

The questions that make up the DBACE 2023 application form can be viewed below.

Please note, this document is to support you to complete the application by allowing you to look across all questions and plan your responses. **You should not complete your application in this document** but may wish to use it as a tool to understand what is included in the application form.

**Please remember that your application needs to be submitted online, through the ‘Apply now’ page of the DBACE website: <https://dbace.org/my-application-2023/>**

Remember you can start and come back to your application at any time, just make sure you complete it by the deadline of midnight on March 31 2023!

Please check out the resources section of the DBACE website for further support.

Best of luck with your application!

<p><b>Lead applicant first name</b> <b>Lead applicant surname</b></p> <p><b>Email address</b> <b>Postcode</b></p> <p><b>Region</b></p> <p><b>Phone</b></p>	<p>East of England East Midlands London North East Northern Ireland North West Scotland South East South West Wales West Midlands Yorkshire and the Humber</p>	<p>Please ensure this is entered correctly.</p>
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<b>Age range</b>	18-21 22-25 26-30 31-35 36-40 41-50 51-55 56+	If you are applying as part of a group, please select the age ranges that apply.
<b>Name of enterprise</b>		
<b>Enterprise website &amp; social media handles</b>		Please add links to your organisation's website or social media accounts if available. If you are including more than one social media account, please specify which platforms you are referencing.
<b>What is the legal status of your organisation?</b>	Community interest company Company limited by guarantee Company limited by shares Registered charity Other Not applicable	
<b>Stage of business (please select the appropriate box):</b>	Emerging start-up Established Pre-start up/idea stage Scale up/growing	
<b>Are you applying as an individual or group?</b>	Group Individual	
<b>If you are applying as a group, how many are in your group?</b>	2 3 4 5 6 7 8 9+	

**Please select the creative industry below in which your enterprise operates:**

- Advertising creative
- Architecture
- Design
- Crafts
- Fashion
- Gaming
- Film
- Immersive technology in support of the creative industries
- Multidisciplinary
- Music
- Performing arts
- Publishing
- Visual arts
- In support of the creative industries

If your enterprise operates in more than one sector, please select all that apply.

**If you answered 'in support of the creative industries', please specify which sector your enterprise supports and how:**

<p><b>Please select the key area of impact your enterprise is focused on</b></p>	<ul style="list-style-type: none"> <li>Representation of minority groups</li> <li>Access to arts</li> <li>Mental health</li> <li>Environment</li> <li>Multi-issue focused</li> <li>Accessibility</li> <li>Gender equality</li> <li>Community building</li> <li>Loneliness and or isolated groups</li> <li>Community building</li> <li>Refugee and immigration support</li> <li>Poverty and or unequal opportunities</li> <li>Biodiversity</li> <li>Representation of and or support for the LGBTQ+ community</li> <li>Regional development</li> <li>Neurodiversity</li> <li>Heritage conservation</li> <li>Other (please specify)</li> </ul>	
<p><b>Where is your enterprise based?</b></p>	<ul style="list-style-type: none"> <li>North East</li> <li>North West</li> <li>Yorkshire and The Humber</li> <li>East Midlands</li> <li>East of England</li> <li>London</li> <li>South East</li> <li>South West</li> <li>Scotland</li> <li>Wales</li> <li>West Midlands</li> <li>Northern Ireland</li> </ul>	
<p><b>Where does your enterprise operate and provide services?</b></p>	<ul style="list-style-type: none"> <li>United Kingdom</li> <li>Internationally</li> <li>The UK and internationally</li> <li>Globally</li> <li>Globally (with UK focus)</li> </ul>	
<p><b>Question 1. Give a brief description of your idea or enterprise. What is the product and/or service being offered?</b></p>		
<p><b>Question 2. What is the societal challenge you are addressing and the positive social outcome you will create?</b></p>		

**Question 3. Who are your main competitors?**

**Question 4. Describe how your idea or enterprise is different and original to what exists already in this area.**

**Question 5. What proof do you have of the demand for your product or service? Please select as many of the boxes below that apply and then provide more detail in the text box.**

- Achieved repeat sale
- Carried out questionnaires
- Audience numbers
- Established commercial partnerships
- Subscriber numbers
- Carried out product sampling
- Social media engagement
- Press engagement
- Made sales
- Run a pilot
- Other

**Question 6. Please provide detail regarding any of the tick boxes selected.**

**Please provide evidence of the quality of your product / service (if applicable).**

**If you wish to submit a video (e.g. showreel or video documentation of your performance), please provide links in the box below.**

**Question 7. What is the inspiration behind your idea or enterprise?**

**Question 8. Tell us why you/your team are well suited to run this enterprise.**

**Question 9. Please provide links to any media coverage of your enterprise or yourself as an entrepreneur or creative leader.**

**Question 10. Please tell us why you are applying for DBACE and how it will benefit you and your enterprise.**

**Question 11. Do you currently receive other forms of business support?**

Yes No

If you answered yes, please provide details.

**Question 12. Have you received any funding to date?**

**If you selected yes, please provide topline details of where from, how much funding you have received and what this was spent on:**

**Question 13. Where do or will your sources of income come from?**

**Question 14. If you have already launched the enterprise, have you started trading and made any income?**

**If yes, please provide your approximate income for each of the last 3 years. If you have not been trading for as long as 3 years then provide the information you have.**

**Question 15. Has your enterprise made any profit?**

**If yes, please tell us approximately how much profit you have made for each of the last 3 years. If you have not been trading for as long as 3 years then provide the information you have. If possible, please give us your gross and net profit.**

**Question 16. Do you know the value of the 'cash at bank' and 'cash in hand' held by the business?**

**If yes, please provide the approximate figure below.**

**Question 17. Does your business currently have any debt (e.g. outstanding loans or payments for services)?**

**If yes, please provide the approximate figure below and the conditions of your debt repayment plan.**

**Question 18. How long can you forecast your income for?**

**If you have a financial forecast, please provide this information below. Please provide as much data as you can. Try your best!**

Please answer as honestly and accurately as possible.

<p><b>Please add any additional information that might be helpful e.g. details of your sources of revenue and topline item expenses which account for 25% or more of your expected costs.</b></p> <p><b>Please provide a link to a video elevator pitch for you and your idea or enterprise (max. 1 min).</b></p>		
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<p><b>Have you previously applied to DBACE?</b></p>	<p>Yes No</p>	<p>Please note your answer is for monitoring and evaluation purposes only and has no impact on how your application is judged.</p>
<p><b>Where did you hear about this competition?</b></p>	<p>MeWe360's Social Media Instagram Facebook Word of mouth Industry journal, noticeboard or newsletter Other (please specify)</p>	<p>Please select all that apply</p>
<p><b>Which of these application support events did you attend?</b></p>	<p>Information webinar Financial forecasting webinar Virtual meet &amp; greet In person meet &amp; greet Application support session Other I didn't attend any</p>	<p>Please select all that apply</p>
<p><b>Would you like to receive email updates about the DBACE competition?</b></p>	<p>Yes No thanks</p>	

<p><b>I would describe my ethnic origin as:</b></p>	<p>White British  White Irish  White Scottish  White Welsh  Black or Black British African  Black or Black British Caribbean  Mixed Black Caribbean White  Mixed Black African White  Any other Black or Black British background  Asian or Asian British Indian  Asian or Asian British Chinese  Asian or Asian British Bangladesh  Asian or Asian British Pakistani  Arab  Mixed Asian White  Any other Asian or Asian British Background  Any other mixed background  Other  Prefer not to say</p>	
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<p><b>I would describe my gender as:</b></p>	<p>Female  Male  Non-binary  Other  Prefer not to say</p>	
<p><b>Is your gender the same you were assigned at birth?</b></p>	<p>Yes  No  Prefer not to say</p>	
<p><b>Do you consider yourself to have any impairment that relates to the following (you can select more than one)?</b></p>	<p>Learning disability or difficulty  Mental health condition  Long term health or chronic condition  Physical condition or impairment  Other  None of the above</p>	
<p><b>What is your sexual orientation?</b></p>	<p>Heterosexual/ straight  Gay Man  Gay Lesbian  Queer  Bisexual  Other  Prefer not to say</p>	

<p><b>Where did you grow up?</b></p>	<p>North East North West Yorkshire and The Humber East Midlands East of England London South East South West Scotland Wales West Midlands Northern Ireland Outside the UK</p>	
<p><b>What type of secondary school did you attend?</b></p>	<p>Attended school outside the UK Independent or fee-paying school bursary Independent or fee-paying school no bursary State run or state funded school nonselective State run or state funded school selective on academic faith or grounds Other Prefer not say</p>	

<p><b>Were you eligible for free school meals at any point during your school years?</b></p>	<p>Yes No Don't know Prefer not to say</p>	
<p><b>Are you attending or did you previously attend university? If yes, please state which university you attended.</b></p>	<p>Yes (please enter university attended below) I didn't attend university</p>	
<p><b>Would you describe yourself as coming from a low socioeconomic background?</b></p>	<p>Yes No Don't know Prefer not to say</p>	
<p><b>I agree to the declaration above.</b></p>	<p>By completing this application, you acknowledge and agree that DBACE is permitted to hold and process personal and sensitive information and data about you, both electronically and manually. We will only contact you regarding this application, unless stated otherwise in the marketing preferences.</p>	