The Bigger Pie Funding – what we ask you on the application

Section 1
Email address
First Name
Last Name
Company Name
Companies House Number
Postcode
Business Address

Section 2 – About your start up
Describe what your company does in 50 characters or less
What problem are you solving (300 words max)
Who else is trying to solve this problem and how/what are they doing?
Why is your solution better? (300 words max)
What category best applies to your company. Please choose up to 2. (Check box)
Your Business Specialities (Keywords)
What stage is your company at? (Check box)
Are people using your product?
How will you get users?
If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users until it has a lot of users (eg a dating app, a market place, and ad network), how will you overcome that?
If post revenue, what are your revenue figures?
Share your business model(s)
What are your 3 year projections and which research have you used to back this up?
What valuation for your business do you have and what's the explanation? (Are you clear on this?)
If you have a pitch deck please upload it. Please ensure your pitch deck follows our guidelines (which can be found here http://funding.thebiggerpie.io/pitch-requirements/).
Tell us about your competitor analysis. Who do you fear most? Who might become a competitor? Do you have a protectable barrier to entry for competitors? Something that stops Facebook, say, coming in and stealing your idea ...a patent, copyright, first mover advantage, etc

Section 3 – What are you looking for?
What is your ask?
Have you already raised funds?
Send details of your cap table is so
Are you eligible for SEIS?
Are you eligible for EIS?

Section 4 – Tell us about you and your co-founders
Please provide the LinkedIn url for yourself and your co-founders
How long have you been working on your start up?
How long have you been working on your start up?

How much of it has been full time? Please explain

Why did you choose this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet or they don't know about it?

If you have already participated or committed to participate in an incubator, accelerator or pre-accelerator program, please tell us about it

Is there anything else you think we should know about your company?

What convinced you to apply to The Bigger Pie Funding Initiative?

How did you hear about The Bigger Pie Funding Initiative?

What's the best way for you to be contacted?