START UP FOUNDERSHIPS
APPLICATION AND SELECTION PROCESS

This guidance will help you understand how to apply for START UP Founderships and what to expect during the application and selection process as well as the programme’s key dates.

Updated March 2022
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 1:1 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 five-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 idea is 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, and establish a vision and plan.

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 START UP Founderships Selection Panel will make a final decision.

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

   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 read all guidance in full before you consider applying, available at:
ncl.ac.uk/careers/startup/founderships

If you have any questions about START UP Founderships, please email us via
mycareer.ncl.ac.uk

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