**The Roger Cowdrey Breakthrough Awards for Entrepreneurship in the Arts**

1. **Introduction**

These awards have been established by Roger Cowdrey, who is a former student of Brighton College of Education and is today an international business consultant, writer and motivational speaker (<http://www.rogercowdrey.com>).

1. **The Aim of the Roger Cowdrey Breakthrough Awards for Entrepreneurship in the Arts**

The awards will recognise an outstanding combination of creativity, innovation and market potential, and is open to any undergraduate or postgraduate student from the College of Arts and Humanities.

There are two awards of £500 available – one to a current undergraduate student, and one to a current postgraduate student. Each award winner will receive an award of £500 to pursue their entrepreneurial ideas.

1. **Eligibility Criteria**

Current undergraduate and postgraduate students from the following schools are eligible to apply:

* School of Architecture and Design
* School of Art
* School of Humanities
* School of Media
1. **The Application Process**

Applicants must email their entries to the [Enterprise Team](http://about.brighton.ac.uk/careers/enterprise) based in the Careers Service **by** **midnight, on Monday, 22 May 2017**.

In their written submission (maximum 1000 words), they must include the following information about their entrepreneurial idea:

* IDEA: A description of their idea for a new product, service, or community project
* BENEFITS: A description of the benefits of their product, service, or community project for their potential customers or end users
* UNIQUENESS: A description of what makes their particular idea unique
* MARKET POTENTIAL: A description of their intended market or target audience
* FINANCIAL SUSTAINABILITY: A description of how they intend to generate income from their idea, or achieve financial sustainability in the long-term
* BUDGET: An outline of how they will spend the grant in order to make their idea happen

Submissions will be reviewed by a judging panel comprising University of Brighton staff and Roger Cowdrey.

Submissions should be emailed to the Enterprise Team **by** **midnight, on Monday, 22 May 2017**.

1. **Judging Criteria**

All submissions will be reviewed by a panel comprising University of Brighton staff and Roger Cowdrey. The judges will be reviewing each entry, using the following criteria:

INNOVATION: Does the applicant have an innovative idea for a new product, service, or community project?

BENEFITS: Has the applicant identified clear benefits for the customers, end users, and (if relevant) environment?

UNIQUENESS: Has the applicant identified their unique selling proposition(s)?

SUSTAINABILITY: Does the idea have commercial potential, or does it have the potential to achieve financial sustainability in the long-term?

Entrants will be informed whether they will receive an award by Friday, 2 June 2017.

The two award recipients will be formally recognised at the University of Brighton’s annual Student and Staff Celebration event in November 2017.

1. **Conditions for Award Recipients**

If an applicant receives a Roger Cowdrey Breakthrough Award for Entrepreneurship in the Arts, award recipients **must** comply with the following conditions:

1. Award recipients must sign the acceptance letter, and return it to the Philanthropy and Alumni Engagement (PAE) Office, University of Brighton 3rd Floor, 154-155 Edward Street, Brighton, BN2 0JG before the award is awarded.
2. Award recipients must write a thank-you letter, and email it to the PAE Office.
3. Award recipients must spend the money within 6 months of being awarded an award, and keep all receipts for items purchased. (If an extension is required, this can be obtained in writing from the PAE office).
4. All award recipients must agree to participate in any related press stories and case studies facilitated by University of Brighton staff.
5. **Contact Details for the Enterprise Team**

Applicants can contact the Enterprise Team by phone (01273 641220) or by email beepurple@brighton.ac.uk.

Applicants should submit their entries by email to the Enterprise Team.