**Santander University of Brighton Ideas Competition 2018**

**Application Form**

**Introduction**

The Santander University of Brighton Ideas Competition is an annual competition open to students and alumni from the University of Brighton. The aims of the competition are 1) to reward the most innovative ideas for new products, services, and community projects, and 2) to provide a full package of support to enable the winners to develop their ideas, and turn them into reality – where possible.

Students and alumni can enter as many different ideas as they wish, but must write one application form per idea.

**Competition Stages**

There are two stages to the competition. During the first stage of the competition, students and alumni are invited to enter the competition.

At the end of the first stage, the five best ideas, shortlisted by the Enterprise (beepurple) team, will be invited to participate in the second stage of the competition.

During the second stage, the five shortlisted applicants will be supported to develop a short pitch. They will then be invited to pitch their ideas in front of a panel of judges (made up of university staff, entrepreneurs, and sponsors) as well as a live audience. This final pitching event will take place on the evening of **Thursday, 10 May 2018** on the Grand Parade campus.

**Competition Prizes**

The first prize is £2000 cash, the second prize is £1000 cash, and the third prize is £500 cash. The three winners will also receive a complementary package of support from local entrepreneurs and specialist businesses. There will also be two runners-up prizes of £250.

**Application Process**

In order to enter the competition, read the accompanying Guidance Notes, and then fill out the application form below.

All entries must be submitted via email to the following address: [beepurple@brighton.ac.uk](mailto:beepurple@brighton.ac.uk), before 23:59, on **Thursday, 1 March 2018**.

**Name:**

**E-mail address:**

**Mobile telephone:**

**If you are entering as a team, please provide the names of all your team members, and highlight who is the team leader.**

**I am a:** *Student / Alumni (i.e. Graduate)*

**Student Number (8-digit):**

**Title of Entry:**

**How did you find out about the Santander University of Brighton Ideas Competition 2018?**

1. **Please describe your innovative idea for a new product, service, or community project.**

[250 words maximum]

1. **What are the key benefits of your product, service, or community project to the customer, end user, and/or environment? What makes your product, service, or project unique?**

[250 words maximum]

1. **Who are your intended customers or end users? How big is your potential market? How do you know there is a need for your product, service, or community project?**[250 words maximum]
2. **Who have you collaborated with, or who do you intend to collaborate with, in order to develop your idea further?**

[250 words maximum]

1. **What do you think you need to do next, to develop your idea, and turn it into reality?**

[250 words maximum]

1. **a) List the start-up costs for your idea.**

**b) If you were to win the competition, what – from the list above – would you spend the prize money on?**

1. **a) How do you intend to make money from your idea?**

**b) How much income do you expect to generate from your idea in your first year of trading? In the case of community projects, how much grant funding do you anticipate raising, and from which funders?**

1. **Where relevant, please submit additional visual materials (e.g. photos, photos of prototypes, films, drawings, screenshots, electronic copies of promotional materials etc.). If you wish to submit additional material, please list the attachments in the space below, and send your materials as email attachments, along with your application form. We do not accept business plans.**
2. **Sell your idea to the judges in ten words or fewer.**

[10 words maximum]