**Henley Greenshoots Seed Finance Award Scheme**

**Entry Form**

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| This application is for admission to the Henley Seed Finance Award Scheme, managed by Henley Centre for Entrepreneurship at Henley Business School  **Name of Entrant**:  **Business Name:**  **Email:**  **Tel no:** |
| **Section 1 - Description of Business**  This section should provide a brief description of the business, its current status e.g. whether incorporated or trading and business outlook. If you intend to submit a video please include a link to the hosting website here. |
| **Section 2 – Products and/or services offered by the Business**  This section should provide details of the product or service supplied by the business to its target market and how these products or service are different and (better) satisfy the needs of the market. The section should include description of the technology that enables the product or service fulfill such needs. |
| **Section 3 – Industry and Target Market**  This section should include a description of the industry i.e. suppliers and the major forces shaping the industry and also the target market i.e. customers targeted by the business and include details of the size of market, growth and main trends. The needs of the target customers should be included and clearly described |
| **Section 4 – Competitive Advantages and Unique Proposition**  This section should provide details of the advantages of the products/services compared with competition and describe what is different (and better) about the products/services supplied/proposed to be supplied by the business |
| **Section 5 – Business Model**  This section should describe how the business operates and makes revenue and also include details of pricing |
| **Section 6 – Strategy to grow Business**  This section should provide details of the financial (and non-financial) goals and strategy to grow the business and exploit the target market |
| **Section 7 – Financial**  This section should provide trading history and details of financing to date and how the business will be financed going forward |
| **Section 8 – Management**  This section should list the founders, provide biographical information and identify their roles in the business; this sector should also include the relevant skills, knowledge and experience of the founders in the target market. Any advisers and network used by the business should be included |
| **Section 9 – Contacts**  This section should provide contact details (email and telephone) for the key personnel including the founders, employees and any advisers |
| **Appendices**  Please list the appendices you intend to include to support your entry |

**Please limit your entry to 2,000 words. A total of 4 appendices may be added along with a link to a video**

Please return the completed Entry Form to Jurek Sikorski at [jurek.sikorski@henley.ac.uk](mailto:jurek.sikorski@henley.ac.uk)

