

**University of Liverpool Enterprise**

***Tier 1 (Graduate Entrepreneurship) Application Form***

*The University of Liverpool is looking to identify and support international Graduate Entrepreneurs, who can demonstrate that they have world class ideas and /or exceptional entrepreneurial skills.*

*This is a new UKBA route designed for graduates who plan to launch a new business in the UK. In order to apply for a Tier 1 Graduate Entrepreneur visa, you have to be endorsed by the University of Liverpool.  
  
If successful, you will be granted leave for one year in order to develop your business plan with tailored support from the university.*

*At the end of the first year, provided you are making good progress, you will be able to extend your visa for one further year. The intention is that after a maximum of two years on a Tier 1 Graduate Entrepreneur visa, you would be able to switch into the main Tier 1 - Entrepreneur Visa.*

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| **Personal Details**  Title ................ First Name ...................................... Surname ...................................................  D.O.B ......................................... Nationality ........................................  University Email .......................................................................................................................  Personal Email..........................................................................................................................  Tel Number ...................................................  University ID Number ................................. Passport Number ...................................  Qualification Level (e.g. MSc)…………………………………………………………………………  Course Title .....................................................................................................................................  Course End Date ................................................  Do you have any dependants with you in the UK OR do you intend to bring any dependants to the UK? If yes, how many? |

**Visa Details**

Type of Visa............................................................ Expiry Date........................................................

Have you ever held a Tier 1 post study Work Visa? Yes/No (Please circle as appropriate)

If yes, you will not be eligible for a TIER 1 Graduate Visa

**Business Details**

**Please describe your business idea (250 words max)**My business idea is to provide short term and long term let for Chinese students. It will be a website platform that connects Chinese students with private house landlords in the UK.

Chinese students have difficulties in finding short terms. The peak demand for short term lets are from June to September and from September to October. Every year, from June to September, there are Chinese students coming to study English before enrolling in University. There is currently no website in China for Chinese students to find short term in the UK. Most Chinese students live in University accommodation. The drawback is most of their roommates are Chinese. They speak with each other in Chinese daily, which will not improve their English skills. Other living options such as homestay, private house where more English speakers living are not accessible to the Chinese students when they are in China.

Every year from September to October, Chinese master students have to find short term accommodation to finish dissertation. Basically, there is not no room to serve this market. Most of landlords reject to rent for one month. Chinese students have to live at hotel which charges £1200 per month per person.

Most of Chinese students live in big block student accommodation. It is expensive and student don’t have choice who to live with. Most of students have interests in living with private house or apartment. It could be cheaper, more private space or finding English you get on well with to live together. Currently there is only big block student accommodation available to Chinese student to choose.

**What is different about your idea that will make it a success? (250 words max)**

There is no exiting similar business in the market. It meets the demand of Chinese students.

**How do you propose to develop this into a commercial proposition (250 words max)**

I will charge commission fee and provide legal contracts.

**What stage are you at with this idea at the moment? (250 words max)**

I am doing short term let from September to October. I use wechat to advertise rooms. I have 11 customers show interests in renting places from me. I have successfully provide two accommodation to clients.

For long term, I have some private house landlords to provide me places for students to rent next year.

**Have you run your own business before?** Yes/No   
If yes give details here.

If yes give details here.

I run a T-shirt business with other students during studying at University. I am good at selling t-shirt using networking skills.

Used to work in a start up firm

**What legal structure is your business going to be and why? E.g. sole trader, Ltd, social enterprise**

Currently I will be a sole trader.

**Business Idea – The process**

**Where do you want the business to be in a years time? (250 words max)**

In September 2017, the website should be ready for Chinese students in China to book private houses in the UK. Short term let and long term let will also be available.

In September 2018, there will be more landlords and there will be more function in the website. It will be more convenient to use. Private house will also be used for Chinese short term travellers. The initial website section will be established.

In September 2019, the website will be more convenient for Chinese travellers looking for short term. There will be competitors coming. I will do better than them providing more services for customers.

**What resources do you need to get you started? (250 words max)**

Relyable landlords

Legal support

Chinese customers

Website builder

cash

**What are your key targets and milestones? (250 words max)**

September 2016 – generate cash from doing short term business

September 2017 – Chinese student can book long term and short term via the website

September 2018 – the website will have more landlords and reviews about the landlords. More Chinese student using the website.

September 2019 – offer better quality service than competitors.

**Market Research**

**Please detail any market research you have completed to date (250 words max)**

I talked with landlords about the business ideas. They are very happy to offer the places as some find difficult to let student live in. They are happy with the landlords reviews as there is no in the English website.

I talked with my Chinese friends or acquaintances. They are happy to move in private houses and have cheaper price. They are happy to live in 2 rooms’ apartment. They are struggle to find short term and would like to pay for someone who can find a place for them.

I went to business ideas competition HSBC and spark up. HSBC select me as the best business idea in the University of Liverpool during the competition. Spark up would like to offer me business support if I pass the application from University. Eric Matt who won global Red Herring and have many business experience using his networking and support my idea. He would like to be my business partner. I also went to the business advice drop in session. Business advisors who have both Chinese and British business experiences support this idea.

**Who are your direct and indirect competitors? (250 words max)**

For short term, the is no business service this market, therefore there is no direct competitors. Indirect competitors are Airbnb, rightmove and spareroom. Airbnb is not mainly for one day holiday rent. For one month rent they charge over £100 service fee, which is not ideal website for searching one month rent. Not all landlords in Airbnb willing to offer a month rent. You need to message and ask, it is very time consuming.

Very few places offer one month rent in right move and spareroom. The information in rightmove and spareroom are not very clear and trustable. It is not a safe place for Chinese student to rent.

For long term, there is no website offering private houses, therefore there is no direct competitors. Indirect competitors are 6apt.com, stuliving.com. They offer big block student accommodation. Price range is about £120 per person per week.

**Define your target market and why? What is the scale of the audience, is it impulse purchase, luxury etc? (250 words max)**

Target market will be Chinese student coming to study in the UK. They are student looking for suitable places to live with reasonable price. It also offer luxury apartment booking service for students with special enquiry.

**How are you going to price your product or service? And why? (250 words max)**

For short term: about £95-£100 per person per week. This is the price that is acceptable by the students.

For long term: about £90 - £100 per person per week. It depends on the demand and supply. However, it should be less than the big block student accommodation.

**Personal Statement**

Please use this section to convince us of your suitability for the scheme **(250 words max)**

I have good understand of the need of Chinese students about renting. I understand the renting market in the UK as I have experience this.

I studied International Business for my bachelor degree at University of Liverpool. I have good commercial skills and understand the how business works in the UK.

I have good source of landlord supply as I am a member in the Liverpool Chinese British Association. I have social connection that allow me to find good sources of Chinese private house suppliers.

I haven’t started up business before but I like social networking and I have people who has many experience would like to help.

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| *\* Please note that successful applicants will also need to meet the requirement of the UKBA application process , which can be found at:* [*http://www.ukba.homeoffice.gov.uk/visas-immigration/working/tier1/graduate-entrepreneur*](http://www.ukba.homeoffice.gov.uk/visas-immigration/working/tier1/graduate-entrepreneur) |

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| By signing this form I give consent to The University of Liverpool to provide UKBA with my personal details if I am successful in my application for endorsement of the Tier 1 Graduate Entrepreneur visa. If the visa is granted, I undertake to spend the majority of my working time on the development of the business venture. I also consent to this information being kept on file for audit purposes and I agree to the terms and conditions of sponsorship under the Tier 1 Graduate Entrepreneur Scheme\*.  **Signature** .............................................................. **Date** ...............................................  *\*All business information provided will be treated as confidential and will not appear in the public domain.* |

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| **University Use Only** | Yes/No |
| Has email been received from IST team to confirm applicant’s eligibility? |  |
| Has a Business Support Package been agreed by the applicants school |  |
| If “no” to above business support package has applicant confirmed they will fund. |  |