ENTREPRENEUR IN RESIDENCE PROGRAMME

Modern Apprenticeship EiR +2026 - Eco-Preneur Funding Application

Your application form to receive fully funded Modern Apprenticeship support | Session 6 — Playbook 2

Congratulations. You have been selected to apply for our premium funding package: Apprentice to Asset.

The Scottish Government is inviting your business to apply for a fully funded Modern Apprenticeship package. This is not a hypothetical exercise — this is your application. Every word you write here is your case.

Work through each section carefully. Use the knowledge you built in Playbook 1 - your Business Model Canvas, your customer research, your values work. This is your moment to tell the full story of your business and why it deserves this investment.

The questions match the format of a real funding application. Read them carefully. Stick to the word counts. Be specific. Be honest. Be bold.

Rules for your application:

- Complete all seven questions & 500 word Business Plan Statement. Each is required.
- Stick to the indicated word counts — quality over quantity.
- You may use AI to refine your final copy. You must write your own bullet points and research first - use the spaces provided.
- You may include images - only to add value, not to pad word count.
- You must submit a completed Business Model Canvas alongside this application.

This is a celebration of your business being a good business — and an invitation to grow even further.

Applicant Details — Complete before you begin

Business / Company Name	
Applicant Name	
Role / Position	
Training Provider	

Date of Application	

Question 1 — Your Company & Team

Describe your company, your team members, and the skills you collectively bring as a high-performing team. This is your introduction — make it count.

Q1 *150 words*	**Describe your company and team members, and the skills you bring as a high-performing team.** *Include: how long you have been trading, your specialist area, key team members and their roles, relevant qualifications or experience, and what makes your team more than the sum of its parts. Be specific about people, not just job titles.*
	Eg Shape Game/It's a zoo… values. Write your notes and bullet points here first...

Draft answer area — use the space below to craft your final 150-word response:

Question 2 — Your Growth Idea & the Green Economy

This is where you demonstrate that your ambition and the green economy are genuinely aligned - not as a tick-box, but as a strategic opportunity you have already thought hard about.

Q2 *200 words*	**Provide a brief summary of your idea for growth or scale and how it connects to a greener economy.** *What is the growth opportunity you are pursuing? What does scaling look like for you? Where does the green economy open doors that didn't previously exist? Reference your Value Proposition and Key Activities from your Business Model Canvas. Be concrete about the opportunity — name the market, the trend, or the gap. (hint: refer to Part 1E sustainability category-behaviour change/ eco-benefits/SDG Cake targets/ TIMWOODS)*
	Notes and bullet points first...

Draft answer — 200 words:

Question 3 — Innovation & Net Zero. Following on from Q2 responses.

Scotland has ambitious net zero targets. The businesses that will thrive are those that move early, move smartly, and bring others with them. This question asks whether your approach could do that.

Q3 *Open*	**Is there anything innovative about your approach? Is it shareable? How could it accelerate Scotland's pathway to Net Zero?** *What is genuinely new or different about how you work? Could your model, your process, or your approach be replicated by others in your sector? If your approach became standard practice across Scottish construction, what difference would it make? Refer to your green technology and behaviour change activities from your BMC.*

	Notes and bullet points first...

Draft answer:

Question 4 — Your Customers

Strong funding applications show that the business understands its market deeply — who is buying, why they are buying, and what forces are shaping that demand.

Q4 *150 words*	**Describe your customers. Provide insights into what changes, if any, might affect this customer sector.** *Who is your primary customer? Refer to your customer persona work. What are the key trends in this sector — regulatory change, cost pressures, technology shifts, sustainability expectations? Use your PESTLE analysis to validate and deepen your answer. What does this mean for your growth opportunity?*
	Notes and bullet points first...

Draft answer — 150 words:

Question 5 — From Apprentice to Asset

This is the heart of your application. The Scottish Government is not just funding an apprenticeship - it is funding a model of practice. Your support structure must demonstrate that you have thought deeply about what great apprenticeship looks like in a values-led, sustainability-focused business.

Q5 *400 words*	**How will you design a support structure for the Apprentice? Include your training provider and why you chose them, your monthly or quarterly internal support plan, and how you will build the system to onboard a second apprentice in Year 3.** *Cover all of the following: (1) Your chosen training provider and why — values alignment, expertise, geography. (2) Your quarterly check-in structure — who attends, what is reviewed, what tools are used. (3) How your business values show up day-to-day in how you support the apprentice. (4) How the first apprentice becomes part of the onboarding system for the second. (5) Your escalation and welfare approach.*
	Hint: Session 5 outputs can be used and enhanced to describe your partner training provider. Notes and bullet points first...

Your Support Plan At a Glance — complete this table before writing your 400-word answer: *Check carefully all our requirements and events we will require: how can you make this work in your organsiation.*

	Values-Led Support Plan — Checklist
☐	**Quarterly Check-Ins** — Who attends, what is reviewed, what is actioned each quarter
☐	**Values in Practice** — How your values show up in day-to-day support of the apprentice
☐	**Tools Used** — Value Curve, Five Whys, skills gap mapping — built into your design

☐	**Retrofit/ Net Zero Challenge Links** — How learning connects to live challenges in your current market
☐	**Second Apprentice Pathway** — Year 3 onboarding plan — what is already in place
☐	**Escalation & Welfare** — How you monitor wellbeing and escalate when needed

Draft answer — 400 words:

Question 6 — Describe how this funding mechanism helps your business grow

The funder wants to know this investment will be transformative, not just incremental. Connect the package directly to specific growth outcomes.

Q6 *Open*	**How will the receipt of this fully funded package help you drive business growth?** *Be specific. What will you do with this investment that you could not otherwise do? Reference your Revenue Streams and Cost Structure from the BMC. What does Year 1 look like with this support? What does Year 4 look like? What is the multiplier effect — does one apprentice lead to two, does one retrofit lead to a pipeline?*
	Does this change your team structure- is there a better succession plan in place…what else would add to this? Notes and bullet points first...

Draft answer:

Question 7 — Shared Values & Scalable Future

This is your closing statement. It should tie everything together. The Scottish Government is not just funding a business - it is investing in a model of responsible, entrepreneurial, values-led industry practice that can be replicated and scaled.

Q7 *Open*	**Clearly demonstrate your business values and how they are aligned with the Scottish Government and your chosen Training Provider, to create a scalable future for young people.** *What are your business values? Where do they come from and how are they lived? How do they align with the Scottish Government's priorities around net zero, fair work, and inclusive growth? How do they align with your training provider? What does a scalable future for young people in your sector look like if your model succeeds? This is your legacy statement.*
	Hint: Refer to Part 1A in Playbook 1. Notes and bullet points first...

Draft answer:

Final Submission — Q1-7 ; 500-Word Business Plan Statement + BMC

Your application is not complete until you have submitted:

1. A 500-word statement providing details and a completed Business Model Canvas clearly articulating your draft business plan.
2. Your completed answers to all seven questions above.

You can use images, but not to increase word count — only to add genuine value.

500-Word Business Plan Statement — draft it here:

Hint: Refer to the story on your BMC. Why you exist- why your customers love you-who benefits as well as your bank account; what do you have to do to give the customer their solution; who partners with you and why this is invaluable-what drives it and so why should we trust you to support our young people in your business?

BE PREPARED TO PRESENT THIS TO THE JUDGES

> ***You have built something worth investing in. Now tell that story with everything you’ve got.***

Thank You!

Thank you for engaging with this Scottish Government pilot programme to explore the capacity within colleges to embed entrepreneurial thinking and climate awareness to support student's visionary application of their craft skills.

We will be sharing your outputs with your chosen business and highlighting future ways to support this partnership. Any barriers and opportunities that you have raised have been included in feeding back processes also. These Train the Trainer sessions were a small part of entrepreneurial activities being carried out across the wider Entrepreneurs in Residence Programme through which this is being delivered. All assets being produced across all other 5 EiR projects will be available online in a platform. The date and details of this location are currently unknown. All delivery materials, handouts and where possible activity schedulers too, to support easier location of all activities undertaken/ discussed across the seven sessions. If you require any follow up copies or details – these can be provided in the immediate short term by emailing wendy@thewayforward2045.com or hello@thewayforward2045.com

Note from Wendy:

"I have both enjoyed and been challenged by this project. Thank you for trusting in the process and demonstrating that you have the capability, given the resources to support-you can excel!"