
UNIVERSITY OF WESTMINSTER
THE BIG IDEA
INNOVATE. IDEATE. ACCELERATE
CREATIVE ENTERPRISE CENTRE
CEC
Santander

COMPETITION OVERVIEW

The Big Idea Challenge is the University's annual University-wide student and graduate business idea and innovation competition, sponsored by Santander Universities UK and delivered with support from Experience Haus. The competition supports students and graduates to develop and activate their entrepreneurial and innovation skills.

Entry Categories

You can choose to apply to participate in one of the three entry categories:



INNOVATE
(INNOVATION)

Solve a problem

Find a solution to a business challenge or problem faced by a London startup.



IDEATE
(IDEATION)

Generate a viable business idea

Pitch the potential of your newly formed product or service idea



ACCELERATE
(ACCELERATION)

Scale up your business growth

Pitch your existing and trading product or service and its potential to grow

WHAT COULD I WIN?

The prizes and benefits on offer for each of the entry categories are as follows:

Innovate	Ideate	Accelerate
Benefits		
+ Work directly with a local start-up team and lead the research, prototyping, testing and validation of your proposed solution + Build competitive and invaluable experience and skills + Exclusive opportunities to apply for paid internships or roles + A place on the 2020 London Venture Crawl	+ Pitch, prototype and get feedback on your new business idea + Build or strengthen your business model + Build and work towards a proof of concept and minimum viable product or service + A place on the 2020 London Venture Crawl	+ Take your existing product or service to the next level + Get investment ready and learn how to build your team + Develop your customer acquisition + A place on the 2020 London Venture Crawl + Scale production, customer and revenue growth
Prize Fund		
+ 3 x Winning Entries - £1000 (one winner per start-up) + 3 x Runner Ups Teams - £500 each + 1 x Viral Idea Winner - £500	1 x Winning Entry - £3000 1 x Runner Up - £1500 1 x Finalist - £500 1 x Viral Idea Winner - £500	1 x Winner - £6000 1 x Runner Up - £2500 1 x Finalist – £1500 1 x Viral Idea Winner - £500

COMPETITION TIMELINE NOV/JAN

Date	Innovate	Ideate	Accelerate
1st November 2019	Competition Site Launch: www.westminsterbigideacompetition.com		
31st October – 26th November	Foundation Insight & Development Workshops + A Deep Dive into Careers & Startups + Design Thinking 101 + Video Production Surgery + Panel: Inside Look at Life as a Startup Founder + Storytelling: Bringing Your Product Ideas to Life Find out more and Book Your Place on these workshops at: http://bit.ly/BIGIDEAWORKSHOPS		
21st November	Applications Open + Register for Westminster Student Enterprise Journey + Start-up and Briefs revealed + Download application process instructions + Upload 2-minute Video Pitch onto YouTube and copy URL onto application form + Complete and submit online application form	Applications Open + Register for Westminster Student Enterprise Journey + Download application process instructions + Upload 2-minute Video Pitch onto YouTube and copy URL onto application form + Complete and submit online application form	Applications Open + Register for Westminster Student Enterprise Journey + Download application process instructions + Upload 2-minute Video Pitch onto YouTube and copy URL onto application form + Complete and submit online application form
31st January	Deadline: Applications Close		

COMPETITION TIMELINE FEB/MAR

Date	Innovate	Ideate	Accelerate
4th February 2020	**Shortlist Announced** + Announcement of the 2 shortlisted Entries for each start-up brief	**Shortlist Announced** + Announcement of the 2 shortlisted Entries	**Shortlist Announced** + Announcement of the 2 shortlisted Entries
10th to 12th February	**Mandatory Upskill Workshops** + Conducting Effective User Research + Experience Mapping + User stories & Problem Statements + Stakeholder kick-off meeting	**Mandatory Upskill Workshops** + Business Model Design + Customer Development + Competitive Research	**Mandatory Upskill Workshops** + Investment Readiness + Creative Strategy + Pitching to VCs
TBD*	**Mandatory Build Workshops** + Ideation and rapid prototyping + Presentation Skills + Usability Testing	**Mandatory Build Workshops** + Ideation and Rapid Prototyping + Pricing Strategies + Features and Product Roadmap	**Mandatory Build Workshops** + Building and Managing a Team + Project Risks and Constraints + Influence
TBD*	**Dedicated Support** 1 x Mentoring Drop-In Session Stakeholder meetings with the Start-Ups	**Dedicated Support** 1 x Mentoring Drop-In Session	**Dedicated Support** 1 x Mentoring Drop-In Session

COMPETITION TIMELINE MARCH

Date	Innovate	Ideate	Accelerate
9th March	***Submissions of Developed Entries*** *+ Submission of: New 2 Minute Video Entry* *+ Submission of 5-minute Investor Pitch Deck*		
11th March	***London Venture Crawl*** *+ Announcement of selected finalists*		
13th March	***Finalists Listed on Website*** *Public voting enabled for identification of Viral Idea Winner*	***Finalists Listed on Website*** *Public voting enabled for identification of Viral Idea Winner*	***Finalists Listed on Website*** *Public voting enabled for identification of Viral Idea Winner*
17th March	***Grand Final Demo-Day & Prize Giving*** *+ Finalists Pitch to a Judging Panel* *+ Selection and reveal of Winners and Runner Up* *+ Reveal of Viral Idea Winner*		

ASSESSMENT & SELECTION CRITERIA

The following criteria will be used to assess the entries submitted and inform the selection process throughout the competition.

INNOVATION

A 2-minute video pitch presenting a solution to a business challenge or opportunity that is:

+ A viable and feasible solution to the challenge problem or opportunity presented in the brief

+ An evidently well researched solution relevant to the start-up's market place, customer segments and business strategy

+ A solution which fosters real business opportunities and benefits as well as identifying and potential risks

+ An innovative and original solution with a clear value proposition

+ A solution which creates long and short-term competitive advantages for the startup

+ A pitch which indicates how the solution may benefit the start-up's business model (cost, pricing and revenue structures)

+ A pitch which outlines the strengths skills and background of the applicant or team members

+ A solution that is ethical, legal and has potential for positive social and environmental impact

IDEATION

A 2-minute video pitch presenting an idea for a product or service that is:

+ Viable, feasible and innovative

+ Offers value and solves a problem or need for a defined end-user or customer

+ Based on evidence of thorough in-depth market research and customer discovery

+ Clearly focused on the target customer, users and/or market segments

+ Clearly delivering a potentially unique advantage or selling point

+ Based on knowledge and early prototyping of how the product or service will be built, tested and validated

+ A product or service that is ethical, legal and has potential for positive social and environmental impact

ACCELERATION

A 2-minute video pitch presenting a business that is:

+ A viable and scalable existing business with a proof of concept

+ An existing and working product/service or minimum viable product

+ Based on a clear unique value proposition and selling point

+ Clearly able to exercise a competitive advantage in its market

+ Based on a clearly defined and viable business model (cost, pricing and revenue structure, and sales runway)

+ Focused on clearly defined and understood target customer segments and addressable market(s) with a feasible customer acquisition strategy

+ Based on evidence of direct engagement and positive relationships with customers or end-users

+ Supported by evidence of initial traction and a revenue/ customer pipeline

+ Clear in its understanding of its key partners and supply chain

+ Ready to build a team, attract pre-seed/ seed funding and strategic partnerships

+ Founded on a clear value based mission and policy that is ethical, legal and has potential for positive social and environmental impact

IMPORTANT COMPETITION FAQS AND GUIDELINES

Can submit a solution, business idea or business that is not originated by me or my team?

Entries submitted for any of the competition categories must be your own (or your team's) unique and original ideas or businesses and entirely researched, developed and originated by the applicant team or individual. Entries will be disqualified if the judges find them to replicate or acquire an already existing idea, solution or business not developed by the individual or team submitting the entry. If participating in the Accelerator category, you may be asked to provide evidence of business ownership and Intellectual Property Rights.

Is the competition suitable to students and graduates with Freelance businesses?

Yes, however, your business or idea must indicate why your services are different and better than your competitors and the potential for your freelance business to grow and retain customers or clients

Can we apply as a team?

Yes, for all the entry categories you may apply as a team or individually. However, for the innovation category a team must have no more than three people.

If we apply as a team, will each member of the team win their own prize?

No, the prize must be shared amongst team members, how this is done will be decided independently by you.

Can I participate in more than one entry category?
No, you can only enter one of the competition categories (Innovate, Ideate or Accelerate)

Does my business or business idea have to be from a specific sector?
No, the competition is open to all businesses and business ideas with products and services targeting any sector or market.

What video format and length is acceptable?
Your video must not exceed 2 minutes in length. You can choose any video style and format, i.e. narrated slides, face to camera recording, narrated animation, etc. However, your video must be recorded in English with sound enabled, the use of subtitles is encouraged but not mandatory.

Will the quality of my video influence whether my application is shortlisted?
It depends – we encourage applicants not to spend a large amount of time producing their video, however, the video images must be legible with clear sound. We will assess the quality of the information and content in the video and not production quality or format.

How do I upload my video?
First record and upload your video on YouTube and copy the URL onto the competition application form.

Can I apply if I am not a University of Westminster student or graduate?
No, only students and graduates who are currently enrolled or have completed their studies on any undergraduate, postgraduate or research course at the University of Westminster may apply.

Can International students on a Tier 4 Visa apply?

If you a holder of a Tier 4 Visa you will only be able participate in the Innovation and Ideation categories, as these do not require you to have an existing and trading business or to undertake freelance work. International students on a Tier 4 Visa are prohibited by UK government law from starting or registering a business and undertaking any form of freelance work.

Who owns the Intellectual Property created as part of the Innovation Category?

Each startup participating will have its own unique Intellectual Property policy governing your participation and outputs delivered during the competition. Please ensure you read the start-up's policy carefully, and seek any necessary clarifications prior to applying.

Can graduates apply?

Yes, graduates and alumni can apply but only if they have completed their studies within the past three years from November 2019. Importantly, in order to participate in the Accelerate category you must have the legal right to start and operate a business; international graduates on a Tier 1 Entrepreneur, Start-up or Innovator visa are able to apply.

Is this competition more suitable to students or graduates from particular courses?

No, the competition is open and suitable for students and graduates from any course

If participating in the Innovation category, can I submit an entry to more than one start-up brief?

In the case that multiple entries from one applicant/s are shortlisted the judges will decide which will progress.
The judges will select which of the two entries are shortlisted, the judges will decide which will progress.

If successfully selected as a finalist, runner up or winner, when will I receive my prize?

Prizes will only be awarded at the end of the competition, and only if you participate in every stage of the competition.

Will I be paid by the start-up during the competition?

No, you will not be paid by the start-up during the competition, however we have selected start-ups that are likely to offer paid internships and work experience opportunities after the competition. Startups are likely to take into account the performance and professionalism you demonstrate throughout the competition.

Do I have to attend the mandatory bootcamp workshops and the grand final?

Yes, all applicants and teams must attend the prescribed bootcamp workshops and grand final. Failure to attend may result in disqualification.

During the public voting phase can I pay for votes or use online bots, hacks and software to increase the number of votes listed on my entry?

No, paying for votes or using technology or hacks to artificially increase the number of votes will result in disqualification from the competition. We will trace and monitor the source, email and IP address linked to each vote. Irregular activity will be queried and investigated. However, we do encourage the use of fair and ethical offline and online marketing methods to encourage students to vote for your idea.

What do I do if I need further information or help with my application?

Contact the CEC team at: ***cec-info@westminster.ac.uk***



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