



## Innovation Competition 2016/17 Competition Guidelines

The Enterprising Birmingham Innovation Competition has been designed to highlight and reward researchers who have identified a commercial opportunity based on their research and have the drive and vision to transform innovation into enterprise. This will be the fourth Innovation Competition with our biggest ever first prize of £20,000.

### Eligibility

- The Competition is open to all research staff (including contract researchers) and doctoral researchers (with the support of their supervisors) working at the University on 30th September 2016.
- Entries may come from individuals or teams.
- Ideas can come from any area of the University but must be based on research being carried out by the applicant(s).

There are two categories of award:

### **Most Innovative Idea** and **Most Innovative Collaboration**

#### **1. Most Innovative Idea**

This award recognises academics who have identified an innovative commercial opportunity based upon their research. This might be a novel product or process to solve a particular problem or it might be an opportunity using your expert knowledge to deliver a service. As part of the competition process you will produce an exploitation plan for your idea. The plan will include a brief analysis of the possible markets for your opportunity, your competitors and the benefits of your solution, together with some ideas about how you would envisage developing the project. All applicants will receive training and guidance on putting together the exploitation plan.

The competition is open to people at all stages in the development of their idea from early stage (where you have identified the opportunity and have just started to get a feel for the markets) to more developed ideas (where you are already progressing the idea and working with Alta Innovations – the University of Birmingham Technology Transfer company).

**First Prize: £20, 000**

**Two runners up each win £2,000**

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## Application Process

The competition is being run in two stages:

### Stage One

- Complete and submit an entry form which will give us a summary of your idea, the closing date for this is Friday 9<sup>th</sup> December 2016.
- Attend our exploitation plan training afternoon on Tuesday 13<sup>th</sup> December, 12.30-4pm. Save this date, it is essential especially if you are new to commercialisation as the training will give you the knowledge that you will need to complete the plan and research your potential markets, competition and exploitation routes etc.

### Stage Two

- Complete and submit your exploitation plan by Friday 10<sup>th</sup> February 2017. You will need to build a well-researched and compelling case for the commercial viability of your idea.
- All applicants will be invited to attend an optional half day pitching workshop that will give you the knowledge to put together a compelling presentation of your idea.

### Finalists only

- 3 Finalists announced Wednesday 1<sup>st</sup> March 2017
- Finalists to write and prepare their 15 minute presentations
- Individual pitching coaching for finalists during w/c 13<sup>th</sup> and 20<sup>th</sup> March
- Finalists present at the Final Showcase on Wednesday 29<sup>th</sup> March 2017

It is very important that you have investigated your idea as far as you can before you submit your final plan. The judges will be looking for something exciting, novel and with commercial potential. Remember, they will not be specialists in your area of expertise so make sure you explain your idea using the minimum of technical terms. If the judges don't understand the concept they won't be able to shortlist your entry!

From the exploitation plans submitted, three finalists will be chosen to pitch their ideas to a panel of judges at the Enterprising Birmingham Showcase, which will be held on Wednesday 29<sup>th</sup> March 2017. The finalists will be offered further support and coaching with their presentations. The Showcase will be a fantastic opportunity for the finalists to promote their idea to a wide audience which will include local business, funders and investors.

In addition to this, everyone who submits an exploitation plan will have the opportunity to raise the profile of the commercial potential of their idea, by displaying a poster at the Final Showcase. Further details will be given at the exploitation training workshop and an electronic copy of your poster will need to be with us by 20<sup>th</sup> March in order for us to have them printed and ready to display at the Showcase.

## Timetable - Most Innovative Idea

<b>Closing date for initial expression of interest and submission of idea</b>	Friday 9 <sup>th</sup> December 2016
<b>Training sessions to help with writing full exploitation plan</b>	Tuesday 13 <sup>th</sup> December 2016 12.30-4pm
<b>Submission of full exploitation plan</b>	Friday 10 <sup>th</sup> February 2017
<b>Pitching/Presentation Training (optional)</b>	w/c 13 <sup>th</sup> February 2017
<b>Finalists announced</b>	Wednesday 1 <sup>st</sup> March 2017
<b>Finalists Pitching Coaching</b>	w/c 13 <sup>th</sup> & 20 <sup>th</sup> February 2017
<b>Finished posters required</b>	Friday 20 <sup>th</sup> March 2017
<b>Final Showcase event and prize giving</b>	Wednesday 29 <sup>th</sup> March 2017

## 2. Most Innovative Collaboration

This award recognises collaborative projects that use academics' specialist knowledge and expertise to deliver significant benefit to an external partner. This partner could be a commercial business, social enterprise, charity, government or public sector organisation. We are looking for partnerships which have already delivered significant benefit to the partner and to the University. You will need to be able to identify some well-defined and measureable outputs from the collaboration, and projects completed up to 2 years ago are eligible to apply for the award.

**The prize for the winner is £5000**

### Application Process

The competition is being run in two stages:

#### Stage One

- Complete and submit an entry form which will give us a detailed summary of your innovative collaboration (including all outputs, commercial benefits and societal impact), the closing date is Monday 9<sup>th</sup> January 2017.
- These applications will be shortlisted to five and the shortlisted applicants will be informed by Friday 20<sup>th</sup> January.
- A training session in delivering short pitches will be offered to all applicants, this will take place during the week of 13<sup>th</sup> February 2017.

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## Stage Two

- The five shortlisted applicants will need to prepare a 5 minute pitch on the success of their collaboration. Individual coaching will take place w/c 20<sup>th</sup> February 2017.
- The five shortlisted applicants will be invited to attend the judging panel on the afternoon of Wednesday 1<sup>st</sup> March to deliver their 5 minute pitch (to be filmed) on the success of their collaboration. The judges will then decide upon a winner who will be announced at the Showcase on Wednesday 29<sup>th</sup> March 2017.

The judges will be assessing:

- The significance of the outputs to the partner
- The significance of the outputs to the university
- The commercial benefits and societal impact
- The potential for an ongoing / productive relationship

<b>Closing date for applications</b>	Monday 9 <sup>th</sup> January 2017
<b>Shortlisting</b>	w/c Monday 16 <sup>th</sup> January 2017
<b>Pitching Training / Coaching</b>	w/c 13 <sup>th</sup> & 20 <sup>th</sup> February 2017
<b>Judging panel – Final Pitches</b>	Wednesday 1 <sup>st</sup> March 2017

## Enterprising Birmingham Showcase

The Showcase Event will be held on Wednesday 29<sup>th</sup> March 2017 in the Bramall Music Building and will be a celebration of the innovative spirit of this University. We will be inviting all members of staff as well as people from business, the community and alumni from across the region and beyond.

## Confidentiality

Your work will be treated in the strictest confidence, if required. All organisers and judges are highly respected professionals who regularly deal with confidential information in the course of their work (external judges will sign NDA's). However, the protection of intellectual property is the ultimate responsibility of each entrant. Be careful about disclosing any patentable concepts in your entry. If you are concerned about the protection of intellectual property, contact Alta Innovations Ltd for advice.

## Prize winners

The winner's prize money will be paid into a University account for use in funding the commercial development of their project.

All winners will be required to discuss with a member of the Business Engagement / Alta Innovations (as appropriate) how the prize money should be spent for maximum benefit to develop the project. This may include funding proof of principle / proof of concept work, building a prototype, market research, activities around proving commercial viability of the idea and development of the commercial proposition and funding work to develop the business collaboration further etc.

**For further information and guidance on completing your application contact:**

Sofia Hansrod, email [s.hansrod@bham.ac.uk](mailto:s.hansrod@bham.ac.uk) or call 0121 414 6539