



“Step up”

South Cambridgeshire District Council Business Competition

Please tick here to confirm you have read and fully understood the guidance notes before completing this application form and that you agree that your data will be available to the sponsors.

APPLICANT DETAILS

Full name:

Date of Birth:

Address:

Telephone no. daytime:

Telephone no. evening:

Mobile no:

Email:

Qualifications / Experience:

ABOUT YOUR PROPOSED BUSINESS IDEA

A. Succinctly summarise your business (guidance note 5.3). Maximum of 100 words. Include information on turnover in at least year 1, and year 3.

	Year 1	Year 3	Year 5
Turnover			

B. Which are your market(s) and sector(s)? (guidance note 5.4)

C. Summarise what steps have you currently explored or taken to test/develop your business idea? (guidance note 5.5)

D. What is your unique selling point? (guidance note 5.6)

FUTURE OF YOUR BUSINESS

E. How will occupying commercial premises kick-start your business? (guidance note 5.7)

F. Provide a summary of your Business Plan in no more than 1,000 words, referring to any supporting (marketing or other) action/operational plans for the short-medium term.

G. What are your future (medium to long term) plans for the business?

APPLICATION CRITERIA

Using no more than 150 words clearly describe how you meet each of the following criteria.

1. Creativity (guidance note 1.1)

2. Planning & Research (guidance note 1.2)

3. Market Awareness (guidance note 1.3)

4. Commitment (guidance note 1.4)

5. Saleability (guidance note 1.5)

WHY YOU?

H. Why are you taking part in this competition?

I. Why should you win?

ABOUT YOU

Do you require a work permit to work in the UK?

Yes / No

All shortlisted candidates will be required to produce a national insurance number or other documentation to prove that they have a legal right to work in the UK in accordance with the Asylum and Immigration Act 1996.

If you consider that you are a disabled person and require adjustments to be made to the interview process, please contact us to discuss your requirements. It would be helpful if you could contact us immediately when you are notified of an interview so that we can make the necessary arrangements for you. South Cambridgeshire District Council is committed to ensuring that reasonable adjustments are provided, where appropriate and practicable, for any disabled employee who meets the definition of disability outlined in the Disability Discrimination Act 1995.

DECLARATION

I declare that I have read, understood and agree to be bound by as well as fully meet the eligibility criteria and conditions of the competition. I also declare that the details on this form are true to the best of my knowledge and I agree the above information be used for data sharing and that South Cambridgeshire District Council can contact me with future information and offers.

Signed:

Date:

Send completed application form and any attachments by 17:00 hours on Wednesday 10th June 2010 clearly addressed to:

**Nicole Kritzinger
Economic Development Officer**

economicdevelopment@scambs.gov.uk

Any applications that arrive after 17:00 on 10 June 2010 will not be considered.

REFEREES

Please name two referees who may be approached, at least one of whom must be a 'professional' for example, bank manager, solicitor, accountant, college lecturer, business advisor or similar. Please ensure that your referees are in a position to provide a written response promptly. References will only be requested to assist the short listing process. Any offer to attend the Step Up final will be subject to references.

Name:

Address:

Telephone contact number:

Email (preferable):

Occupation and relationship to you:

Please tick here if this referee should **NOT** be contacted without your authorisation

Name:

Address:

Telephone contact number:

Email (preferable):

Occupation and relationship to you:

Please tick here if this referee should **NOT** be contacted without your authorisation

COMPETITION SPONSORS



Walter Herriot: Enterprise and Innovation Champion