



PITCH UP! **Applications Guidance**

The **Pitch Up!** applications season runs from 1–30 November 2021.

To submit your application, go to kingsclere-estates.co.uk/pitch-up from 1 November, when the online application process opens.

But there's lots you can do before then to get your application ready, and give you the best chance of success.

Below, we've listed the information you'll need to share for each section of the application. So there's nothing to stop you starting to pull it all together now, ready to copy into the online form when it opens on 1 November.

You'll need to share a summary of your business plan and financials, and there's also an option to create a 2-minute video summarising your idea.

So, time to get busy!

APPLICATION SECTIONS TO COMPLETE

- **Name, contact details, website and social media handles** if you have them.
- **A 2-minute film OR 200-word summary** of your business/ product idea, the motivation behind it, business need or market opportunity it addresses, its environmental and sustainability credentials, and why you think it will work.

Films can be shot on mobile phones – they don't have to be snazzy, we're more interested in the ideas you're talking about. We'll need links (can be private with password to view) to your films on YouTube or Vimeo – please don't send original files as they'll be too big for us to download/ store.

- **100-word description** of how your business/ product could feed into/ from the circular community and whole-estate system at Kingsclere, to show you understand the Kingsclere vision and its potential.

For more information, see [OUR STORY](#), [OUR ETHOS](#), and [JOIN US](#) sections on the website.

- **100 words on the resources**, equipment and facilities your business/ product needs.
- **Your team:** introduction to/ info about your team and their roles, skills, experience and any relevant training being/ to be undertaken (100 words maximum per person).
- **100 words on your target market**, its structure, dynamics and predicted growth rates/ timeframes.
- **100 words on your competitors** – who else is operating in this space and how does your business/ product build on and/ or differentiate from competitors?
- **100 words on an overview of your risks:** the main risks and uncertainties, including any technical, commercial, managerial and environmental risks and how you will mitigate against them.
- **A financial summary**, including:
 - The current financial and physical position of the business
 - Projected annual turnover for the next 3 years
 - Projected annual costs for the next 3 years
 - Projected annual profit for the next 3 years
 - Any other sources of finance/ grants/ loans (current or potential), and how you will finance your and any team members' contributions to the business
- **Business plan:** a summary of your business plan and description of how far you've got with it/ what targets you've already achieved. If you're invited to pitch in January, we'll ask you to bring your full business plan.

TIMESCALES

30 November: Online applications close at midnight

17 December: We'll let you know if you've been selected for interview/ pitch on Friday 7 January

7 January: Interviews/ pitches to Kingsclere Board

12 January: Successful applicants notified

14 January: Successful applicants announced

17 January: Work begins to set up new partners on the estate!