

START UP Founderships Eligibility Criteria

If you can see yourself leading an innovative, impactful business that makes a difference to the world, Founderships is for you. You might have an idea that isn't established yet or you might have a business you're already working on.

Your potential is what is most important to us. We know you'll still have a way to go and that's what we want to help you with.

To apply, you must:

- be graduating by the programme start date or be a graduate within the previous 2 years of the programme start date (from any course)
- be prepared to be selected on the strength of the opportunity you've identified as well as your personal commitment to achieve scale and significance
- be eligible to start a business in the UK - if you are an international graduate, you must provide evidence of your Right to Work, including your eligibility to be self-employed
- be willing to stay in, or relocate to, the North East of England for six months
- own the intellectual property related to your business idea/business or have written authorisation from the owners to use it to establish a business in the UK
- be committed to, and able to make time for, the full Founderships programme from start to end

You may be ineligible, if:

- you have already achieved significant sales (your business may be too advanced)
- you're an independent professional - this programme is about company creation; unlike all other opportunities from START UP, it's not designed for independent professionals/freelancers

Please note:

- your business should be in the later stages of development or early stages of trading
- you can make an application to Founderships as a final year student approaching graduation, but we can only award a Foundership to graduates on a pass list
- previous Foundership applicants are eligible to submit a new application, but previous Founderships recipients are not eligible to apply, even with a new business idea

START UP Founderships Selection Criteria

START UP Founderships is a competitive opportunity. To be selected you must show potential in line with: Innovation, Viability, Growth Potential and Entrepreneurial Effectiveness. When applying to Founderships, please evidence how you (and your team, if applicable), are:

Striving to be new and different | Innovation

- how is your opportunity a new or significantly changed process, product, service, model or method that will add value and impact to its industry, whether B2B or B2C?
- how is your business solution adding value and impact to what already exists in its market, with potential to outrun the competition?

Pursuing what is practical and possible | Viability

- do you know the size of your opportunity and the credible routes to market?
- what progress have you made already e.g., through research and customer development, prototyping, assessing the competition, developing a network?
- what is the level of funding you require to demonstrate product-market fit?

Thinking big | Growth Potential

- what potential avenues have you identified to achieve large-scale adoption, create new jobs, and grow into national and international markets?
- what advantage do you have that could enable you to outrun your competition?

Committed with the right attitude | Entrepreneurial Effectiveness

- what necessary skills, knowledge, experience, and market awareness are you actively developing to fully capitalise on your business opportunity?
- why do you want this opportunity and why is it right for you and your business?
- what personal drive and motivation do you have to make the most of this opportunity?
- do you have the capacity to take on this ambitious programme and can you accept being constructively challenged?
- are you committed to attending all training sessions, adviser, mentor, and board meetings that form part of this programme?