

1. Digital Mission SXSW Interactive 2010 Application

Please apply here to be considered for the [Digital Mission to South by South West Interactive Festival](#) in Austin, Texas from 11th - 17th March 2009.

The Digital Mission to SXSWi is open to digital companies that:

- Are innovative
- UK headquartered
- Have 2 years trading history, or failing that, compelling early-stage fast-track potential
- Can provide references from key sponsors/industry players
- Are ready to do business in the US OR potentially attractive to US investor
- Able to cover travel and accommodation costs
- Able to cover event expenses (approx. £550)

One of the most crucial elements of the application form is your elevator pitch. This really needs to convince the advisory board that your company should be among the 35 companies chosen to represent the UK digital sector and prove your readiness and commitment towards doing business in the US.

For a preview of the form, you can [download a PDF version](#) of this form. Don't forget to come back here to complete the form.

Best of luck!

* 1. Applicant personal details

Name:

Email:

Job Title:

Phone:

* 2. Company details

Company Name:

Company Address:

Company HQ Location:

Company Website:

*** 3. In which region of the UK is your company based?**

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

*** 4. Applicant's Bio or CV (LinkedIn URL is fine)**

2. Digital Mission to SXSWi '10 Application

* 5. How long has your company been trading?:

- 0-2 yrs
- 3-5 yrs
- 5+ yrs
- We haven't started trading yet

* 6. How many permanent employees does your company have?

- 1-4
- 5-14
- 15-49
- 50-99
- 100-249
- 250+

* 7. How is your company funded?

- Cashflow
- Privately funded
- Venture Capital
- Angel Investor
- Other (please specify)

8. If your company has investment from angel investors or VC's, please tell us who they are

3. Digital Mission to SXSWi '10 Application

*** 9. What's your company's annual turnover?**

This financial year:

Next financial year:

*** 10. What is your revenue model?**

Advertising

Licensing product/service

Sponsorship

Professional service

Product sales

Other (please specify)

*** 11. Please give us your elevator pitch in 100 words or less**

*** 12. Please tell us why you would like to take part in Digital Mission to SXSWi in less than 200 words, what are your objectives? Why do you want to expand to the US in particular?**

*** 13. Tell us about your key clients, the sectors you're targetting and your ideal clients:**

*** 14. Tell us about the target audience for your product or service. Who are you targeting? How large is the audience? What size is your current audience? What's your target for next year?**

*** 15. Tell us about your competitors, who are they? How does your company differ?**

4. Digital Mission SXSWi '10 Application

16. Please rank five of the below in order of how important they are for your company during the Digital Mission to SXSWi (1 = quite important, 5 = critically important)

	1 (Quite Important)	2	3	4	5 (Critically Important)
Meet potential investors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understand US digital marketplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find out how to set up an office in US	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raise profile and gain PR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet potential strategic/business partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet resellers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet US-based advertising/marketing agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forge relationships with UK digital SMEs attending	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet like-minded US digital businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet Brits who have successfully opened an office in the US	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Anything else you would like to add to support your application? Have you won or been nominated for any awards? Have you had any outstanding achievements in the last 12 months? Dazzle us!

18. If your company has been trading for less than two years, please provide the names, email addresses and phone numbers of two business references for your application:

*** 19. Please confirm your availability to attend SXSWi 11th - 17th March 2010:**

- Yes I am available on those dates
- I'm not able to make it but I'm not bitter, I'll send someone else instead (stomps foot)

*** 20. Please confirm that you are able to make the contribution towards costs for the Digital Mission. The contribution for this mission will be approx. £550 (confirmed when a place is offered) and will include:**

- **Full SXSW Interactive Pass**
- **Inclusion in Digital Mission advert in SXSWi official programme**
- **Representation in Digital Mission advert in SXSWi magazine**
- **Exhibition space and priority on the Digital Mission/UK stand at the SXSWi Expo**
- **Masterclass: "Nuts & Bolts" of doing digital business in the US**
- **Prominence at the Great British Breakfast networking event**
- **Extensive marketing & PR pre and post event**
- **UK Trade & Investment Services**
- **...and lots more**

Yes

*** 21. Terms & Conditions**

Cue obligatory small print:

- **Entries must be received by 6pm Friday, 4th December 2009**
- **Only one entry per company please**
- **The decision of the advisory board is final**
- **Successful applicants will be notified in late December 2009/Early January 2010**
- **Contribution to costs (£550 TBC) is due to be paid in full to confirm a place on the Digital Mission**
- **Companies are responsible for booking their own flights and accommodation but help and advice plus access to reduced cost travel packages will be offered**
- **Companies are responsible for their own travel insurance**
- **Details of the activities during the Digital Mission are subject to change**
- **The UKTI may wish contact you for marketing and research purposes from time to time, in applying for the Digital Mission you are agreeing to this**

Do you agree to the Digital Mission terms?:

Yes

5. Thanks for your application

Thanks for your application to attend the Digital Mission to SXSWi 2010 and best of luck!

We'll be contacting the successful applicants in late December 2009/early January 2010.

If you have any queries in the meantime, [drop us a line](#).

Kind regards,

[Chinwag & UK Trade and Investment](#)
<http://digital-mission.org>

supported by:

WINSTON
& STRAWN