

1. UKTI Trade Mission to SXSWi 2012 Application

Please apply here to be considered for the UKTI Trade Mission to SXSW Interactive (8th - 13th March 2012)

The Trade Mission to SXSW Interactive 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
- » Are classed as Small or Medium Sized: < 250 staff, <€50m turnover

The UKTI Trade Mission costs £666 (including VAT) This does not include your SXSW badge, flights or accommodation.

For more info about the trip check out the [Digital Mission website](#) (opens new window)

One of the most crucial elements of the application form is your elevator pitch. This allows us to ensure that your company will get the maximum benefit from the trip. It also helps provide information on priorities, objectives for the trip and which companies/sectors to target.

For a preview of the form, you can [download a PDF version here](#). Don't forget to come back here to complete the form. It shouldn't take more than about 30-45 minutes to fill out.

Best of luck!

* 1. Applicant personal details

Name:	<input type="text"/>
Email:	<input type="text"/>
Job Title:	<input type="text"/>
Phone:	<input type="text"/>

2. Where can we find you online?

This info will be used in the Trade Mission brochure if you're accepted. It's not compulsory but helps potential partners & clients get in touch.

Twitter ID	<input type="text"/>
LinkedIn Profile	<input type="text"/>

***3. Please give your elevator pitch in 70 words or less (please only include information you'd be happy to have published as this will be used in marketing material):**

4. Please tell us why you would like to take part in the UKTI Trade Mission to SXSWi in less than 200 words, what are your objectives?

***5. Applicant's Bio or CV (LinkedIn URL is fine, too)**

***6. Company details**

Company Name:

Company Address:

Company HQ Location:

Company Website:

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

- | | |
|--|--|
| <input type="radio"/> East Midlands | <input type="radio"/> Scotland |
| <input type="radio"/> East of England | <input type="radio"/> South East |
| <input type="radio"/> London | <input type="radio"/> South West |
| <input type="radio"/> North East | <input type="radio"/> Wales |
| <input type="radio"/> North West | <input type="radio"/> West Midlands |
| <input type="radio"/> Northern Ireland | <input type="radio"/> Yorkshire & The Humber |

2. Company Size, Structure and Funding

Next up, we'd like to find out a little more about the size and structure of your company and information (if you're able to disclose it) about any investment, non-exec directors or advisors.

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

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

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

- 0-2 yrs
 3-5 yrs
 5+ yrs

10. Please list any backers (that you're allowed to talk about) of your company e.g. VC funds, private investors, prominent non-exec/board members...

*11. What is your company's turnover?

This financial year:

Next financial year:

3. Company Product/Service, Clients, Competitors and Targets

Tell us how your business works, what model do you use, who are your clients (think about which clients will showcase your offering best when you reach the US).

Most importantly, who are you looking to target whilst you're in the US? This information helps us target companies to invite to networking events.

*12. What is your revenue model?

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Licensing product/service |
| <input type="checkbox"/> Sponsorship | <input type="checkbox"/> Professional service |
| <input type="checkbox"/> Product sales | |
| <input type="checkbox"/> Other (please specify) | |

*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?

16. Please rank the five reasons that your company should take part in the UKTI Trade Mission to SXSWi 2012 (1 = quite important, 5 = critically important)? Only chose one value per column.

	1 (Quite Important)				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 in the US	<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!

4. Confirming Availability

*** 18. Please confirm your availability to attend the UKTI Trade Mission to SXSWi from 9th - 13th March 2012:**

- 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)

*** 19.**

Please confirm you have the available funds to take part on the Trade Mission. The contribution towards costs will be approx. £666 (confirmed when you get your place).

The activities organised for mission companies will be updated as they are confirmed but will include:

- » **Marketing and PR before, during and after the mission**
- » **Welcome Dinner**
- » **Masterclass: Doing Business in the US**
- » **Round Table Breakfast**
- » **Great British Breakfast**
- » **Use of the UKTI Stand**
- » **Publicity while over at SXSWI**
- » **More activities and full schedule TBC...**

Please note the £666 does not include your SXSW badge, flights or accommodation

- Yes

***20.**

Terms & Conditions

Cue obligatory small print:

- » **Entries must be received by Friday 25th November**
- » **Only one entry per company please**
- » **The decision of the advisory board is final**
- » **Successful applicants will be contacted with 7 days of submitting the form**
- » **Contribution to costs (approx. £666 must be paid in full to confirm a place on the Digital Mission, prior to departure**
- » **Companies can choose to either travel with the Trade Mission group and stay in the same accommodation (where possible) or find their own way/place to stay. Please note that transfers to and from events/airports will all go to and from the mission hotel. Help and advice will be provided either way for successful applicants**
- » **Companies are responsible for their own travel insurance**
- » **Details of the activities during the Trade Mission are subject to change**
- » **The UKTI may wish to contact you for marketing purposes from time to time, in applying for the Trade Mission you are agreeing to this**

Do you agree to the Trade Mission terms?:

Yes