

## First Steps for SMEs

### Application Form

If you have any queries about the programme please contact [ICURE@warwick.ac.uk](mailto:ICURE@warwick.ac.uk) or call Cath Whitaker on 07957 363389

Please save your application with the following file name:

SME Cohort A- <company name> <EL name>

Please confirm your company is classified as an SME:

- Yes
- No

TITLE OF THE PROJECT

#### **SECTION A: TECHNOLOGY**

**Describe the product/technology that you think has the potential to be commercialised.**

Explain what makes the research/technology unique. This should be a non-technical description and will be used as a summary of your project within the programme for a range of audiences. Word limit 250 words

Stage-of-development; Idea, proof-of-concept, prototype, etc. Word limit 150 words.

**SECTION B: MARKET POTENTIAL**

The questions below are aimed to serve as a starting point for the programme. Applicants may not know exactly how the technology will be used in a business. We would simply like to understand their initial thoughts about the technology's market potential.

How do you think the technology can be used as a product or service?  
What problems or gaps in the market do you think it can solve? 200 word limit

What's special about your research or technology?

What advantage does it offer over other technologies /products? Are you aware of any competitors in the market currently? 200 word limit

Who do you think might pay for the product or service? 100 word limit

**SECTION C: EL BACKGROUND AND CAPABILITY**

Please describe the Entrepreneurial Leads experience and expertise and explain how they will contribute to the project's success.

150 word limit

Please describe the company's expertise and explain how they will contribute to the project's success.

150 word limit

**SECTION D: TEAM MOTIVATION**

Why are you applying to participate in the programme? What do you want to learn from the programme? What does your company want to achieve?  
200 word limit.

**SECTION E: APPLICANT DETAILS**

This person will be the Entrepreneurial Lead for the project, engaging with prospective customers, partners and competitors to validate the commercial potential of their research and presenting findings to the Options Roundabout panel.

Surname

Forename(s)

Company Address \*

Position/Appointment:

Telephone number

Email

**COMPANY**

This person will be support the Entrepreneurial Lead internally within the company.

Surname

Forename(s)

Company Address \*

Position/Appointment:

Telephone number

Email