# The Alan Lewis Seed Fund

The Alan Lewis Seed Fund is designed to support companies to bring a proven idea to life or grow an existing business. The fund will support businesses to bring benefit to the local region, with the potential to scale this nationally. Eligible applicants will apply for a share of £20,000 (up to a maximum of £5,000 per applicant).

**Eligibility Criteria and Usage:**

* All applicants/members of the participating business must be at least 18 years of age.
* The business activity must show benefit to the West Yorkshire region.
* Be a business based in the UK if trading already.
* If you are not trading, have a minimum viable product (MVP) or a demonstrable gap in the market for your product.
* For all purchases, please provide justification as to why you have chosen your preferred supplier.
* The grant cannot be used for personal expenses.

This grant can be used to help you bring a product to market from a formed idea, help grow or scale an existing business, or purchase equipment that will help your business move to the next stage of its evolution. Examples of this can include:

* Preparing to go to market.
* Have a product/service that could be disruptive and innovative, with the ability to scale.
* Have a tech or innovative idea that has a proven gap in the market, based on research that you have completed, where funding is required to take the idea to the next stage.
* Creating a prototype or bring a product to market.
* Need to buy a new piece of equipment that will allow you to meet additional demand, improve your business efficiencies, or expand into a new market.

Please consider the value of grant that you require and explain how you will spend this. Include details of when the spending will take place as all funds need to be used within 6 months of your grant being awarded. The benefit from the business must be seen locally within West Yorkshire but it is encouraged that this can be scaled to have a nationally impact.

**Stage 1 – Expression of Interest**

Submit this expression of interest explaining what your business journey has been to date, what you do or plan to do, your growth strategy, what the funds will be used for, any delivery timeline, and market research.

**Stage 2 – Business Plan submission including financials and risk analysis**

Successful applicants from Stage 1 will be invited to submit a full business plan and a 2-minute pre-recorded video pitching your idea. These will be reviewed by our external panel of judges.

**Stage 3 – Awards Event**

All successful applicants from Stage 2 will be invited to an awards event where the winners will be announced.

We wish you good luck with your application and through the process.

# Expression of Interest

**This section covers the basic information needed to assess your request.**

**Business name:** Click or tap here to enter text.

**Your name(s):** Click or tap here to enter text.

**Contact telephone number:** Click or tap here to enter text.

**Contact email address:** Click or tap here to enter text.

**Business website address (if relevant):** Click or tap here to enter text.

**Business social media account links (if relevant):** Click or tap here to enter text.

**Amount of grant being requested (up to a maximum of £5,000):** Click or tap here to enter text.

## Business section:

In a maximum of 1,200 words please provide details of your business journey to date or the business idea you want to launch. Please use the following headings to talk about your business, your growth strategy, what the requested funds will be used for, delivery timeline, growth strategy, market research, and what potential positive impact this can have on the local region.

**Introduction (100 words):**

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**Business Overview (150 - 200 words):**

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**Growth/Scale Proposal and Grant Spending (300 - 400 words):**

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**Market Information (150 words):**

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**Capability and Experience (150 – 200 words):**

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**Benefits and Impact (150 words):**

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**Grant Breakdown (50 - 100 words):**

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**Conclusion (50 - 100 words):**

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