

APPLICANT NAME:

Date of Review:

OVERVIEW

1. Innovation: does the applicant have a genuine, original business plan that meets new or existing market needs and/or creates a competitive advantage;
2. Viability: does the applicant have, or are they actively developing, the necessary skills, knowledge, experience and market awareness to successfully run the business;
3. Scalability: is there evidence of structured planning and of potential for job creation and growth into national markets?

Criteria	Notes	Met (√) Unmet (X)
INNOVATION		
The product concept is proven		
The features & benefits are persuasive		
The business uses innovation to differentiate itself from competitors and to provide competitive advantage		
An honest appraisal of competitors has been undertaken and a sensible competitor position proposed		
The market is well defined with identifiable customer segments of sufficient size		
Customer buying decisions have been analysed, understood and are addressed by the marketing approach		
VIABILITY & CAPABILITY		
The applicant demonstrates passion and enthusiasm for the business proposal		
The key business processes are properly described and resourced		
The skill profile of the management team has been analysed and there is a plan in place to address any skill gaps		
There is a 3-year profit and loss forecast with breakdown of overheads that reflect the intended business operations		
There is a realistic revenue model supported by an appropriate marketing strategy		
The applicant is able to provide good answers to questions about cash-flow, how the business is financed and how it will achieve (turnover) growth		
The applicant demonstrates an understanding of the relationship between sales, direct costs, profitability, overheads and sales break-even point.		

STARTUP VISA - ASSESSMENT SHEET

SCALABILITY		
The business plan is well-structured, with appropriate assumptions and risk assessments		
There is potential for growth into national and/or international markets		
There is potential for further job creation		
VISA COMPLIANCE		
Will your business have a direct or indirect link to UK immigration control?		
Do you have dependants and will they be submitting a visa application along with you?		
Have you been in breach of immigration law in the UK or any other country?		
Have you ever been charged or convicted of anything, or are you subject to a current investigation?		
Do you have sufficient funds to start this business (£9,000)?		
Have you been refused a visa of any kind in the last 10 years?		
Do you wish to work as an employee during your Startup visa period?		

APPLICATION ASSESSMENT

APPROVED

REJECTED

RE-PRESENT (explain reservations in comments section below)

COMMENTS:

Reviewer: Signature

Name

Date