

## **BOOST 2021 application form (reference)**

This PDF is to be used as a reference to understand the SurveyMonkey questions. As you will be unable to save your answers and return to them later in the SurveyMonkey, please use this document to plan your answers in advance and complete your application in one sitting. Please note that you must use SurveyMonkey to apply to be considered to participate in the BOOST 2021 programme.

While it's difficult to be exact, we anticipate that the application form may take between 1 and 2 hours to complete, assuming you have relevant information to hand.

## **Completing this application form**

This application form asks you for key information that will help us understand how you meet the assessment criteria, as well as supporting information for due diligence (e.g. financial information) and processing purposes (e.g. contact details). Please adhere to the word count, answers after cut-off won't be considered.

Given our wider commitment to inclusion, this application also asks you about defining characteristics of your leadership team.

We recommend you sign up to one of our BOOST 2021 webinars to learn more [here](#).

### **Ahead of completing the application form, please have the following details to hand:**

- Company registration details
- Data on financial performance over the last two years
- Diversity information about your senior leadership team
- Evidence and data on the impact your solution makes
- Information about the target customers and partners you would want to engage in 2021, what you ask of them is and how this supports your scaling ambitions
- Information about your scaling and business plans.

## KEY DATES FOR BOOST 3.0

To be eligible to apply you must be a UK registered entity, be scaling within the UK (in full or in part), and be able to participate in key selection days:

- Midday (12 noon GMT) Tuesday 23 February 2021 – applications close.
- Friday 5 March – target date to inform applicants invited to shortlisting.
- W/c 8 March – Engagement with shortlisted applicants.
- Tuesday 15 March – BOOST 2021 selected applicants informed.
- W/c 22 March – Programme commences.

## Who we are looking for to join BOOST 2021

We are looking for organisations with the following characteristics to express their interest, and will be assessing applications based on the following

### **Demonstrate social impact**

You will have evidence that your solution plays an impactful role in addressing one or more of the following areas:

- Transition to work for young people
- Mental health
- Financial inclusion and capability
- Digital inclusion, where it addresses one or more of the above challenge areas

### **Maturity / readiness to scale**

You will need to be able to clearly demonstrate readiness to scale through clarity of market and target verticals, and some understanding of how your solution is apt to scale into those markets/ verticals. The solution will have existing customers and have the turnover and staff numbers that indicate a 'right size' to scale.

## Capability

You will need to demonstrate the skill, appetite, and emergent infrastructure to scale. You can articulate what support will be needed from the programme to achieve greater impact in one or more of the challenge areas.

## Commitment

You will need to show founder and senior leadership commitment to engagement in the programme, to collaborative working (including with cohort peers) and to participating in the network provided.

This is a six-month accelerator programme (running from March to August) and participants should factor in at least 1 day a fortnight to dedicate to the programme, covering one to one engagement, attendance at workshops and events, engagement with peers and mentors. The beginning of the programme will likely require 1 day a week of engagement for 2-3 weeks as we onboard you and understand your needs deeply so that we can leverage partnership opportunities and curate support effectively.

## Geography

We are committed to reducing the economic inequalities and levelling up the whole of U.K. We are therefore particularly interested in solutions that will benefit people who live beyond London and the South East, and/or are organisations who are located outside London and the South East.

## Core information

1. **Name of core contact** (this should be someone who we can contact about the content of the application)
2. **Registered address including postcode:**
3. **Legal Registration number (e.g companies house number)**
4. **Legal structure of organisation: (select as relevant)**

<input type="checkbox"/>	• Charitable Company Limited by Guarantee
<input type="checkbox"/>	• Charitable Incorporated Organisation
<input type="checkbox"/>	• Co-operative Society
<input type="checkbox"/>	• Community Benefit Society

	<ul style="list-style-type: none"> <li>• Community Interest Company Limited by Guarantee</li> </ul>
	<ul style="list-style-type: none"> <li>• Community Interest Company Limited by Shares</li> </ul>
	<ul style="list-style-type: none"> <li>• Company Limited by Guarantee</li> </ul>
	<ul style="list-style-type: none"> <li>• Company Limited by Shares</li> </ul>
	<ul style="list-style-type: none"> <li>• Limited Liability Partnership</li> </ul>
	<ul style="list-style-type: none"> <li>• No Legal Structure</li> </ul>
	<ul style="list-style-type: none"> <li>• Partnership</li> </ul>
	<ul style="list-style-type: none"> <li>• Sole Trader</li> </ul>
	<ul style="list-style-type: none"> <li>• Trust</li> </ul>
	<ul style="list-style-type: none"> <li>• Unincorporated Association</li> </ul>
	<ul style="list-style-type: none"> <li>• Other</li> </ul>

## Diversity characteristics:

We are interested in the diversity characteristics of your senior team because it helps us understand whether we have been inclusive in our recruitment approach. Please let us know the % of your senior team that have the following characteristics:

### Disability

5. What % of your senior team are considered disabled under the Equality Act 2010?  
State %  
Don't know  
Prefer not to say

### Ethnicity

6. What % of your senior team identify as:  
Asian  
Black  
Chinese  
Mixed race

White  
Other  
Don't know  
Prefer not to say

## Gender

7. What % of your senior team identify as:
- Female
  - Male
  - Other
  - Unknown
  - Prefer not to say

## What you do and your social impact

*You will have evidence that your solution plays an impactful role in addressing one or more of the Inclusive Economy Partnerships' challenge areas.*

8. Tell us briefly what you do, who you help and how (300 words max):
9. Which of the following challenge areas does your solutions address (tick those that apply):
- Transition to work for young people
  - Mental health in the workplace
  - Financial resilience
  - Digital inclusion where it addresses one or more of the above challenges.
10. How many people have you directly, or indirectly if you are a wider influencing organisation, supported over the last year? (numerical figure)

11. What impact do you make for these people? (please give headline impact – 100 words)
12. Who is your solution aimed at, and why have you chosen to focus on these people? (please include key information about demographics and characteristics of the people who you aim to support) (100 words)
13. Where do the people you support live? (please include town/city or region in the UK) (50 words max)
14. How do you know that your solution makes an impact? (briefly describe what data you collective to understand impact, and / or any headline information from impact reports or evaluations you have had done)
15. Have you carried out an impact evaluation of the solution you wish to scale?  
  
Yes  
  
No  
  
In progress
16. If you have had an impact evaluation completed, please upload or link to this here:

## **Maturity and readiness to scale**

*You will need to be able to clearly demonstrate readiness to scale, have clarity about target market and verticals, and some understanding of how your solution is suitable to scale into those markets/ verticals. The solution will have existing customers and you will have the turnover and staff numbers that indicate agility to scale.*

17. How is the service you provide currently paid for / funded? (include information about how it is funded and who funds this, including if the end user / beneficiary does not pay)

18. How many existing paying customers do you have?

19. What was your turnover for last two consecutive year periods?

2018/19

2019/20

20. Of your last 12 month's turnover, what percentage is from traded income?

\* Don't worry about being exact but it's useful to get an idea of how your venture is financed. By "trading" we mean sales of products, goods, or services. This might be direct sales, such as the sale of food, clothing, tickets, classes, workshops or could be contracts for the delivery of services to other organisations including those delivered through local authorities or public bodies.

	<ul style="list-style-type: none"><li>• Less than 20%</li></ul>
	<ul style="list-style-type: none"><li>• Between 20% and 50%</li></ul>
	<ul style="list-style-type: none"><li>• Between 51% and 80%</li></ul>
	<ul style="list-style-type: none"><li>• Over 80%</li></ul>

21. What is your current team size? (FTTE equivalent)

22. How many full-time staff do you currently have?

23. In % terms, please provide a high level break down of staff involved in product development, direct delivery, and marketing / sales (noting that some teams will have staff who do other roles beyond those listed):

Product development (approx. %)

Direct delivery (approx. %)

Marketing / Sales (approx. %)

24. Thinking now about scaling, in the next 12-18 months which market verticals are you targeting?

25. Please list any specific organisations or companies you are particularly interested in working with (up to ten)

26. Imagine now that you are writing a short introduction to one of the specific organisations or market verticals you have identified above that you would target as a potential customer.

Describe who in the organisation / vertical you would like to meet (their job role), what your ask would be of that person, and why your solution is of interest to that potential customer/partner. (300 words or less)

27. The BOOST 2021 programme can also support with wider partnerships (beyond commercial / sales) that could help your organisation scale. Tell us about any other types of partnerships that you are interested in, over and above any opportunities for sales, contracts or commissions for work. (e.g. endorsements, pro bono support, access to supply chains, specialist mentoring). (200 words or less)

## Capability

*You will need to demonstrate the skill, appetite, and emergent infrastructure to scale. You can articulate what support will be needed from the programme to achieve greater impact?*

28. Over the next 2-3 years what is your scaling ambition? (300 words or less)

29. What skills, resource etc. do you need to get there and why do you need these skills and resources? (200 words or less)

30. How many people are projected to benefit from your solution if these ambitions are realised? (please provide number for U.K. beneficiaries by year)

31. Where are you looking to scale? (e.g. which towns / cities / counties across the UK or beyond)

32. Who do you already have in your team to be able to execute these scaling plans, and what key skills do they have? (please list core roles only) (200)

33. Who, or what, else do you need in terms of skills and infrastructure to grow? (including stating any skill and resources gaps you need to scale)

34. What are the key areas of support you would be looking for BOOST to provide in relation to your scaling journey? (tick the top 5 that apply)

- a. Market insights
- b. Effective product marketing
- c. Creating and managing your sales pipeline
- d. Securing investment
- e. Pricing
- f. Identifying the skills to scale
- g. Hiring and retaining the right team
- h. Scaling as a leader / founder
- i. Keeping and growing the impact you make
- j. Back office systems and processes needed to scale
- k. Governance
- l. Other (please state)

35. What are the areas of support you are least interested in? (tick those that apply)

- a. Market insights
- b. Effective product marketing
- c. Creating and managing your sales pipeline
- d. Securing investment
- e. Pricing
- f. Identifying the skills to scale
- g. Hiring and retaining the right team
- h. Scaling as a leader / founder
- i. Keeping and growing the impact you make
- j. Back office systems and processes needed to scale
- k. Governance

## Commitment

*You will need to show founder and senior leadership commitment to engagement in the programme, to collaborative working (including with cohort peers) and to participating in the network provided.*

*This is a six-month accelerator programme (running from March to August) and participants should factor in at least 1 day a fortnight to dedicate to the programme, covering one to one engagement, attendance at workshops and events, engagement with peers and mentors. The beginning of the programme will likely require 1 day a week of engagement for 2-3 weeks as we onboard you and understand your needs deeply so that we can leverage partnerships and content effectively.*

36. Who in your organisation will be most likely to be the key point of ongoing contact and conversations with the programme?

Name

Role

37. Who would be the spokesperson in your organisation for any events and press related to the programme? (if different from above)

Name

Role

38. I agree the information I have provided for the purpose of assessing this application is correct and accurate at the time of submitting

Yes

39. Do you commit to the following in relation to the programme, should you be invited to participate?

- Attending workshops that meet your scaling needs, as agreed with the programme team
- Attending scheduled conversations with your programme point person (approx. 3 weekly)
- Connecting with mentors you are paired with
- Attending investor days you are invited to
- Engaging in market insights opportunities you are invited to
- Sharing updates with the programme team on outcome of introductions made
- Capturing and sharing data on impact and performance with the programme team within the course of the programme (at baseline, 3 and 6 month points)
- Capture and sharing data on impact and performance beyond the programmes end (3, 6 and 12 months post programme end)

## Terms and Conditions

40. I understand the following in relation to use of data for this application:

### 1. Your data

#### 1.1 Purpose

The purpose(s) for which we are processing your personal data is to help us process and assess your application for the BOOST 2021 programme. BOOST 2021 is part of the Inclusive Economy Partnership, a key cross-government programme aiming to encourage business and civil society to do more to tackle social problems.

We will use your data for assessing your application for the programme, contacting you in relation to its progress and to help design aspects of the BOOST 2021 support based on your needs and, for organisations invited to take part, to send regular updates in a weekly . Data will also be used for our communications activity, sending regular updates on the project including a monthly newsletter bulletin, and organising engagement activities with groups such as 1-2-1 meetings and roundtables.

#### 1.2 The data

We will process the following personal data:

- name
- email
- job title
- organisation
- address (sometimes)
- Protected characteristics (e.g. gender, ethnic background)

### 1.3 Legal basis of processing

The legal basis for processing your personal data is it is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller. In this case that is delivering the Inclusive Economy Partnership programme, and in particular, the BOOST 2021 programme.

### 1.4 Recipients

Your personal data will be shared by us with officials in the Department for Digital, Culture, Media and Sport, with the Young Foundation, and any additional programme delivery partners who will be contracted by the Young Foundation, because they are working with us to deliver the programme.

Your data will also be shared with our IT supplier who provides mailing list management services.

### 1.5 Retention

Your personal data will be kept by us for the duration of the Inclusive Economy Partnership (IEP) programme and deleted once the IEP programme comes to an end, or if you indicate that you no longer want to be involved.

## 2. Your rights

You have the right to request information about how your personal data are processed, and to request a copy of that personal data.

You have the right to request that any inaccuracies in your personal data are rectified without delay.

You have the right to request that any incomplete personal data are completed, including by means of a supplementary statement.

You have the right to request that your personal data are erased if there is no longer a justification for them to be processed.

You have the right in certain circumstances (for example, where accuracy is contested) to request that the processing of your personal data is restricted.

You have the right to object to the processing of your personal data where it is processed for direct marketing purposes.

You have the right to object to the processing of your personal data.

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*Sign up to the Inclusive Economy Partnership Newsletter [here](#) to keep in touch*