



PITCH UP!

Applications Guidance

The Pitch Up! Application Season runs from 1–30 November. The 2025 application form will go live at 8am on 1 November, and you have until midnight on 30 November to submit your application.

But there's lots you can do before then to get your application ready, and give you the best chance of success. The first step is filling in your **Expression of Interest** form – which you can do now (and doesn't take long).

We also recommend starting to pull your full application together as soon as you can (see details below), ready to copy into the official form when it goes live on 1 November. So, time to get busy!



2025 Application process

We're particularly interested in hearing from established businesses looking to join a circular community, relocate, scale or expand elsewhere in the UK – but are also happy to work with start-ups and those at the proof-of-concept stage, if the idea is strong and viable.

What are we looking for?

Before you start your application, please make sure your idea fits within the four core Pitch Up! Principles:

LOCAL

You live in the region and near to the farm/ estate you're applying to – or are willing to relocate/ are able to be on site as regularly as needed. It doesn't work to be off-land and hands-off. Even if your new business is fitting around a day job (which we completely understand), it works best to be reasonably nearby and in close contact.

SUSTAINABLE

Your business is ecologically-minded, has a regenerative and low impact mindset, and wants to improve things for both nature and future generations. You also have the practical skills and business acumen to help your idea grow into a viable enterprise.

CIRCULAR

Your business will work with the existing natural resources of the estate you're applying to (eg plants/ livestock/ woodland), or what's already being farmed or produced there – and the businesses already on site. Your application will show how your business can collaborate to source or supply, re-use or repurpose waste or by-products, or introduce a beneficial new resource to the estate community/ system.

INNOVATIVE

Your business will add something fresh, exciting and different into the mix; creating new opportunities, filling gaps or solving problems for the current businesses on the estate. It will integrate with the whole estate system, rather than standing alone. And if you can see opportunities for mobile infrastructure to spread the benefits across the whole estate too, win-win!

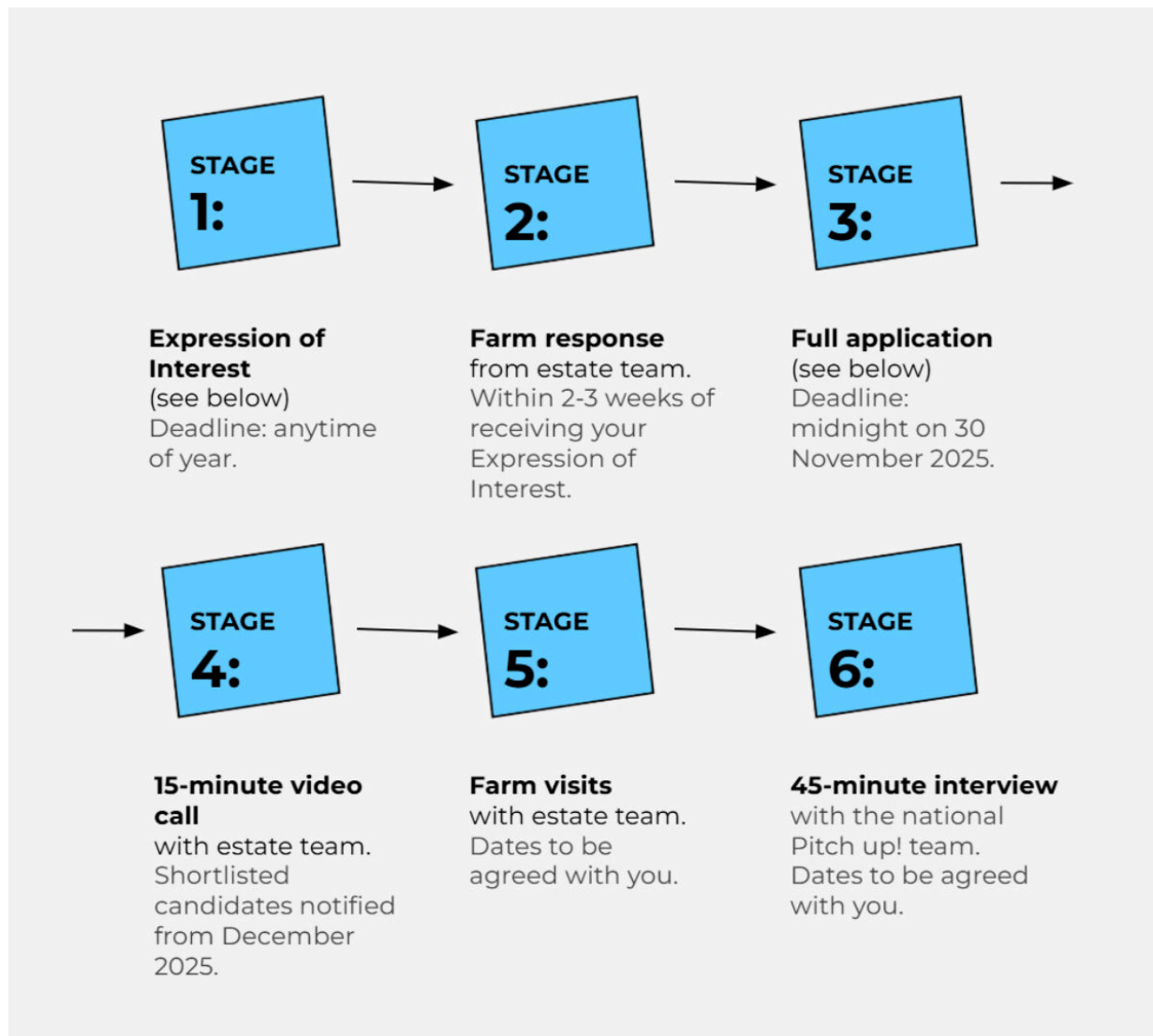
Do-ers (not just dreamers) this way please...

We're looking for sound businesses and bright ideas from people with practical know-how and business acumen, as well as get-up-and-go spirit. Those who are hard grafters and really committed to making things happen.

Read more about what we're looking for in [this blog post](#).

WHAT AND WHEN?

We understand many of you might be fitting your application around a day job, so we've broken the application process into six key stages, to make it more manageable for everyone:



Stage 1: Expression of Interest

When? Any time of year

Who? You

What? A short and simple form introducing you and your business, and telling us which Partner farm(s) you're interested in.

Stage 2: Farm response

When? Within 2-3 weeks of receiving your Expression of Interest

Who? Your chosen Partner farm(s)

What? The key contact(s) at your chosen farm(s) will come back to you with an initial response outlining suitability, opportunities to integrate with other activity/businesses on the farm, and what else they'd like to see in your full application. This will normally be by email, but they might suggest a call. You may also be able to organise a visit to the farm if there's time/ it's mutually convenient (if not this can happen at Stage 5, below).

Stage 3: Full application

When? 1–30 November (closes at midnight)

Who? You

What? You'll need to fill in the full Pitch Up! application form, giving us more details about your business and financial model to show how it can be viable. The full Pitch Up! application form goes live first thing on 1 November, but you can find out more to help you prepare any time on p6 below..

If you've only come across Pitch Up! in November, you can go straight to starting with Stage 3/ full application form.

Stage 4: 15-minute video call

When? December/ January

Who? You and your chosen Partner farm(s)

What? A quick video call with key members of the team on your chosen farm(s). This is a chance for everyone to meet each other, and your chosen farm(s) to find out a bit more about you and your idea and/ or your experience (if you're responding to a listed opportunity).

Stage 5: Farm visit(s)

When? January/ February

Who? You and your chosen Partner farm(s)

What? This stage is really key – helping you understand the 'lie of the land' on your chosen Partner farm(s), and for both sides to get a more tangible sense of how your business idea could come to life there.

Stage 6: 45-minute interview

When? February/ March/ April

Who? You and the Pitch Up! Team

What? This is a chance to unpack your idea more fully, with both the team on your chosen Partner farm(s) and relevant members of the national Pitch Up! team who have useful experience/ insight in your specific business/ sector.

After this, you and your chosen Partner farm(s) will agree on the next steps and timescales for moving forward – it's different for every business, so we've found it's best for you to agree directly on what works for you both.

The application process should be complete by early spring 2026 – possibly before, depending on the number of applicants and what stage of development/ operations your business is at. We'll keep you updated on timings as you move through each round.

APPLICATION FORM

The form – which goes live on 1 November – will include the following sections, so you can start preparing your answers now:

- **Basic info:** name, contact details, website and social media handles if you have them
- **Which Pitch Up!** farm are you applying to? (tick the box for the correct Pitch Up! Partner farm location/s). If you're interested in working with more than one farm/ location, please tick whichever apply (and your application will be forwarded to all of them).
- **Business status:** are you an established business or a start-up (tick the relevant box)?
- **What do you need?** Give a 100-word overview on the equipment and facilities your business/ product needs, and tick the relevant box/es.
 - Land
 - Production space
 - Office space
 - Storage space
 - Retail space
 - Power
 - Water supply
 - Equipment
 - Business support/ mentoring
 - Other
- **What's your pitch?** A 500-word summary of your business/ product, the business need or market opportunity it addresses, your plans to grow the business, and how it aligns with the Pitch Up! core principles (above).
 - OR if you're responding to one of the specific opportunities listed at one of our farms, please tell us why you're well suited to take this on.
- **Your team:** details of your team and their roles, skills, experience and any relevant training being/ to be undertaken (100 words maximum per person).
- **Your market:** an overview of your target customer, audience and market, and how you will sell your products to them (200 words).

- **Financial overview:** the current financial position of the business, your pricing strategy, projected turnover and costs, any other sources of finance/ grants/ loans (current or potential), how you will finance your and any team members' contributions to the business, and, if it's a start-up, how you will make a living while setting up your business (up to 750 words).
- **What are the risks?** An overview of the main risks and uncertainties, including any technical, commercial, managerial and environmental risks and how you will mitigate against them (100 words).

Any questions? Email us: hello@pitchupandgrow.com

Good luck! We can't wait to see your applications.