



RSE UNLOCKING AMBITION ENTERPRISE FELLOWSHIPS Application Form Guidelines

These guidelines indicate what should be covered in response to each question, and together with the Terms and Conditions, form an integral part of the application form.

Question	Guidelines
1. Title of the Business Proposition	Please supply the title of your business proposition.

SECTION A: PERSONAL DETAILS

Question	Guidelines
2. Personal details	Please supply your name and preferred correspondence details. Please inform the Enterprise Officer of any personal details including change of address, or provide a contact address for future correspondence, if you do not expect to be available after the closing date at the correspondence address given here.
3. Present appointment	Please provide details of your current employment including position, and current salary.
4. Host institution	Please give details of the institution (including department where appropriate) in which you propose to hold the Fellowship. Applicants for the Enterprise Fellowships will be expected to negotiate their hosting directly with the relevant Head of Department of the proposed host institution and/or the Technology Transfer Office or equivalent. Please note that this is NOT the RSE's responsibility.
5. Do you require a visa to work in the UK?	If yes please answer each of the sub questions in full and provide a copy of your Visa with your application form.

SECTION B: THE APPLICANT

Question	Guidelines
6. Why are you the right person?	<ul style="list-style-type: none"> • Why are you the right person to take forward the business opportunity for which you are applying for funding? • What knowledge, skills, experience and aptitudes do you possess which will help ensure your business is successful • How will you personally benefit and develop yourself through an Enterprise Fellowship award. <p><i>(250 words maximum)</i></p>
7. Career history	<p>Please provide details of all Degrees and relevant qualifications, your field of work, previous employment and responsibilities</p> <p><i>(500 words maximum)</i></p>

SECTION C: THE BUSINESS OPPORTUNITY

Question	Guidelines
8. Applicable markets	<p>The Royal Society of Edinburgh is pleased to invite applications for Enterprise Fellowships in the industry areas / markets listed, and in convergent areas between them. Please tick all areas which apply.</p>
9. Executive summary	<p>In 150 words or less please outline the market opportunity for your business and how your products or services will address this market. This should be understandable by, and compelling to, a non-technical person. Please do not present any confidential information within this executive summary, for example any details of your intellectual property (IP). For successful applications we may use this executive summary within publicity material</p> <p>If you are in any doubt as to what details should or should not go in the executive summary with respect to your intellectual property or other forms of confidential information please contact your host University's Technology Transfer Office.</p> <p><i>(150 words maximum)</i></p>
10. Description of business proposition	<p>Please expand on your executive summary and provide a fuller description of the business you plan to develop.</p> <ul style="list-style-type: none"> • What is your product or service? • Have you thought through a business model to bring your product or service to market? • What is your unique selling point? • What is the likely cost of producing the product/service? <p><i>(500 words maximum)</i></p>

11. The market	<ul style="list-style-type: none"> • What is the size of the market opportunity that your company will address? Please specify a relevant market segment rather than the market as a whole. Concrete market data should be supplied where available. • What are the relevant trends in this market, and where are users located geographically? • Will the market be in a position to take up your innovation, service or business proposition? <p><i>(250 words maximum)</i></p>
12. Competitive advantage	<ul style="list-style-type: none"> • What is your unique selling point? What place will your product or service have in your intended market(s)? • Who are the competitors in the marketplace, and how do they address the market's needs? How do you compare? <p><i>(250 words maximum)</i></p>
13. Users and their needs	<ul style="list-style-type: none"> • Who is the end user of the product/service, and what problem do they have that will be solved by the product/service? • Who are the customers (if different from end users) for the product/service? • What evidence is there that customers will pay for this product or service at commercially profitable levels? • What is the preferred route to market, and what channels will be used to reach customers? • Have you already spoken to potential customers? What have you learned from them? Do you have early sales leads to follow up? <p><i>(250 words maximum)</i></p>
14. The team, partnerships and connections	<ul style="list-style-type: none"> • Who else will be involved in developing your business? What are their roles? • What partnerships will support the development of your business? How much do you still need to do to develop these partnerships? • What broader connections do you envisage helping the development of your business? <p><i>(250 words maximum)</i></p>
15. What do you expect to achieve during the award?	<ul style="list-style-type: none"> • What progress do you expect to make with your business during your Fellowship year? • How will you know if you have been successful? <p><i>(250 words maximum)</i></p>
16. What research, technology or innovation underpins the business?	<p>What particular research, technology or innovation underpins the commercial offering of your proposed business? Please describe the technology or innovation at the basis of your application and how it will support your plans for your business.</p> <p><i>(500 words maximum)</i></p>

17. Market readiness	<ul style="list-style-type: none"> • Is the research, technology and innovation developed to the point that it is ready to be taken up by the users and/or the market? • How close are you to having a completed product or service ready for market? • What, if any, further development is required? • How will that development be funded and resourced? <p><i>(250 words maximum)</i></p>
18. Impact or commercial viability	<ul style="list-style-type: none"> • What evidence do you have to give confidence that the proposed offering is a solution that could be commercially successful or impact on policy and society? • What market research have you conducted? • What market reports support your proposition? • What feedback do you have from potential customers, end users or industry experts? • What impact will your innovation have on the society or policy? <p><i>(250 words maximum)</i></p>
19. Has the business been incorporated?	<p>Has the business the applicant seeks to develop during the Enterprise Fellowship been incorporated? Please state yes or no and if yes, give details of what the business name is, when it was incorporated, and any other relevant details. The Enterprise Fellow may incorporate a company related to the Enterprise Fellowship before, during or after the year of his/her Enterprise Fellowship.</p>
20. Has the business been trading?	<p>Please state yes or no. If yes, please provide the date the business started trading and what its current turnover is.</p>

SECTION D: INTELLECTUAL PROPERTY RIGHTS

Please refer to the Terms and Conditions document for definitions and clarification regarding IPR

Question	Guidelines
21. Patents	<p>Please give details of any patent applications made, patents pending and patents already granted.</p>
22. Do you require access to any background IPR?	<p>Does your application for a fellowship require access to any background IPR? If yes, then please clearly detail the background IPR required and its status (granted patent, patent filed know-how etc...). Please refer to the Terms and Conditions document for definitions and clarification regarding IPR</p>
23. Who is the Background IP Owner?	<p>Please provide details on the IP ownership. Please refer to the Terms and Conditions document for definitions and clarification regarding IPR</p>
24. Agreement on access to the IPR with the IPR owner	<p>Has written agreement regarding access to the IPR been reached with the IPR owner, detailed above? If the agreement has been reached, please provide details of its nature. If the agreement has not been reached, please provide status and details of the discussion underway.</p>

25. Please define the Background IP being exploited	Please explain what the IP is that is being exploited during the Fellowship year
26. Has the IPR been licensed to any other organisation or person?	Has the IPR required for this enterprise fellowship application been licensed to any other organisation or person? If yes, please provide details and status.

SECTION E: OTHER SUPPORT OR FUNDING RECEIVED OR SOUGHT

Question	Guidelines
27. Are you actively seeking funding from other sources?	Please provide details of all other sources of funding you are actively seeking.
28. De Minimis Public Support	<ul style="list-style-type: none"> • Have you received de minimis public support in relation to the business you seek to develop through an enterprise fellowship, in the last three years? • If YES, please confirm the total level of de minimis support received during this period? (See section on State Aid in the terms and conditions)

SECTION F: FINAL SIGNATURES & THIRD PARTY STATEMENTS

29. Details of two referees	<ul style="list-style-type: none"> • Please provide details of two referees. One of them must be the PI/Inventor if the applicant is not the PI/Inventor him/herself. • Ideally both referees should be academic or business-related and should be people who know your business proposal and the innovation. One reference can be personal if necessary. • It is your responsibility to ask your referees to send a confidential report, on the form provided, directly to the RSE by the deadline.
30. Host institution statement	This statement must be signed by the Head of the Department or Head of Business Unit of the proposed institution.
31. Applicant statement	<ul style="list-style-type: none"> • This statement must be signed by the applicant. • Please read the Terms and Conditions before signing this
Data Protection Consent	Please read the Data Protection Consent and Statement provided carefully and tick the box if you agree to it. If not, please let the Enterprise Officer at the RSE know.

Finally, check you have completed everything on the checklist on the front page.

Thank you.

March 2018