**The Santander University of Brighton Ideas Competition 2018**

**Guidance Notes**

**Win £2000 and turn your idea into reality!**

Do you have an idea for a new product, service or community project? Now’s your chance to make it happen!

The **Santander University of Brighton Ideas Competition** is open to all students and graduates of the university. It aims to reward innovation, and turn great ideas into reality.

There are prizes of £2000, £1000 and £500 up for grabs. As well as the cash prizes, the top three winners will also receive a free package of support from local entrepreneurs and specialist businesses.

Shortlisted entries will be invited to pitch their ideas to judges at a prestigious final on Thursday, 10 May 2018. Whether you are a team or an individual, you will receive expert pitching training in advance.

You can enter as many different ideas as you wish, but you must write one application form per idea. Your idea can only be for new products, services, or community projects, i.e. not for ventures you have already started up.

Download the entry form at [beepurple.co.uk](http://about.brighton.ac.uk/careers/enterprise/ideas-competition/), and send it to us by **midnight, Thursday, 1 March 2018**.   
  
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**Competition Rules of Entry**

1. This competition is only open to students and alumni (graduates) from the University of Brighton.
2. You can enter as an individual or as a team. At least one member of the team must be from the University of Brighton.
3. You may enter as many ideas as you wish. Simply use a different application form for each different idea.
4. The five best entries will be shortlisted, and invited to participate in a final pitching event, which is scheduled for Thursday, 10 May 2018. The first-place winner will receive £2000, the second-place winner will receive £1000, and the third-place winner will receive £500. There will also be two runners-up prizes of £250. All cash prizes will be paid electronically. Therefore, prize recipients will be required to give the Enterprise team (Clare Griffiths and Luke Mitchell) their bank account details, when prompted. These details will be kept secure and confidential at all times.
5. Team entries will receive the same prize money as an individual. The prize money will be paid into the bank account of the team leader. The University of Brighton will not take any responsibility to divide the prize money between team members.
6. Your idea must fulfil at least three of the following judging criteria:

* It must be original, or an innovative improvement of an existing product, service, or community project.
* It must have clear benefits for the customer, end user, and/or environment.
* It must have a market of a sufficient size, which represents a commercial opportunity worth exploiting. In the case of community projects, you will need to highlight that your project idea has the potential to be financially sustainable in the long-term.
* You must have identified stakeholders – individuals or organisations – whom you have contacted, or could engage with, in order to develop your idea further, and turn it into reality.

1. All entries must be submitted electronically by email to [beepurple@brighton.ac.uk](mailto:beepurple@brighton.ac.uk) by **midnight, Thursday, 1 March 2018**.
2. No prototypes will be accepted. If you have a prototype, please take some photos of it, and e-mail this as an attachment with your application form.
3. You will receive an e-mail confirming receipt of your application form.
4. All application forms will be kept confidential and stored securely.
5. As an undergraduate student or member of alumni (graduate), you maintain 100% of any intellectual property generated from your idea. If you are a postgraduate student, in a taught course, you will also maintain 100% of any intellectual property generated. If you are a postgraduate student primarily involved in research, please check your School’s intellectual property policy regarding intellectual property ownership.
6. All entries will be reviewed by members of the University of Brighton’s Enterprise team. The team will shortlist a maximum of five entries. These shortlisted entries will be supported to develop a pitch.
7. You will be notified by Friday, 9 March 2018 as to whether you have been shortlisted or not.
8. The five individuals/teams who have been shortlisted, will be invited to pitch their idea to a judging panel and a live audience, at the Ideas Competition Final, on the evening of Thursday, 10 May 2018, on the Grand Parade campus. Therefore, all applicants must make sure they can attend this event.
9. The five individuals/teams will be judged by a small panel of judges (made up of senior managers from the University of Brighton, competition sponsors, and local entrepreneurs).
10. The judges will announce the winners of the competition after all five pitches have been delivered. The judges’ decision is final and no correspondence will be entered into.

**beepurple**

The Santander University of Brighton Ideas Competition 2018 is part of the University of Brighton’s entrepreneurship support service, called beepurple, which enables students and alumni to develop their entrepreneurial skills and ideas.

For more information about the Ideas Competition, and beepurple’s entrepreneurship support service, please visit [www.beepurple.co.uk](http://www.beepurple.co.uk), email [beepurple@brighton.ac.uk](mailto:beepurple@brighton.ac.uk), or ring 01273 641220.