



SINCERE  
IMMIGRATION

# SINCERE BUSINESS START-UP UK



We provide one-to-one support to make the jump into entrepreneurship into the UK. Sincere Business Start-Up UK is a pre-accelerator entrepreneur programme which nurtures experts in their field into “founders with a business model”. International entrepreneurs wishing to establish a new venture in the UK may benefit from this programme which seeks to help them successfully apply for their Start-up and Innovator Visas.

Here are some key points to note for Start-up and Innovator visa applications:

- Applicants are ideally seed entrepreneurs looking to grow
- Business must demonstrate innovation, viability and scalability
- Eligible to apply for Indefinite Leave to Remain after 3 years
- Minimum funding of £50,000 necessary (applicable to Innovator visa only)

To qualify for the Start-up or Innovator visa, the international entrepreneur must first receive an endorsement from a Home Office approved endorsing body. Endorsing bodies in the UK are Universities, Start-up accelerators and business development companies. Sincere has partnerships with various endorsing bodies in the UK and the pre-accelerator programme offered feeds into a number of accelerators to ensure the entrepreneurial enterprise has the best chance of survival in its early years of inception. Please ask your consultant for more details regarding assistance provided once you have successfully received both your endorsement and visa.

Our pre-accelerator programme prepares the international entrepreneur to be a founder of a venture that will demonstrate innovation, viability and scalability alongside global growth ambitions. These are the attributes endorsing bodies will look for throughout the venture's growth. International entrepreneurs make great global founders as they have the benefit of having experienced different markets and cultures.



# SINCERE BUSINESS START-UP UK PROGRAMME

## OBJECTIVE

### **INNOVATION**

Identify a problem in society that the entrepreneur can solve. How does the innovation give the business its competitive edge? What impact can the innovation make on society?

### **VIABILITY**

Shape the Start-up concept relevant to the entrepreneur's expertise to make it workable and assisting in the transference of their skill set into the new business model.

### **SCALABILITY**

Ability to scale across the UK and globally, with a propensity to create employment for local people.





# SINCERE BUSINESS START-UP UK PROGRAMME

## OBJECTIVE

The programme includes:

- 3-4 workshops by Business consultants (2 hour sessions)
- Basic market research and competitive analysis carried out by Innovation analyst
- Brand development (first iteration brand assets e.g. logo) (optional)
- Business Plan (20 to 30 pages)
- Financial Plan (3 year forecast)
- Presentation deck and info graphics (10 slides or online microsite)
- Strategic partnership & networking - early conversations and validations of business model with potential local clients, suppliers, and partners.
- One-to-one coaching (ongoing sessions)
- Preparation for final presentation and interview with relevant endorsing body





UK PROCESS



PRESENTATION  
COACHING

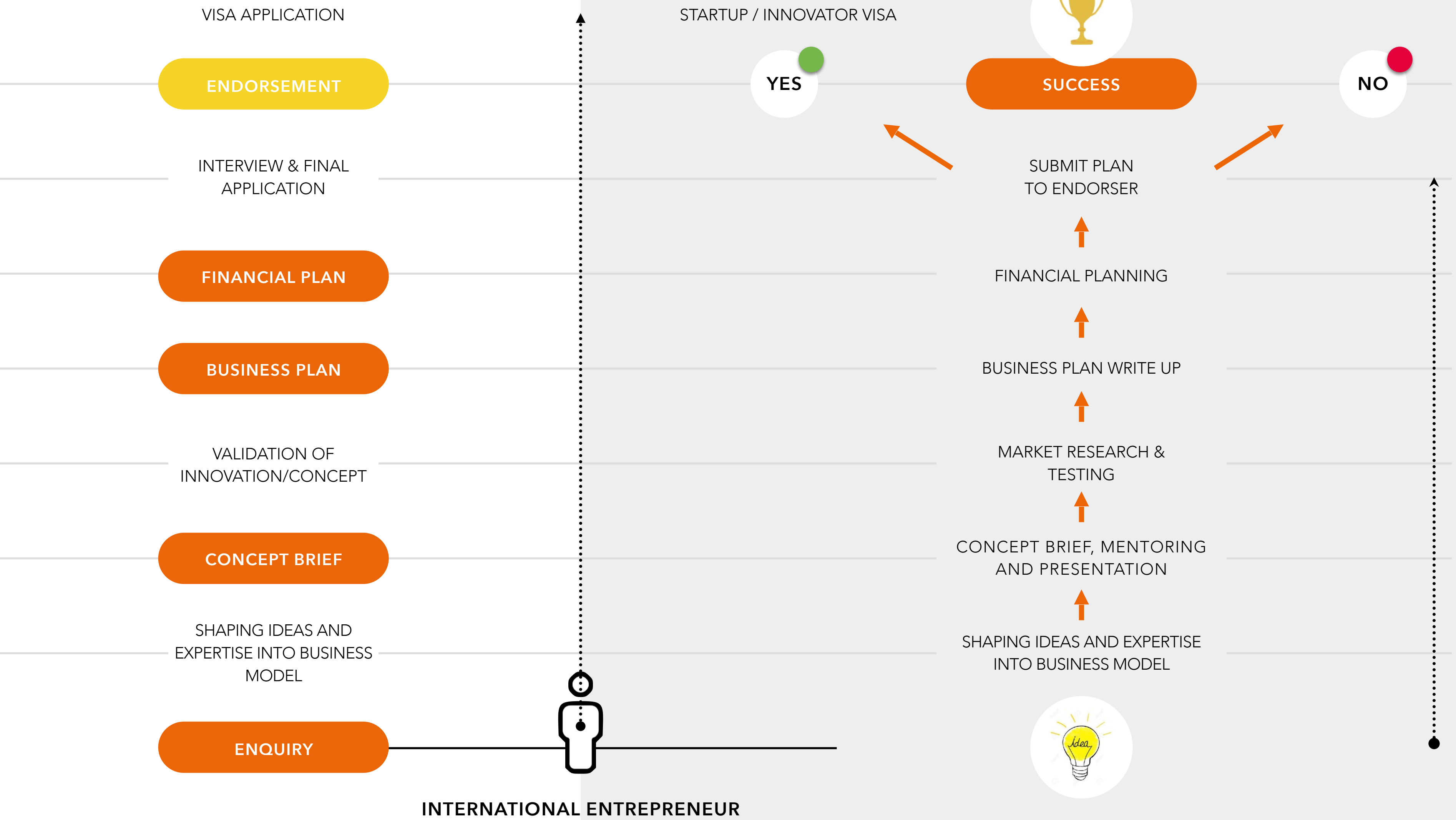
BUSINESS  
WORKSHOP 4



BUSINESS  
WORKSHOP 3

BUSINESS  
WORKSHOP 2

BUSINESS  
WORKSHOP 1



INTERNATIONAL ENTREPRENEUR





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