START UP FOUNDERSHIP ALUMNI | TRENDLISTR | SIX YEARS TRADING
LOUISA ROGERS | MA ARTS, BUSINESS AND CREATIVITY 2016
SISTER BRAND | STUDIO COURTENAY | ONE YEAR TRADING

START UP FOUNDERSHIP ELIGIBILITY AND SELECTION CRITERIA

This guidance will help you understand if you and your business opportunity is eligible for START UP Founerships by advising you on what stage you should be at with your business opportunity, and how you can evidence this to the judging panel.

Updated March 2022
Eligibility 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's 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.

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 Founderships recipients 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, demonstrable 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 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

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