****A close up of a sign

Description automatically generated**RESTART: a virtual business recovery festival for Norfolk & Suffolk**29th & 30th September 2020 | 9AM - 4PM  
www.newanglia.co.uk/restart-festival

**Restart Angels Den Application Form**

**The Restart Festival is a collaboration between the Norfolk Enterprise Festival and New Anglia Local Enterprise Partnership and is a demonstration of the vibrancy of Norfolk and Suffolk entrepreneurship.**

To apply for the Restart Angels Den event please ensure your business falls into the below criteria.

* Registered limited liability company
* Norfolk or Suffolk based business (or primary activity in Norfolk or Suffolk)
* Less than 5 years old
* Pre-money valuation of <£3million or turnover of <£1 million p/annum
* Growth and Exit-oriented business
* Minimum viable product

Please complete the below application form and submit with a two-page document outlining:

1. Problem & Solution – What customer problem does your product solve?
2. Product(s) – what exactly is/are your products? What will you be selling?
3. Target Market – Detail the geographic, demographic, and psychographic characteristics that define your target market
4. Business Model – What strategy will you employ to build, deliver and retain company value?
5. Competitive advantage – What is your company’s competitive advantage? I.e. what sets you apart from your competitors?
6. Sales/ Marketing strategy – How will you enter the market place and scale effectively?
7. Competitors – Describe the competitive landscape, including your competitors’ strengths & weaknesses.
8. Financials & timeline – In brief, what are your projections for the business and how will you achieve them? What development stage are you at currently?
9. Team – Who is involved in the business currently, and what experience do they have?
10. Exit – what is your strategy for ensuring that investors receive a return on their investment, and how long will this take?

Alongside the **application form** and **two-page document**, please provide us with **a \*one-minute elevator video pitch - ‘What is your business? And what problem does it solve?’**

Applications should be sent to; libby@norfolkenterprisefestival.co.uk by **Friday 4th September 2020.**

Finalists will receive a mentoring session w/c 14th September. Successful candidates will pitch to four Angel judges at the live Restart Angels Den event as part of the virtual Restart Festival on Weds 30th September 2020.

|  |  |
| --- | --- |
| Name: | |
| Company name (if appropriate): | |
| Address: | |
| Phone number: | Position: |
| Email: | |
| Brief summary of your background: | |
| In one sentence, describe your business idea / innovation: | |
| What is your current employment status / involvement with this business | |

**Terms and conditions**  
Information and data you supply will only be used by New Anglia LEP for the purpose of judging the Restart Festival Angels Den 2020 nominations and contacting the shortlisted parties. Information you supply will not be made available to third parties. Nominations will close on Friday 4th September 2020.

\*Videos may be used for promotional purposes prior to or during the Restart Festival 2020.