

LUinc. APPLICATION PACK

LU Inc. is Loughborough University's Business Incubator. We bring together and empower ambitious new businesses to start, establish and scale up with tailored support, a vibrant community, networks, resources and knowledge.

PREPARING YOUR APPLICATION DECK

We want to understand more about you and your business to progress your application, so require you to share a slide deck summarising your business idea with us, and answering some specific questions we have.

Your 'Application Deck' is your chance to provide a simple, powerful, and visually engaging deck that demonstrates the potential for your business to succeed.

You should prepare a maximum 15 slides which summarises your business proposal and which tries to address each of the following:

BUSINESS-SPEC

- The business (what's the name, Is the business registered, if so when and where)
- Introduction (the business idea in a nutshell)
- The Problem (what problem are you trying to solve? What evidence is there it is a problem?)
- Solution (describe how you are solving or plan to solve the problem)
- Product/Service (How does your product or service actually work? Show some simple examples)
- Business Model (how are you planning to make money?)
- Competition (what are the alternative solutions to the problem you are trying to solve?)
- Advantages (What makes your solution special? How do you differ from others?)
- Market (know or at least attempt to predict the size of your target market)
- How will you or are you gaining 'Traction'? (Traction means having a measurable set of customers or users that serves to prove to a potential partner or funder that your start-up is "going places")
- How much will it cost to setup the business (and where will the money come from)? Estimate how much revenue you will generate from the idea, and how long it will take to generate turnover and profit
- What are your next steps/milestones over the coming 6/12/24 months?

INDIVIDUAL SPEC

- Origin Story (How did the idea develop and who was involved)
- The Team (who is involved now, and what is their role)
- About YOU (Background, experience and relevant qualifications, if any) - if you are a student or graduate please tell us your years of study, course, School and graduation date
- Have you received any previous funding? If so where from?

Send your completed Deck as a PDF to Incubator@lboro.ac.uk.

To speak with one of our advisors, ask any questions, or to receive help developing your application before officially submitting, please contact Alex Taylor or Andres Urena via email:

A.Taylor6@lboro.ac.uk

A.Urena@lboro.ac.uk

Note that turning your PowerPoint slide into a PDF document will reduce its file size, so we strongly encourage this. If it's still too large please contact us for suggestions on how to share it here - Incubator@lboro.ac.uk.