START UP FOUNDERSHIPS 2022
From Newcastle. For innovators and changemakers.

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What is START UP Founderships?
START UP Founderships is an intensive, six-month business pre-accelerator designed to give big ideas a big developmental push, advancing the next wave of growth-orientated company founders with innovation-driven opportunities.

Through bespoke one-to-one mentoring, group workshops, access to influential partnerships, a living stipend of £7,500, and funding up to £10,000 to drive business development, START UP Founderships will guide you and your high-potential proposal through proof of concept to market entry, first investment, and/or successful application to leading UK business accelerators.

This will be the seventh START UP Founderships cohort. Through our six previous cohorts, we’ve helped 21 founders of 30 businesses raise over £22M in funding, generate over £54M in turnover and create 199 jobs. Our Founderships alumni have progressed onto highly competitive business accelerators including those from Ignite, NatWest and Bethnal Green Ventures amongst others. One, NOVELTEA, also appeared on the TV show Dragon’s Den in both the UK and Germany.

Both pre-accelerators and accelerators are intensive packages of support. They are unique to those running them but usually involve coaching and mentorship, skills development and financial support.

A business pre-accelerator is a programme for early-stage start-ups - business opportunities that are in development or have just launched. They are designed to help you establish your business.

A business accelerator is a programme for seed-stage start-ups - established businesses. They are designed to help you raise investment and scale-up your business venture.

How can START UP Founderships help you?
Advancing you and your ideas | If you’re a future-thinking individual with a realistic, scalable business idea that is new and different, you’ll need space and support to pursue it. START UP Founderships is adapted around your needs, with core elements coaching you to:

- Test your assumptions
- Refine your business solution
- Develop a Minimum Viable Product (MVP)
- Experiment, trial and measure
- Define your value proposition
- Convince others (customers, investors, accelerators)

Helping you solve big problems for big markets | START UP Founderships is open to businesses in all sectors. Though we’re particularly well-positioned to support you if your business falls into one of the sectors of Newcastle University’s Research and Industrial Strength Strategy, which are:

- Healthcare and Life Sciences, including Ageing
- Advanced Manufacturing
- Offshore and Energy Technologies
- Digital and Technology, including Data
- Culture and Creative Arts
Coaching you to become a resilient leader | Through START UP Founderships, we help you develop the necessary practical skills you need to thrive within the business world, coaching you to:

- Pitch - develop and refine a successful business pitch
- Lead - recognise your personal style and learn to guide others
- Build connections - find and manage positive relationships
- Have confidence - master how to make an ‘ask’ with courage and faith in yourself
- Be resilient - view challenges positively and bounce back from rejection

Introducing you to our experienced and trusted connections | Among our START UP Founderships mentors and facilitators are entrepreneurs and founders of growth companies that have secured significant investment and traded on a global scale.

- **START UP Business Advisers** provide you with specialist, confidential coaching and guidance via regular meetings. They offer you continued support with insight, direction and introductions to our national network of industry experts, influencers and investors.

- **START UP Mentors** are previous Newcastle University founders, friends or patrons. They offer you their expert advice on a relatable level, sharing their experience and being present to help you navigate the highs and lows of your journey.

- **The START UP Board** includes the START UP Manager and Newcastle University friends and patrons who are responsible for selection and funding decisions. You’ll be accountable to the board at key points throughout the programme to demonstrate your progress and ask for help.

- **START UP Guest Speakers and Training Providers** are Newcastle University founders, friends or patrons. They offer you their broad, multi-disciplinary experience and expertise to help you excel as an executive leader and progress your venture.

When is START UP Founderships?
START UP Founderships will take place from **September 2022 through to February 2023**, with an initial round of online workshops and video pitches in **June-July 2022**. The workshops and pitches are a fantastic opportunity for skills and business development, plus a chance to network and judge if this opportunity is right for you.

Eligibility and Selection Criteria
If you see yourself at the forefront of an innovative, impactful business within the next few years, START UP Founderships is for you. You may have an idea but need to establish it, or you may already be working on a business with growth potential. What is most important to us is your potential - that you believe you can make a difference in the world and that you can show us you’re onto something great.
Eligibility Criteria

To apply, you:

- are graduating by September 2022 or you have graduated from Newcastle University within the past 2 years (from any course)
- have already engaged with guidance from a START UP Adviser
- You are prepared to be selected on the strength of the opportunity you’ve identified as well as your personal commitment to achieve scale and significance
- are 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
- are willing to stay in, or relocate to, the North East of England for six months from September 2022 through to February 2023
- own the intellectual property related to your idea/business or have written authorisation from the owners to use it to establish a business in the UK
- are committed to, and can make time for, the application and selection process as well as the START UP Founderships programme itself

You may be ineligible, if:

- you have been trading for over 3 months and have already achieved consistent sales revenue - as your business may be too advanced for START UP Founderships
- 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

Please note:

- You can participate in our START UP Founderships online workshops and make an application to the programme as a final year student approaching graduation, but we can only award a START UP Foundership to Newcastle University graduates who feature on a pass list
- Previous Foundership applicants are eligible to submit a new application, however previous recipients of a Foundership are not eligible to apply, even with a new business

Selection Criteria

Your business must be in the later stages of development or early stages of trading. Either way, your idea must have clear, demonstratable potential in line with the four pillars of the START UP Founderships selection criteria: Innovation, Viability, Growth Potential, and Entrepreneurial Effectiveness. We’re looking for excellence, creativity and impact - in both you and your business.
When applying to START UP Founderships, you’ll need to evidence that you (and your team, if applicable), are:

**Striving to be new and different | Innovation**
- you have an opportunity that is a new or significantly changed process, product, service, model or method that will add value and impact to its industry, whether B2B or B2C
- you can demonstrate that your business solution adds value and impact to what already exists, with potential to outrun the competition

**Pursuing what is practical and possible | Viability**
- you know the size of your opportunity and have considered the credible routes to market with large-scale adoption, possibilities for job creation, and growth into national and international markets
- you have made demonstrable progress already e.g., through research and customer development, prototyping, assessing the competitive landscape, developing your network
- you understand the level of funding required to really demonstrate product-market fit

**Thinking big | Growth Potential**
- you have identified potential avenues to achieve large-scale adoption, create new jobs, and grow into national and international markets
- you have an advantage that could enable you to outrun the competition

**Committed with the right attitude | Entrepreneurial Effectiveness**
- you are actively developing the necessary skills, knowledge, experience, and market awareness to fully capitalise on your business opportunity
- you understand why you want this opportunity and why it’s right for you and your business right now
- you have a personal drive and motivation to make the most of this opportunity
- you have the capacity to take on this ambitious programme and can accept being constructively challenged
- you are committed to attending all training sessions, adviser, mentor, and board meetings that form part of this programme
Application and Selection Process

As START UP Founderships has limited places, we wanted to create the best possible experience for all applicants so that even if you aren’t awarded a Foundership this time around, you can take valuable learning from the process of applying.

To be considered for a START UP Foundership you must first apply to an initial round of online workshops and video pitches that takes place over three weeks (six short sessions in total).

All online sessions have been scheduled in the evening. Workshops, featuring guest entrepreneurs, begin at **18.00 (GMT)** followed by 20-minute 121 slots with a START UP Adviser from **19.00-21.00 (GMT)** who will work with you to set individualised goals based on the workshop content from that week.

1. **Submit your online application by 23:45 GMT on Sunday 22 May 2022**

   Submit your application by 23:45 (GMT) on Sunday 22 May to be considered for the longlist and initial round of workshops and video pitching. This initial application will ask for a 5-minute video pitch requesting that you tell us what is innovative about your opportunity, and evidence market research and growth potential.

2. **Find out if you’ve been longlisted, week of 23 May**

   24 businesses in total will be invited to progress as individuals or teams where applicable.

3. **Attend the first week of online sessions, week of 20 June**

   Tues 21 June, 18.00 GMT: Welcome and Q&A with previous START UP Founderships alumni who will share their experience of Founderships and what they’ve gone on to do since. A great opportunity to better understand what you can expect from the programme and what’s expected of you.

   Wed 22 June, 18.00 GMT: Customer focus workshop to understand the importance of listening to customers and evaluate if your business opportunity is currently customer-centric.

4. **Attend the second week of online sessions, week of 27 June**

   Tues 28 Jun, 23:45 GMT: Deadline for submitting a revised video pitch applying your learning from the previous weeks’ sessions on customer focus.

   Wed 29 Jun, 18.00 GMT: Route to market workshop to learn how to be realistic with the timing of your opportunity versus the time required to make it happen, assess level of funding required to demonstrate product-market fit and establish a roadmap to launch.

5. **Attend the third week of online sessions, week of 4 July**

   Tues 5 Jul, 23:45 GMT: Deadline for submitting a revised video pitch applying your learning from the previous weeks’ sessions on route to market.

   Wed 6 Jul, 18.00 GMT: Growth potential workshop to discover how to assess the size of your opportunity and its potential for growth, establish a vision and a plan to make it happen.
6. **Submit your final application to the 6-month START UP Foundership programme by 23:45 GMT on Sunday 24 July 2022**

   Sun 24 July, 23:45 GMT: Deadline for submitting a final revised video pitch and short application form applying your consolidated learning from the online session weeks and re-evidencing your fit with START UP Founderships.

7. **Find out if you've been shortlisted, week of 1 August**

   Ten businesses in total will be invited to present to the START UP Founderships Selection Panel and pitch to be a part of the full START UP Founderships programme.

8. **Present to the Selection Panel, week of 8 August**

   The Founderships selection panel will make a final decision.

9. **Find out if you've been selected for a START UP Foundership, week of 15 August**

   Five businesses in total will be awarded a START UP Foundership.

10. **START UP Founderships begins, week of 12 September through to February 2023**

   Please note that all dates may be subject to change, particularly due to the ongoing Covid-19 pandemic.

START UP Founderships FAQs

**How many Founderships are available?**
START UP has funding to award five Founderships in 2022. Due to the high-value nature of this programme, it will be a competitive process.

**How advanced does my business idea need to be, for me to apply?**
We can’t accept brand new ideas or solutions looking for problems. As part of the selection process for START UP Founderships you must demonstrate how you meet the criteria as outlined in our eligibility guidance.

**What can I expect from the programme experience?**
Founderships is a semi-structured programme of support designed around your individual business needs. The experience also intends to prepare you for the realities of being in business, providing good training ground for your future. Structured touchpoints include:

- Weekly to Fortnightly business development sessions with your Start-up Business Adviser that include an assessment of progress. You must demonstrate satisfactory progress against an agreed action plan and set of milestones. If satisfactory progress is not made, the
University reserves the right to withdraw a Foundership at any point during the 6-month programme.

- You will also attend meetings with the Founderships Board at the start of your Foundership, at the mid-way point and towards the end. The Board is there to support you and your business. It is intended to give you experience of presenting to a board. We want to help you to master the art of ‘making the ask’ and being accountable to others.

- Public showcase(s) to different audiences to give you a platform to grow your network and profile. You will be expected to put yourself ‘out there’ in the real world, to talk to customers, test your assumptions, to listen and act on feedback and this is part of how we help you to do this.

What financial support is included? Does the University take equity?
Thanks to the generosity of our donors each award includes a £7,500 stipend to support your living costs over six months and £10,000 grant funding to cover development costs, requested and released as your business takes shape. All requests to access grant funding are made to the Founderships Board and subject to approval.

The monthly stipend and any grant funding is paid to the individual(s) not the businesses. The support is fixed at £7,500 for the stipend and up to £10,000 grant funding per business irrespective of how many co-founders there are. We don’t take any equity in your business because we’re in this to help you create your own company, completely owned by you.

How is START UP Founderships funded?
START UP Founderships is supported through philanthropic donations to the University. We don’t take equity in any of the businesses we assist and thanks to the kind generosity of our supporters we can further you as a founder, free of charge.

Is it a full-time commitment?
Yes. For the duration of your Foundership we expect you to spend most of your time working on the business, the generous stipend is intended to support you to do this.

What if something changes and the business doesn’t happen as planned?
We recognise that some businesses could ‘fail’ and that’s ok - often the need to pivot a business is a part of the process. We are investing our support in you and your future and will help you get back on track should you need to. The most important thing is to learn from the experience of having tried. Whilst you may not see out the full term of your Foundership, the opportunity will still equip you with new skills to support your professional development.

Can you participate in Founderships from anywhere in the world?
No. You can apply from anywhere in the UK or outside the UK and if selected to do so, take part in our online workshops but, if an offer of a Foundership is made you are required to base yourself in the North East for the duration of your Foundership (six months) and in time for the start of the programme in September 2022.
Can teams apply?
Yes. We will consider both individuals and teams, but the team must be led by a Newcastle University graduate. And once a business is formed, the Newcastle University graduate must own a majority share and be responsible for the direction and leadership of the business.

Can international final-year students and graduates apply?
Yes, but you must provide evidence of your eligibility to start a business in the UK before a Foundership can be awarded. Speak to the Visa Team for advice on your post-study visa options and/or explore the Start-Up visa route. Please note securing Start-up visa endorsement, and a Start-up Visa, does not guarantee that a Foundership will be awarded. International finalists and graduates need to be mindful of how far they can engage in business activity whilst on a Student Visa or Graduate Route Visa. For further information on your visa options, visit:
www.ncl.ac.uk/student-progress visa

Can I still receive support if I’m not awarded a Foundership?
Yes! We offer you this high-value opportunity alongside longevity of support. We will offer you tailored, one-to-one coaching from our business advisers for up to 3 years after you’ve graduated, and we’ll continue to celebrate and champion you and your business once you’ve moved on.

Terms and Conditions
START UP Founderships is a competitive process that is subject to availability. Places on are awarded at the sole discretion of Newcastle University and the judging panel. The judging panel’s decision is final and there is no right of appeal.

Intellectual Property
It is the responsibility of each applicant to confirm that you have the right to exploit any Intellectual Property (IP). You are wholly responsible for the protection of your own IP and should acknowledge that it is advisable to not disclose information that you regard as being particularly commercially valuable. The UK Intellectual Property Office website is a good source of information on IP and confidentiality. For more information, visit: www.gov.uk/intellectual-property-an-overview

Criminal Activity
Recipients must not be involved in any form of illegal activity or activity which in the sole opinion of Newcastle University may bring the University into disrepute. Newcastle University reserves the right to decline requests where this is deemed to be the case.

Privacy Notice
Newcastle University Careers Service must collect your personal data to process your START UP Founderships application, record the outcome and make you aware of other legitimate opportunities from the Careers Service and its trusted partners. Your data is processed to deliver a
contract between the University and you as one of its registered students or alumni. Your data may be held locally by Careers Service staff for up to a year following the conclusion of this process before it will be deleted to leave only a record of participation on your central student or alumni record. We won’t share your data with anyone outside of the University without your additional consent unless we’re required by law, and it will be stored securely within the EEA. If you would like to discuss this further, please contact us at rec-man@ncl.ac.uk. If you would like more information about how we manage personal data, including your rights under the law and the contact details of the University’s Data Protection Officer, please visit: www.ncl.ac.uk/data.protection

Media and PR

START UP reserves the right to publish information relating to your award. If you are awarded a Foundership you agree to participate in any associated media activities and consent and authorise to the use of photography and quotations within marketing materials.

As part of Newcastle University’s widening participation agenda to support under-represented groups, we may ask those who meet one or more of the widening participation eligibility criteria if we may refer to this in marketing and promotion following START UP Founderships. However, we will always respect the decision of the individual. You can let us know if you identify as being part of an under-represented group and would like to share this as part of your story or not during the application process.

Newcastle University reserves the right to amend all details of this opportunity at any time and change the Terms and Conditions without notice. A further document of Terms and Conditions will be provided to successful applicants before the awards are made.

If you have any questions, please ask your START UP Adviser or email the START UP team by registering or logging in to MyCareer - it’s quick and easy to register as a graduate:

https://mycareer.ncl.ac.uk