**Outline Business Proposition**

Completing this template gives Local Enterprise Office Dublin City an overview of your business proposition, the background and experience of the team, the stage of development of your business and the steps that need to be taken to move the project forward. This will allow us to identify the more relevant supports for your business.

We support microenterprise operating in the Dublin City areas Dublin 1 - 13, 17 and 20. Please visit [www.localenteprise.ie](http://www.localenteprise.ie) to find your LEO if you are not operating in the above areas.

**Please complete this form (min 50 words & max 100 words per section) and return to** [**grants@leo.dublincity.ie**](mailto:grants@leo.dublincity.ie)

**Contact Details**

Name:

Company Name:

Address:

Telephone: Mobile:

### Web: Email:

Are you trading i.e, do you have sales?

Date of Incorporation:

CRO Number (if applicable):

Have you received Mentoring from a Local Enterprise Office in the past? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If yes what was the name of the mentor? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Business**

**Please list previous interaction or supports received from LEO**

**What sector do/will you operate in?**

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| --- |
|  |

**What product/service does/will your business provide?**

**What problem do/will you solve?**

**If pre-trading, how long have you been working on a prototype/product?**

**If pre-trading, do you have a finished product/offer?**

**When do you plan to start selling your product/service?**

**How do/will you make money?**

**If a legal company has been formed please list shareholders and approximate shareholdings.**

**Is this company part of a group structure?**

**Team**

**Tell us in one or two sentences something about each founder that shows their level of ability/experience.**

**Who is currently working full time in the business?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Role | FT Male | FT Female | PT Male | PT Female |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Have you ever been involved in a business start-up before? If yes, please give details.**

**The Market**

**Who are your target customers?**

**If pre-trading, have you trialled your product/service with any potential customers?**

**How do/will you sell to customers?**

**From your market research, what makes you think it is a good market for you to enter?**

**What export markets are you targeting?**

**Competition**

**Who are your main competitors?**

**What is unique/different about what you are doing?**

**Why would your project be hard for someone else to duplicate?**

**Do you have intellectual property\* in your business? Please expand.**

\*Registered IP in the form of patents, industrial designs, trademarks, short term patent/utility model etc.

**Financial Projections**

**Please complete the following:** **(If you have a more detailed set of financial projections please attach when emailing this form.)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **Sales** |  |  |  |  |
| **Net Profit** |  |  |  |  |
| **Exports** |  |  |  |  |
| **Number of Employees** |  |  |  |  |

**Funding**

**Have you received any external funding for the project to date? How much?**

**How much money do you think you need to get your business off the ground or grow your existing business? What will it be spent on?**

**Where/from whom do you plan to raise this funding?**

**Have you approached any potential investors?**

**Are you in position to invest personally? If yes, how much do you plan to invest?**

**Have you spoken to Enterprise Ireland or any other funding agency?**

**Have you completed any incubator/accelerator programmes?**

**What are your next steps?**

**What supports are you seeking from the LEO?**

**Are you an EU citizen?**

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| --- |
|  |

**How did you hear about us?**

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| --- |
|  |

The Local Enterprise Office is committed to its transparency obligations under the General Data Protection Regulation (GDPR). Our data protection notice for personal data that is supplied to us by our clients is available at [**www.localenterprise.ie/legal**](http://www.localenterprise.ie/legal) **.** This notice contains important information about how we process personal data that is supplied to us by clients. We request that you read the notice carefully and that you ensure that it is made available to any data subjects (e.g. your employees) whose personal data you provide to us.

By ticking “I agree”, you confirm that: (a) you have complied with your own data protection obligations in respect of the personal data that you supply to us and that you are entitled to disclose such personal data to us; and (b) you will ensure that a copy of our data protection notice is sent to data subjects (e.g. your employees) whose personal data you provide to us. (Please tick)

I agree

Information will not be released as part of this application except as may be required by law, including the Freedom of Information Acts 1997 and 2003. In the event of a Freedom of Information request, the client will be given reasonable advance notice in order to contest such disclosure.