

START

A BUSINESS

IN THE UK

Version 3

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StartupFreshieKit

CREATED BY

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FOUNDER SFK

What's inside?

Our Key Talking Points



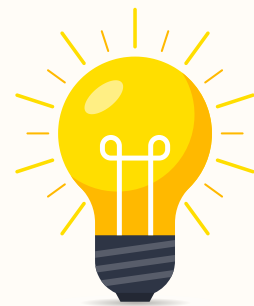
- **What is the Innovator Founder Visa?**
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Every once in a while, a new technology, an old problem, and a big idea turn into an innovation.

-Dean Kamen



WHAT IS THE INNOVATOR FOUNDER VISA?

The Innovator founder visa is the **UK business visa** that allows you to set up and run an innovative business in the UK. The business idea must be ***new, innovative, scalable and viable***. It provides ambitious founders with a pathway to establish and grow innovative businesses in the country. You need an **endorsing body** approved by the Home Office to endorse your business idea. You can stay for 3 years and later apply for settlement, extension, or switch your visa to another category.



WHO IS IT FOR?

Recent Graduates & Professionals – University graduates and working professionals ready to transition from employment to entrepreneurship and launch their venture in the UK.

Aspiring Entrepreneurs – Individuals with innovative business concepts seeking guidance on how to develop and present their ideas for the Innovator Founder endorsement.

Experienced Business Owners – Seasoned founders with a proven track record who want to expand or establish new ventures in the UK market through the official endorsement route.

Global Talent – International entrepreneurs and skilled professionals looking to relocate to the UK and establish their business while securing the right to remain.

Innovators & Tech Startups – Developers, researchers, and tech entrepreneurs working on scalable solutions who need structured guidance on meeting the UK's innovation criteria.

Career Changers – Professionals from any industry ready to leverage their expertise and networks to build something new in the UK's entrepreneurial ecosystem.

UK INNOVATOR FOUNDER VISA ENDORSING BODIES

An endorsing body is a Home Office-approved organisation that acts as a trusted intermediary between aspiring entrepreneurs and the UK government. These bodies are granted official authority to evaluate, assess, and endorse business proposals for the Innovator Founder and Scale-up visa routes.

Endorsing bodies are Home Office-approved organisations that:

- **Assess** your business idea for Innovation, Viability, and Scalability
- **Interview** applicants to ensure the likelihood of successful UK business growth
- **Issue endorsement letters** required for visa applications
- **Provide ongoing support** through mandatory contact point meetings
- **Monitor progress** throughout your visa duration


INNOVATOR INTERNATIONAL



 Global Community – Supported over 700 international entrepreneurs since 2019

 Newsletter Sign-up – Subscribe to "Innovator Pulse" monthly newsletter for latest updates on events, resources, and insights

 UK Growth Accelerator – Successful applicants automatically join their community

 Multi-Service – Offers visa endorsement, business support, and investment connections

Website: www.innovatorinternational.com

Contact: <https://www.innovatorinternational.com/contact-us/>

LinkedIn: Search Innovator International LinkedIn

UKES



- 🏢 Consortium Model – Unique consortium of six UK businesses
- 📊 Proven Track Record – 75+ years combined experience, 20,000+ businesses created, £150M+ investment raised
- 🎤 Monthly Live Q&A Sessions – Regular interactive sessions for applicants
- ⚡ Quick Service – Reputation for efficient processing

Website: www.ukesapp.co.uk

Contact: info@ukesapp.co.uk

LinkedIn: UK Endorsing Services LinkedIn

INVESTORS



- 🏆 Award-Winning – Corporate finance advisor since 2004
- 💷 Investment Expertise – Raised £120M+ for 200+ portfolio companies
- 📖 Educational Webinar – "Innovator Founder Visa Endorsement – Demystified" [[**Book Here**](#)]
- 🔒 FCA Regulated – Financial Conduct Authority authorised platform





Website: investors-visa-endorsement.co.uk

Contact: Via website contact form

LinkedIn: [Investors LinkedIn](#)

THE GLOBAL ENTREPRENEURS PROGRAMME (GEP)



-  Government Programme – Official Department for Business and Trade initiative
-  Invitation Only – Only endorses pre-selected participants
-  Tech-Focused – Specifically for tech-based entrepreneurs
-  Global HQ Strategy – Focus on scaling from the UK headquarters

Website: www.great.gov.uk/international/content/invest/how-to-setup-in-the-uk/global-entrepreneur-program/

Contact: Via the government website application process

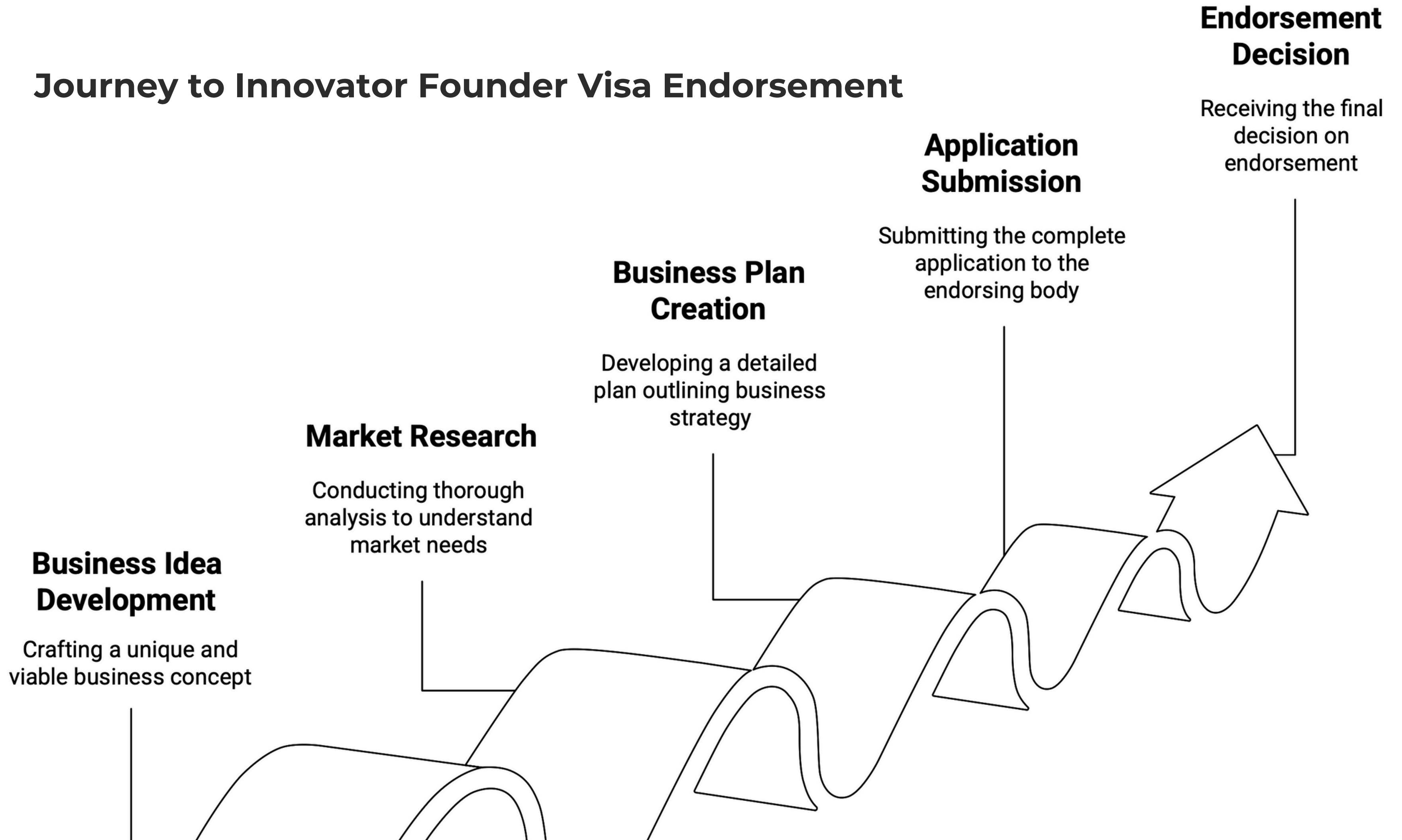
LinkedIn: Department for Business and Trade LinkedIn

HOW TO CHOOSE THE RIGHT ENDORSING BODY?

There is no "perfect" endorsing body for your business. No endorsing body specialises in one type of business over another; they all assess applications based on the same three core criteria: Innovation, Viability, and Scalability. However, if you still want to analyse your options and make an informed decision, here's how you can approach it:

- **Resources and network-** Selecting an endorsing body that provides support and mentorship beyond just granting endorsement can be invaluable to your startup journey. They may provide networking opportunities, linking you with investors, advisors, offering tailored advice, industry insights, and connections that can help accelerate business growth.
- **Connect with Previous Endorseees** – Find past applicants on LinkedIn and ask about their experience with the endorsing body, the application process, and any insights they can share. Connecting with previous endorseees can give you first-hand insights into how responsive and supportive an endorsing body is throughout the process. Their experiences can help you determine if the organisation aligns with your business goals and provides meaningful mentorship beyond just the endorsement.

Journey to Innovator Founder Visa Endorsement



SUMMARY OF COSTS

- Initial assessment **£1,000** paid to the endorsing body (+ VAT if you are a resident in the UK)
- Visa application fee- **£1,274** per person if you apply outside the UK
■ Visa application fee- **£1,590** per person if you apply to extend or switch your visa in the UK
- Immigration Health Surcharge- **£1,035** per year, for example, £3,105 for a 3-year visa
- Financial maintenance evidence of **£1,270** in savings(bank statements) for 28 consecutive days if you've not been in the UK for the last 12 months
- Contact point meetings with the endorsing body at 12-Months & 24-Months- **£500 + £500**
- Company Registration (Companies House) - **£50** online / **£71** postal

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BUSINESS PLAN TEMPLATE

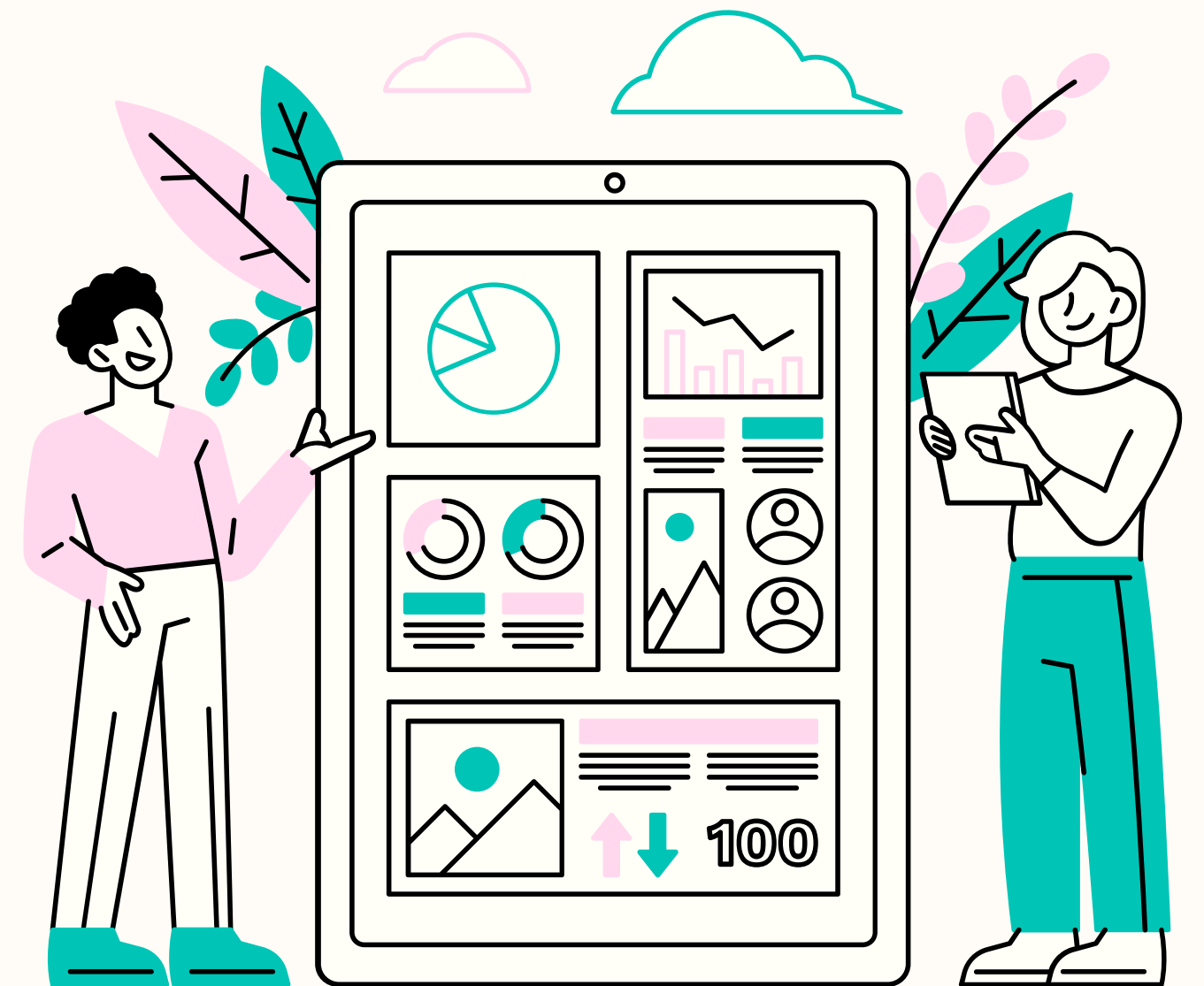
Use this as a handbook to start your B-plan



EXECUTIVE SUMMARY

An executive summary in a business plan is a brief overview of the full plan and highlights the main elements of the business proposal. It's the first section of the business plan and should not exceed one to two pages. It typically includes a summary of the business idea overview, features, products & services, management team, target audience, marketing and sales, revenue model and financial forecast.

Top Tip: Make it succinct and compelling!



Company Description

It's time to spill the beans! In this section, talk about your business idea and tell your story. Start with the **name of your company** and when it was founded or **incorporated**, include the Companies House registration details if already registered. Mention where the company is based and how you came up with the idea. What sparked this **business concept**?

Provide a clear description of what you offer, your **products or services**, and highlight your unique selling proposition (**USP**). What makes you different from everyone else in the market? Talk about yourself and your **entrepreneurial journey** so far. What's your background, and what role will you play in the business?

Include any achievements you've made so far, whether that's completing a **prototype**, securing your first customers, winning competitions, or joining prestigious **incubator programmes**. If you have any intellectual property like **patents, trademarks, or proprietary technology**, mention that too.

What's your development stage right now? Are you at the idea phase, do you have a working prototype, or are you already generating revenue? Finally, share your long-term vision. What's the ultimate goal for your company? Where do you see it in 5-10 years?

Keep this section engaging and authentic, but don't make it too lengthy. Focus on the key elements that demonstrate innovation, viability, and scalability; the three pillars that endorsing bodies will be assessing.

Innovation

Before diving into your business plan, conduct this honest self-assessment to ensure your idea meets the Innovation criteria for the Innovator Founder visa:

1. Novelty & Originality Test

Ask yourself: Is my business idea genuinely new and original? Does it offer something different from existing market solutions?

Your business proposition must demonstrate clear novelty by benchmarking against existing solutions and showing how your approach is unique or groundbreaking. Innovation doesn't always mean "world-first" - it can be a significant improvement, a combination of existing technologies, or a novel application to a different market.

2. Unique Selling Proposition (USP) Definition

Ask yourself: What is my clear, compelling USP that differentiates me from competitors?

You must articulate exactly what makes your product or service stand out. Your USP should be specific, measurable, and valuable to customers. Generic statements like "better service" or "lower prices" won't suffice; you need concrete, defensible differentiators that create a genuine competitive advantage.



Innovation

3. Competitive Landscape & Barriers Analysis

Ask yourself: Who are my local, national, and international competitors? What prevents others from easily copying my idea?

Acknowledge existing competition honestly, then demonstrate your barriers to entry and replication. These could include proprietary technology, patents, exclusive partnerships, regulatory approvals, specialised expertise, network effects, or significant capital requirements. The stronger your barriers, the more defensible your innovation.

4. Core Innovation Integration

Ask yourself: Is innovation truly at the heart of my business success, not just a side feature? Your innovation must be core to your business proposition's success and primarily delivered within your company. It shouldn't be dependent on external parties or easily outsourced. The innovation should drive your value creation, competitive advantage, and growth potential, not be an afterthought or minor improvement.



Innovation

5. Intellectual Property & Protection Strategy

Ask yourself: What IP opportunities exist, and how will I protect my innovation from replication?

Identify potential patents, trademarks, copyrights, or trade secrets that could protect your innovation. Even if formal IP isn't applicable, consider how you'll maintain your competitive edge through continuous innovation, brand building, or operational excellence. Flag any potential IP red flags that could block your progress or expose you to infringement claims.

Remember: The Home Office expects to see innovation that creates genuine economic value for the UK, not just marginal improvements to existing solutions. Your innovation should be compelling enough that experienced business assessors can clearly understand why it matters and why customers would choose you over established alternatives.



Scalability

Before finalising your business plan, conduct this critical self-assessment to ensure your idea meets the Scalability criteria for the Innovator Founder visa:

1. Structured Growth Planning

Ask yourself: Do I have a credible, structured growth plan with realistic milestones for the first 12 months and beyond?

Your growth plan must be based on credible market research, not wishful thinking. Present clear timelines, specific milestones, and measurable KPIs that demonstrate how you'll scale systematically. Include monthly/quarterly targets for revenue, customer acquisition, product development, and market expansion with evidence supporting your projections.

2. High-Quality Job Creation Strategy

Ask yourself: What's my detailed recruitment strategy for creating skilled jobs over the next 3 years?

You must demonstrate potential for ongoing high-quality, skilled job creation that benefits the UK economy. Outline specific roles you'll hire (not just "staff"), their skill levels, salary ranges, and timeline. Show how these positions contribute to growth and require genuine expertise - generic, low-skilled roles won't satisfy visa requirements.



Scalability

3. Market Expansion Pathway

Ask yourself: How will my business grow from local to national and then international markets?

Present a clear pathway showing scope for growth beyond your initial market. Detail your UK national expansion strategy first, then outline credible international opportunities. This should include market analysis, entry strategies, regulatory considerations, and resource requirements for each expansion phase.

4. Measurable Performance Framework

Ask yourself: What are my specific KPIs and milestones that prove scalable growth is happening?

Define concrete Key Performance Indicators that demonstrate scaling success: customer acquisition rates, revenue per employee, market share growth, geographic expansion metrics, and operational efficiency improvements. Your KPIs should show increasing returns to scale, not just linear growth.



Scalability

5. Expert Guidance & Advisory Support

Ask yourself: Do I have experienced mentors, advisors, or board members who can guide my scaling journey?

Demonstrate access to proven expertise through mentors, advisors, or board members with relevant scaling experience. These should be credible individuals with track records in your industry or scaling similar businesses. Their involvement shows you have guidance to navigate growth challenges and validates your scaling potential to assessors.

Remember: Scalability isn't just about getting bigger, it's about growing efficiently with increasing returns. Your plan must show how you'll create disproportionate value as you scale, contributing meaningfully to UK economic growth through job creation and market expansion.



Viability

Before submitting your business plan, conduct this honest self-assessment to ensure your idea meets the Viability criteria for the Innovator Founder visa:

1. Personal Competency & Experience Audit

Ask yourself: Do I have the necessary knowledge, skills, and experience to successfully implement this business proposition?

You must demonstrate relevant expertise through your background, education, and professional experience. Prepare an updated CV as evidence of your qualifications and show how your specific skills align with business requirements. If you lack certain competencies, demonstrate how you're actively developing them through training, partnerships, or hiring complementary expertise.

2. Resource Assessment & Availability

Ask yourself: What resources do I have available, and are they sufficient to achieve my business goals?

Conduct a comprehensive audit of your available resources: financial capital, physical assets, technology, networks, and time. Your business plan must be realistic and achievable based on these actual resources, not hypothetical future funding. Show how your current resources can sustain operations during the critical early phases.



Viability

3. Market Demand Validation

Ask yourself: Is there strong, demonstrable market demand backed by extensive research?

Present concrete evidence of market demand through primary research: customer interviews, surveys, pilot testing, or pre-orders. Include market size analysis, customer behavior data, pricing sensitivity studies, and competitive positioning research. Your market awareness must go beyond desk research to include real customer validation and feedback.

4. Financial Sustainability Framework

Ask yourself: Do I have sufficient financial resources to fund operations and achieve stated goals?

Demonstrate clear financial planning with detailed cash flow projections, funding sources, and burn rate analysis. Show you have adequate capital to reach profitability or the next funding milestone. Include contingency planning for unexpected costs and realistic timelines for revenue generation. Your financial projections must align with your available resources and market realities.



Viability

5. Success Probability Assessment

Ask yourself: Based on all factors combined, does my business have a genuinely good chance of success?

Provide an honest, evidence-based assessment of success probability considering market conditions, competition, your capabilities, and available resources. Address potential risks and mitigation strategies. Your business model should show clear pathways to profitability and sustainable growth, supported by realistic assumptions and credible market analysis.

Remember: Viability is about proving your business can work in the real world with real resources and real market conditions. Endorsing bodies want to see evidence-based planning, not optimistic assumptions. Your plan must convince experienced assessors that you can execute successfully given your actual circumstances and capabilities.



Vision, Mission and Goals



Vision

The vision statement outlines the company's aspirations and future direction. It should be inspirational, concise and futuristic.

Mission

The mission statement is the company's main purpose. Articulate what the company is doing and the core values driving it.

Goals

List down short-term and long-term goals that will help translate your vision and mission into action.



TEAM



A strong team is the backbone of any successful business. Ask Yourself:

- Who are the founding members, and what makes you the ideal person to lead this project?
- What is your day-to-day role in the business, and why are you personally connected to this venture?
- How did you come up with the idea? Was it a problem you encountered yourself?
- What is it about your background that makes you uniquely positioned to make this project successful?
- What skills, knowledge, and experience do you have that directly relate to your product/service? What previous jobs have brought you relevant experience for this business?
- What personal interests or activities have given you applicable expertise?
- Do you have any relevant qualifications, certifications, or prior entrepreneurial experience?
- Can you execute this alone, or do you need to build a team? What roles will you be hiring for in the first 12 months?
- What areas will require additional expertise as the business grows? Outline the additional skills and roles the business will need as it scales.
- Consider timing: when will each role become critical for continued growth? What's your total budget for team building over the first 3 years?

MARKET RESEARCH

Detailed market research of the local, national and international markets is integral to the business plan. Gather as much information as possible to refine your idea and proposal.

Problem Statement & Pain Point Validation

Ask yourself: What specific problem does my business solve, and how costly is this problem to customers?

Every successful business starts with a genuine problem statement. Define the exact pain point your target audience faces and quantify what they're losing by not solving this problem in time or at the right price. Document real conversations with potential customers who validate that they've been facing this specific challenge and desperately need your solution.

Customer Persona Development

Ask yourself: Who exactly is my ideal customer, and what drives their decision-making?

Create detailed customer personas based on real research, not assumptions:

Demographics: Age range, location, income, education, job title

Psychographics: Motivations, frustrations, values, buying behavior

Pain Points: Specific challenges they face and current inadequate solutions

Customer Journey: How they discover, evaluate, and purchase solutions

Conduct interviews, surveys, and experiments with real potential customers. Test your MVP and gather testimonials that demonstrate genuine market demand and validation.



MARKET RESEARCH

Market Size & Opportunity Analysis

Ask yourself: What's the size and growth potential of my market at local, national, and international levels?

- Total Addressable Market (TAM): Overall market size globally
- Serviceable Addressable Market (SAM): Portion you can realistically serve
- Serviceable Obtainable Market (SOM): What you can capture initially
- Market Trends: Current developments driving growth or change

Geographic Expansion: Pathway from local to national to international markets

Competitive Landscape Analysis

Ask yourself: Who are my competitors, and how can I deliver superior value more innovatively?

Map your competitive environment comprehensively:

- Direct Competitors: Companies solving the same problem with similar solutions
- Indirect Competitors: Alternative solutions that customers currently use
- Competitive Analysis: What are they doing well, and where do they fall short?
- Innovation Opportunity: How can you solve the problem better, faster, or more cost-effectively?
- Competitive Advantage: What can you do that competitors cannot easily replicate?



MARKET RESEARCH

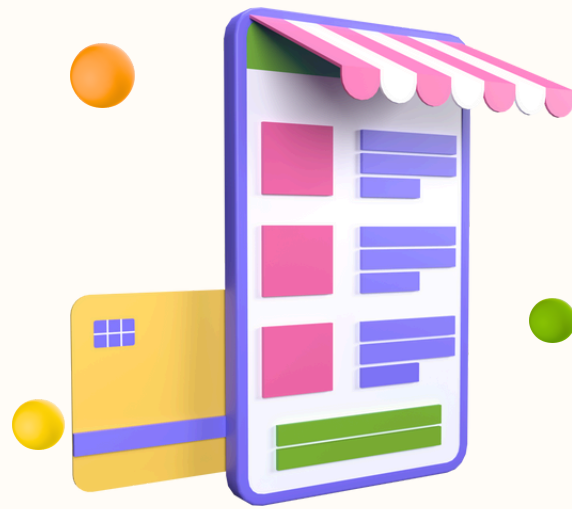
✓ Customer Validation & Engagement Strategy

Ask yourself: How have I engaged with potential customers to validate demand for my solution?

Document your customer validation process:

- Research Methods: Interviews, surveys, focus groups, prototype testing
 - Customer Conversations: Real quotes and feedback from potential users
 - Market Testing: MVP trials, pilot programs, pre-orders, or beta testing
 - Validation Evidence: Testimonials, letters of intent, partnership interest
 - Demand Proof: Concrete evidence that customers will pay for your solution
-
- **Remember: Strong market assessment combines quantitative data (market size, trends, demographics) with qualitative insights (customer needs, pain points, validation). Endorsing bodies want to see evidence-based market understanding backed by real customer conversations and validation, not just desk research and assumptions. Your market research should prove there's genuine demand for your innovative solution.**

Marketing and Sales



Target Audience

Ask Yourself!

Who is my target customer?

Where will I find them?

Do I already know some of them?

What do they do? What's their age? What do they like? Where do they hang around? What do they spend on?



Marketing Channels

Ask Yourself!

Where will I market my products/services?

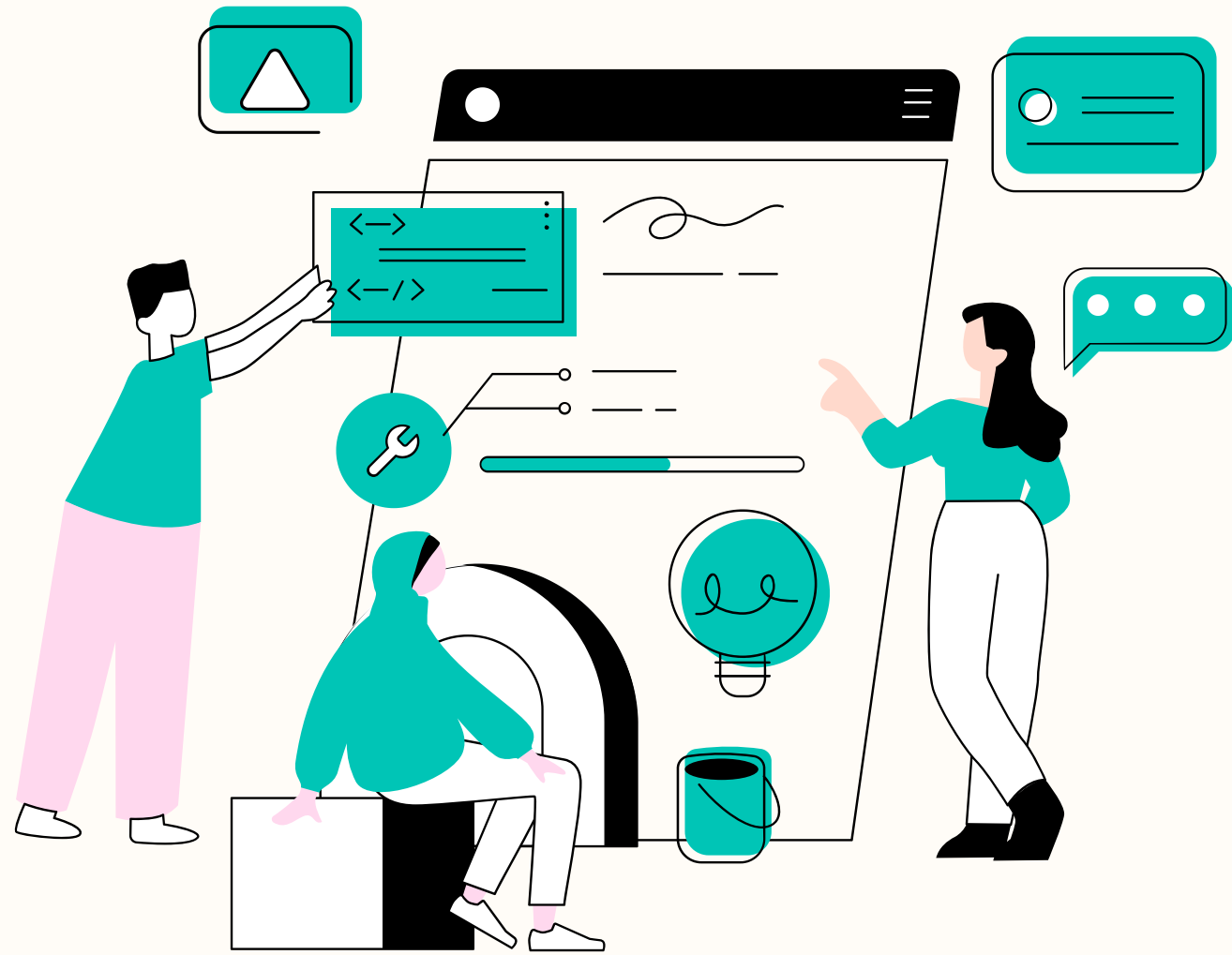
How will my solution reach my customers? What platforms can I use to my advantage? How will I market the solution online and offline?



Sales Strategy

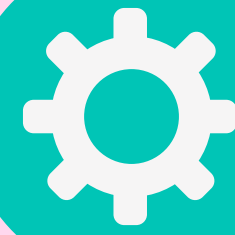
Define a clear Sales strategy!

What will be the cost of the product/service? Where will my customers buy from? Online or offline or both? How will you convert a potential customer to a successful sale?



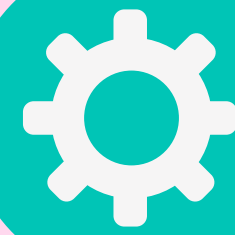
Product-Market Fit

In this section, you describe the problem, the customer needs, and evidence the strong demand for what you are offering in the market.



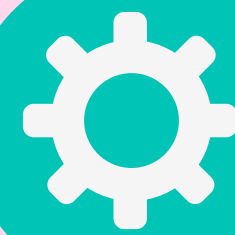
Problem-statement

What is the problem you are trying to solve?




Market validation

How did you validate your solution in the market?



Solution

What is the solution you are offering and how is it innovative in the UK?



SWOT Analysis

A SWOT analysis helps to understand the strengths, weaknesses, opportunities (internal & external), as well as threats to the company.

Strengths	Weaknesses	Opportunities	Threats
<p>Ask Yourself!</p> <p>What gives your company its unique attributes and a competitive advantage in the market?</p> <p>What features or aspects of your business idea are you confident about and feel strength in?</p>	<p>Ask Yourself!</p> <p>What are the challenges that affect the growth of the business? What are the factors that can act as a competitive disadvantage?</p>	<p>Ask Yourself!</p> <p>What factors can you use to your advantage towards business growth or improvement areas for the business.</p>	<p>Ask Yourself</p> <p>What are the risks to the business? Threats and factors that are beyond your control?</p>

Competitor Analysis

In this stage, you conduct comprehensive research about your direct and indirect competitors in the market. Their strengths, weaknesses, marketing strategies, features, services, and pricing. Their strengths, weaknesses, marketing strategies, features, services, and pricing. Remember: Never say you don't have any competition! Every business has competition, even if it's customers doing nothing or using alternative solutions.

Smart Competitor Research Strategy

Ask yourself: Who is offering something similar to my product or services, and what opportunities can I leverage to gain a competitive edge? Instead of basic comparison tables, conduct strategic competitive intelligence:

- Pain Point Identification: Where do customers complain about current solutions?
- Experience Gaps: What frustrations create opportunities for your innovation?
- Revenue Streams: How do they make money? Subscription, one-time, freemium?
- Cost Structure: What are their likely operational costs and margins?
- Value Proposition: What promise do they make to customers?
- Scalability Limits: Where do their business models break down at scale?
- Market Response Speed: How quickly do they adapt to market changes?
- Innovation Gaps: Where have they failed to evolve?
- White Space Identification: What market positions are underserved?
- Differentiation Opportunities: Where can you create unique value?

Competitor Profile Framework

Company Intelligence

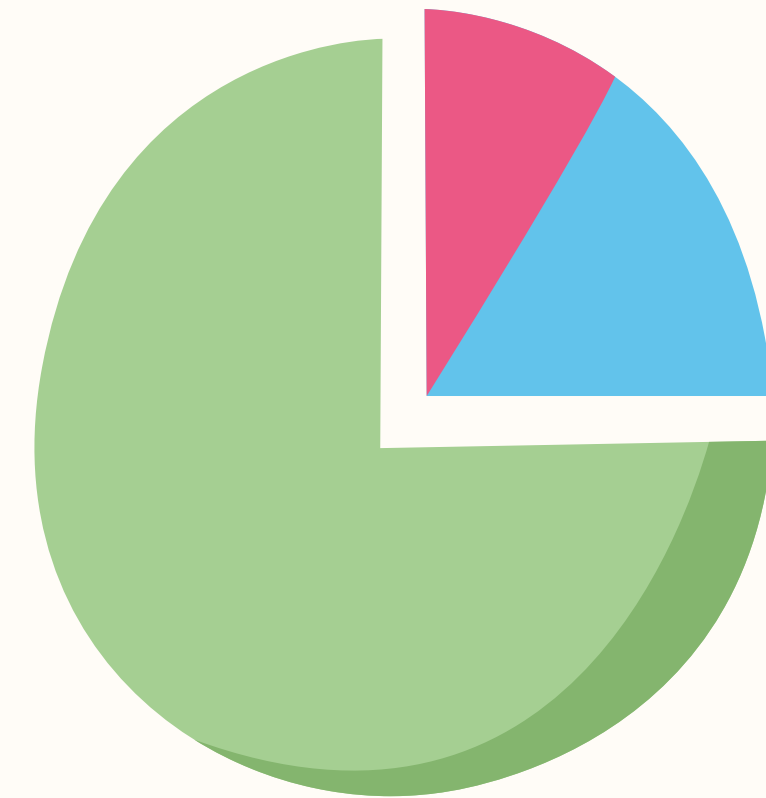
- Founding date, size, funding status, and key leadership
- Core business model and revenue streams
- Market positioning and brand messaging
- Recent news, expansions, or strategic moves

Product/Service Analysis

- Core offerings and key features
- Pricing strategy and packages
- User experience and interface design
- Technology stack and capabilities
- Recent updates or new launches

Market Performance

- Customer base size and growth rate
- Market share and geographic presence
- Customer acquisition strategies
- Customer retention and satisfaction levels
- Digital presence and engagement metrics



Competitor Profile Framework

Strengths & Weaknesses

- What they do exceptionally well
- Where customers consistently complain
- Resource advantages or constraints
- Strategic blind spots or vulnerabilities
- Innovation pace and capability

Opportunity Analysis

- How can you serve their dissatisfied customers better?
- What market segments are they neglecting?
- Where can you offer superior innovation?
- What would make customers switch to your solution?

Competitive Advantage Development

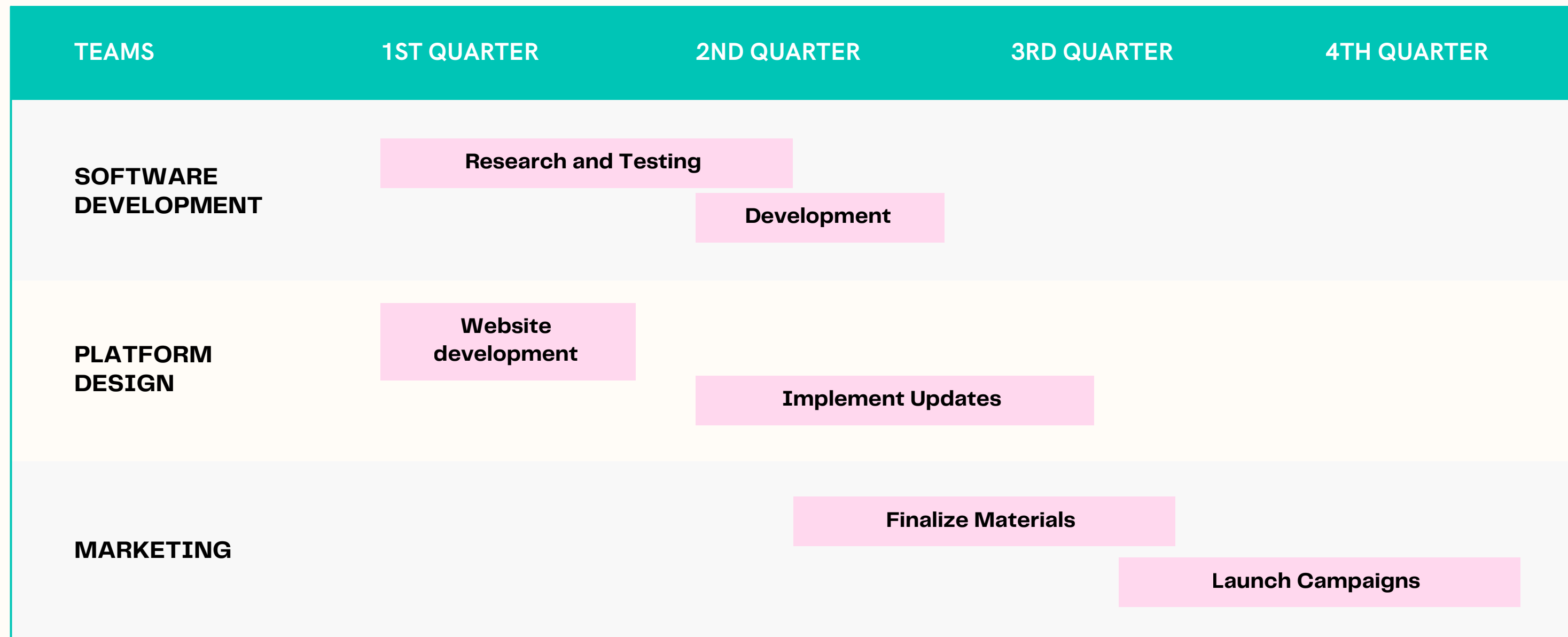
Use your analysis to answer:

- What can you do that competitors cannot easily replicate?
- Where are the biggest customer pain points with existing solutions?
- How can your innovation create superior customer value?
- What barriers can you build to prevent an easy competitive response?



First 12 months Roadmap

A roadmap for the first 12 months is crucial to prove how you will get through and showcase to the endorsing bodies clear & achievable milestones. You want to lean in deep and show up wide!



ACHIEVEMENTS

Mention any milestones achieved prior to endorsement as part of your research and development work

01.

**SPOKE TO
POTENTIAL
CUSTOMERS AND
VALIDATED THE
PROBLEM**

02.

**REGISTERED THE
COMPANY ON
COMPANIES HOUSE
AND BUILDING MVP**

03.

**SPOKE TO
POTENTIAL
INVESTORS
INTERESTED IN THE
BUSINESS(SHARE
EMAILS AS PROOF)**

04.

**GOT THE BUSINESS
IDEA INCUBATED BY
UNIVERSITY
INCUBATOR**

OPERATIONAL PLAN

What will be the timeframe of development and launch?

What will the day-to-day operations look like?

Key operational milestones and deliverables

Identify potential risks and strategies to mitigate them



FINANCIAL PLANNING

Every business plan requires robust financial figures based on solid assumptions. This section will guide you through creating comprehensive financial projections that demonstrate viability and attract endorsement.

Step 1: Cash Flow Forecast Framework

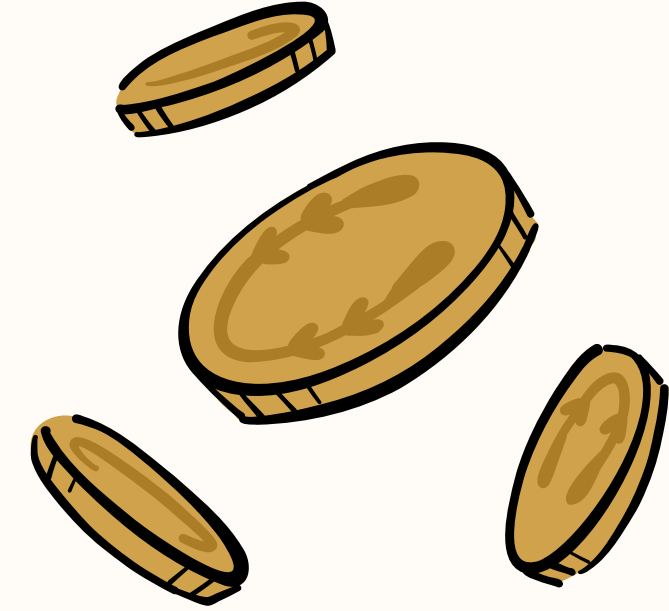
What is a Cash Flow Forecast?

A cash flow forecast is your best estimate of money flowing in and out of your business over time. It shows when you'll have cash available and when you might face shortages.

Time Horizons Required:

- 12 months: Mandatory detailed monthly breakdown
- 3 years: Annual summaries showing growth trajectory
- Monthly detail: First 12 months broken down month by month
- Quarterly summaries: Years 2-3 can be shown quarterly

FINANCIAL PLANNING



Setting Realistic Assumptions:

Revenue Assumptions:

- When will your first sale happen? (Be conservative!)
- How many customers will you acquire each month?
- What's your average transaction value?
- How will customer numbers grow month by month?
- What's your customer retention rate?

Cost Assumptions:

- Fixed costs (rent, salaries, insurance) - these stay the same regardless of sales
- Variable costs (materials, shipping, commissions) - these increase with sales
- One-time costs (setup, equipment, legal) - happen once then stop

FINANCIAL PLANNING

Step 2: Initial Business Setup Costs Breakdown

Create a comprehensive list of all startup costs:

Legal & Registration Costs:

- Company registration: £50-£71
- Registered office address: £50-£200/year
- Legal advice: £500-£2,000 (optional)
- Trademark/patent filing: £200-£5,000
- Business licenses: £100-£1,000

Technology & Equipment:

- Website development: £500-£5,000
- Software licenses: £50-£500/month
- Hardware/equipment: £1,000-£10,000
- Cloud services: £20-£200/month

Marketing & Branding:

- Logo design: £200-£2,000
- Initial marketing campaign: £500-£5,000
- Website hosting: £50-£200/year



FINANCIAL PLANNING

Step 2: Initial Business Setup Costs Breakdown

Operational Setup:

- Office space/coworking: £100-£1,000/month
- Business insurance: £200-£1,000/year
- Accounting software: £10-£50/month
- Bank account setup: £0-£500

Working Capital:

- 3-6 months of operating expenses
- Initial inventory (if applicable)
- Staff salaries for the first few months



FINANCIAL PLANNING

Step 3: Revenue Projections & Sales Assumptions

Building Conservative Sales Forecasts:

Months 1-3: Start slow – most businesses take time to gain traction

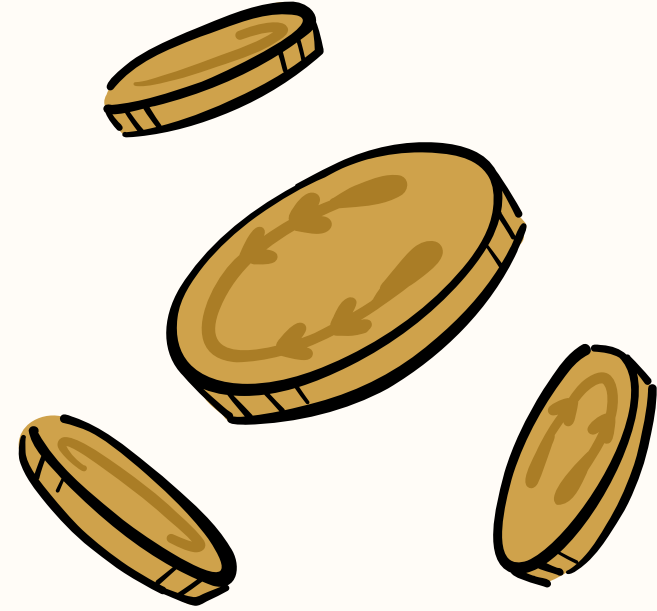
- Conservative customer acquisition
- Lower-than-hoped conversion rates
- Account for the learning curve

Months 4-6: Gradual growth as you refine processes

- Slightly increased marketing effectiveness
- Word-of-mouth is beginning to work
- Product/service improvements based on feedback

Months 7-12: Steady growth with established processes

- More predictable customer acquisition
- Higher conversion rates
- Repeat customers contribute to revenue



FINANCIAL PLANNING



Step 4: Contingency Planning

What is Contingency?

Contingency accounts for things that inevitably go wrong or take longer than expected. It's your safety buffer.

Contingency Questions to Address:

- What will you do if cash flow falls behind plan?
- How will you cut costs if revenue is slower than expected?
- What additional funding sources are available?
- Which expenses can be delayed or reduced?
- How long can the business survive without new revenue?

How to Build in Contingency:

Sales Delays: Assume sales will be 20-30% lower in the first 6 months. Cost Overruns: Add a 10-20% buffer to all major cost estimates. Timeline Delays: Assume everything takes 1.5x longer than planned. Cash Flow Gaps: Plan for 3-6 months of expenses without revenue

FINANCIAL PLANNING

Step 5: Source of Funds Documentation

Endorsing bodies need to know your funding is:

- Easily accessible
- From ethical sources
- Transferable to the UK
- Sufficient for business needs

Key Information to Include:

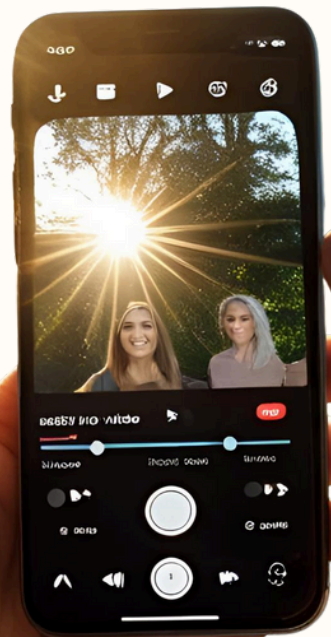
- Source: Where did the money come from?
- Amount: How much is available?
- Access: How quickly can you access it?
- Conditions: Any strings attached?
- Transfer: How will it reach your UK business?
- Evidence: Bank statements, agreements, letters of support

Top Tips for Financial Planning Success: Be Conservative: Better to under-promise and over-deliver



Video Pitch

TIPS & TRICKS



Video Pitch Mastery | Stand Out as a Founder

🎬 Why Your Video Pitch Can Make or Break Your Application

In a world where endorsing bodies review hundreds of applications, your video pitch is your golden opportunity to make a memorable first impression. While business plans showcase your strategy, your video pitch reveals YOU; **your passion, authenticity, and leadership potential.** It's the difference between being another application in the pile versus being the founder they remember and champion.

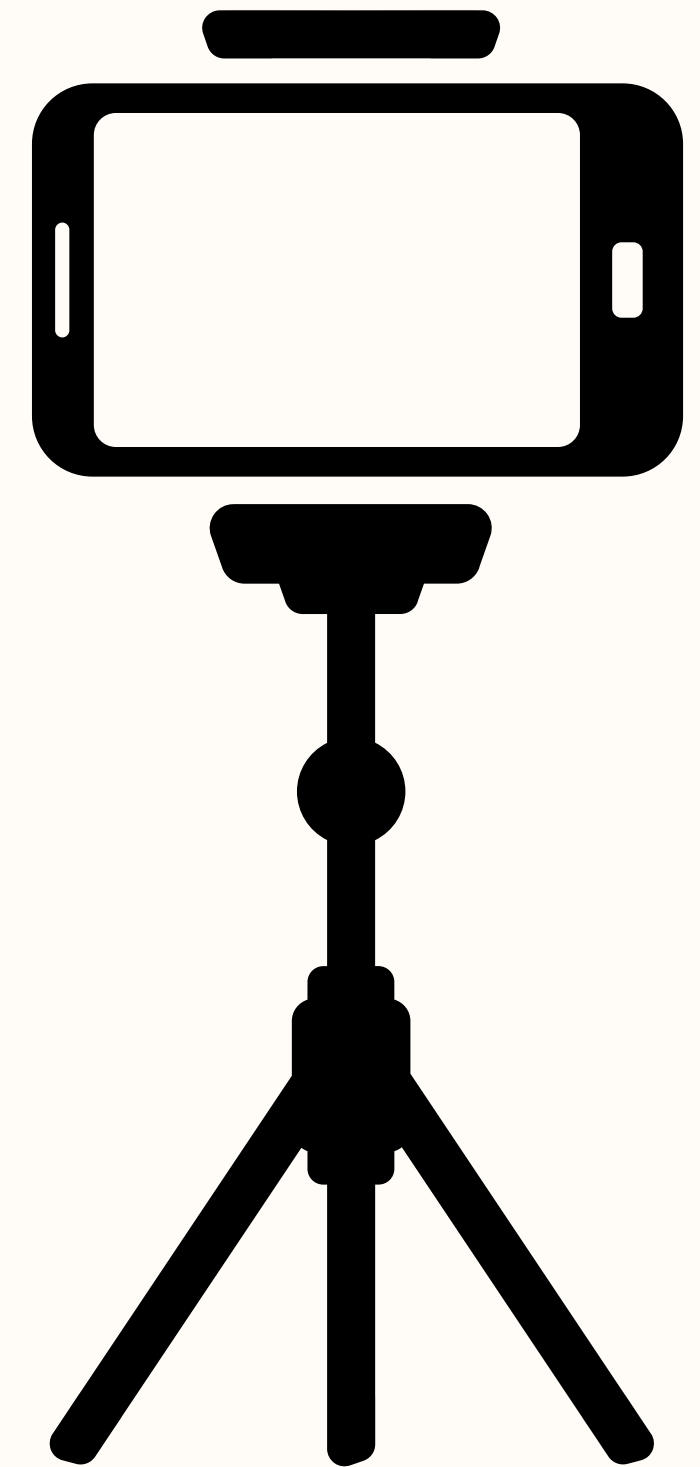
The Power of the First 5 Seconds

Endorsing bodies often decide within seconds whether to fully engage with your pitch. Your opening moments determine if they'll watch the full video or move to the next application. Make those seconds count!



📱 Shooting Your 2-Minute Phone Pitch Like a Pro

- Equipment Needed: Smartphone with decent camera (most modern phones work perfectly)
- Resolution: Use 4K resolution at 60fps for crystal-clear, professional quality
- Good lighting (natural window light is best), avoid backlighting
- Quiet environment
- Position: Phone at eye level, arm's length away
- Frame: Your head and shoulders should fill about 1/3 of the screen
- Background: Clean, professional, minimal distractions
- Dress professionally, but be yourself
- Practice until you can speak naturally about each section
- Demonstrate your unique perspective or expertise
- Use props or product demonstrations



The 2-Minute Structure That Works

0-5 Seconds: The Hook

Effective Hooks:

- Problem Statement: "Every year, £2.3 billion is wasted because..."
- Bold Claim: "I'm about to show you how to cut manufacturing time by 90%..."
- Personal Story: "Three years ago, I watched my grandmother struggle with..."
- Shocking Statistic: "Did you know that 73% of small businesses fail because..."

5-30 Seconds: The Story & Problem

Goal: Use storytelling to make the problem real and relatable

Structure:

Share a brief personal connection to the problem
Paint a picture of the frustration/pain your target customers face
Quantify the impact of this unsolved problem
Make it emotional - help viewers feel the pain

The 2-Minute Structure That Works

30-90 Seconds: The Innovation & Solution

Goal: Showcase what makes your solution unique and innovative

Key Elements:

- Clear Solution Statement: What exactly do you do?
- Innovation Highlight: What makes you different/better?
- Unique Value Proposition: Why will customers choose you?
- Proof Points: Early traction, validation, achievements
- Visual Aid: Show your product/demo if possible


Focus Areas:

- Innovation that solves the problem uniquely
- Technology or approach that competitors can't easily copy
- Results you've achieved so far (customers, revenue, partnerships)

90-120 Seconds: Your Role & Vision

Goal: Establish yourself as the right leader for this venture


UK Business Setup Checklist

 **Your Step-by-Step Business Setup Guide - Use this comprehensive checklist to ensure you haven't missed any critical steps when setting up your UK business. Check off each item as you complete it.**

Company Formation

- Choose business structure (Limited Company, LLP, Sole Trader, Partnership)
- Select company name and check availability on Companies House
- Register company with Companies House (online £50, postal £71)
- Obtain Certificate of Incorporation
- Register for Corporation Tax (automatic with Companies House registration)
- Set up registered office address (can be home address or virtual office)
- Appoint company directors and secretary (if required)
- Issue share certificates and maintain statutory registers
- Create Memorandum and Articles of Association

UK Business Setup Checklist

 **Your Step-by-Step Business Setup Guide - Use this comprehensive checklist to ensure you haven't missed any critical steps when setting up your UK business. Check off each item as you complete it.**

Tax Registration

- Register for VAT (if turnover >£85,000 or voluntary registration)
- Set up PAYE scheme (if employing staff)
- Register for Construction Industry Scheme (if applicable)
- Set up a business rates account with the local council (if applicable)

Banking & Finance

- Open a business bank account (separate from personal banking)
- Choose accounting software (Xero, QuickBooks, FreeAgent)
- Set up an expense tracking system
- Arrange business insurance policies: Public Liability Insurance Professional Indemnity Insurance
Employers' Liability Insurance (if hiring staff) Key Person Insurance Equipment/Property Insurance

Legal & Compliance

- Create standard terms and conditions and NDA
- Draft privacy policy and GDPR compliance procedures
- Prepare employment contracts and handbook (if hiring)
- Set up data protection registration with ICO (if required)
- Obtain necessary business licenses and permits
- Register trademarks (if applicable)
- File any patent applications (if applicable)

Online Foundation

- Purchase domain name (.co.uk or .com)
- Set up professional email addresses (yourname@company.co.uk)
- Design and build company website
- Set up Google My Business listing
- Create social media profiles (LinkedIn, Twitter, Facebook, Instagram)
- Install Google Analytics and search console
- Set up online booking/payment systems (if applicable)



From Idea to Impact: AI Tools every startup needs

Transform your startup operations with these game-changing AI tools that will save time, reduce costs, and boost productivity in 2025.

Gamma

Create stunning presentations and pitch decks in minutes
AI-powered design and content suggestions
Perfect for investor presentations and client proposals
No design skills required

Canva Magic

AI-powered design for marketing materials
Social media content, logos, and brand assets
Professional designs without hiring a designer

Notion AI

Smart note-taking and project management
AI writing assistance for business plans and documentation
Automated task management and team collaboration

Lovable

Build professional landing pages, websites, and apps
AI-driven development with no coding required
Perfect for MVP development and market testing
Rapid deployment and iteration

NotebookLM

Transform documents into interactive AI assistants
Perfect for creating training materials & knowledge bases
Generate summaries and insights from business documents

Zapier

Connect and automate workflows between 5,000+ apps
Eliminate repetitive tasks and manual processes
Scale operations without hiring additional staff
Perfect for CRM, email marketing, and data management



HOW TO BOOK 1:1 CALL AND BUSINESS IDEA FEEDBACK?







Any time you're ready to book a call or need feedback on your business idea, please email shive@avikalimited.co.uk.

You are entitled to one one-time 30 minute call, which must be booked within 30 days of purchasing your Freshie Kit.



Resource Library

Please click the links to explore
all the resources.

-  **Innovator Founder Visa**
-  **UK Endorsing Services**
-  **Investors Limited**
-  **Innovator International**
-  **The Global Entrepreneurs Programme(GEP)**
-  **Set up a limited company**

Keep in touch



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Book 1:1 call



cheers!

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