

Bathgate Boost Award 2024

Notes for applicants

The Bathgate Boost Award is one of the services operated by the LJMU Startup Hub. The fund is intended to make a significant difference to the launch and growth of your start-up venture. The award is non-repayable and LJMU do not take any ownership of the business, financially or in respect of any intellectual property. We require ongoing information from successful applicants about the business for our reporting, and also for applicants to engage in promotional activities for the Hub.

To be eligible to apply for the LJMU Start-up Award, applicants must be:

- A current LJMU student on an undergraduate or postgraduate degree programme or a recent LJMU graduate, who has graduated from LJMU in the last year (2023)
- Legally able to run a business in the UK (if you are an international student, please contact us to check eligibility)

To access the funds, the business must be:

- At least 50% owned by eligible applicants.
- Ready to trade, with either some sales already (up to £5k in the last year) and evidence of a market ready to serve.
- Registered (as a sole trader, partnership or company) and have a physical or online presence from which to trade.

The fund is primarily for Start-ups based in Merseyside, but if you live outside Merseyside in the North West, we will consider an application.

A maximum of £500 per venture is available. Previous recipients of LJMU startup funding are not eligible to apply. Joint applications will be considered (maximum of three people), but only one award can be made per venture.

LJMU will not support business ventures that are not aligned to the university's core values or which may bring the university into disrepute.

We are looking to see evidence of:

- A viable business that has a clear target market
- Your ambition and drive to make the business work
- If you are still a student, that the business is a good fit to manage alongside your studies
- How the funding will provide a return for you and impact the launch or growth of your business.

Our programme is designed to help provide your business not just with financial support, but with the foundations for the best chance of success. Further details of the programme are below.

If you require more than £500 to begin trading, you will be required to show how you intend to fund the remaining part of your start-up costs. The Hub's Business Adviser can signpost you to other sources of funding.

The application process is managed by LJMU's Startup Hub. Canvassing in person or by a third party will disqualify applicants.

If you have any questions concerning any of the above please do not hesitate to contact a member of the Startup Hub team for further clarification.

Programme Overview

- Complete a short enquiry form [here](#). The Start-up Hub will then contact you to confirm eligibility and to arrange a meeting with our Business Adviser.
- At the meeting we will assess your stage of development and plan any support you need to prepare your business ready for a successful application and pitch for the funding.
- This support may include workshops, advice sessions and introductions to contacts or resources.
- You are required to attend an orientation session to help you plan your pitch to panel, and to complete an application form and financial forecasting template to demonstrate viability.
- Feedback and further support with your application is available to help you progress.
- Assistance is available to draw up financial projections if you are unfamiliar with them.
- By this stage your business must be formally setup, with you registered self-employed, or your company registered.
- Our adviser will only put you forward to pitch when the evidence shows you are 'contract ready' and your submission has a strong chance of success.
- You will be invited to pitch to the Startup Hub team in one of LJMU's meeting rooms, or this can be arranged online.
- Pitch dates are scheduled individually when applicants are ready.

- If funding is not awarded, you will be provided with feedback and may reapply.
- If funding is awarded, we make payment into your bank account – which must be the business bank account setup for your business and not a personal, savings or any other type of account.
- We will require some promotional content including a photograph of you.

We encourage all of our startups to keep in touch with us, and will continue to support you as part of our LJMU startup community.

Questions?

If you require any further information about our funding, please contact startup@ljamu.ac.uk