

Sample scale up application form

If your idea wins £1,000 you will be eligible to apply for a whopping £17,000 to scale up. So apply now to our [Open Category](#) (deadline 24/10/2017) to be in with a chance to make your idea BIG.

Please email us at studenteats@nus.org.uk if you have any questions about the scale up application process and how you can apply first in the [Open Category](#).

A. About You

1) Name of enterprise *

2) Name of university or college *

3) Contact details for lead student

i.	Name*	
ii.	Email address*	
iii.	Mobile number*	

4) Contact details for lead students' union staff member

i.	Name*	
ii.	Email address*	
iii.	Mobile number*	

5) Contact details for lead university/college staff member

i.	Name*	
ii.	Email address*	
iii.	Mobile number*	

6)

a. I am a... *

- ☐ Student (go to Q.6c)
- ☐ Students' union officer
- ☐ Students' union member of staff
- ☐ Institution member of staff

b. Please explain how students have been leading the enterprise, how they have had decision making capacity so far and how this will continue as your enterprise is scaled up.

- c. We can only support enterprises that work collaboratively between students, students' unions and their university/college. Please give an example of how students and staff have worked together so far on your enterprise to create success or solve a challenge. Please be specific about which roles each party played.

- 7) How many people are currently leading on the scale-up of your enterprise? Please identify if they are students and/or staff. *

B. About your scaled-up enterprise

- 8) Your enterprise website:

- 9) Your enterprise Twitter:

- 10) Your enterprise Facebook:

- 11) Other social media:

- 12) Please give an elevator pitch summarising the vision for your scaled up enterprise in 2-3 sentences below or a 60 second video emailed with this application.

- 13) What are the three main objectives you would like to achieve by 2020?

i.	
ii.	
iii.	

- 14) How has your initial Student Eats start-up costs & mentoring helped demonstrate that your enterprise can run on a larger scale? Some enterprises are perfect operating on a small scale and would fail if they grew. How has your experience led to you believing scaling up your enterprise would be successful? (max 200 words)

C. Customers

15) Tell us about potential target customers for your scaled up enterprise

Split your customers into groups that are relevant to your enterprise e.g. <i>students, staff, local community</i>	Is this expanding on an existing group or is it a new group of customers you haven't sold to before?	Why is your scaled-up enterprise relevant to this group? E.g. <i>providing alternative healthy lunches on campus</i>	What contact have you had with this group? E.g. <i>social media, face-to-face, email</i>	How do you know this group will buy from you? E.g. <i>customer survey responses</i>	What will you do to increase the number of customers you get from this group? E.g. <i>promotion in specific departments, staff newsletters</i>

Please add lines if needed

D. Suppliers

16) Tell us about the sustainable food suppliers you plan to use for your scaled up enterprise

Name of who will be supplying your product(s)/produce. <i>These could be, for example, your local farmer(s), wholefood wholesaler, Gleaning Network co-ordinator or on-campus growing contact</i>	Is this an existing supplier or a new one? How developed is your relationship with them?	What product(s)/produce are they supplying?	Have you got a written agreement with them?

Please add lines if needed

E. Logistics

17) How will your point of sale differ as a result of scaling up? E.g. *frequency, venue, duration of sales* (max 200 words)?

18) Have you identified access to a suitable venue for your scaled up enterprise?

☐ We have not identified a suitable venue to scale up yet

- ☐ I confirm that we have identified a suitable venue to scale up and have permission to use it
Please provide more details of your venue:

- 19) If you are selling food on campus, have you discussed your plans to scale up with your institution's facilities team? *Larger volumes of sales may cause conflict with your existing catering facilities. (max 100 words)*

- 20) Potentially the largest risk to the success of your enterprise is not having enough people to effectively scale up. Please explain how you will recruit and retain enough student and staff volunteers. (max 200 words)

- 21) If you are planning to pay for staff time you'll need to explain how this role will be able to be paid for through enterprise income once the scale-up costs have been spent. We would also encourage you to consider paid student internships, student staff or graduate placements. (max 100 words)

F. Project planning

All of the 67 enterprises we are supporting need to contribute to our overall targets of increased employability skills of over 3000 young people and over £300,000 of sustainable food (including surplus) traded. We expect the scaled up enterprises to significantly contribute to helping us achieve these targets. Please complete the table below to the best of your ability.

	Key activities this quarter <i>e.g. specific targets you plan to achieve</i>	Which of your objectives listed in Q.13 will this meet?	How many young people do you aim to engage with this quarter (with the purpose of improving their employability skills)?	How much sustainable (including surplus) food* do you aim to trade this quarter?
July - Sept 2018				
Oct- Dec 2018				
Jan - Mar 2019				
Apr - June 2019				
July - Sept 2019				
Oct- Dec 2019				
Jan - Mar 2020				
Apr - June 2020				
July - Sept 2020				
Oct- Dec 2020				

*Please refer to Sustain's definition of [sustainable food](#).

22) What does long term success look like for you? Where do you think you'll be in 3 years, 5 years and beyond?

G. Finances

23) Itemise the costs for scaling up your enterprise below.

We can allocate up to £8500 for capital costs (e.g. equipment, vehicle, signage) and up to £8500 for revenue costs (e.g. events, travel expenses, staff costs, training)

Item or activity	Cost	Amount requested from NUS Student Eats	Other income source (£) / in kind contribution – <i>only if applicable</i>
Capital (max £8500)			
Revenue (max £8500)			
TOTAL SCALE-UP COST			

Please add lines if needed

24) Please provide details of how you have decided on your pricing

List the product(s) and/or service(s) you are selling	How much will charge for this product/service? <i>E.g. £ per item, £ per weight, pay-as-you-feel</i>	How did you decide on this price?	Are you planning to discount your product(s)/service(s) at any point? <i>If so, please provide brief details</i>

25) Focussing on your scaled up enterprise please outline your estimated income and costs over a one month period. Be aware that months may differ dramatically due to the academic year, seasonality of produce etc. Please provide monthly averages.

a. Income

List the product(s) and/or service(s) you are selling.	Total income from this service/product per month
--	--

Total	

Please add lines if needed

b. Expenditure – fixed and variable costs

List your Fixed Costs – <i>these are costs you will incur regardless of how much you sell e.g. room hire, utility bills. This won't include items listed in Q.23</i>	How much are these costs per month?
Total	

Please add lines if needed

List your Variable Costs – <i>these are costs that aren't set and will change over time e.g. the cost of produce/products you buy in will vary according to the amount you sell. This won't include items listed in Q.23</i>	How much are these costs per month?
Total	

Please add lines if needed

c. What is your estimated average monthly surplus (total income minus total expenditure)?

26) How do you intend to use the profits from your enterprise (max 100)?

H. Promotion & marketing

27) How do you plan to promote your scaled up enterprise to the customer groups you identified in Q.15 (max 200 words)?

I. Legalities/structure

- 28) How do you intend to operate as a social enterprise i.e. what will be the social and/or environmental impact of your enterprise (max 400 words)?

- 29) You should currently be submitting expenses claims and operating under the legal structure of your students' union (usually charitable company) or otherwise have agreed alternative arrangements with us. Have you got permission to continue operating in this way if you are successful with this application for up to £17,000 costs to scale up?

I confirm we have permission to keep operating under the legal structure of our students' union ☐
If not please outline your plans below:

J. Measuring progress

- 30) We will expect a greater level of reporting for enterprises that scale up. Please tick the box below to confirm that you are willing to work closely with the NUS Insight team to collect monitoring and evaluation data as required? (You will receive all necessary training, advice and support)

I confirm ☐

- 31) Briefly outline how you might measure the impact of your enterprise, specifically in relation to your objectives listed in Q.13.

K. Looking forward

Please tick the box below to confirm that the lead student and lead staff member will be available for a follow up call to discuss your application further if necessary:

I confirm ☐

Please tick the box below to confirm that a minimum of 3 people involved in the scale up of your enterprise will attend a 2 day training residential in late May/June 2018 (date tbc). We require there to be at least 2 students and 1 students' union staff member present, unless agreed with [Student Eats](#) prior to the application submission:

I confirm ☐

If you have any particular project support needs please let us know. Select the top 3 from the list below.

- ☐ Business planning
- ☐ Student recruitment and engagement – succession planning
- ☐ Building the right team
- ☐ Communications (including marketing, publicity)
- ☐ Governance and structure (including legal structure of your group, licences)
- ☐ Internal support from within your institution (including facilities, SU staff, caterers)
- ☐ Customers (including how to find and keep them)
- ☐ Suppliers (including how to find and manage relationships with them)
- ☐ Financial planning (including budgeting, bookkeeping systems)
- ☐ Involving the local community in the delivery of your enterprise
- ☐ Other (Please comment)

Please tick the box below to show you are aware that the details you have provided will also be shared with our partner organisations – the Soil Association and Sustain as well as members of the Student Eats steering group but will not be passed onto any other third parties:

I understand ☐

We encourage applications from every nation across the UK. If you require this document in Welsh, or in another format, please let us know by contacting us at studenteats@nus.org.uk. All content © NUS 2017.