The Crucible

Forging your future

Welcome to your application for The Crucible, DMU's flagship business support programme that'll help make your business idea a reality, or nurture your fledgling start-up. In order to apply, you need to:

- Be a DMU graduate, in your final year of an undergraduate programme or on a postgraduate course at DMU
- Be a DMU alumni
- Have an innovative, creative and/or unique idea you want to commit to developing
- Have passion, an entrepreneurial mindset and be dedicated to setting up your business
- Have a minimum of 3 days a week you can spend on your business

Please attempt all questions below (if you don't know an answer, don't worry just say so) and send the completed form to crucible@dmu.ac.uk

CLOSING DATE FOR APPLICATIONS is 28 July. You will hear from us the following week.

FIRST QUESTION – can we have some details?

Name	
Business Name (if you have one)	
Sector (eg fashion, food, tech)	
Email	
Website	
Course studied at DMU	
Graduation Year	
Lead tutor	
Do you have a co-founder? What are their details?	

2. THE IDEA

2a: What's your idea in a nutshell – and what's innovative about it (for example, is it the design, its functionality)

2b. How did you come up with the idea?

2c. What stage is your idea at – do you have an online shop, for example, or are you still thinking things through?

3. ABOUT THE MARKET

Have you done any market research like focus groups or surveys, or asking customers?

3b Who are your competitors? Have you done any research yet to see who else is selling similar goods/services?

4. FINANCE

What start-up costs do you have? For example do you need prototyping, training, materials and supplies, equipment.

Through The Crucible, we offer seed funding to participants to help them attend trade shows, networking events and the like.

Are there any events you've identified that it would be useful to attend?

5. GROWTH AND AMBITION

Where do you want to be in five years' time? Do you plan to grow the business? Tell us your vision here:

6. SHOW AND TELL

We want to see your business! Send us any web links, social media accounts and embed any images below

7. CURIOUS

How did you hear about The Crucible?	
What's 'plan B' if you don't receive support from The Crucible?	

CONFIDENTIALITY Your answers will be shared with our panel of judges, who will be looking for quality applications that show an entrepreneurial spirit, have a commercial application and are innovative.

WHAT HAPPENS NEXT?

If you're a successful applicant, you'll be invited to a three-day bootcamp where you will meet the trainers and mentors. You'll be informed of your start date as soon as possible.

ANY QUESTIONS? Send them to The Crucible director, Percy Emmett at crucible@dmu.ac.uk

GOOD LUCK!