

Loughborough University Think Big Business Ideas Competition 2012 Entry form

Lead Entrant Name:								
Email:				Contact Telephone Number: <i>(compulsory)</i>				
Title of Business Idea:								
School/department:								
UG/MSc/PhD <i>(delete non applicable)</i>			Year of Study:			Year of Graduation:		
How did you hear about the competition? <i>(place cross in correct box)</i>								
Email		Website		Poster		Lecture	Other	<i>Please specify:</i>
What category can your business idea be applied to? <i>(place cross in correct box)</i>								
Ecommerce /Retail		Social Enterprise UK/International		Manufacturing		Consultancy /Service		Creative
Technology		Renewable/sustainable energy		Sport		Healthcare /Medicine		IT

This proposal must be submitted by:

- *This entry form has been created using tables in Word. Your details can be entered into the form and then sent by the lead entrant as an attachment to m.pickles@lboro.ac.uk The subject field of your email should read: LU Business Ideas competition Entry-[lead name]and [business idea title]*
- *The form can also be printed and returned by post to the address at the end of the form*
- *Please remember to be as concise as possible – there is a strict word count limit of 4,000 – but please consider whether you actually need to submit 4,000 words! Semi-finalists will be shortlisted from the content of this entry form*
- *Written entries will not be accepted*
- *Individuals and teams are eligible*
- *Graduates from 2011 are eligible*
- *Please do NOT change the font size or the format of this document*
- **PLEASE MAKE SURE THAT YOU HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS FOR THE COMPETITION BEFORE YOU SUBMIT YOUR ENTRY**

Additional applicant(s)

Applicants can work individually or as part of a team. If working as part of a team, the team lead should complete the box above, all other team members' names and their contact details must be listed below.

1.Name:	
Email:	Contact Telephone:
2.Name:	
Email:	Contact Telephone:
3.Name:	
Email:	Contact Telephone:
4.Name:	
Email:	Contact Telephone:

1. Executive Summary

Please provide a clear non-confidential summary, explaining the business idea, what is the product/service/proposed business? This summary may be made public in certain publications and media releases, so please do not reveal any sensitive information.

maximum 300 words

2. The Product/Service/ Innovation/Design/Business Idea

- What is the product/service/business idea? What does it do? What problem will it solve?
- What is your Unique Selling Point (USP)? What makes it different?
- Who will you offer your product/service/business idea to? Who will buy your product/service? What is the market opportunity, who are your main competitors and what do you intend to do about them?
- What development does your idea need?
- Who is in your team? What do they bring to the business? Are there any others involved in the business?
- How do you propose to make money? Think about how much you will charge for your product/service. What about investment to develop the business? Is it sustainable? Could you have a competitive advantage? Is there an exit strategy for yourself and any investors?
- Summary of financial projections, key assumptions and funding requirements. (Please keep in mind that this should only be a summary, if your entry is selected as a semi-finalist you will need to be able to expand on this if asked during the "Dragons Den")
- What impacts might your business idea have on those involved and the wider community, also the environment?
- What is your vision and strategy?

You will find it useful and it will also make your entry form easier to read if you give each part/section a heading in bold font.

These questions are only provided as suggestions and are not intended to be definitive (3,700 maximum words)

I/we confirm that the information presented in this document is accurate to the best of my/our knowledge and is my/our original work.

The organisers and the judges of the competition shall not be held liable for any views held or expressed by competition officials in connection with this entry.

By submitting this entry you agree for you and your business idea to be used in publicity to promote the competition locally and nationally which includes photographs and maybe video footage which will be available on the University and supporters websites and in media releases.

By submitting this entry form you agree to protect the confidentiality shared between other entrants of the competition.

Name	Lead entrant/team member	Signature	Date

Please note: If this form is being completed electronically and then sent as an attachment via e-mail, then in the absence of a signature(s) this constitutes your personal certification that all of the details submitted are your own and are correct.

Please tick this box

I confirm that the tick in this box is a valid means of establishing the authenticity and integrity of my signature to the competition; I understand that Marina Pickles will hold this acceptance data on file.

All proposal forms must be submitted by **midnight 16th January 2012**, **NO** entries will be considered without this proposal form being completed in the first instance.

Any entries received after the deadline will not qualify for the competition.

Please send completed forms to:

Marina Pickles
Enterprise Office
Admin 1
Loughborough University
Loughborough
LE11 3TU

Or alternatively send as an attachment to: m.pickles@lboro.ac.uk

Should you have any queries or problems submitting please telephone: Marina Pickles 01509 228496