

**When is the deadline?**

We receive pitches and evaluate them on a rolling basis. If you are ready to fundraise and meet our basic criteria, please submit your pitch on the [link on the Oxford Seed Fund website](#).

**How will the investment be made?**

The investment will be made via a convertible note. A convertible note is a loan that is provided from the Oxford Seed Fund to the company and will convert into equity when the company raises a subsequent round. The loan will convert into equity at a 20% discount to the price per share of the subsequent priced round. Convertible notes with a 20% discount are a standard investment mechanism used for early-stage ventures.

**What happens after I receive investment?**

Then the real journey begins! We will work with you closely to understand where you want to go and how we can help you get there. We are not only able to connect you to leading investors, talent and advisors, but our team is made up of experienced entrepreneurs and operators who can help you with a range of topics, from developing your go-to-market strategy, optimizing your marketing spend, or managing your finances.

**What is the process after I submit a pitch?**

We review each application submitted and if you meet our basic investment criteria, will complete our due diligence process over typically a 2-4week period. This will involve a phone call or meeting with you to ask specific questions or request additional documents to understand your venture more. Shortlisted companies will be invited to pitch to our Fund. This year we are conducting rolling evaluations but will host a Demo Day where all shortlisted companies will be invited to pitch in front of a range of investors, entrepreneurs and industry experts!

**What if I have any other questions?**

Feel free to get in touch with our team! We will be hosting regular office-hours where we can help you with your funding application – keep an eye out on our website and Twitter to find our office hours. Or feel free to email us at [seedfund@sbs.ox.ac.uk](mailto:seedfund@sbs.ox.ac.uk).

**What will happen during office hours? Will the team review pitch decks?**

During office hours you will be able to meet the team and ask any questions you have with regards to the fund, process and investment. Unfortunately, the team will not be able to review your pitch deck in detail but can provide some general feedback and insight.

**What if I haven't incorporated my business?**

We encourage all businesses to apply, even if you are pre-incorporation. However, should you be selected you will need to incorporate your business before you can receive the funds.

**Where does my business need to be incorporated?**

Your business needs to be incorporated in either the UK or the US, though it does not have to operate in these countries.

**What Due Diligence do you do?**

We conduct a blend of due diligence including a product and technical review, legal due diligence and an interview with your team, however we expect that start-up involvement and contribution to the DD process to be relatively low.

**If my start-up does not receive the funding, what other benefits do I get in applying?**

The top 10 teams will be invited to pitch at the OSF Demo Day which is attended by investors and our advisory board. This will be held in June, and we will circulate dates afterwards.