



Quest Customer Discovery Programme Entry Criteria

The QQuest Customer Discovery Programme is designed to support entrepreneurs and startups who are in the early stages of exploring and validating their business ideas.

Before you begin your application, please ensure you are aware of the following:

- You must be a Queen's University Belfast graduate (from the last 7 years) or due to graduate in 2025.
- You should have an innovative business idea and be committed to developing it.
- If applying as part of a team, at least one co-founder must be a QUB graduate from the past seven years.
- You must be prepared to commit full-time to the programme and attend at least 80% of the scheduled sessions.

To ensure participants gain maximum value from the programme, we have established the following entry criteria

Eligibility Criteria

1. Stage of Development

- Applicants should have a clear business idea or concept but should not yet be in full-scale production or actively selling to a large customer base.
- Ideal candidates are in the "problem/solution fit" phase and seeking to validate their assumptions about customer needs, pain points, and product-market fit.

2. Problem Identification

- The idea must address a clear and defined customer problem or market gap.
- Founders should be able to articulate the problem they are aiming to solve.

3. Market Potential

- Evidence of preliminary research identifying target customers, competitors, and potential market size is required.

4. Commitment to Discovery

- Participants must demonstrate a willingness to engage in customer interviews, feedback sessions, and iterative learning to refine their business idea.
- Founders should commit to dedicating time and resources to actively participate in programme activities.

5. Innovation and Uniqueness

- The idea should offer a novel approach, innovation, or significant improvement over existing solutions in the target market.

6. Potential for Impact

- The business should have the potential to create significant social, economic, or environmental value.

Application Process

Applicants are required to:

- Submit a written application outlining their idea, problem statement, and current stage of development.

Selection Criteria

Applications will be evaluated based on:

- Clarity of the problem statement and proposed solution.
- Evidence of customer research or insights.
- The founder's skills, experience, and commitment.

Successful applicants will gain access to mentorship, resources, and networking opportunities designed to support their customer discovery journey as well as a monthly stipend of £1500 for 6 months.