START UP Founder Perks – Guidance and Terms and Conditions

This guidance explains what the START UP Founder Perks are and what you agree to when you register for them. It sets out the responsibilities of Newcastle University and your responsibilities as a founder.

Last updated: October 2026

Overview of the offer

As part of Newcastle University's commitment to supporting early-stage founders, START UP has partnered with a range of technology and business providers to make exclusive software, cloud credits, discounts and other offers available to START UP Founders ("Founder Perks"). Perks include AI development tools, cloud infrastructure, design software, CRM and customer support platforms, workflow automation, banking and legal templates.

The stated value of the package (more than £130,000) represents the maximum value available through partner programmes. You may receive less, and not every founder will qualify for every perk.

To register your interest, complete the Founder Perks form on the START UP website. We will then provide details on how to redeem each benefit. Some perks (for example Microsoft for Startups, AWS Activate and Figma) must be applied for directly with the provider.

Eligibility:

To be eligible for Founder Perks you must:

- be a current Newcastle University student or a recent graduate (within two years of graduation); and
- be actively engaging with START UP, developing your business idea or start-up with support from your Start Up and Entrepreneurship Consultant or your Business Adviser.

Providers may apply their own additional eligibility criteria. For example, some offers are available to full-time students only. Meeting START UP's criteria does not guarantee that a provider will approve your application.

Founder Perks are provided and fulfilled by third-party providers, not by Newcastle University.

- Newcastle University does not endorse or recommend any provider, product or service listed.
- It is for you to research the credibility of each provider and to decide whether its product or service is the right fit for your business or idea.
- Some perks have conditions, such as time limits, payment after a free or discounted period, auto-renewal, or payment for part of the offer. It is for you to read these conditions and decide whether you are comfortable with them before accepting a perk.
- Once you take up a perk, your agreement is with the provider and its terms and privacy policy apply. Any dispute about a product, service, payment, refund or data handling is between you and the provider.

Availability of perks

Perks are subject to the availability and discretion of each provider, who may change, suspend or withdraw an offer at any time. Newcastle University cannot guarantee that any perk will be available to you or that your application to a provider will be successful.

Successful applicants

Continued support

If you take up one or more Founder Perks, we ask that you stay in touch with your Business Adviser so that the START UP team can understand your progress and the impact the perks have had.

Tracking

All successful applicants will be required to inform START UP about the impact of the support provided by completing a survey each year, from when they first receive support from the University to start their business, until their involvement with the business ends or it ceases to trade. This survey is called the Higher Education Business & Community Interaction Survey, and this is a requirement by the Higher Education Statistics Agency (HESA). At its core, the aim is to highlight the social, cultural and economic impact our community of Newcastle University founders are having – as a collective. We will reach out to you in September/October each year via email and/or telephone. Your data will be held in the strictest of confidence and only aggregated totals from all respondents will be reported. We won't share your individual figures or any of your data with anyone outside of the University without your additional consent unless we're required by law. All data will be stored securely within the EEA.

Learn more about our data protection: www.ncl.ac.uk/data.protection/

Media and PR

Successful applicants might also be invited to participate in promotional material such as press releases, case studies and video content for our website and social media. Newcastle University's START UP team reserves the right to publish information such as your name, degree, graduation year, testimonial quotes, and business information such as business name, summary and URLs for this purpose.

Conduct

START UP Founders must not be involved in any form of illegal activity or activity which, in the sole determination of Newcastle University, may bring the University into disrepute. The University may withdraw access to Founder Perks at any stage where activity is not in line with the values of the University or presents a potential reputational risk.

Privacy Notice

Newcastle University Careers Service must collect your personal data to process your registration, record the outcome and make you aware of other legitimate opportunities from the Careers Service and its trusted partners. The personal data we will process are your name, student number or date of birth, and email address. Your data is processed to deliver a contract between the University and you in relation to the START UP programme. We may share your data with providers so that you can redeem perks, and with third parties where we are required to report to programme funders. Your data may be held locally by Careers Service staff for up to a year following the conclusion of this process before it will be deleted to leave only a record of participation on your central student or alumni record.

For more information about how we manage personal data, including your rights under law and the contact details of the University's Data Protection Officer, please visit: www.ncl.ac.uk/data-protection/data-protection-policy/

Further Information

Newcastle University reserves the right to amend all details of this opportunity at any time and change the Terms and Conditions without notice. The current version will always be published on the START UP Founder Perks webpage.
https://www.ncl.ac.uk/careers/startup/resources-and-opportunities/founder-perks

If you have any questions about Founder Perks, please email startup@ncl.ac.uk