

Alan Lewis Seed Fund – Application Form - Guidance Notes

Introduction (100 words):

- Briefly explain the main business activities.
- Provide a concise overview of why you wish to apply for the fund.
- Please state the total grant amount you are applying for.

Business Overview (150 - 200 words):

- What is your business's mission, vision, and values.
- Provide an overview of the business's strengths, unique selling points, and any relevant achievements to date.
- Briefly talk about your products or services and who your target market is.

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

- Explain what your project or initiative is in detail and say what you're seeking funding for.
- Explain how this grant will help your business.
- What are your objectives if your application is successful?
- Outline the expected outcomes of the project and how your request fits with the grant's objectives.

Market Information (150 - 200 words):

- Explain how your project addresses a specific challenge or gap in the market.
- Provide evidence of the feasibility of your project, including any research, data, or partnerships that support your desired outcome.
- Talk about the market in the gap.
- Who are your main competitors.

Capability and Experience (150 - 200 words):

- Showcase your business' relevant experience or expertise.
- Highlight key personnel who will be involved in the business, their relevant experience/expertise, and how they will add value.
- Tell us how you will successfully carry out your proposed growth/project.

Benefits and Impact (150 words):

- Explain the potential benefits of your product or service to the industry or your clients.
- Describe how your plans will create jobs, improve processes, or contribute to innovation.
- Highlight any social, economic, or environmental impacts your business might have.

Grant Breakdown (50-100 words):

- State how you will spend the grant. Give details of individual items with prices.
- Provide a high-level estimate of the overall project/growth spending.
- Briefly outline the timeline of spending.

Conclusion (50-100 words):

- Summarise the key points of your application. Add any final comments you feel will finish your plan off.