**Ideas Competition 2022/23: Competition Entry Form**

**A. Introduction**

Thanks to the generous support of [Santander Universities](https://www.santander.co.uk/universities), the [beepurple](https://www.brighton.ac.uk/careers/start-your-own-business/index.aspx) team is delighted to announce the launch of the University of Brighton’s Ideas Competition 2022/23.

Current students and graduates (Class of 2022) are welcome to submit their new ideas for products, freelance services, digital solutions, or community projects.

The aim of this competition is to reward and celebrate entrepreneurial ideas generated by our students and recent graduates.

There are three prizes available: £1000 (1st prize), £500 (2nd prize) and £250 (3rd prize).

Email your completed competition entry form to [beepurple@brighton.ac.uk](mailto:beepurple@brighton.ac.uk) by **Friday, 17 February 2023 at 5pm**, with the subject line, ‘Entry Form for the Ideas Competition’.

Please read the Terms and Conditions document to learn more about the judging criteria and the competition process.

**B. Your Details**

*Please provide the following details:*

- Your full name:

- Your year of graduation:

- Your 8-digit student number:

- Describe your idea in 10 words or less:

**C. Your Idea**

*Instructions*

Answer the six questions below and email your completed Competition Entry Form to the beepurple team at [beepurple@brighton.ac.uk](mailto:beepurple@brighton.ac.uk).

Please respect the word count limit. You are welcome to insert any relevant photos, images or screenshots related to your idea at the end of the document.

*Questions*

1. Please describe your innovative idea for a new product, freelance service or community project. [200 words maximum]

2. Who are your target customers or end users? How does your product, freelance service or community project benefit them? [200 words maximum]

3. How do you intend to generate an income from your idea? [200 words maximum]

4. Who are your competitors? How do you differentiate from them? What is your USP? [200 words maximum]

5. How you do intend to reach your target audience in terms of marketing activities? [200 words maximum]

6. How would you spend the prize money, if you were to win the University of Brighton's Ideas Competition 2022/23? [100 words maximum]

**D. Accompanying Images (Optional)**

*Feel free to include below any relevant photos, images or screenshots related to your idea, if you have any. Please label them, so it is clear what they are.*