

UK Visa Business Plan - Client Information Form

This document is designed to capture key information about your business idea.

Thank you for taking the time to complete the information.

All fields are mandatory and may be returned if not fully completed.

Part 1: Applicant Details

1 Title and Full Name:

2 Email Address:

3 Type of Visa Applying For:

Part 2: Business Information

4 Business/Trading Name:

5 Ownership Structure in detail:

6 Company Website (if available):

Part 3: Business Proposal

7 Desired Location and Premises Type

8 History of Business Explained:

9 Business Model Explained:

Part 4: Financial Information

10 a) Investment Amount (£):

b) Staffing Requirements:

c) Special Start Up Assets Required inc. Costs:

11 a) Price of Product/Service:

b) Cost of Product/Service:

c) Expected Revenue (£):

d) Source of Supplies (if product):

Part 5: Unique Selling Point

12 a) Marketing Strategy:

b) Innovation Element:

Part 6: Additional Information

13 Other Important Information:

14 Attach CV, Latest Financials, Product Images, Other Information

Notes to Assist with Application:

e.g. Mr, Mrs, Ms, Sir, Dr etc. followed by First Name then Surname

Valid email address for us to send completed product

e.g. Innovation Visa, Start-Up Visa

e.g. Company Name Ltd trading as ABC Brand

e.g. 50% Partner A and 50% Partner B

NA if not relevant

e.g. Office in London, Retail Store in Manchester etc.

Please give details on how this business idea came about (including previous business names if relevant), why it is a valid business idea and why you have chosen to pursue this business.

Please explain how the business generates revenue and via what sales channels (e.g. physical store, online platform, third party platform etc). If relevant please walk-through a typical transaction and explain in detail what products or services will be provided and who the business's customers will be (e.g. local residents, university students, other businesses etc)

e.g. £100,000 from Applicant + £100,000 from external investors to be sourced

e.g. Account Manager x 1, Supervisor x 2, Marketing Assistant x 1

e.g. coffee making machine @ £xxxx, t-shirt printing machine @ £xxxx,

e.g. Good A sells for £100, Good B sells for £200

e.g. Good A cost £50 to acquire and sells at £100 (as above)

e.g. £100,000 in first year, £200,000 in second year etc

e.g. Supplier Name 1 from Country 1, Supplier Name 2 from Country 2 etc.

e.g. current or intended marketing strategy

Please explain why this business is innovative and creative and different from existing businesses in this field

e.g. any other important information relevant to the business

CV required to show experience and skills