Start-up Visa Endorsement Application

6 page limit (not including CV)

**Short summary of venture (2-3 sentences):**

# Part 1: Basic Criteria (3 page limit)

1. **Confirm your eligibility as per the guidelines on the** [**Careers Service website**](https://www.careers.ox.ac.uk/uk-visas/)**.**
2. **Describe what your future personal commitment to the entrepreneurial venture is.** Eg. Investment, IP ownership, etc.
3. **Current status of the venture- idea, pilot, early operations** (select one and provide an explanation).
4. **Why does your business need to be in the U.K.?**
5. **Answer as many of the questions in each category as possible.** You should answer at least one question per criteria, you do not have to provide an answer for every question.

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| **Innovation** | Explanation/Evidence |
| Is your business offering something more than merely competing with similar local traders? |  |
| Is there a need for your business in the UK market that is not already fulfilled? |  |
| Is your idea bringing something new to the pre-existing UK/global market |  |

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| **Viability** | Explanation/Evidence |
| Have you conducted market research? |  |
| Do you have realistic, sustainable, product goals? |  |
| Is there a long-term plan for the business? |  |

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| **Scalability** | Explanation/Evidence |
| Is your business likely to gain sufficient traction? |  |
| Do you have realistic, sustainable, product goals? |  |
| Would your business successfully scale to be a part of the national market? |  |

# Part 2: Business Plan (3 page limit)

1. **Describe the product/service your business will provide.**
2. **What problem or opportunity will your business address? Include analysis of current competition.**
3. **Who else is an active member of this venture? What is their status? Are there advisers?**
4. **Who are the customers? Out of these, who are the early adopters?**
5. **What existing channels do you have to have to this market? What are the barriers to entry with this market?**
6. **What are the key performance indicators for your business?**
7. **What are the outline financial projections? Revenues, costs, sources of funding, cash.**

# Additional Notes

* Both parts as well as your CV should be sent as a single PDF, multiple documents will not be accepted
* For part 2 you should use the questions as headings in your submission.
* Your explanations do not need to be only text, you can choose to include chart, images, tables, etc. in place of or in addition to any written explanation.
* If you reference any outside sources, you should provide a link to that source. Can be inline, as a footnote or an endnote.
* Include your name(s) as well as your ventures name in the header of each page.