

## WE Innovate 2027 Programme Application

- Please read the WEI 2027 [Terms & Conditions and Code of Conduct](#), which you'll need to sign if your application is successful.
- The terms 'Team Lead' and 'Lead Applicant' have been used interchangeably throughout this form. The Team Lead is the person who takes responsibility for their team's participation on the programme. They are the key contact for their team and sign the T&Cs on behalf of their team if accepted onto the programme. The Team Lead is typically the person who delivers their team's live pitch. The Team Lead must meet the eligibility requirements as set out in the T&Cs.
- If you have any questions regarding the WE Innovate programme, please check the [FAQs on the website](#). If you can't find what you are looking for, you can attend an information session hosted by a member of the E-Lab team or email [weinnovate@imperial.ac.uk](mailto:weinnovate@imperial.ac.uk)
- If you encounter any technical difficulties or form errors, please contact us at [weinnovate@imperial.ac.uk](mailto:weinnovate@imperial.ac.uk)
- Please format your answers into clear and concise bullet points for readability.
- Please submit your application **at least 1 hour** before the deadline to avoid any technical issues. **DEADLINE: 9:00AM Monday 16 November 2026**

### Use of AI:

We strongly encourage you to complete the form in your own words. We can often identify applications that rely heavily on AI-generated language, and these responses can feel generic rather than distinctive. The applications that stand out most are authentic, specific, and clearly reflect the founder's own voice, experiences, and ambitions. If you do use AI when drafting your answers, we recommend that you read through your responses and edit them to ensure you are reflecting your venture appropriately and make it stand out from other applications.

### Eligibility Check

To be eligible to apply for the Programme:

- Applicant team leads must be legally recognised as female (as defined under the [Equality Act 2010](#)). Team members can identify as other genders or none.

- Applicant team leads must own at minimum 25% equity or an equal share of equity if the team consists of more than four team members.
- Applicant team leads must not have previously participated as team lead in the WE Innovate or Althea-Imperial Programme.
- Applicants must be a current registered undergraduate, post-graduate or Early Career Researcher at Imperial College London, or must have graduated within the last two years.
- Applicants may apply as single applicants or as leaders of a team of no more than 5 individuals.

Team leads based overseas for the duration of the programme (Jan-Jun 2027) will not be permitted to join. Programme dates are listed on the [WE Innovate website](#) under the Key Dates section (note: all times are in GMT).

**Team leads who do not meet the eligibility criteria will be immediately disqualified and your application will not be reviewed by our team.**

If you are unsure of your eligibility, please contact the WE Innovate programme manager at [n.ahrazem@imperial.ac.uk](mailto:n.ahrazem@imperial.ac.uk). Any pre-application discussions regarding eligibility will remain confidential.

**Is your team lead legally recognised as female?**

*Note: WE Innovate is open to female team leads only, as defined under the Equality Act 2010 (Schedule 3, Part 7).*

**Is your team lead a current undergraduate, post-graduate student or Early Career Researcher at Imperial College London OR an alumnus who graduated within the last 2 years (no earlier than October 2024)?**

**Has your team lead previously been accepted and participated as a team lead in the WE Innovate or Althea-Imperial Programme?**

*Note: Your team lead can still apply if they have previously participated in the WE Innovate programme as a team member (not the team lead).*

**Please confirm that to your current knowledge, your team lead can attend all in-person and online programme sessions.**

*Note: If team leads are unable to attend all in-person masterclasses due to extenuating circumstances and notify the programme manager in advance, team leads may nominate a team member to attend in-person masterclasses on their behalf. This is decided on a case-by-case basis upon admittance into the programme.*

**Please confirm that your team lead owns at minimum 25% equity or an equal share of equity (if the team consists of more than four team members).**

**Due to the number of applications we receive, the Enterprise Lab uses external reviewers who are vetted and bound by confidentiality agreements to score applications. Please select the option below to consent to your application being read and reviewed by external (non-Imperial) reviewers for the purpose of scoring and assessment.**

## **PART 1 of 5: Your Venture and Team**

This section focuses on your business idea and your team. Please tell us about the problem and solution you are addressing and give as much detail as possible on what work you have already done on this. Please be as clear as possible in your responses.

**Please select the industry category that most closely aligns with your venture. [Click here](#) to view the full list of industries that fall under each category. If none suitable, select N/A.**

**Venture Name:**

*Only mention your startup/company name. Do not include the product name.*

**Summarise your venture in one line:**

**What problem are you addressing with your business idea?**

**Hint:** Be precise about the problem you are solving and avoid vague or generalised statements with no basis. Include any quantitative data or statistics that support the existence of the problem, and any relevant context we need to know to understand the problem. Avoid technical language and jargon. (750 characters)

### **Who are your customers and what are their pain points?**

**Hint:** Tell us how you know this – whether you’ve conducted secondary research or spoken directly to potential customers to discover their pain points. Tell us how many customers you spoke to and what you discovered by engaging with them. (750 characters)

### **What is your solution and how does it work?**

**Hint:** Tell us about how the solution links to and solves the problem you have outlined above. Avoid technical language and jargon. Don’t include any confidential information or disclose the intellectual property of your idea. (750 characters)

### **Supporting Document (Optional)**

**Hint:** You can include a link to a pitch deck, website or images to help illustrate your business idea and your progress. Ensure that access to the link DOES NOT require a password, as we will not follow up with applicants if the link is broken or inaccessible.

### **Technology/Product Development Stage:**

Select the stage you think you are currently closest to.

Basic Research

Proven Feasibility

Technology/Product in Development

Technology/Product in Demonstration (e.g 1st prototype)

Prototype/Product Development

Manufacturing Product/Service Delivery

Fully Operational (pre-revenue)

Fully operational (revenue generating)

**What makes your solution valuable to your chosen market?**

***Hint:** Tell us about your chosen market and why your solution is uniquely valuable or beneficial to that market. Tell us about your business model and how you might generate revenue. (750 characters)*

**Who are your direct and indirect competitors, and how are you different?**

***Hint:** Tell us what sets your innovation or solution apart from existing solutions, and why customers would choose you over your competitors. Name your competitors and avoid vague descriptions of competing solutions. (750 characters)*

**Are you a solo founder (i.e. the only person currently working on your venture)?**

**Why are you the right person/team to execute this business idea?**

***Hint:** what are your collective skills, knowledge, competencies, qualifications, and commitment. How are the roles divided in your team and what, if any, gaps are there that you're looking to fill? Tell us how you plan to fill those gaps. (750 characters)*

**How long have each of you been working on this?**

***Hint:** Provide information about how long you/your team members have been building this, and whether any of this was full-time.*

**If you have already participated or committed to participate in an incubator, "accelerator" or "pre-accelerator" program, please tell us about it.**

*Which accelerators have you been a part of? When did you participate?*

**What is your motivation for applying to the WE Innovate programme?**

***Hint:** Include your goals, reasons, or objectives you want to achieve as part of WE Innovate, referencing the content and opportunities offered on the programme. (750 characters)*

**Please include a link to a 1 minute (Maximum) video pitch, introducing the founding team.**

*Hint: Make sure the video is accessible without needing a login. You can use Loom, YouTube, Google Drive or any other format that allows you to share this content with the reviewers without them needing to download it. Ensure that access to the link DOES NOT require a password, as we will not follow up with applicants if the link is broken or inaccessible. Please also ensure that your recording is valid/accessible until 14 December.*

## **PART 2 of 5: Intellectual Property**

In applying for the WE Innovate, it is implied that you own the IP (Intellectual Property) for your idea, or if working on College IP, have had the relevant permissions to pursue this programme. Please note that your idea is subject to the College's IP policies. If your idea does not meet these terms, then you may be asked to revise your proposal or leave the programme.

Guidance on student IP is available on the [College's Student IP Guidance webpage](#).

Guidance on staff IP is available on the [Staff IP Guidance webpage](#).

If you have any questions or concerns about IP, we recommend getting in contact with a member of the [Industry Partnerships and Commercialisation Team](#) or an IP Expert. If you are unsure which of these you need to contact, please email us at [weinnovate@imperial.ac.uk](mailto:weinnovate@imperial.ac.uk) with a bit of information about your team, and we will point you in the right direction.

**Describe your idea's Intellectual Property (IP) protection and ownership status, if any.**

*Include any details on the work you have done regarding forms of IP (e.g. patents, copyright, etc). If you have not done any work on your IP, please write N/A.*

*Please note that you aren't required to have done work on your business idea's IP to be accepted on to WE Innovate. (750 characters)*

If you are a student or alumnus, is/was this idea part of a research project or credit-bearing module in your programme of study?

### **PART 3 of 5: Funding**

**How much funding (£) have you raised to date?** *(If you have not raised any, please put 0). Please note that having raised funding is not a requirement for admission to WE Innovate. If you have raised over £100k (not including grant funding) you will not be eligible for the programme.*

Format: £

**Indicate the type of funding you have raised: (Select all that apply)**

Angel Investment

Bank Loan

Bootstrapped

Competition/Prize Money

Convertible Loan

Friends and Family

Grant Funding

Venture Capital

None Raised

**Are you looking to raise, or are closing funds in the next 6 months?**

**Have you incorporated your company?**

Incorporation Number

Incorporated Country

### **Part 4 of 5: Lead Applicant Details**

Only current Imperial Students, Imperial Alumni within 2 years of graduation (since 2024), Imperial Staff, and Imperial Early Career Researchers are eligible to apply as the lead applicant. External applicants applying as the team lead will not be considered or admitted to the programme.

**First Name**

*As mentioned on your official ID/records (e.g. passport)*

**Family Name**

*As mentioned on your official ID/records (e.g. passport)*

**CID Number****Email ID**

*Please only use a non-Imperial email if you are external or an alumni and no longer have access to an Imperial inbox or won't throughout the programme.*

*For Imperial Email ID, use the format: xyz@imperial.ac.uk. Don't use xyz@ic.ac.uk*

**Phone Number**

*Include country calling code. We will only use this if we need to contact you urgently regarding your application. This will never be shared with a third party.*

**Relationship to Imperial**

*(Please note that only current Imperial students, Imperial alumni within 2 years of graduation, staff and Imperial Early Career Researchers are eligible. External applicants applying as the team lead will not be considered or admitted onto the programme.)*

Imperial College Student

Imperial College Alumni

Imperial College Research Associate

Imperial College Staff

Visiting Researcher

**Most Recent Faculty****Department****Level of Study****Fee Status****Ethnicity****Nationality**

**Do you have any accessibility requirements or participation limitations we should be aware of? (Optional)**

*By accessibility, we mean any adjustments that you may need as a result of a neurodiversity, disability, or health issue to ensure you can fully participate.*

*By participation limitations, we mean any limitations that may impact your ability to fully participate (e.g. primary care responsibilities).*

*If you would prefer to have a confidential discussion about any accessibility requirements, please contact the programme manager at [n.ahrazem@imperial.ac.uk](mailto:n.ahrazem@imperial.ac.uk)*

**Previous E-Lab Programmes**

*Please tick all Enterprise Lab programmes or events you have previously participated in. Your answer to this question will not affect your application, as no previous experience is required - it is simply useful for us to know how many students we are reaching who have not participated in such activities before.*

**How did you hear about WE Innovate?**

*Select all that apply*

**Part 5 of 5: Team Member Details**

Please input your team members' details below. You can enter the details of up to 4 additional team members (excluding yourself). If you have more than 4 team members and are accepted onto WE Innovate, we will collect their details upon acceptance.

Confirmation from the team

*By selecting this option, you confirm that your teammates have permitted you to fill in their details on their behalf and that the information provided is accurate.*

Team Member 1

*(same questions as Team Lead, plus Gender)*

Team Member 2

Team Member 3

Team Member 4

Privacy Notice Imperial College of Science, Technology and Medicine (the “College” or “Imperial”) is committed to protecting the privacy and security of your personal information.

This privacy notice describes how we collect and use personal information about you during and after your relationship with us, in accordance with the applicable data protection legislation and the College’s Data Protection Policy. Please find the [Imperial College London - Enterprise Division Privacy Notice](#) here.

### **Future Updates from E-Lab**

*We would like to keep you up to date with future events and programmes via our Enterprise Lab newsletter. Please tick the box below if you want to hear from us.*

I want to receive the Enterprise Lab newsletter/updates

No, I do not want to receive the Enterprise Lab newsletter/updates