



Santander Universities Entrepreneurship Awards information pack



Santander
UNIVERSITIES

Santander Universities

Who are we and what do we do?

Santander Universities was first created in Spain in 1996 by Emilio Botín, who recognised that universities play an important role in society. He believed that Santander should support these institutions through the provision of scholarships, mobility awards, entrepreneurship funding and much more. Santander Universities now has close to 1,200 university partners spanning across 20 countries. In 2007 the scheme was launched in the UK and now has partnerships with over 81 universities, providing over £11m of funding in 2015 to support university staff and students.





The Santander Universities Entrepreneurship Awards

We launched the Santander Universities Entrepreneurship Awards in 2011. Since then, it has grown to be the UK's largest student and graduate business pitching competition. We reward entrepreneurs by offering cash prizes, mentoring and start-up support and have so far given away more than £260,000 to start-ups and small businesses.

2017 competition

Following the competitions success in previous years we're delighted to announce the 2017 edition. This year we're scaling up the competition and will be providing more events, support and prizes throughout. We'll also be taking applicants through **3 important stages** as the competition progresses to make sure the experience helps you grow your business. This document will provide you with important information about the competition and how to get involved.

1. You and your idea

2. Understanding your business

3. Growing your business

Meet some of our previous winners



Attollo Lingerie

"Attollo Lingerie is a D+ lingerie brand, designed by D+, for D+ women to solve the problem of lacklustre, utilitarian and boring D+ lingerie that was previously available. We do this by making beautiful, uplifting and stylish lingerie in sizes 28-34 D-GG. Taking part in the awards helped give us credibility at an early stage, which boosted suppliers, investors and retailers confidence in our ability as business women. This also helped with the sustainability of our business."

Find out more at attollolingerie.com



Power-A-Life

"Power A Life is an ethical mobile phone accessories brand which uses a buy to give business model to empower children in Africa with solar lights every time a product is purchased. The cash prize won through the competition was hugely beneficial to our company as it covered overheads for 4 months and gave us the breathing space needed to pursue an investment deal."

Find out more at poweralife.com



Pick Protection

"Pick Protection is bringing to market an innovative personal attack and lone working alarm. As a result of taking part in the competition we received valuable funding for the business alongside an important list of contacts and further business opportunities. To add to this, the press coverage we received and credibility that comes from winning such a prestigious competition was excellent."

Find out more at pickprotection.com

The Prizes



£82,000

worth of equity-free
seed funding



**Mentoring
and support**

from our Business
Banking team and
event judges



**Exclusive
access**

to an acceleration
week

On top of this each finalist will receive a fully funded intern from Santander and there will be additional prizes and offers announced in 2017.

2017 categories

This year participants can take part in one of the following two categories. Please note each university partner can submit a maximum of one entry per category.

1

Pre-revenue category

This is defined as a business focusing on ideation, discovery and business validation with minimal sales generated (if any).

2

Post-revenue category

This is defined as a business focusing on efficiency and scale with regular sales being generated.

How does the competition work?

Stage 1 You and your idea

For the first stage of the competition we'll be collaborating with our partner universities to identify their best student and graduate businesses. At this stage we'll be providing support on campus alongside the universities through activities such as competitions and pitching events and there may be some small prizes up for grabs. Although we'll be helping on campus, it's up to each university to select their top businesses to put forward into the next stage of the competition. You can find out more about how to get involved from your university or local University Relationship Branch Manager.

Once each university has selected their businesses, they'll need to provide Santander with a two minute video for each outlining the idea behind the businesses and how it came about. This will also be supported by a completed business model canvas (template issued by Santander) that will provide us with an insight into the inner workings of your idea or business. If you're nominated by your university as one of the two businesses they want to put forward then your submission will be passed to Santander by the university competition coordinator.

Once all of the nominations from our partner universities have been received we'll review them in order to identify a list of businesses that will be invited to the next stage of the competition. Please note that we'll be putting through a maximum of 30 entries per category. All unsuccessful entries at this stage will receive an invite to a regional breakthrough event, get a feedback session with one of our local business managers and will be invited to join us as a guest at the regional and national finals.

Judging criteria

In your video we'll be looking for:

- a clear explanation of your business, its purpose and an understanding of the problem that it solves for customers
- an understanding of where your business or idea came from (i.e. personal challenge, as a result of studying)
- evidence of how winning the competition would help you grow your business.

We'll also be judging the completed business model canvas based on the information provided in each of the nine areas contained within the template. Please note that each area of the canvas will be weighted equally and that the video and business model canvas will both be worth 50% of the total score for this stage.

Stage 2 Understanding your Business

Stage 2 will see the successful applicants present their business to a panel of experienced judges at one of three regional heats in June. The universities represented within each region can be found in the appendix. The event will take place in front of an audience and give you the chance to talk about and potentially expand on your business canvas that you submitted as part of the first stage of the competition. You'll have five minutes to present which will be followed by a three minute question and answer session. Information around the location and timings of these events will be provided to successful applicants.

Up to 12 businesses will then be selected to progress to the final stage. These businesses will receive £1,000 of seed funding alongside support from our Business Banking teams. All unsuccessful entries at this stage will receive an invite to a regional breakthrough event as well as a certificate for reaching this stage. They'll also get feedback session with one of our Local Business Managers and will be invited to the final in London.

Judging criteria

Your pitch will be marked on your ability to demonstrate an understanding of the following four areas:

1. Your customers
2. Your product and/or service
3. Your infrastructure and operations
4. Financial viability

Please note that although some of this information would have been submitted earlier in the competition, the expectation is that presenters should use the time to ensure the judging panel have a clear idea of how the business works and its viability. Each of the areas above will be marked on a scale of 1 to 10 and weighted equally.





Stage 3

Growing your business

Following the 3 regional heats, the successful businesses will be invited to attend an accelerator week which will provide them with a unique educational experience lead by a series of innovative businesses and speakers. Details of the partners participating in the event will be announced over the coming months.

During this week finalists will participate in a series of workshops and masterclasses aimed at helping you understand how to get the most from your business. This information will also help inform the presentation you will deliver at the final in London. Please note that expenses for finalists will be covered by Santander (see Terms and Conditions for further details).

For the last part of the competition the national final will take place in an exclusive venue in London in October 2017, and teams will be expected to deliver a 10 minute presentation followed by a five minute Q&A session. The judging panel for this event will include high profile entrepreneurs, leading academics, Santander executives and business leaders.

Following the presentations the judges will select one winner and one runner up for each category that will win the following prizes:

Pre-revenue winner

- £20,000 of equity-free seed funding
- Mentoring from one of the judges at the national final
- Five page brochure or e-commerce website hosted for six months (Provided by Talent Cupboard)
- An additional support package (details to be announced in 2017)
- A fully funded intern.

Pre-revenue runner up

- £10,000 of equity-free seed funding
- Mentoring from one of the judges at the national final
- Five free listings on the Talent Cupboard marketplace
- An additional support package (details to be announced in 2017)
- A fully funded intern.

Post-revenue winner

- £25,000 of equity-free seed funding
- Mentoring from one of the judges at the national final
- Five free listings on the Talent Cupboard marketplace (Provided by Talent Cupboard)
- Digital growth mentoring session (Provided by Talent Cupboard)
- An additional support package (details to be announced in 2017)
- A fully funded intern.

Post-revenue runner up

- £15,000 of equity-free seed funding
- Mentoring from one of the judges at the national final
- Five page brochure or e-commerce website hosted for 12 months (Provided by Talent Cupboard)
- Digital growth mentoring session (Provided by Talent Cupboard)
- An additional support package (details to be announced in 2017)
- A fully funded intern.

Judging criteria

Your pitch at the national final will be judged on the following criteria. Each will be weighted equally and scored from 1 to 10:

- Business mission, purpose and overview
- Understanding of your customers and your value proposition
- Identification and mitigation of risks
- Demonstration of learning from accelerator week
- Growth strategy



Competition Timeline

Competition launch	January 2017
On-campus events and competitions	January 2017 to 28 April 2017
University applications	24 April to 28 April 2017
Screening	1 May 2017 to 12 May 2017
Shortlist announced	15 May 2017
Regional heats	26 June 2017 to 30 June 2017
Acceleration week	10 July 2017 to 15 July 2017
Support and engagement	August 2017 to September 2017
National final	October 2017

How to get Involved

If you think that you've got an idea or business that could compete with the UK's best then we want to hear from you. For more information and to find out how you can get involved please contact your local University Relationship Branch Manager or Enterprise Department on campus.

Our Partners

We'll be announcing a list of the valued partners supporting us with the initiative in 2017.

Appendix

Regions

The table below shows the initial view of the universities within each of the three regions that will be competing against one another. Please note that this split is subject to change depending on submission volume:

North	Central	London/South
University of St Andrews	Keele University	Plymouth University
University of Aberdeen	Nottingham Trent University	University of Exeter
University of Stirling	University of Nottingham	Bournemouth University
University of Strathclyde	University of East Anglia	University of Southampton
University of Glasgow	Loughborough University	University of Portsmouth
Glasgow Caedonian University	University of Leicester	University of Reading
Heriot-Watt University Edinburgh	Swansea University	University of Brighton
Edinburgh Napier University	Cardiff University	University of Sussex
University of Edinburgh	Cardiff Metropolitan University	University of Surrey
Queen Margaret University	University of Buckingham	Royal Holloway, University of London
Ulster University	Open University	Kingston University London
Queen's University Belfast	Cranfield University	Middlesex University London
Newcastle University	University of Cambridge	Brunel University
Northumbria University	University of Wolverhampton	University of Greenwich
Durham University	Aston University	King's College London
Lancaster University	University of Birmingham	Birkbeck, University of London
University of York	University of Northampton	London Business School
University of Leeds	University of Essex	Royal Academy of Dramatic Art
University of Huddersfield	University of Hertfordshire	Royal Academy of Music
University of Sheffield	Ashridge Business School	University of Westminster
University of Salford	University of Warwick	City, University of London
University of Liverpool	University of Oxford	Goldsmith, University of London
University of Chester	Oxford Brookes University	Imperial College London
Bangor University	University of Bristol	London School of Economics
University of Lincoln	University of the West of England	Queen Mary University of London
	University of Bath	University of Roehampton
	Bath Spa University	University of Kent
		University College London
		SOAS, University of London

Terms and Conditions

Eligibility criteria

- All applicants must be students or alumni who have officially graduated within 5 years of the date of submission from a Santander UK partner university.
- Applicants can be individuals or groups.
- Throughout the process applicants must be legally residing within the UK.
- All businesses taking part in the competition must be registered UK companies.
- Applications within the pre-revenue category must have all intentions of creating a UK registered company.
- All applicants must be at least 18 years of age.
- Students or alumni must own at least 50% of the business in question. University professors or members of staff must not have a controlling share in the business or business idea (this includes a financial share, intellectual property or formal advisory role). This excludes businesses owned by the university that have been set up by the student as part of their course, i.e. venture creation programmes.

Submission criteria

- Each partner university can submit a maximum of 2 entries into the competition. These entries must be as follows:
 - 1 x pre-revenue entry
 - 1 x post-revenue entry
- Please note that it is the partner university's responsibility to make sure that their applications are submitted appropriately into the correct categories. Any application found to be outside of the stated categories may be disqualified.
- If the business is run by individuals from different universities then the plan can be submitted to Santander Universities on behalf of one partner institution only.
- Entries must be submitted to Santander UK by 5pm on 28th April 2017. Any late submissions will not be judged.

General terms

- Santander Universities (a division of Santander UK) reserves the right to withdraw any entry to the competition that is found to be in breach of any of the pre-established conditions and/or rules laid out in this document.
- At least one member of the business must be available to participate in all stages of the competition. Santander Universities reserves the right to remove the business from the competition if this condition is not met.
- Santander Universities will try its best to accommodate any requests to bring in items or prototypes to aid any presentations. If you wish to bring in additional material for the presentations then you must inform us in advance.
- The judges' decision is final and no correspondence will be entered into.
- The video entries received may be used for promotional purposes. It is therefore the responsibility of the applicant to ensure that the video doesn't contain any confidential information.

- Any use of, or reference to, Santander UK and/or Santander Universities needs to be signed off by Santander before being published live on the internet.
- Santander reserve the right to change or amend the individuals names on the judging panels and external partners/companies participating in any stage of the event
- Santander UK and Santander Universities accept no responsibility for any intellectual property rights infringements (including issues relating to third party copyright, design rights, patents, trademarks or trade names) and the revelation of business ideas, processes or products attained during the normal course of the competition. All judges and Santander UK staff involved in the competition will be asked to sign confidentiality agreements to make sure Santander UK does its best to protect the businesses involved.
- No responsibility can be accepted for entries not received for any reason nor for entries that are lost, mislaid or illegible.
- By taking part in the competition you're agreeing that you will participate in any associated media activities and that you're providing consent and authorisation for the use of any marketing materials obtained during the awards.
- Santander UK reserves the right to update or amend these terms and conditions without prior notice at any time.
- Santander reserve the right to amend the regional split of universities for the events in June should the number of attendees at each be deemed unfair.
- Winners will be selected by the judging panel following completion of all finalist pitches. Santander UK will notify successful applicants in person of their success at the official awards ceremony.
- Applicants will be responsible for any costs incurred in the process of the competition unless otherwise agreed with Santander UK or stated in this document.
- Prize money will be paid into a UK bank account held in the name of the winning applicant(s). Where groups of applicants are involved prize money will be distributed equally amongst team members unless agreement from all parties is provided to pay into one bank account.
- Santander Universities reserves the right to publish the names and photographs of the challenge winners, and the winners agree to participate in any post-challenge publicity (including press releases).
- Any personal data relating to the winners or any other entrants will be used solely in accordance with current data protection legislation and won't be disclosed to a third party without the applicant's prior consent. Find out more about our data protection policy and how your data will be used by contacting us as santander.universities@santander.co.uk.
- Prizes supplied by Talent Cupboard will be provided as per their product specifications and terms. See <https://www.talentcupboard.com/projects/packs/website> for further details.
- All 4 winning businesses will receive a fully funded intern from Santander as part of the Santander Universities Internship Scheme. Please see <https://talent.santander.co.uk/> for more information.
- The competition and these terms and conditions are governed by English law and any disputes will be subject to the exclusive jurisdiction of the courts of England.
- By entering this challenge, applicants are indicating their agreement to be bound by these terms and conditions.

Data Protection

Submission of an application

By submitting an entry to the competition, you acknowledge that your data will be used in accordance with the competition programme, structure, judging process and relevant press activities as laid out in the terms and conditions. Your application in to the first stage of the competition will be treated as confidential and will be used for the purposes of administering the competition, and if successful, for publicity purposes. For the regional heats and national final you will be required to present information about your business on stage to an audience. As such it is the applicants responsibility to ensure that the information presented is not of confidential nature. Santander UK reserves the right to check the personal details that you provide to make sure you meet the competition eligibility criteria.

Your data will be handled in accordance with Santander UK's general data protection standards

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