

AI Activity – Designing YOUR Legal Structure (Submission)

1. Selected Business Idea and Name

- **Business Name:** Aqua Alert Reminder
- **Business Idea:** A specialized mobile health application founded by a retired nurse. The app utilizes a smart, adaptive medical algorithm to provide customized hydration notifications to individuals engaged in religious fasting, protecting their kidneys, liver, and blood pressure based on daily activity levels. The venture will be launched using a UK Government Start-up Grant alongside a technical app developer and a social media marketing specialist.

2. Recommended Legal Structure: Limited Company (LTD)

The optimal legal structure for *Aqua Alert Reminder* is a **Private Limited Company (LTD)** registered with UK Companies House.

3. Simple English Explanation of Why This Structure Suits the Business

- **Absolute Personal Financial Protection (Limited Liability):** As a Limited Company, the business stands alone as a separate legal entity from the founder. Because the founder is a pensioner, protecting personal financial assets is paramount. If the business incurs debts, faces technical liabilities, or experiences financial distress, the founder's personal savings, home, and pension are **100% legally protected** and cannot be seized by creditors.

- **A Prerequisite for Government Start-up Grants:** UK funding bodies and government enterprise grant schemes (such as Innovate UK) almost exclusively award capital to registered corporate entities. Operating as an LTD injects immediate professional credibility into the venture, which is essential for successfully unlocking non-repayable government start-up grants to fund the initial app coding and software development.
- **Seamless Team and Equity Structuring:** Because the business model requires bringing on a Lead Mobile App Developer (to handle software programming) and a Social Media Specialist (to handle video marketing), an LTD framework provides a clean legal mechanism to issue company shares, distribute dividends, or define co-founding partnerships without exposing any

party to personal financial risk.

- **Enhanced Consumer and Institutional Trust:** A registered LTD structure establishes official corporate compliance. This builds high levels of trust with institutional community partners—such as local UK health hubs, churches, and mosques—where the founder will physically deliver educational talks on hydration.