New Frontiers Programme 2016

Phase 1 - Pre Programme Feasibility Workshops

July-August 2016

Application Form

1. Applicant Details:

|  |  |  |  |
| --- | --- | --- | --- |
| Name: |  |  |  |
| **Address:** |  |  | **Phone:** |  |
| **Mobile:** |  |
| **Fax:** |  |
| **Email:** |  |

**2. Employment History:**

|  |  |  |
| --- | --- | --- |
| **Date** | **Employer** | **Position / Description of Role** |
| **From****From** | **To****To** |
|  |  |  |  |

**3. Education**

|  |  |  |
| --- | --- | --- |
| **Degree / Award** | **College / Institution** | **Date of Qualification** |
|  |  |  |

**4. Outline Business Proposal**

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| --- |
| **Outline of proposed product/service including unique selling points** |

**5. Stage of Development**

|  |
| --- |
| **Any development work undertaken on business proposal****.**  |

**6. Target Market**

|  |
| --- |
| **Industry sector, target customers, competitors, geographic focus, export potential etc** |

**7. Market Validation**

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| --- |
| **Market research/validation completed to date** |

**8. Objectives**

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| --- |
| **Business objectives over the next 12-month period, expected benefits from Programme participation** |

**9.** **Why do you believe you will succeed with this venture?**

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|  |

**10. Why should you be offered a place on the New Frontiers Programme?**

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**11. Other**

|  |  |
| --- | --- |
| **Are you currently committed to your project full-time?** |  |
| **If no, and if you were successful in an application to the full Programme (Phase 2), would you be prepared to commit to the Programme full-time?** |  |
| **Have you ever established a start-up business before?** |  |
| **Where did you hear of the New Frontiers Programme?** |  |
| **Please tick the box (Y) for your preferred location.**  | **Athlone** |  |
| **Maynooth** |  |

**12. Any Additional Information**

|  |
| --- |
|  |

**Please return this form by email to:**

**Nick Allen / Michael Lonergan**

**Programme Manager / MIRC Manager**

* **090-6483043 / 090-6471882**

 **nallen@ait.ie** **/** **mlonergan@ait.ie**

***If you have already produced a Business Plan, Business Model Canvas or a Marketing/Sales Plan***

***please provide it (OPTIONAL).***