

Innovator Founder Application Pack.





Introduction.

The Innovator Founder Visa is for entrepreneurs aiming to establish innovative, viable, and scalable businesses in the UK. It targets experienced businesspeople with original plans that meet market needs or offer a competitive edge.

Successful applicants are granted an initial 3-year stay in the UK and may bring dependents. After this period, they can either renew the visa for additional 3-year terms (with no limit on renewals) or apply for Indefinite Leave to Remain (ILR) to settle permanently, provided they meet the eligibility criteria.

Our Role as your Endorsing Body.

As your endorsing body, we assess your business application against the Innovator Founder visa criteria, ensuring it meets standards for innovation, viability, and scalability.

While we can't help develop your initial idea, we offer free resources for the application process. Once endorsed, we can support your business growth in the UK and keep you on track with your goals.

Our aim is to help you establish a business that benefits the UK economy.



In this Application Pack

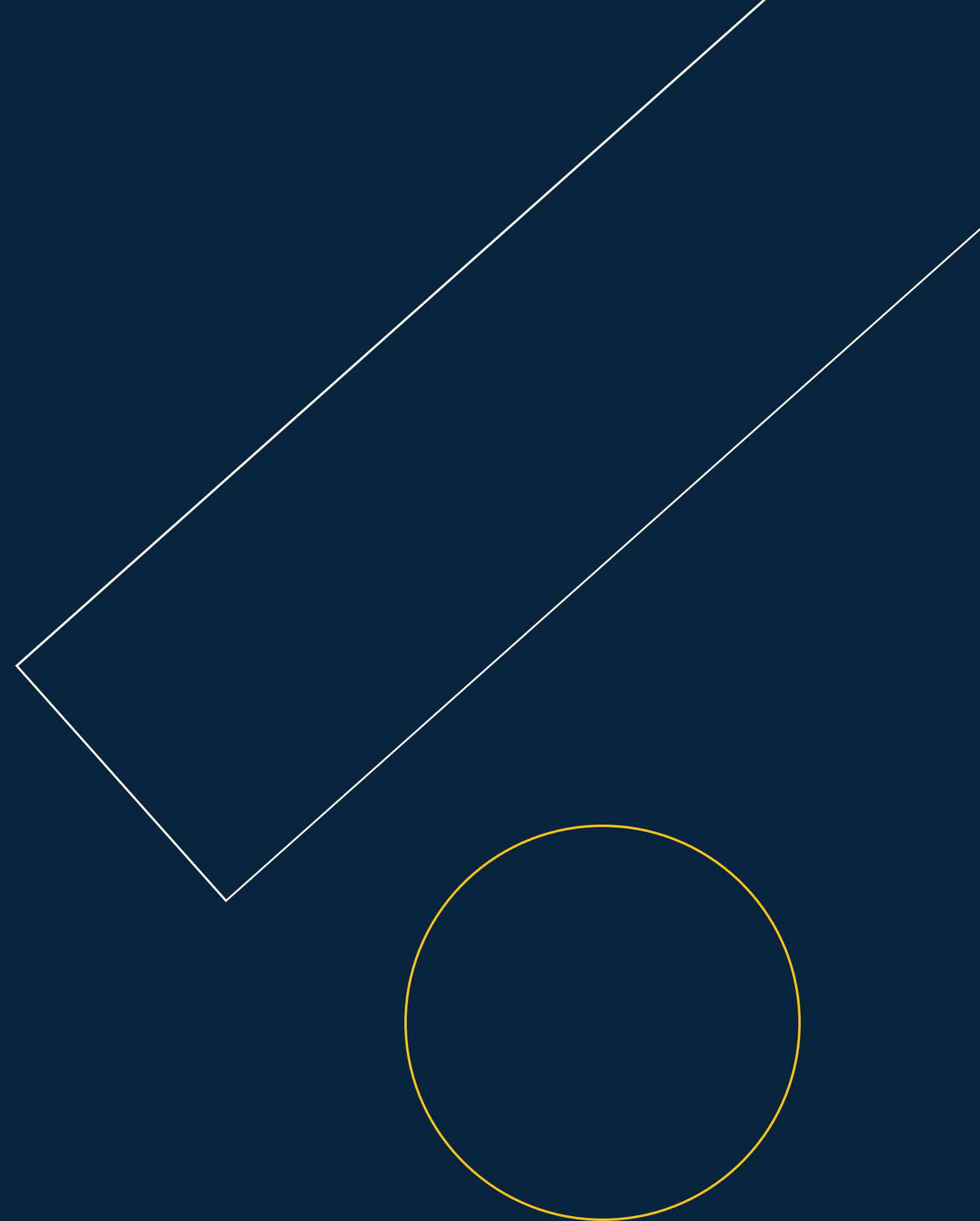
Costs

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How We Help You Proceed



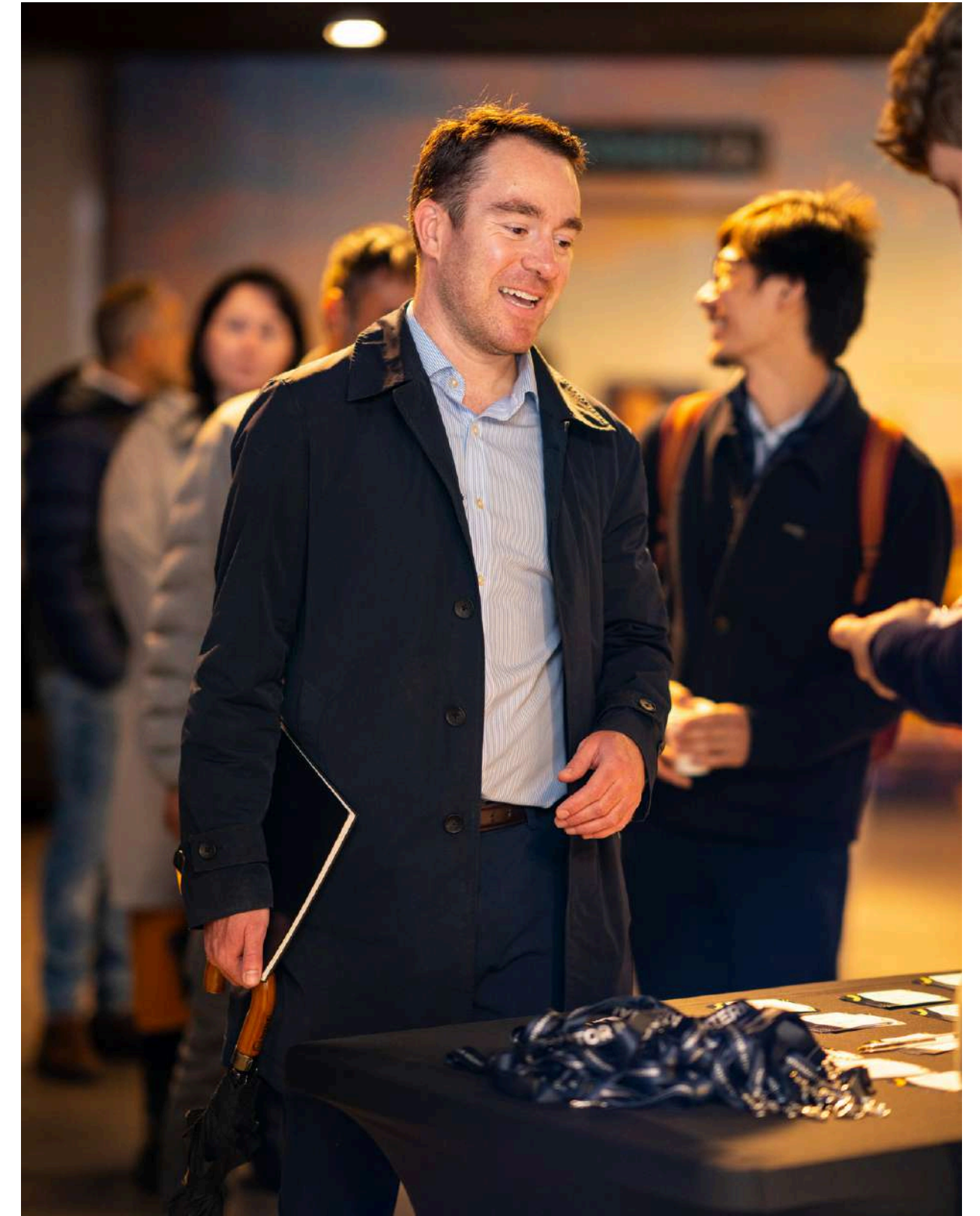
D1. ● Endorsement & Checkpoint Costs.

Summary of costs.

A simple and transparent fee structure

The cost to the Endorsing Body for the Innovator Founder visa route is as follows:

1. £1k (+ VAT if required) for the initial assessment - VAT will be applied if you are a resident of the UK.
2. £1k (+ VAT) paid 12 months after receipt of your Visa (to cover monitoring meetings after 12 and 24 months).
3. £1k (+ VAT) final review fee if you are ready to apply for ILR.
If you have not met the requirements for ILR and require an extension (same business) Visa, you return to point 1.





Important Disclaimer.

There is a non-refundable charge for the assessment of your application!

There is no guarantee of success - but projects that fully meet the criteria will progress to the final due diligence stage.

We will do our best to support you, but it's up to you to present us with the information we require.

If your application is not successful, you may request a single review of our decision at no extra cost.

You, as the applicant, MUST submit the application form and complete payment. 3rd parties CANNOT complete the application on behalf of a client.

02. The Application Process.

How to apply.

For the Innovator Founder visa route.

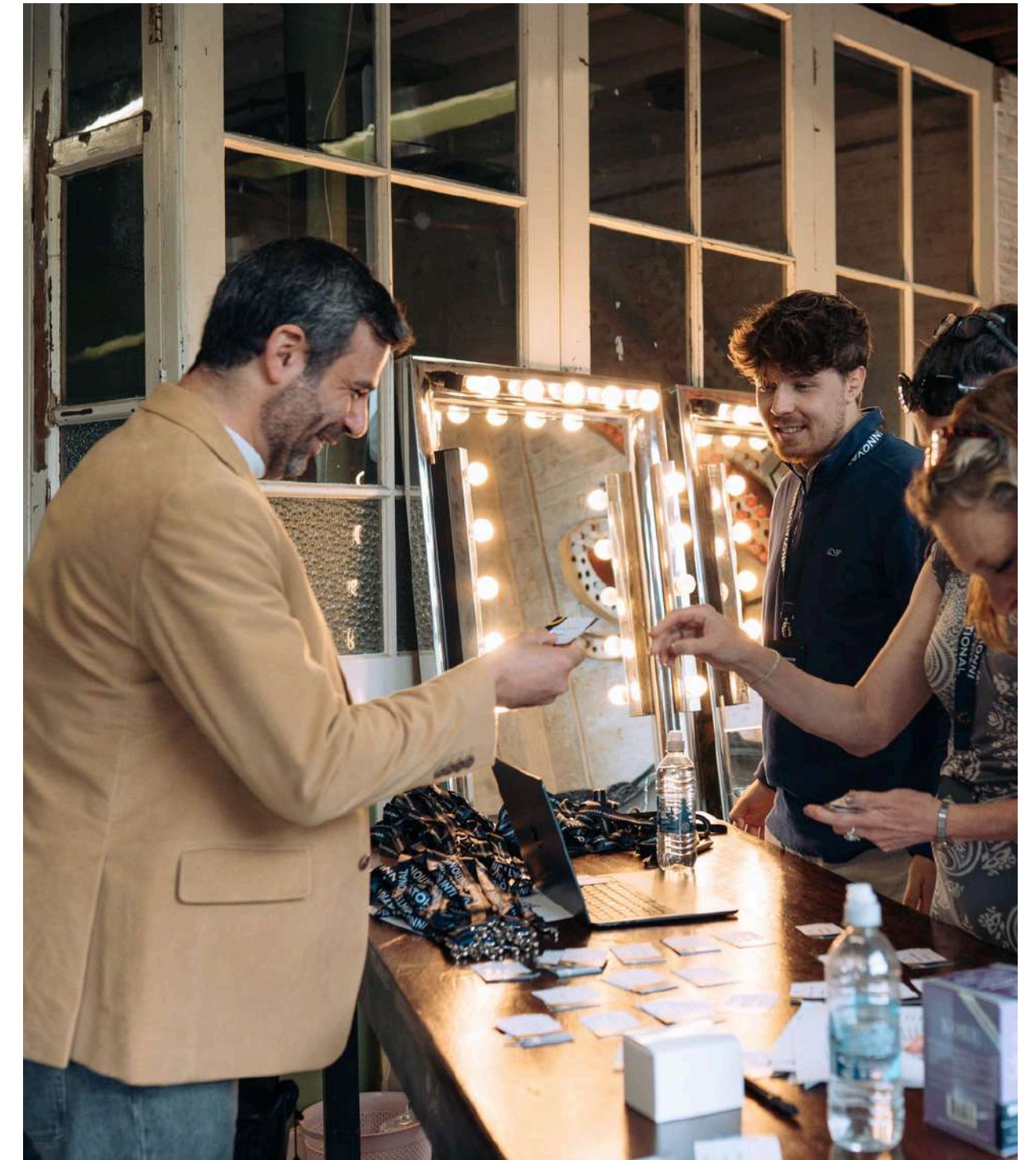
**The assessment process can take up to
4 weeks to complete**

- **Complete our application form on our website and register your interest. [Click Here](#)**
- **Follow the instructions in the personalised email that you receive.**
- **Before proceeding, please ensure you have read and understand this Application Pack.**
- **Your personalised email will allow you to upload your documents and additional information. You will then be required to make the payment.**
- **Your application will be assigned to an experienced assessor to review and assess your project.**
- **You will be informed of the outcome, and if successful, we will provide you with your endorsement document.**

Visa requirements and criteria.

To proceed with your application, you will need to send us:

- 1.** Your Passport information along with a scanned copy
- 2.** Your business plan, financial projections and your CV (this can be in one document)
- 3.** Evidence that you have access to the funds required to deliver the project (for example, a copy of a bank statement)
- 4.** Any additional supporting evidence. You also have the opportunity to upload a 2 minute video pitch (for example, to show a demonstration).





Upload a video.

During the application process, you will have the opportunity to upload a short video.

This is not mandatory. However, it is a good opportunity to present yourself by talking about your project, making it more personalised for the assessor. It's also a great chance to showcase a prototype or a demonstration of your innovative product or service.

Financial requirements.

Projects need to demonstrate that they have sufficient funding to support their business to a position where it is sustainable. Your business plan should detail how much this is, along with your key assumptions.

If your investment is coming from another country, we need a recent bank statement (presented in English) showing the available funds in your account.

If another person is providing the money (including an investor), we need a copy of their statement along with a letter explaining how much they are providing and under what conditions (loan, equity, repayment conditions, etc).

Money must be available in a “liquid” format. It cannot be property, a vehicle awaiting sale or future earnings from employment. Shares are permitted as long as you are able to convert to cash relatively easily.

If the monies are held overseas, you must be able to demonstrate that they could easily be transferred to a UK bank account.



Additional documents and attachments

During the application process, you will have the opportunity to upload the following documents:

- Business plan
- Financial plan
- Evidence of funds
- Any additional evidence (e.g., proof of concept, partnerships, contracts, MVP demonstration, client interest).

Please ensure these are your most up-to-date documents. Any additional information should be uploaded as appendices to your business plan. Your assessor will review the files submitted with your application - please do not send additional documents unless we explicitly request them.



Our additional guides to help you.

We have developed free guidance packs and resources to help you with your applications. Click on the images below to explore.

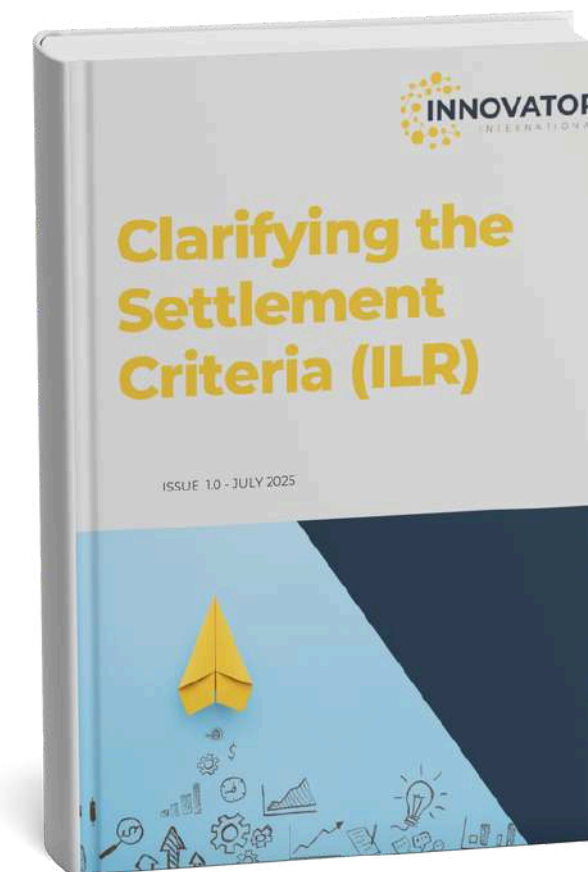
Business Planning Guide



Same Business Guide



Settlement Guide

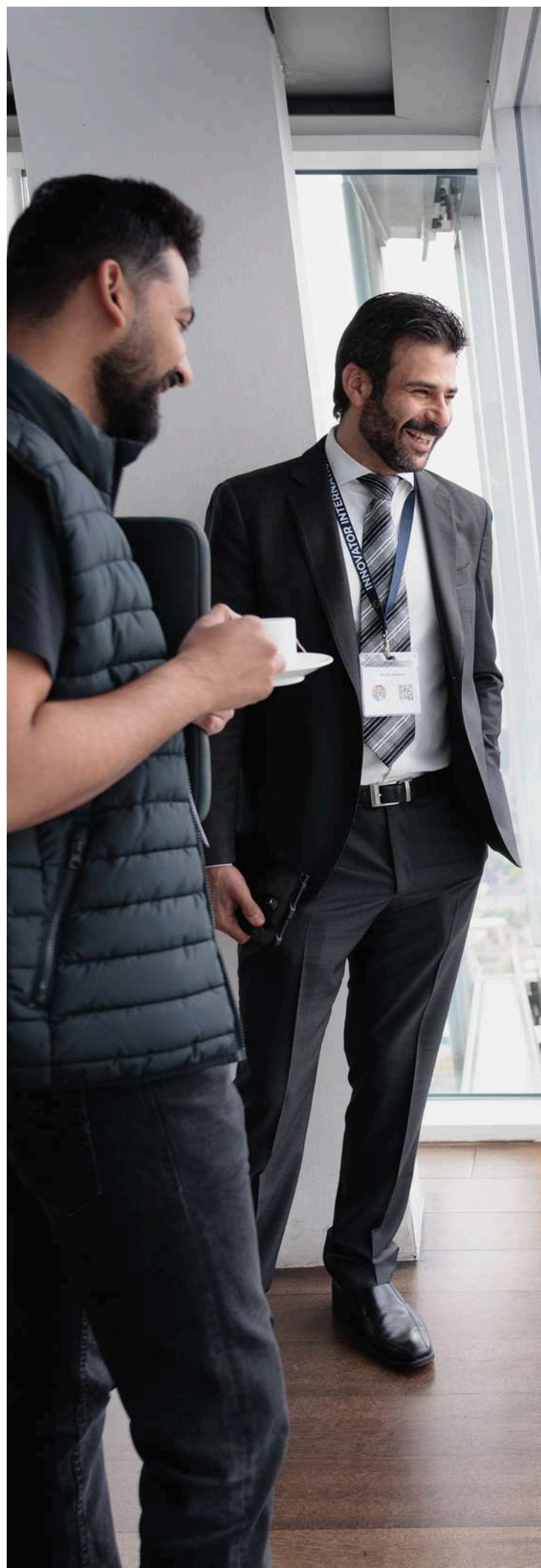




If you are applying as a team of founders.

If you are founders of the same business, you must apply separately.

- Every application is considered individually.
- You should each submit the same business documents (plan, finances, etc).
- If another member of your team is providing the required finance, make sure you let us know in your plan or accompanying documents.



Before you proceed.

You need to be confident that:

- Your project is innovative, viable and scalable
- Your skills/experience match your proposition
- You have genuinely developed your plan (or had significant input to it)
- You firmly believe you can make your plan happen
- You have ALL of the evidential documents we require
- You must complete and pay for your own application
- You fully understand that assessment does not guarantee an Endorsement, and that your fee is non refundable

03. The Assessment Process.

Innovator Founder Criteria.

For a business to pass the criteria for this Visa route, it will need to show that it meets the Home Office's standards of Innovation, Viability and Scalability.

Innovation

- Business propositions should be able to demonstrate a clear and compelling unique selling proposition (USP) i.e. what is it about the product or service that differentiates it from its competitors?
- The concept for innovation within the business should demonstrate a business proposition that is not easily replicable by others / can demonstrate reasonable barriers of market entry to otherwise replicating their proposed innovation.
- The innovation element should be core to the success of the proposed business proposition and be primarily delivered within the business.

Viability

- The applicant's business plan must be realistic and achievable based on the applicant's available resources.
- The applicant must have, or be actively developing, the necessary skills, knowledge, experience and market awareness to run the business successfully.
- The applicant must demonstrate sufficient financial resources to fund the business's operations and achieve its goals.

Scalability

- The applicant must show evidence of structured planning demonstrating a credible path to growth.
- They must show potential for ongoing high-quality and skilled job creation.
- There must be scope for growth in national and international markets.
- The applicant's projections must be based on credible research.

Innovator Founder Assessment.

Below are the exact questions we use in our assessment. We recommend that you review the questions on Innovation, Viability, and Scalability, and ensure your business can answer positively to all of them.

Innovation.

What are the unique differentiators of this proposition compared to current or alternative solutions?

Who is the target client base for this proposition, and how do they benefit over existing or alternative solutions?

Could the proposition be easily replicated by other parties without requiring additional R&D or upskilling?

What is the role of the founder in the research, design and implementation of the innovative component?

Innovator Founder Assessment.

Viability.

What research has the applicant performed to clarify that there is credible demand for this proposition?

Does the applicant have a skill set suitable for the development and ongoing management of the proposition?

Are the project aims realistic, considering the market opportunity, available resources and applicant's skill set?

What is the estimated financial requirement for this project, and how are these funds being provided?

Innovator Founder Assessment.

Scalability.

Is the innovative component core to the success of the business and when will it start to create revenue?

Is there a structured plan based on credible research describing the path for national / international growth?

Is there a structured plan for high quality job creation?

Your assessor and communication.

We have a team of highly trained, Home Office–security-cleared assessors whose experience spans many sectors, and many are successful entrepreneurs themselves. During the application process, they may contact you with questions; if you do not hear from them, please don't worry.

If our team requires further information, they will request it. The assessment process usually takes up to 40 days, but this can vary depending on factors such as the complexity of your proposition and any additional research needed.

If you have not heard from your assessor or our team within 60 days (2 months) of submitting your application, please email info@innovatorinternational.com with the subject line “60 DAY ENQUIRY.”

Please do not contact our assessment team about timeframes before this unless absolutely essential (e.g. an upcoming visa expiry date), as this may prolong your application.



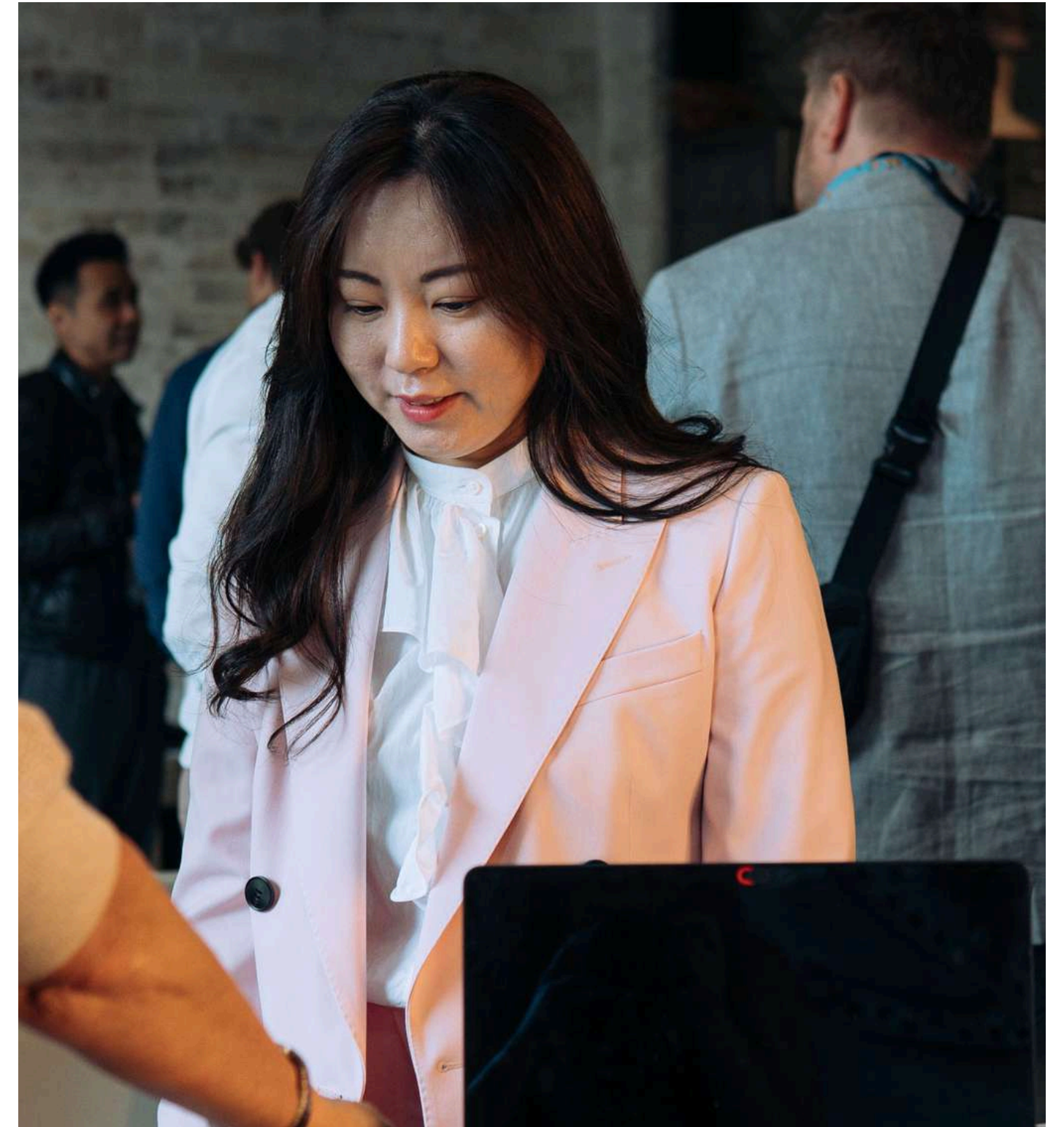
Due Diligence.

Personal screening & meeting.

If your assessment is successful, we are required to perform some further due diligence checks. These include:

- Checking you have access to the funds required to deliver the project
- Performing a personal screening check
- Holding an online interview

If we have any questions through this phase, we will raise them directly with you.



04. After Your Assessment.

Finding the outcome.

If you are successful we will provide you with an Endorsement Letter that enables you to apply for the Innovator Founder Visa.

Once your Visa has been granted by the Home Office, we will send you a Welcome Pack, that details how to access to our community.

If you are unsuccessful, we will provide the full reasons. You are entitled to a second assessment at no extra cost. These procedures are detailed in our communications to you.



You **MUST** progress against your endorsed plan.

After your endorsement and visa approval, we will reach out to you for your 12 and 24-month Checkpoint meetings.

At your checkpoint meetings, your progress over the last 12 months will be reviewed in line with your endorsed business plan.

If you are not progressing against your proposal's innovative aspect, your endorsement may be at risk.

The innovative aspect of your proposal must be the focal point of your business - not any other services that you provide.

REMEMBER: We are here to help you succeed!



05.

How We Help
You Succeed.



Get your business off to the best start.

Getting your visa approved is just the beginning. Most founders think they can do it alone, but real success comes with the right support.

Innovator International supports you from day one by providing your own executive guide, access to our ecosystem, and a powerful community of entrepreneurs — all designed to help you grow your business and achieve your goals.



Innovator Pulse is a community platform that keeps international founders connected through regular events, key business updates, exclusive resources, and an active community to help them thrive in the UK. Choose your Innovator Pulse membership.

Pulse Pro

Build your capability. Includes full access to our resources, recorded webinars and regular learning sessions. Perfect for founders who want structure, clarity and practical learning.

[View Membership](#)

Pulse Accelerate

Your bespoke accelerator experience, combining a clear execution plan with hands-on 1-to-1 guidance from an Executive Guide — for founders serious about real traction and growth.

[View Membership](#)

Next Steps.

If you are ready to submit your application, click **Apply Now** in Step 1 and follow the instructions in your personalised email.

Step 1

Register your interest using the apply now button on our website.

[Apply Now](#)

Step 2

Follow the instructions in the personalised email you receive to submit your business plan and attachments.

Contact us

If you have any further questions, contact us through our website.

[Get in touch](#)

