

Start Fund – Awarding criteria.

Your application will be independently marked by two staff members and scored using the following criteria. The maximum possible score for an application is 40. Applications which score 28 or higher are likely to be awarded funding with no further conditions. Applications scoring between 24 and 28 points are likely to be awarded funding with additional conditions. Applications scoring 23 points or lower will need to resubmit an application after responding to feedback.

It is possible to be awarded funding with low or even a zero score in one or more of the criteria below. We are able to assist you with an application, so if you need additional support with aspects of your application please [register with us](#), or contact your Business Advisor.

All applications will receive detailed feedback from the Centre for Entrepreneurship and those which are unsuccessful are encouraged to respond to the feedback, to amend their application and to resubmit.

Green sections refer to specific documents. **Orange** sections refer to the application taken as a whole.

Business One Pager	1-2 Sufficiently summarises their business/brand/customers/marketing but room for improvement in design and/or content. Contains relevant topics with information displayed using a combination of text and graphical elements.	3-4 Well written and creatively designed, and attention grabbing. The BOP demonstrates a clear understanding of the business/brand/Finance/ target market / marketing as well as traction and future plans.	5 A professional standard BOP with both a high standard of presentation and content which demonstrates both commercial awareness and a deep understanding of the value of the proposed organisation.
Business Model Canvas	1-2 All elements of the BMC will have been addressed although some sections may still include unclear or unknown elements – a “?” is acceptable. Sections will be concise, and it will be possible to understand	3-4 Addresses all 9 essential criteria with clarity and shows a strong understanding of the business. There will be a strong link between the Value Proposition, Customer Segments and Key Activities.	5 All 9 areas are complete, and the applicant has also demonstrated that they understand which elements are assumptions and which have been validated. The Business Model will show an innovative approach to commercial success or impact.

	most of the business model from the BMC.		
Elevator Pitch Video	<p>1-2 The video is a single take, within the allowed time. The video may lack structure but will provide useful information about the idea.</p>	<p>3-4 Creative and professional video content with authentic camera presentation and clear script. The applicant will have included relevant media such as product images, and the video will start/end with their logo and contact details.</p>	<p>5 Both content and composition will be of a professional standard. The pitch itself will follow a clear structure with a compelling argument which will leave the audience wanting to support the venture. There will be a clear ask. The video will be professionally edited and include strong branding, advanced elements such as multiple shots, soundtrack, and creative elements. It will be digitally accessible.</p>
Financials	<p>1-2 Financial information is poorly presented, conventional statements are not used, or the projections are unrealistic/based on pure guess work.</p>	<p>3-4 Likely only cash flow projection is provided. Projection maybe unrealistic, lack some essential information, but will give reasonable confidence that the business is financially viable.</p>	<p>5 All three financial statements (Income Statement, Cash flow projections and Projection of Statement of Financial Position) are completed for 1- 3 years. Financial projections are based on reasonable assumptions which are clearly set out, and which have started to be validated – or are based on test trading/MVP</p>
Pitch Deck/Marketing plan	<p>1-2 There is little or no confidence that the applicant has a realistic marketing plan which can be operationalised to gain new customers. OR Pitch deck is incomplete.</p>	<p>3-4 Marketing plan This will be well presented, giving confidence that the customer is well understood and that there is a good understanding of marketing methods which can be used to attract new customers. Pitch Deck The deck will set out the key elements of the</p>	<p>5 Marketing plan A complete marketing plan which is 'ready to go' – this should show an in depth understanding of the market, segmentation, market needs. There should be a clear route to market with a range of well thought out marketing activities which are funded and ready to</p>

		business including problem, solution, operations, marketing, research, team, financials and ask. Presentation may be OK rather than great.	go. Pitch Deck will be ready to share with investors. It will provide the audience with sufficient information on the business to make an informed decision about future steps. It should clearly demonstrate the future commercial or social value of the venture.
Details of Proposed Spending	1-2 Understanding and explanation of funding spend with basic content and evidence. Funding will support progress.	3-4 Detailed explanation of proposed funding with hyperlinks and pictures/quotes. The applicant will have clearly demonstrated how the expenditure will help them to take the next step to develop their business.	5 The proposed spending will be linked into the Cash Flow projections with a clear demonstration of how this funding will support the future development and success of the venture. It will realistically show what future funding may be required and where this may come from.
Sustainability	1-2 The application recognises the impact that the idea may have on society and the planet and there is reference to ways of minimising this impact.	3-4 The idea will have a positive impact on either society or planetary resources. It will displace current consumption with lower impact activity or will utilise waste streams. The value proposition is based on reducing or removing a societal or environmental challenge.	5 The application will show that the applicant has a clear understanding of the interconnectedness of the economic, social, and planetary system which we operate within. The idea will effectively address more than one of the 17 SDG's and will have a positive impact through its actuation.
General Overall Quality	1-2 Good application covering the basics required to acquire funding There will be a recognisable link between all elements of the application although some minor discrepancies may be	3-4 Excellent application with stand-out BOP and BMC. Creatively engaging and impressive video pitch with a strong understanding business/finance/customer base and marketing. Strong links between all elements of	5 A professional standard of application which shows a strength and consistency of branding and value through every element of the application. The BOP/BMC will be supported by strong financial projections and

	<p>apparent. There is likely to be consistent branding shown between two or more elements of the application.</p>	<p>the application. A clear demonstration that the funding will support the applicant to take the next steps required to start their business.</p>	<p>the application will clearly show that the idea is actionable and shows a likelihood of being commercially viable. The application is 'investor ready'.</p>
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