

## QUB Dragons' Den 2025 – Competition Terms & Conditions

### **QUB Dragons' Den Shortlisting**

- The deadline for applications is **12 noon** on the **7<sup>th</sup> February 2025**.
- A judging panel, made up of SU Enterprise staff and sponsors, will review the application forms to determine who will be invited to the Semi-Final (Quick Pitches) on **2<sup>nd</sup> March 2025**. Those invited to the Sem-Final stage will be notified no later than the **11<sup>th</sup> February 2025**.
- Feedback is available upon request.
- The judges decision is final.
- Applications will be judged based on:
  - Quality of application (Have the questions been sufficiently answered in a clear and understandable manner?)
  - Quality of idea/concept (Does this idea make sense? Is it a new or unique concept?)
  - Whether or not the idea presented solves a problem (Is this product or concept needed or desirable in today's society?)
  - Has this application thoughtfully considered current market competitors or substitutions?
  - Have you thought about how this business will make money? Does this concept have potential for earning?
  - Who are the customers for this business idea? Are there enough to make the business viable?
  - The business should not be harmful to the environment.

### **QUB Dragons' Den Semi-Final Round (Quick Pitches)**

- The Quick Pitches are scheduled for 25th Feb 2025. Successful Entrants/Teams must:
  - a. Give a 2-minute 'elevator pitch' to the panel of judges.
  - b. Face questions arising from their pitch.
- Confirmation will be issued by email no later than 27<sup>th</sup> Feb 2025 to those teams/entrants selected by the panel to progress to the final. Successful entrants/teams selected will receive individual mentoring.
- Students will be observed by industry stakeholders. If team member(s) are unavailable for their allocated time slot, they must make the Enterprise Team aware as soon as possible so we can arrange an alternative time.

### **Semi-Final Round Judging Criteria**

Teams will be scored based on the following areas:

- What problem does your product or service solve?
- How does it work and what makes it innovative?
- Who are your competitors?
- Who will your customers be?
- What makes you the person/team to bring this forward?

- Contestants will have the right to ask for feedback after the Semi-Final round, whether successful or unsuccessful.
- The decision of the Judges and of the SU Enterprise Team is final.
- If a contestant or team fails to send their pitch to SU Enterprise before the deadline without prior notice, they will be disqualified from the competition.
- If a contestant or team fails to show up for their allocated question time slot, they will be disqualified from the competition.

### **QUB Dragons' Den Final Round**

- Each team will be asked to prepare a 10 minute pitch that will be presented on the 2<sup>nd</sup> April 2025 in Mandela Hall.
- Dragons will be listening to your pitch and preparing to ask questions directly after the students' pitch. They will expect you to be able to answer questions on Scalability, Market Potential, Viability of Business Idea and Use of Innovation within your product or service.
- Questions will last for approximately 10 minutes.
- Teams will be allocated a time slot for pitching.
- Students will be filmed.
- Props are permitted.

### **Final Round Judging Criteria**

Teams will be scored based on the following areas:

<p>1. What makes you the person or team to take this forward?</p> <ul style="list-style-type: none"> <li>a. Strong individual or team - confident and believable</li> <li>b. If a team - well worked out roles and partnership arrangements</li> <li>c. Within their field or area of interest</li> </ul>
<p>2. What's the problem you're addressing?</p> <ul style="list-style-type: none"> <li>a. A real problem with significant depth (life changing) and/or range (lots of people).</li> </ul>
<p>3. What's the solution?</p> <ul style="list-style-type: none"> <li>a. A good solution - well thought through and designed</li> <li>b. Consideration of added value features and/or future products</li> <li>c. Costs and prices well worked out</li> </ul>
<p>4. How does it work?</p> <ul style="list-style-type: none"> <li>a. Confidence in the viability proposed product/service</li> <li>b. No technical concerns</li> <li>c. No Intellectual Property concerns</li> </ul>
<p>5. Who are your customers / audience?</p> <ul style="list-style-type: none"> <li>a. Clearly identified audience</li> <li>b. Well researched</li> <li>c. Evidence from the market</li> <li>d. Good plan on how to reach them</li> <li>e. Realistic sales projections</li> </ul>

6. Who is your competition? a. Clearly identified market position in relation to competitors
7. What do you need to get started? A solid costed plan for getting to the next stage with clear outcomes.
8. Will Dragon's Den funding and support make this business happen or improve its chances of starting?

The decision of the judging panel is final. If you wish to receive your feedback, please email [su.enterprise@qub.ac.uk](mailto:su.enterprise@qub.ac.uk) within 1 week after the results have been announced.

*Winner/s:*

- The winner/s will be announced on the evening of the 2<sup>nd</sup> April 2025 at an Awards Ceremony.
- Each winner will receive their prize money within 2 months of SU Enterprise receiving relevant details from the competitor.
- SU Enterprise request that winners post on their social media about the QUB Dragons' Den competition, tagging @qsenterprise in their posts.

For further information contact: [j.maguire@qub.ac.uk](mailto:j.maguire@qub.ac.uk)

### Additional Terms and Conditions

1. All ventures will be considered for this competition as long as they are moral and legal.
2. The competition is open to all Queen's University Belfast Students', aged over eighteen on the closing date. SU Enterprise reserves the right to request proof of age for entrants and student status.
3. The competition excludes full time permanent staff and their immediate families of Queen's University Belfast and Queen's Students' Union, their agents or anyone professionally connected with this promotion.
4. Entries from third parties or agents or incomplete entries will not be accepted. All entries must be made directly by the person / team entering the promotion.
5. No purchase necessary.
6. By entering, the winner agrees to take part in any promotional activity and gives Queen's Students' Union and its assignees and licensees the unrestricted right to use the whole or part of your contributions in all media (now known or invented in the future) throughout the world without limit of time. Queen's Students' Union hope to use your contribution, but we cannot guarantee to do so, and Queen's Students' Union is under no obligation to make or transmit any media.
7. Incorrect contact information will automatically disqualify the entrant. Queen's Students' Union cannot be held responsible for any incorrect or inaccurate entry, or for the faulty or failed electronic transmissions; inaccessibility or unavailability of the internet, the website or any combination thereof; neither can we be responsible for the failure to fulfil the obligations of any third party involved in this promotion, although we will always endeavour to minimise the effect to the participant of any such failure.
8. Claims for prizes must be made in the manner and within the time specified in the prize notification. Should the entrant fail to claim the prize within the time or in the manner specified in the prize notification, or should the prize notification be returned as undeliverable, the Promoter reserves the right, in its absolute discretion to award the prize to a substitute winner chosen at the same time as the original.
9. If an entrant / team is not available on 2<sup>nd</sup> April 2025 to attend the Dragons' Den Final, the Union reserves the right, in its absolute discretion to offer their place to the next lucky entrant / team.
10. The prize is non-transferable and cannot be exchanged for an alternative.
11. Queen's Students' Union cannot take any responsibility for lost entries or any damage, losses or injuries related to the competition or prize.

12. The decision of the Dragons' Den Judges is final and binding and no correspondence shall be entered into.
13. Queen's Students' Union reserves the right to terminate this competition or vary, alter any of these terms and conditions at any stage, if deemed necessary in its opinion, or if circumstances arise outside of its control.
14. Your personal details will be retained by Queen's Students' Union and not passed on to any third parties without your permission. All applicants have the opportunity to grant or withhold this information on the on their application form.
15. By entering the competition and supplying your information, you consent to receive relevant promotional material via e-mail.
16. By entering the draw, all entrants agree to the terms and conditions of this promotion.
17. Whilst students that belong to a team of other, non-QUB students are permitted to enter, only the QUB student will be permitted to pitch on behalf of their team as part of the competition.
18. Students that have won money through QUB Dragon's Den in previous years may not enter the competition with the same business idea.
19. Students enter the competition at their own risk; Queen's Students' Union will not be held responsible for any risk or damage to current or future patents, copyrights, secrecy, or trademarks of a business, startup, or business concept.
20. Queen's Students' Union are committed to following government advice and guidelines concerning Covid-19. Adequate risk assessment will be completed at every stage, understanding that some events may have to be moved online to ensure student and staff safety. We advise that students also follow the appropriate government and university guidelines.
21. Certain visas restrict students from starting a business or engaging in business activity while they are studying in the UK. It is the responsibility of the student to follow up with the University Visa Team and ISS to ensure that they are acting within the permissions of their visa.