

# Bournemouth University Limited t/a Bournemouth University Innovation Centre

## Stage 1 - Application Form & Stage 2 - Application Form/Business Plan

### Trading Business

#### Purpose

- To identify prospective clients and their suitability for occupation within the Centre
- Compliance with the Management Agreement between Bournemouth University Higher Education Corporation and Bournemouth University Ltd t/a Bournemouth University Innovation Centre

#### Objective

- To enable the Centre to provide managed flexible accommodation.
- To ensure that Bournemouth University Innovation Centre can provide the services and accommodation that is suitable for each client.
- To ensure that the Management Team can provide the right level of support
- To ensure that clients will complement the Centre and other existing clients, enhancing the community base within the Centre.
- To establish the prospective clients business viability through site of their business plan or formal accounts.

#### Entry Process

**If you would like to discuss anything before proceeding then please call 01202 961350.**

#### *Stage I*

You should submit the application form below, please provide as much information as possible, this will then be considered by the Vetting Panel. They will wish to meet you informally to discuss your application before it goes through to the next stage. They may also wish to ask you questions about your business before they invite you to proceed.

#### *Stage II*

##### Virtual Tenancy

You will need to complete Stage 1 of this Trading Business application form. If any further information is required, we will contact you.

##### Hatchery Tenants

You will need to complete Stage 1 of this Trading Business application form, ensuring that you give a detailed business synopsis in section 3.7, using section 5.1 as your guide. You will also need to provide us with **1 year's** cash flow forecast.

##### Business Unit Tenants

You will need to complete Stage 1 of this Trading Business application form. You will also need to provide us with a detailed business plan, using 5.1 as your guide to what should be included. Finally we will also require a **3-year** cash flow forecast, or a copy of audited accounts.

Your application will then be considered by the Bournemouth University Innovation Centre Management Committee which has final approval of all applications.

The reason behind asking you for this detailed information is two-fold – to ensure your success we need to assess the viability of your plan and this process helps us identify how much, and what kind of, support you are likely to need.

**Send your completed application form by email to the:**

**Innovation Centre Support Officer at [info@buic.co.uk](mailto:info@buic.co.uk).**

## Stage 1 - Application Form

*All applications are treated as commercial and in confidence  
(if you wish us to sign a non disclosure agreement, then please  
contact us to arrange this)*

<b>Personal Section</b>		
1.1	Name of Client:	
1.2	Residential Address:	
1.3	Home Telephone No:	
1.4	Mobile No:	
1.5	Fax No:	
1.6	E-mail Address:	

<b>Company Section</b>		
2.1	Company Name:	
2.2	Current Business Address:	
2.3	Current Telephone No:	
2.4	Current Fax Number:	
2.5	Current E-mail Address:	
2.6	Website Address:	
2.7	Registered Office:	
2.8	Registered Number:	
2.9	VAT Number:	

<b>Company Detail</b>		
3.1	Number of Directors:	
3.2	Names & Positions:	
3.3	Number of Employees:	
3.4	Date Commenced Trading:	
3.5	Size of Room Required:	
3.6	Date you Require Entry:	
3.7	Brief Business Synopsis	

<b>Additional Information – Relating to Entry Criteria (if not already covered)</b>		
4.1	Willingness to partake in incubation interaction with other incubatees, and where appropriate, engage on the START programme. <a href="http://www.start-now.co.uk">www.start-now.co.uk</a> .	
4.2	Be developing a knowledge-based business which can benefit from having links with Bournemouth University and which has the potential to enhance the economic development of the Dorset sub-region.	
4.3	Demonstrate the ability to fund the development of the business through its immediate trading period and beyond.	
4.4	Demonstrate that the intended business or existing business has a good prospect of being commercially viable.	

4.5	Willingness to meet with the incubation team at least three times within a calendar year to discuss their business needs and performance

**Declaration**

The information provided will be used for assessment purpose only and should occupancy be taken up will form part of your contract with Bournemouth University Innovation Centre Limited. The information will be held in accordance with the Data Protection Act.

**For Bournemouth University Innovation Centre Limited use only**

Interviewed by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Lease Issued: \_\_\_\_\_ Term: \_\_\_\_\_

Please see below for stage 2 of application process.



Marketing Strategy	Consider place, price, product and promotion and explain how you will persuade customers to buy your product or service. You should explain and justify each goal and the steps planned to achieve them. Include details of your budget, whether or not it should grow and how you will evaluate the return on the marketing investment.	
Operations	Describe the facilities your business requires to function. What will be the status of these assets – owned, rented or leased and consider the effect of cost increases. Will you have spare capacity or will you need to invest in more property/equipment if you intend to expand? Explain any production processes considering logistics and vulnerabilities in terms of producing the right quality and quantity of goods on time.	
Finances	You need to consider income and expenses and then project how much money your business will generate over the next few years. You may need help from an accountant for this section. Assumptions will need to be explained; establish the break even point (taking into account additional costs your business may incur as it grows). It is also important to consider an exit strategy - should things not turn out as planned – particularly with regard to leases and associated payments.	
Appendices	These may include financial reports, detailed market research and other supporting information.	
Layout	A business plan is a formal document. Consideration should be paid to use of fonts and layout so as to convey a business-like appearance. Business plans for financial institutions may have to be submitted in a specific layout and deviation from this may not help you.	
Cash Flow Forecast	It is usual to supply financial projections for a three year period. Year 1 should be broken down into monthly figures whilst Years 2 and 3 can show annual totals. A Profit & Loss Account and a Balance Sheet should be included.	