

DBACE preview application

Please note that the application form has a maximum word count of 300. This is the limit, so keep it in mind for this preview application

Personal information

Lead applicant name	
First name	Surname
Email	
Address	
Region	
Phone number	
Age range <ul style="list-style-type: none">• 18-21• 22-25• 26-30• 31-35• 36-40• 41-50• 51-55• 56+	

Enterprise information

Name of enterprise If you're not officially launched as an enterprise, please provide an appropriate name
Enterprise website & social media handles Please select all the platforms you have available for your organisation.

What is the legal status of your enterprise?

Please select the correct option:

- Community interest company
- Company limited by guarantee
- Company limited by shares
- Registered charity
- Other
- Not applicable

Stage of business (please select the appropriate choice)

Idea Stage

*You have identified an existing problem and understand how your product or service solves the problem.

Pre-start up

*You have identified an existing problem and understand how your product or service solves the problem and have undertaken initial research and development to explore the need and idea and may have done some early development.

Emerging start-up

*You are a young organisation formed around a product or service that is in early development, you have some structures in place and some utilisation of your product, including sales.

Scale up/growing

*You are an organisation with an established product or service and regular revenue. You have been trading for 3+ years, and you are ready to scale your business.

Are you applying as an individual or group?

- Individual
- Group

Please select the creative industry below in which your enterprise operates

Please select the correct option:

- Advertising creative
- Architecture
- Crafts
- Design
- Fashion
- Film
- Gaming
- Immersive technology in support of the creative industries

- In support of the creative industries
- Multidisciplinary
- Music
- Performing arts
- Publishing
- Virtual reality/Augmented reality
- Visual arts

Please select the key area of impact your enterprise is focused on

Please select the correct option:

- Access to arts
- Accessibility
- Biodiversity
- Community building
- Environment
- Gender equality
- Heritage conservation
- Loneliness and or isolated groups
- Mental health
- Multi-issue focussed
- Neurodiversity
- Poverty and or unequal opportunities
- Refugee and immigration support
- Regional development
- Representation of minority groups
- Representation of and or support for the LGBTQ+ community
- Other

Where is your enterprise based?

Please select the correct option:

- North East
- North West
- Yorkshire and The Humber
- East Midlands
- West Midlands
- East of England
- Greater London
- South East
- South West
- Scotland
- Wales
- Northern Ireland

Where does your enterprise operate and provide services?

- The United Kingdom
- Internationally
- The UK and internationally
- Globally
- Globally (with UK focus)

The idea

Question 1. Give a brief description of your idea or enterprise. What is the product and/or service being offered?

Question 2. What is the societal challenge you are addressing and the positive social outcome you will create?

- Think about what the societal problem or need is that you have identified?
- Think about what the solution you are providing through your business is and what will success look like?
- Check our FAQs for examples of creative organisations that have addressed a social, cultural or environmental issue with their work.

Question 3. Who are your main competitors?

It's important to know your competition so you can establish yourself as a unique alternative. Your competitors can be direct (same product/service delivered in the same way), secondary (same product/service delivered in a different) or indirect (different product/service which satisfies the same need).

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

Of course, there may be others already offering a similar product or service. However, if you can offer something unique that improves a product or service currently on the market, you still have a viable business idea.

Question 5. What proof do you have of the demand for your product or service? Select all applicable boxes below and provide details in the corresponding text boxes.

- If you haven't launched yet, test your product or service with your target audience using methods like surveys, focus groups, pilots, or social media. Share below if you've tried this and your results.

- If you're already operating, how much progress have you made? Share your sales, repeat business, partnerships, and audience numbers. Keep in mind that real traction comes from paying customers, not free giveaways.

- Achieved repeat sales
- 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 evidence of the quality of your product / service (if applicable).

Max. file size: 10 MB.

Your story

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

We would like to know your personal story and what is driving you to focus on or start this venture.

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

This question is focused on understanding whether you can grow with your business idea.

Remember, we understand that you may not yet have all the necessary skills or experience needed. This is an opportunity for you to talk about you and why you have what it takes to deliver on the idea or business.

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

If your business is up and running or you've been engaging with the public, you may have attracted media attention. We'd like to hear about it. Please share up to three web links to any media coverage your business or idea has received.

Max 3 uploads.

Question 10a. Please explain how you would use the funding (up to £20,000) if you win the award.

Consider what funding could help you achieve and what you would spend prize money on.

Question 10b. Please tell us what you'd hope to gain from the 12-month tailored business support with MeWe360?

Consider what you hope to gain from the tailored business support, which includes services such as mentoring, consultancy, coaching, and guidance on securing further investment opportunities.

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

This will not affect your chances in the application process or your financial award from DBACE.

The financials

Question 12. Have you received any funding to date?

This will not affect your chances in the application process or your financial award from DBACE.

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

- Does your enterprise have one or multiple sources of income?
- Is this commercial, non-commercial (e.g., grants, donations), or a mix of both?

Please outline the different ways your business generates or plans to generate income. For example, a cake shop earns from selling cakes but may also offer cooking classes, catering, and run apprenticeships. The first three are commercial income, while the last comes from a training grant.

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

- Yes
- No

Question 15. Has your enterprise made any profit?

- Yes
- No

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

This question only needs to be answered if your business is up and running.

- Yes
- No

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

This question only needs to be answered if your business is up and running.

- Yes
- No

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

A forecast is an estimate or prediction of future business developments. Cost of sales refers to expenses related to producing a product or service, while operational costs are the overhead expenses incurred by a company. For further advice, sign up for our Financial Forecasting webinar. If it has already taken place, a recording will be available on the events page.

- 1 year
- 2 years
- 3 years
- I can't

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.

Please note that if you make it through to the next round, you will be asked for further detail.

Video pitch

Please upload your max. 1 minute video pitch

Try to keep your video pitch to around 1 minute. If it goes over by 20 seconds, we'll still consider it. An elevator pitch is named for the time it takes to ride an elevator from bottom to the top of a building (roughly 30-60 seconds).

An elevator pitch is a brief, persuasive speech or presentation that is used to spark interest in you and your idea. [Refer to our Video pitch advice tips found here for further guidance.](#)

Max. file size: 100 MB.

Do you have anything else you want to tell us about your application?

Next steps

Thank you for filling out this much so far! You're almost done. Please refer to the application process (link to page) for important dates regarding the next stage if you get longlisted. This includes the announcement date of the longlist and when longlisted applicants are expected to pitch.

Upload Images

If you proceed to the longlist, we will announce it across our social media and newsletter. We will need the following details from you: 2-3 images that represent your enterprise: This could include your logo, a headshot of you as the founder, photos of your team, or images of activities that showcase your offering.

Please ensure the photos are high-resolution and of appropriate quality before uploading.

Max 3 images

Short description

Please provide a brief description of what you do in around 150 characters. This should summarise your business in a nutshell.

DBACE

The Deutsche Bank Awards
for Creative Entrepreneurs

