



How does it help?
Ideation is a key component of any successful business. It allows companies to become innovative and competitive.



How do we move forward?
The creative process of generating, developing, and communicating your business idea. Idea development comprises all stages of a thought cycle, from innovation, to development, to actualization.

How does it help?
This will give you the best possible chance of receiving an endorsement from a Government recognised body, which will subsequently support your application for the Start-up or Innovation Visa.



What's a Pitch Document?
Your pitch deck comes in the form of a visual presentation that will be used when pitching your business proposition to an endorsing body. It utilises information from both the ideation sessions and the business plan to demonstrate the innovativeness, viability and scalability of your new company.

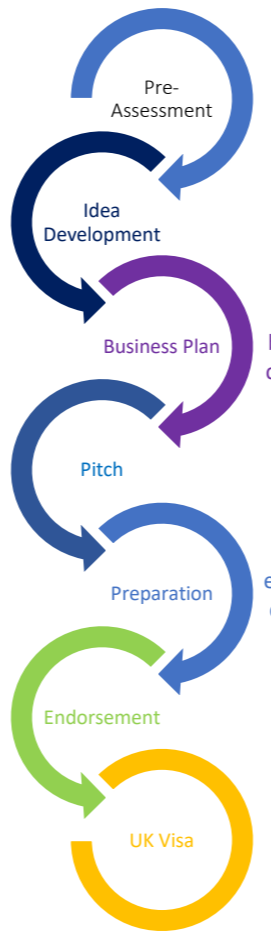
What we know
Your endorsement letter will confirm your business has been assessed against the following 3 key criteria:



The Endorsing Bodies
These bodies have their own measures of what makes a good business idea, and the freedom to apply these criteria as they think best.

They will stay in contact with the business founders they endorse at checkpoints after 6, 12 and (in the Innovator category) 24 months, and will let the Home Office know if they are not satisfied with business progress.

Their endorsement will be in the form of an endorsing letter which the applicant will use to support their visa application.



How do we start?
Understanding what you already know about your idea and using this to design what we do next ensures we are aligned early.



How does it help?
Ensures you are ready to start and that we understand whether we can really help you. Shape your idea to align with the endorsing body requirements or know early if it won't work

Tell me about the Business Plan Process
Writing a business plan is a vital early step when starting a business in order to set out your proposition, your market, customers and competitors. The business planning process will give you a feel for the various elements that will determine your success, from cash flow, to sales forecasting to your personnel structure.



How does it help?
A good business plan will let you structure your finances efficiently, show potential investors the strength of your business, and focus your efforts on developing your business.

Selling Your Vision
Working with Endorsing Bodies may require an entrepreneur to sell their vision to individuals outside their close circle, often for the first time. We have observed this process a countless numbers of times, and it is without a doubt a daunting experience for even a veteran entrepreneur.



How does it help?
Any decision to invest is always ultimately based on the right combination of the people, product and chemistry. However, how these elements are delivered can make all the difference. Our Pitch Preparation ensures you'll avoid the pitch pot-holes, giving you the best possible chance when making those first approaches to the EB community.

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