

Santander Universities Entrepreneurship Awards information pack



 **Santander**
UNIVERSITIES

   **#SantanderEA18**

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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 and has donated over €1.5b globally since 2002. In 2007 the scheme was launched in the UK and now has partnerships with over 80 universities, providing over £10m of funding in 2016 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 one of the UK's largest student and graduate business pitching competitions. We reward entrepreneurs by offering cash prizes, mentoring and start-up support and have so far given away more than £340,000 to start-ups and small businesses.

2018 competition

Following the competitions success in previous years, we're delighted to announce the 2018 edition. We'll 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



BellaMoon®

"BellaMoon® provides comfort to exhausted mothers during those all-encompassing early days of post-natal sleep deprivation. For us, entering the competition helped bring BellaMoon from a simple early stage idea to the cup of a market-ready global product. The Accelerator Week was fundamental in shaping key decisions on manufacture, distribution and margins, as well as giving me the confidence to 'go for it'.

Find out more at Bellamoon.co



Jenny Evans Designs

"At Jenny Evans Designs we create beautiful textile prints inspired by nature to bring the outdoors into your life and home. Winning the Post-Revenue category was an incredible experience and has completely revolutionised my business. I've built a huge new network of people to work with and get advice from, gained an accountability partner, new business collaborations, had an incredible week of working on my business with CEO's and industry experts and I also gained an advisory board member - all before I won!"

Find out more at Jennyevansdesigns.com



Caukin Studio

"At Caukin Studio we work with student groups to help supply new buildings to disadvantaged communities across the globe.

"The award was such a great experience and opened so many new doors for us. Having the opportunity to pitch to an audience of sector leaders and business advisors is one that doesn't come around often so we jumped at the chance!"

Find out more at caukinstudio.com

The prizes



Over £90,000
worth of equity-free
seed funding
available in total



**Mentoring
and support**
from business
experts



**Exclusive
access**
to an acceleration
week

On top of this the winning businesses will receive a fully funded intern from Santander

2018 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 Technology business

This is defined as a business or idea with hardware and/or software central to the businesses value proposition.

2 Non-technology business

This is defined as a business or idea that has a value proposition that is not primarily based around hardware and/or software.

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. 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.

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 business 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 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 be invited to join us as a guest at the regional and national finals.

Judging criteria – Important

In your video we'll be looking for:

- a clear explanation of your business or organisation, its purpose and impact and an understanding of the problem that it solves for customers or communities;
- an understanding of where your business or idea came from (i.e. personal challenge, as a result of studying); and
- 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 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 five 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 £500 of seed funding and secure a space at the national final. A further 6 businesses will also be selected by the audience at the various events in June and will compete for a separate Peoples Choice prize at the final.

All entries that do not progress at this stage will receive a certificate congratulating them on being shortlisted and a start-up gift set.

Judging criteria – Important

Your pitch will be marked on your ability to demonstrate an understanding of four key areas.

1. Your customers.
2. Your product and/or service and the impact it has on customers and communities.
3. Your business model and its viability.
4. What the impact of winning the competition would be.

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 considered by the judging panel who will then select the businesses that will progress at the event.





Stage 3 Growing your business

The accelerator week

Following the three regional heats, the successful businesses will be invited to attend an accelerator week which will provide them with a unique educational experience led 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).

What's more, to help prepare you for the final and future pitches to investors we'll also be running a pitch training session during the summer for all finalists.

The accelerator week – a snapshot

In the 2017 edition, finalists attended a three day event at Loughborough University where they heard from leading organisations including Santander, Microsoft, Crowdfunder, iProspect, Unltd and The Studio, Loughborough.

What attendees thought about experience:

"To be completely honest, I thought it was going to be like a million other events I have been to, but it turned out to be so insightful and inspiring. We were able to take real practical skills or tools from pretty much every session, which I already know will be invaluable in planning the next stages of growth for my business. The speakers were so motivational and I for one, really feel a new lease of excitement for myself and my business." **Stephanie Monty, Ostique Ltd**

"Thank you for putting together such a brilliant week packed with so much learning!" **Kalkidan Legesse, The Sustainable Clothing Company**

"The Santander Universities accelerator week was absolutely AMAZING! It literally was so inspiring and I have learned SO much which will help BellaMoon." **Irene Breen, BellaMoon**





The national final

For the last part of the competition the national final will take place in an exclusive venue in London on 4 October 2018, and teams will be expected to deliver a 5 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:

The two winning businesses will receive:

- £25,000 of equity-free seed funding
- Mentoring from business experts
- Access to the accelerator week
- A fully funded intern
- £500 digital growth voucher from Talent Cupboard

The two runners up will receive:

- £15,000 of equity-free seed funding
- Mentoring from business experts
- Access to the accelerator week
- A fully funded intern
- £500 digital growth voucher from Talent Cupboard

Judging criteria – Important

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/organisation mission, purpose and overview | ■ Demonstration of learning from accelerator week |
| ■ Understanding of your customers and your value proposition | ■ Growth strategy and impact |

Profit with purpose

Throughout the competition we'll be on the lookout for the entry that has the greatest social, community or environmental impact. The winning business will receive:

- £7,500 of equity-free seed funding
- Access to the accelerator week
- A fully funded intern



Competition timeline

Competition launch	January 2018
On-campus events and competitions	January 2018 to 27 April 2018
University applications	24 April to 17:00 on 27 April 2018
Screening	30 April 2018 to 11 May 2018
Shortlist announced	15 May 2018
Regional heats	
London and South	25 June 2018 to 29 June 2018
Central	25 June 2018 to 29 June 2018
North	25 June 2018 to 29 June 2018
Accelerator week	16 July 2018 to 20 July 2018
Reflection and preparation for the final	
National final	4 October 2018

Please note that dates are subject to change

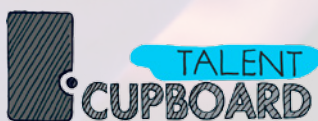


How to get involved

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 university's Enterprise Department on campus.

Friends of the initiative

Below you'll find information on some of the amazing organisations supporting the 2017 initiative:



[Talent cupboard](#) is the place where brilliant businesses connect with incredible talent.



At [Microsoft](#) our mission is to empower every person and every organisation on the planet to achieve more.

Further supporters will be announced in 2018.

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

Terms and Conditions

Eligibility criteria

- All applicants must be students or alumni who have officially graduated within 2 years of the date of submission from a Santander UK partner university.
- Applicants can be individuals or groups. There is no limit to a group size but any pitching at events is limited to 2 people.
- Throughout the process applicants must be legally residing within the UK.
- All businesses taking part in the competition must be registered UK companies.
- Applications that are currently in the idea stage 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 a material share in the business and be responsible for the direction and leadership of the organisation. This would normally include holding the title of CEO, Founder or Co-Founder.

Submission criteria

- Each partner university can submit a maximum of 2 entries into the competition. These entries must be as follows:
 - 1 x Technology business. This entry should have hardware and/or software as fundamental to their value proposition
 - 1 x Non-technology business. This entry should have a value proposition that is not primarily based around hardware and/or software.
- 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 27th April 2018. 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. Each stage of judging will consist of a minimum of 1 independent judge.

- 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.
- 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 as well as the right to amend the judging structure.
- 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. Santander UK will cover travel costs up to £100 for all finalist businesses.
- Prize money will be paid into a UK bank account held in the name of either the business or the winning applicant(s).
- 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. We may however work with third parties to supply developmental support as part of the competition. Find out more about our data protection policy and how your data will be used by contacting us as santander.universities@santander.co.uk.
- All 6 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.
- Growth vouchers supplied by Talent Cupboard will be redeemable against the products and services listed on their website. All products provided will be supplied as per their product specifications and terms. See <https://www.talentcupboard.com/projects/packs/website> for further details. The Digital growth voucher is not cash redeemable.

Data Protection

Data Protection Statement

Your personal data is data which by itself or with other data available to us can be used to identify you. We are Santander UK plc, the data controller. This data protection statement sets out how we'll use your personal data. You can contact Santander UK Plc's Data Protection Officer (DPO) at 201 Grafton Gate East, Milton Keynes, MK9 1AN if you have any questions.

The types of personal data we collect and use

By entering this competition, we'll use your personal data for the reasons set out below. The personal data we use may include:

- Full name and personal details including contact information (e.g. home address, email address, home and mobile telephone numbers);
- Company details (such as the year it was established, sector, turnover, grants received and information relating to your business model and mission)
- University details (such as the name of the member of staff coordinating the competition and their associated contact details)
- Business ethics (such as information on the importance of social and environmental impact metrics)

Providing your personal data

We'll tell you if providing some personal data is optional, including if we ask for your consent to process it. In all other cases you must provide your personal data so Santander UK plc can process your application.

Using your personal data: the legal basis and purposes

- We'll process your personal data to assess your entry into the competition and to check that you meet the competition terms and conditions. It will also be used by the judges in order to determine progression throughout the competition.
- Your application into the first stage of the competition will be treated as confidential and the information provided will be used for the purposes of administering your entry, and if successful, for publicity purposes. If you do not want your information to be used for publicity purposes you can opt out of this by indicating so on this submission form.
- For the regional heats and national final you will be required to present information about your business on stage to an audience. As such you understand it is your responsibility to ensure that the information presented is not of confidential nature.
- Santander UK plc may work with third parties throughout the competition process in order to provide you with developmental opportunities and experiences. These third parties will include Microsoft, Crowdfunder and Talent Cupboard who may use your data to contact you and invite you to events and opportunities aimed at helping your business to grow.

Based on **your consent**:

- We'll use your personal data to send you marketing communications where we've asked for your consent to do so and you have provided this. You're free at any time to change your mind and withdraw this consent.

Criteria used to determine retention periods

Your data will be handled in accordance with Santander UK plc's Records Retention Policy and will be retained for 2 years after the competition.

Your rights under applicable data protection law

Your rights are as follows (noting that these rights don't apply in all circumstances and that data portability is only relevant from May 2018):

- The **right to be informed** about our processing of your personal data;
- The right to have your personal data **corrected if it's inaccurate** and to have **incomplete personal data completed**;
- The right **to object** to processing of your personal data;
- The right **to restrict processing** of your personal data;
- The right **to have your personal data erased** (the "right to be forgotten");
- The right to **request access** to your personal data and information about how we process it;
- The right to **move, copy or transfer your personal data** ("data portability"); and
- Rights in relation to **automated decision making** including profiling.

You have the right to complain to the Information Commissioner's Office. It has enforcement powers and can investigate compliance with data protection law: <https://ico.org.uk/>. For more details on all the above you can contact Santander UK Plc's DPO or request a copy of our 'Using My Personal Data' booklet by asking for a copy in branch or online at santander.co.uk.