Introduction

The aim of the Enterprise Hub’s Launchpad Competition is to enable a budding engineering entrepreneur aged 16-25 to start a new business based on their engineering innovation and maximise the chances of its successful growth.

The winner of the Launchpad Competition will receive the **JC Gammon Award**: a year’s Membership of the Enterprise Hub including mentoring, training, networking opportunities with some of the UK’s most successful entrepreneurs and investors, and a £15,000 prize. Up to two other individuals or teams may be chosen as runners up, at the discretion of the Judging Panel.

Enterprise Hub

The Royal Academy of Engineering’s Enterprise Hub is a national resource for the UK’s most promising engineering entrepreneurs. The Hub forms part of the Academy’s commitment to promoting excellence in engineering and innovation by identifying and supporting the founders and leaders of tomorrow’s high-tech and high-engineering companies. It provides money-can’t-buy bespoke support and one-to-one mentoring from its Fellowship, which is composed of some of the county’s most successful engineers from across academia, business, and industry.

Eligibility Criteria

- Applications are invited from individuals or small teams demonstrating entrepreneurial promise.
- The Lead Applicant must be UK-based and between the ages of 16-25 on the date of the submission deadline.
• Applicants should have a viable and commercial business proposition with a large market opportunity
• The proposed technology/service must be an innovation or invention in engineering and/or technology. Engineering is defined in its broadest sense. If you are unsure if your business idea is in an engineering area please contact the Programme Manager to check if you are eligible to apply.
• The Lead Applicant should be intending to play a leading role in the development of their business.
• As the support offered following the award is for one year, Applicants should be aiming to set up a business within the 18 months following the application deadline. If you intend to wait longer than 18 months, for example until you finish a qualification, we would encourage you to apply next year instead.

The Academy is committed to diversity and welcomes applications from women and other groups who are currently underrepresented across engineering.

Submission Deadline

There is one round of applications held each year. The submission deadline for this year’s applications is 4pm on Monday 6 July 2015.

Monitoring

If an offer to join the Enterprise Hub is accepted, reporting is required. Reports should follow the reporting guidelines, which will be provided post-Award by the Programme Manager. The reports may be sent to the Award’s judging panel for evaluation and serve as a measure of the success of the award. Awardees may also be required to present their work to the judging panel and an invited audience at the end of the year of support.

How to Apply

All applications must be submitted via the online system, available here: https://grants.raeng.org.uk. All Applicants must be registered with the Academy’s single sign-on system, or must first register and provide some basic log-in details to create a profile. The online application system has been in operation for one year only, therefore we would greatly appreciate your feedback on its ease of use, good or bad.

The application should be submitted by the person who will be playing a leading role in the development of the proposed business. The form may take between 1 hour and 1 day to complete. Those with prior consideration of the subject matter, for example having previously written a business model, will complete it in less time. A summary of the guidance notes are imbedded within the system itself, however the guidance given below is more detailed so we recommend you keep this document to hand.

Many of the questions have prescribed word limits which are designed to keep your answers focused and to give you an indication of the level of detail we require. In such cases the number of words you have used will be displayed beneath the question and updated in real time.
Completing the Application Form

After logging in via the Academy website and selecting the Launchpad Competition you should be presented with the “Instructions” screen. Here you will see some general instructions on how to use the system as well as the below list of the six sections of the application form:

1. Applicant contact details
2. Project Summary
3. Project Details
4. Team
5. Marketing
6. Declaration

At any stage in the application process you can save your work and return to it at a later time. You can answer the questions in any order you like so you may freely skip some sections to return to later if you so wish. It is therefore worth viewing the application early on for an indication of what is required, and you should also ensure that you have all the necessary documentation to complete the Application, such as a copy of your CV and the details of any co-applicants.

1. Applicant/s contact details

As a registered user, the form should autocomplete your name and contact details. You must ensure your email address is recorded accurately, as this will be how the Academy will contact you regarding the application. Please also provide the name and contact details of any co-applicants.

2. Project summary

Q - Project title
The title can be the name of your technology, product or service or the name of the proposed business.

Q - Please provide keywords relating to the project
The keywords help in identifying reviewers.

Q - List any external organisations that you will be collaborating with as part of the project.
As well as demonstrating collaborative intentions this will help us avoid any conflicts of interest during the assessment process.

3. Project details

Please address each of the sections given below. The bullet points may provide some guidance on the type of things for which reviewers may assess. You do not have to provide details for every bullet point if it is not applicable to your project.
**Q – Executive Summary (brief description of project)**  
Describe your project in less than 150 words. Summarise the technology, its status and opportunity in the market place. The summary should be understandable by, and compelling to, a non-technical person.

**Q – Market opportunity**  
Please describe the following in less than 250 words:  
- Markets/market segments for this technology and technology benefits for them  
- Any market data and trends, including size  
- Potential route to market  
- Existing or competing technologies  
- Competitive advantages of this technology – and unique selling point  
- Market risks  
- Outcome/feedback of any discussions with potential customers

**Q – Engineering/Science/Technology/Innovation**  
Please describe the following in less than 250 words:  
- The particular engineering, science, technology or innovation that will underpin the commercial offering of your proposed business  
- The current status (of the technology)  
- Discuss to what extent the science, technology or innovation has been developed to address a customer need and/or what problem it solves  
- Required development (for the markets you have identified, please carry out an analysis between the current status and future market requirements)

**Q – Intellectual Property**  
Please describe the following in less than 150 words:  
- Whether your application requires access to any Intellectual Property Rights (current or future)  
- If so, describe the ownership status and (if applicable) how you will gain rights to the IP  
- Any current and planned IP to protect the technology development

**Q – Business model and finance**  
Please outline your business model (rather than a full business plan), including financial cost projections and what investment/funding will you need, in less than 150 words.

**Q – What do you think winning the Launchpad Competition could help you/your team achieve?**  
Please outline in less than 150 words how would you use the award – the prize money and/or the support offered by Hub Membership – if you were to win.

**Q – Additional pictures and/or diagrams**  
If you wish to upload a project plan chart/graph, please upload this here.

4. **Team**

**Q - What is your date of birth?**  
The lead/main applicant must be between the ages of 16-25 at the application closing date, 6 July 2015.
Q - Are you available on the Interview and Award Ceremony dates, as given in the guidance notes?
Shortlisted applicants will be invited to present to the panel of judges on Thursday 20 August and the 2015 Launchpad Award will be presented on Tuesday 29 September 2015 at the Academy. All applicants (or at least the majority of the team members named) must be available to attend on these dates.

Q - Please upload your CV, and if applicable a CV for each team member
The format and content of the CV is left to your discretion. Each CV should not exceed two pages, and should be submitted as a single PDF. Tools to combine PDF files into one file can be found online if you do not have the relevant software installed.

Q – Please provide brief details on any advisers on your project, whether formal or informal
Please provide details of any advisers e.g. an industry connection, supervising professor, incubator manager. Details should include names, organisations, job titles, type of advice being provided and whether formal/informal/salaried etc. CVs should not be uploaded. If you do not have any such advisers please enter “Not applicable”.

Q - Please provide a link to your YouTube (or similar) ‘Elevator Pitch’ video produced in support of your application (optional)

Video can be an effective method of communicating ideas, but is not always possible or appropriate. If you provide a link to your elevator pitch please ensure that this starts with http://www so that the reviewers may easily access it.

Create a video lasting no longer than 90 seconds that gives an overview of your business proposition. The quality of the recording itself is not being judged here, just the content, and you may use any recording technology available to you, including handheld video cameras, webcams, mobile phones, etc. Name the video in the following format: "Video Pitch – Name - 2015 Launchpad JC Gammon Award ". You do not need to be visible in the video; you may choose to narrate a video composed of a set of video clips or images. If you wish to restrict viewing of your video, feel free to designate it as "Unlisted" in settings, however DO NOT designate it as "Private" or else it will be inaccessible to reviewers. Also in settings, check the box to allow the video to be embedded in an external site.

5. Marketing
This section is optional and any information provided will help the Academy to understand which of our marketing materials and methods are most successful, thereby enabling us to improve our future communications activities.

6. Declaration
This section seeks confirmation that the Applicant has provided accurate information and will update the Academy of any material changes which may affect the award.
Assessment of Applications

A Selection Panel composed of entrepreneurs, investors and Fellows of the Royal Academy of Engineering will review the applications.

Applicants will be notified of the outcome of any given assessment stage by the Programme Manager, normally within one month of the date of the panel’s meeting.

In assessing the applications, the panel will take into account a number of factors. These include the extent to which the application complies with the aims and objectives of the award, as well as:

- Quality and vision of the Applicant/Team; entrepreneurial potential and business awareness of applicant or team
- Effectiveness and innovativeness of technology, product or service
- Market potential of proposed technology, product or service
- Commercial credibility of the Business Plan
- Expected benefits to UK economy and/or expected benefits to wider public

Once all applications have been reviewed by the panel, the panel will meet to discuss the applications and select up to 10 applicants/teams to go through to the next stage.

Those selected to go through to the next stage will be required to present to the panel at the Academy on Thursday 20 August. The presentations will require each applicant/team to pitch their business idea to the panel in no more than five minutes. A twenty minute Question and Answer session will follow. Where there are multiple Applicants on a single application, all team members can make the pitch and participate in the question and answer session.

Following the interviews, a shortlist of finalists will be selected. These finalists will be invited to pitch at the 2015 Launchpad Competition Final, a public event which will also feature a keynote speaker, held at the Academy on Tuesday 29 September 2015. The winner will be chosen on the night, by a combination vote of both the panel and the audience. The panel will have 50% of the vote and the audience will have 50% of the vote.

Contact

If you have any queries, please contact Catherine Lawrence, Programme Manager – Enterprise, on catherine.lawrence@raeng.org.uk or 020 7766 0615.