

Proposal guidelines

When submitting a proposal to the Carbon Trust - TTP Incubator, please include the following information:

Contact information

Organisation name and contact details (address, phone and website)

Name of primary contact and details (email address, phone)

Executive summary

A short, non confidential, executive summary that covers as much of the following as possible, in not more than 5 pages;

Business proposition	Please outline the nature of business
Low carbon case	In what way do/will the products/services of the business reduce carbon emissions?
Management	Who will be managing the business and what experience do they have?
Background	What is the background to the company? Where has funding come from to date and what has it been used for?
Technology/product/service	What does/will the company sell? How is this differentiated? Why is it valuable to a customer? How is it currently done and by who (the competition)? Why is the proposed solution better? What further development needs to be done and what are the associated risks?
Intellectual property	What type of intellectual property has been/will be generated? Who will have ownership of this?
Markets	What is the size of the market and how is it growing? What other dynamics are there?
Route to market	Who will be the primary customers? Have you spoken to any of these already?
Risks	What are the risks associated with the business and what are the consequences of these risks? How can these risks be managed?