.com. You can complete many 'test' runs of the video. The questions in the test video are not the actual questions you will be asked in the final video. Also, you will be given 2 minutes for each test question, please note you are assigned 1 minute only per question in the final video.

Click on a link to additional instructions on how to complete the video pitch [here](#)

You will only have one opportunity to complete the final video. If you encounter a problem with your final video pitch and need to re-record the video pitch please contact the helpline on +353 1 7272202 or email csf@Enterprise-ireland.com.

The video should show one or more of the promoters.

You will be asked to address the following questions: o Describe the product or Service: What are you going to sell? (1 min Maximum) o Target Customers: Who are you going to sell it to? (1 min Maximum) o Your value Proposition: Why are they going to buy it from you? (1 min Maximum) o Your route to market: How are you going to sell it to them? (1 min Maximum) o Your business model: How are you going to make money? (1 min Maximum) You will also be given 2 minutes max to add any additional comments.

If you have a product please show this in the video pitch.

Relevant Links

Should you wish to include weblinks, please enter them below with a short sentence on why each is relevant. The assessors may not view all or any of these links, should they deem it not necessary to make a judgement on the application.

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Product/Service & Mkt Opp

Market Opportunity (20% marks awarded)**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.

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

Entrepreneurs**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?

No

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?

Entrepreneurs

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)**

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

Technical Milestones

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

Entrepreneurs

Cost of Plan

Proposed Business Plan Implementation Costs

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

Salaries

Name	PPS Number	FT / PT	Function	No of Months	Costs
				Total:	

PPS Number –This is the Irish Social Security number. If not applicable insert n/a.

Consultancy Fees

Name	Function	No of Days	Costs
		Total	0

Travel Costs

Person	Purpose of Travel	Country	Costs
		Total	

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	6 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:	
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Financial Info

Financial and Employment Information

Entrepreneurs**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/MM/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 (€)	0	0	0	0	0
Expenditure (€)	0	0	0	0	0
Employment in Ireland	0	0	0	0	0

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?

Entrepreneurs

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 (€)
				Total:	0

Entrepreneurs

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.

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 Articles 1 and 2 of the European Council decision, (2014/145/CFSP) of 17 March 2014, and subsequent Regulations (960/2014, 1290/2014 and 833/2014) concerning restrictive measures in respect of actions undermining or threatening the territorial integrity, sovereignty and independence of Ukraine. See http://eeas.europa.eu/cfsp/sanctions/docs/measures_en.pdf for further information.

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.