

# Life+ Breakthrough Grant: PDF

This is a PDF version of the Life+ Breakthrough Grant application form. This is for you to look at questions, plan responses to answers before filling out the application web form which is available on the Life+ website.

We encourage people of all backgrounds to apply, we are building an inclusive community and want the grant to reflect this as well. If you have questions about this grant or need some guidance on filling the form, please feel free to drop a line to Savs on the following email address: [hello@lifepluscollective.com](mailto:hello@lifepluscollective.com) with the subject line 'Life Plus Grant Application'

This grant is to support early stage founders of UK based consumer companies who want to build products and create services that bring happiness to everyday life. You need to have been operational for no more than 18 months and have raised no more than £200k from investors.

\*Required

## 1. Email \*

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About You

Tell us about about you and why your idea should exist/ already exists.

## 2. Hello founder! Let's start by you telling us your name :) \*

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## 3. What is your company name? \*

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## 4. Company URL \*

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5. Is your company 18 months old or less? \*

Companies who qualify for the grant must be no more than 18 months old.

*Mark only one oval.*

Yes

No

6. Are you a UK registered company? \*

In order for your application to qualify you must be a UK registered. Please indicate if you have yet to incorporate but are eligible to start a business in the UK

*Mark only one oval.*

Yes

No

Other: \_\_\_\_\_

7. Have you raised less than £200k for your business to date? \*

Raising less than £200k is a pre-requisite to qualify for this award. You do not have to have raised any capital at all to qualify.

*Mark only one oval.*

Yes

No

Other: \_\_\_\_\_

8. Tell us a bit more about your company and your big vision \*

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9. What made you want to work on this idea? \*

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10. Which sector do you feel your company fits into? \*

*Mark only one oval.*

- Health, Wellbeing and self-care
- Food and Beverage
- Pet care
- Travel
- 'Taboo' tech: companies solving problems to do with sex, death, mental health, that some consider a taboo
- Beauty and Fashion
- Other: \_\_\_\_\_

11. Why do you identify with this sector? \*

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12. What sets you apart from other companies in this sector? \*

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13. In what ways do you think your product/service brings happiness into your customer's everyday lives? \*

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14. What do you do to positively impact people and planet? \*

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**Team**

This section is all about the team, you are likely to be a small startup but we would love to know more about you and if you have a co-founder (no worries if not), you may also have some hires/freelancers you partner with (again, no problem if not)!

15. Tell us a bit about the founders of your company \*

Tell us about all founders, not early employees.

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16. What are your strengths as founders? \*

What makes you the right people to build this company?

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17. Please include LinkedIn URLs and/or social media URLs for all founders, separated by a line \*

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18. Have you got any team members \*

*Mark only one oval.*

Yes

No

19. If yes, please tell us who is on your team, what role(s) do they fulfil?

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20. What important skills do you feel are missing from the team? \*

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Progress

Tell us about your last six months as a business, what do the next six months hold for you? If you just started working on your idea in the last six months, please tell us about that time.

21. What have been three milestones you have achieved in the past six months- can be big or small! \*

Anything from 'we identified our core customers as being gen z teenagers living in the North of England via a survey we pushed' to 'we launched our product to a small group of users' to 'we started a newsletter and now have xx number of subscribers'

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22. What are the next three milestones you are chasing? \*

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23. What are you planning to use this grant on? And how does it help you achieve your milestones? \*

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24. Which areas would you ideally want help with?

*Tick all that apply.*

- Marketing and PR
- Community and Brand building
- Product and user testing
- Customers
- Hiring

Other:  \_\_\_\_\_

**Additional  
Information**

This is not a mandatory section, we'd love to collect some information for the purposes of our data, to make sure that we are attracting a diverse range of applicants.

25. How do you identify?

*Mark only one oval.*

- Female
- Male
- Non binary
- Other: \_\_\_\_\_

26. What is your nationality?

\_\_\_\_\_

27. What is your ethnic group?

*Mark only one oval.*

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- White and Black Caribbean
- White and Black African
- White and Asian
- Indian
- Pakistani
- Bangladeshi
- Chinese
- African
- Caribbean
- Arab
- Any other mixed background or not included in the above list
- Other: \_\_\_\_\_

28. If you selected 'Any other mixed background or not included in the above list' please provide more information

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# Google Forms