

2021 Venture Competition – Information and Key Dates

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1. About

Have you got an idea that you can turn into a business? Then the Brunel Entrepreneur Hub Venture competition is for you. Think Big!

Whether it's related to your course (e.g. final year project) or not and whether you are on your own or have a team, you should enter this competition. Your idea could be an innovative mobile app, a new healthcare service, a theatre company, a fashion label, a new design for an electric bicycle, or an online marketplace. We want to hear about your idea and how it provides real solutions and wins over customers. Training is provided to both help you hone your business idea and to learn how to 'pitch' it.

The Venture Competition is an opportunity for all Brunel University students to develop their entrepreneurial skills with a chance to win up to £10k!

2. Entry Criteria

Who is the Venture Competition for?

It's for students and graduates.

We welcome applications from students and recent graduates from all colleges, with all types of ideas, not just business ideas. So you are what we're looking for, whether you're a creative designer with an incredible new product, a business student who's spotted a gap in the market, a health or social science student working on a research project that could help society, or any number of other combinations. Ideas can come from anywhere and we want to hear yours.

It's for teams, too.

Individuals or teams of up to 4 people can enter the competition. We strongly encourage teams with members from different colleges who can complement each other.

The only requirement is that you're a registered full or part-time Brunel University London student, or alumni (graduated in the last 3 years) of the university.

3. How to Enter

There are 2 stages to the Venture Competition 2021.

Stage 1: Online video entry!

The first stage of this competition requires you to submit an online video. Please upload your video to Vimeo (this is free when you use the basic account feature) and share the video link with Hub@brunel.ac.uk.

PLEASE NOTE: Vimeo guidelines are included at the end of this pack.

Your video should be no longer than **2 MINUTES**.

Submit your video entry before 3rd February 2021!!

What should you cover in the video submission?

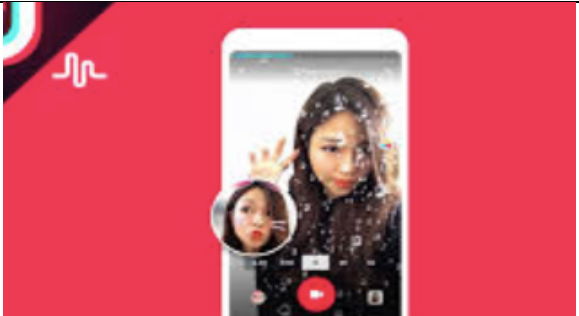
You can submit as many ideas as you like but each idea can only be entered once. Make sure to prepare the content of your video submission before starting to film. Please see a guide of what you can include in your video, however note that you DO NOT need to cover all the points below – this is guidance only.

VIDEO CRITERIA

- Idea title
- What is the problem or unmet need that your idea addresses?
- Who is experiencing this problem or need?
- What is your business idea (product or service)?
- Who are your competitors and how are you different?
- Who's in your team?
- How do you plan to make money from your idea?
- What else would you like to tell us about your idea?

VIDEO GUIDANCE - What kind of video are we looking for?

The video you submit can be in any style of your choice - please see the below for some examples:

	
Presentation on Zoom – Hit record on Zoom & share your screen, this will allow you to share some slides and talk over them, you can also be in frame if you allow the video option.	Tik Tok – record a super short fun video explaining your idea, like a Tik Tok!
	
Traditional – Record yourself talking to the camera!	Voiceover – you don't have to be on camera, record your voice with a static image and submit.
 Animation - create an animation video to explain your idea... add a voiceover or use words on the screen to tell the story.	If you need further inspiration, research competition video entries and find a style that suits you. If you have any questions about this please email hub@brunel.ac.uk.

Stage 2: Submit a Business Model Canvas!

If your video is shortlisted during stage 1, you will be notified and required to submit a business model canvas as part of stage 2 of the Venture Competition.

We run Business Model Canvas workshops to help you prepare for this. Please see page 8 for scheduled dates.

Please submit this Business Model Canvas to Hub@brunel.ac.uk.

Submit your business model canvas before 3rd March 2022!!

4. Benefits of Participating and Prizes

What are the benefits of participating?

Well, for a start **a share of a total prize fund of £10,000** donated by Santander and Brunel Alumni is up for grabs.

In addition to the cash prize money to invest in your idea, the best ideas will also be considered for entry into the Santander Universities Entrepreneurship Awards Competition, which could enable you to win up to £25,000 prize money.

On top of that, there are a number of other benefits from entering the Competition.

As a participant you will:

- Receive a **FREE Enterprise Nation membership** which will give you exclusive access to local and national experts, inspirational events and more (enterprisenation.com).
- Earn points towards **Brunel+**: participation in the Venture Competition counts towards Brunel+
- Improve your employability through learning new skills in idea development, opportunity shaping and public speaking.
- Receive valuable feedback and advice on your ideas and how to progress them.
- Explore the possibility of creating your own job and “being your own boss”.
- Have the opportunity to create publicity for your idea or venture.

5. Your Business Idea

Need help developing an idea?

You can find inspiration all around! Check out these suggestions:

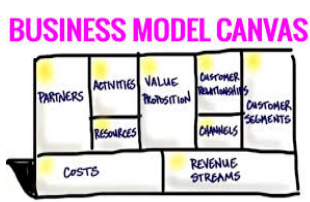
- In your day-to-day to life, are there any problems that you think you could solve? Make a mind map of some solutions. Think outside the box!
- Get inspiration from friends and family – what problems would they like solved?

- What do the trends say? Think about current affairs, culture, society, technology – do the trends show any opportunity for innovative solutions?
- Consider your course. Did anything in your lectures open up new ideas?
- What hobbies or passions do you have? Can you think of something that could make your passion even more exciting or make it more accessible?
- Is there anything that would make your life more meaningful or exciting? Can you think of something new that could make your life more fun?
- Is there an existing idea that you like but you think could be improved? How can you make it better, more efficient, cheaper?

6. Come to a Training Session

Want to give this competition your best shot? Attend one of our training sessions!

We are looking for business ideas that can go places. You will need:

	Business Idea Input	Training and support
 BUSINESS MODEL CANVAS	You will need to refine your business idea and consider all aspects of launching a business.	Business model workshops to help you with this are running on 2 December 2020 and 17 February 2021.
 the Pitch	The business will need to be 'pitched' to the judges and potentially later to investors.	Semi-finalists are offered pitch training on 17 March 2021 but anyone is welcome.

The sessions will be taking place on the following dates:

- **Wednesday 25 November 2020: Venture Competition launch!**
- **Wednesday 2 December 2020: Virtual Business Training Workshop:**

Business Model Planning workshop to help refine your business idea from validation through to launch.

- Book here: <https://www.eventbrite.co.uk/e/business-model-canvas-workshop-1-tickets-120408295453>

- **Wednesday 17 February 2021: Virtual Business Training Workshop:**

Business Model Planning workshop to refine your business idea from validation through to launch.

- Book here: <https://www.eventbrite.co.uk/e/business-model-canvas-workshop-2-tickets-128113050583>

We have limited spaces available for these sessions so don't delay; click here brunelentrepreneurhub.eventbrite.co.uk to reserve your spot and explore all workshops and events, or click on the specific links listed above. The sessions will give you valuable feedback on your business idea, pointers on how best to complete the video submission, and advice on the types of things the judges will be looking for when assessing your idea.

- **Wednesday 17 March 2021: Virtual Pitching workshop**

Learn how to pitch – in preparation for the finals on 24 March 2021.

- Book here: <https://www.eventbrite.co.uk/e/perfect-your-pitch-2021-workshop-tickets-120509355727>

Would you like more support? We've got you covered

You can book an appointment with one of our Entrepreneurship Consultants to help you with your application queries. To book an appointment, click here <https://www.brunel.ac.uk/pdc/entrepreneur-hub/contact-us>

7. [Frequently Asked Questions](#)

If I enter, or even win, the Venture Competition do I have to give you a share of my project or business?

No, your idea will remain your idea and your business remains your business. We just want to help make it a reality.

I'm not a student at the Business School – can I still enter?

Of course – the Venture Competition is designed so that Brunel students and alumni from any background can compete. We've had winners and finalists from all over the university. All you need is an idea that you're passionate about, and a willingness to jump in and have a go!

I graduated last year! Can I still take part?

Absolutely - the Competition is open to all current students, as well as any alumni who have graduated since March 2019.

Can I enter with a friend?

Yes – even friends. As long as each of you meets the eligibility criteria, you can enter as a team of up to 4 people.

I recently started my own business and would like to enter it into this competition – can I do that?

If you have launched your business, you can submit your video application as long as you have not been trading for more than 1 year from the date of the submission.

I haven't launched my business yet – can I still enter?

Of course – Just make sure your application clearly shows how you intend to launch your product or service and how you will be ready to launch within the year.

8. Judging Criteria

What are we looking for?

First round judging (stage 1) will be based on the level of innovation, feasibility of the business idea as expressed in your video submission.

The second round (stage 2) which will require you to submit a Business Model Canvas will be judged on the detail, research, and viability of your idea.

For example, see below:

- Is the idea innovative (product or business model innovation)?
- Is there a potential large market or a well-defined market?
- Does the idea add value that people are prepared to pay for?
- The importance or criticality of the societal issues being addressed
- The ability to make a difference
- The ability to scale the organisation if successful OR the quality/depth of impact achieved (i.e. you may be reaching smaller numbers but impacting people's lives at a deeper level than larger scale initiatives.

9. Key Dates

Date	Time	Location	Key Activity
25 Nov 2020		Zoom	Brunel Venture Competition Launch
2 Dec 2020	1.30 – 3.00 pm & 3:30 – 4:15 pm (optional)	Zoom	Business modelling workshop (1)
3 Feb 2021	12 pm	Vimeo (see section 10)	Stage 1: Video entry deadline
10 Feb 2021	4 pm	Email	Stage 1: shortlist announced
10 Feb 2021 – 17 Mar 2021	12 pm	Vimeo	Online People's Vote: Video entry
17 Feb 2021	1.30 – 3.00 pm & 3:30 – 4:15 pm (optional)	Zoom	Business modelling workshop (2)
3 Mar 2021	12 pm	Please send this to hub@brunel.ac.uk	Stage 2: Business Model Canvas deadline
15 Mar 2021	12 pm	Zoom	Stage 2: Finalists announced
17 Mar 2021	1.30 – 3.00 pm & 3:30 – 4:15 pm (optional)	Zoom	Pitching workshop
24 Mar 2021	TBC	Zoom	Finals & People's Vote Winner

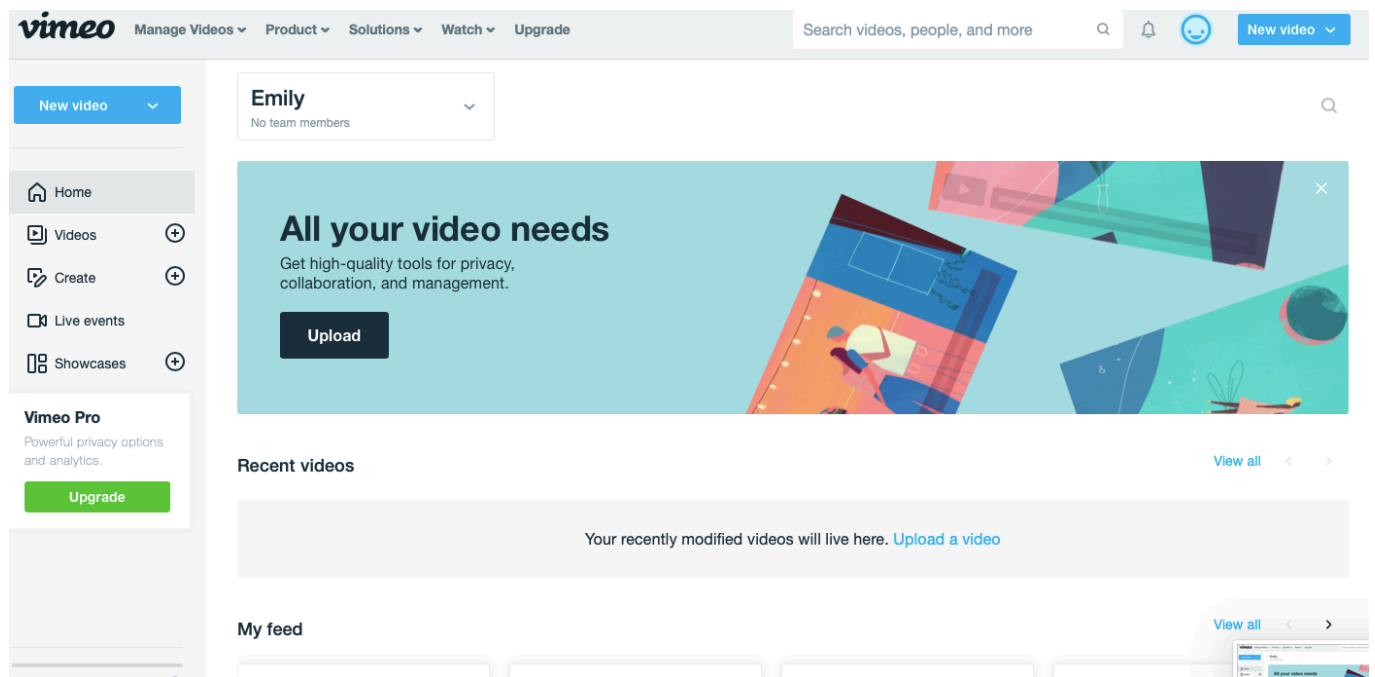
****Please be aware that these are subject to change – check out our Eventbrite page for any changes.
(brunelentrepreneurhub.eventbrite.co.uk)***

10. Vimeo Guidelines

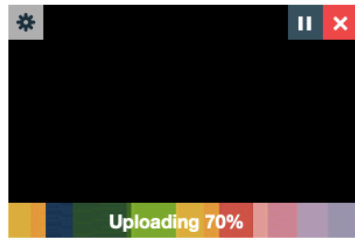
We recommend that you submit your video using Vimeo, as you will be able to protect your entry so that we are the only people who can view it.

How to:

- Go to Vimeo.com
- Create a basic free account by submitting your name, email address and new password. You will receive a confirmation email to activate your account; once you have received this and logged in, you can upload videos.
- Once logged in, you will see the below screen.



- Click the 'New video' icon on the Vimeo homepage on the top right to upload your Venture Competition 2021 entry video, then click 'upload'. Please note, you will need to save the video onto your computer or laptop first.
- Once the video has been uploaded, you will then come to the 'Video Settings' option (see below). Please include within the Video description your full name, email address and student ID number.
- Within the 'Privacy settings' click the 'Only people I choose to see this video' option and enter the following user name: **Brunel Entrepreneur Hub**. (this will ensure that we are the only user that can watch your video).



Lili Dreyer. Be Inspired: Alumni Entrepreneurial Journey.
October 2020 .mp4 / 121MB of 172MB / 05:15

Title

Test video: venture competition 2021

Description

test

Privacy

Only people I choose can see this video

Tags

(Separated by commas, please!)

Brunel entrepreneur hub



Brunel Entrepren...

All / Selected (1)

Content rating

☐ All Audiences ☐ Mature

Language

English

Industry

Other

☒ Enable video review page

<https://vimeo.com/user126469108/review/477101735/05140feffb>



- Once your video has been successfully uploaded to Vimeo, email Hub@brunel.ac.uk the URL of your video, please include your name and student ID number within this email confirmation.

Any questions, please contact Hub@brunel.ac.uk for help and support.

