

King's College London Start Up Visa Endorsement Application Questions

1. Please explain your business idea as simply as possible (Max 200 characters*)
2. What is the problem that your business will solve, what is the scale of the problem? (Max 1000 Characters*)
3. What market research have you done that proves there is a need or demand for your business? (Max 1000 Characters*)
4. Who is your target market? (Max 1000 characters*) specifically who will you be promoting and selling each of your products/services to in Year 1 of business?
5. Who are your competitors? (Max 1000 Characters*) I.e. Who have you identified are your key competitors in relation to your business idea and target market? List any competitors in order of their importance or potential impact to your business.
6. How are you differentiated from your competition? (Max 1000 Characters*) I.e. What makes you different from and better than your competition?
7. What marketing tools will you use to communicate with your target market and promote your products and/or services? (Max 1000 characters*)
8. What is your estimated cost to set up your business and manage it within the first two years? (Max 1000 characters*)
9. How will your business make money? (max 1000 characters*)
10. What skills/knowledge/experience do you and your team have that will help this particular business be successful? (Max 1000 characters*)
11. What responsibilities will you personally have within the business and what will your title be?
12. Who are the other members of the team and what will their responsibilities be? (max 1000 characters)
13. What will the breakdown of equity be between the co-founders of the business?
14. What is your reasoning for starting this business in the UK? (Max 1000 characters*)
15. What legal status will you register your business in the UK?
16. What intellectual property will you protect in your business and in what way? N.B. UKIPO guide to intellectual property: <https://www.gov.uk/government/organisations/intellectual-property-office>
17. What insurance or licences will you need to protect your business?
18. What legal documentation will you need to use in your business?