



Santander Universities Entrepreneurship Awards Information Pack

Following the success of the Entrepreneurship Awards in previous years we are delighted to announce that we will be repeating the awards again in 2014.

This document will provide you with important information regarding the awards and the relevant deadlines for submission. Following last year's awards we received valuable feedback that has allowed us to improve the process and structure of the 2014 programme.

The Santander Universities Entrepreneurship Awards offer a fantastic opportunity to celebrate the success of our student and graduate entrepreneurs. Not only will the awards help secure cash investment to aid students with their ideas and businesses, but they will also provide the winners with valuable press coverage via the recognition received through this initiative.

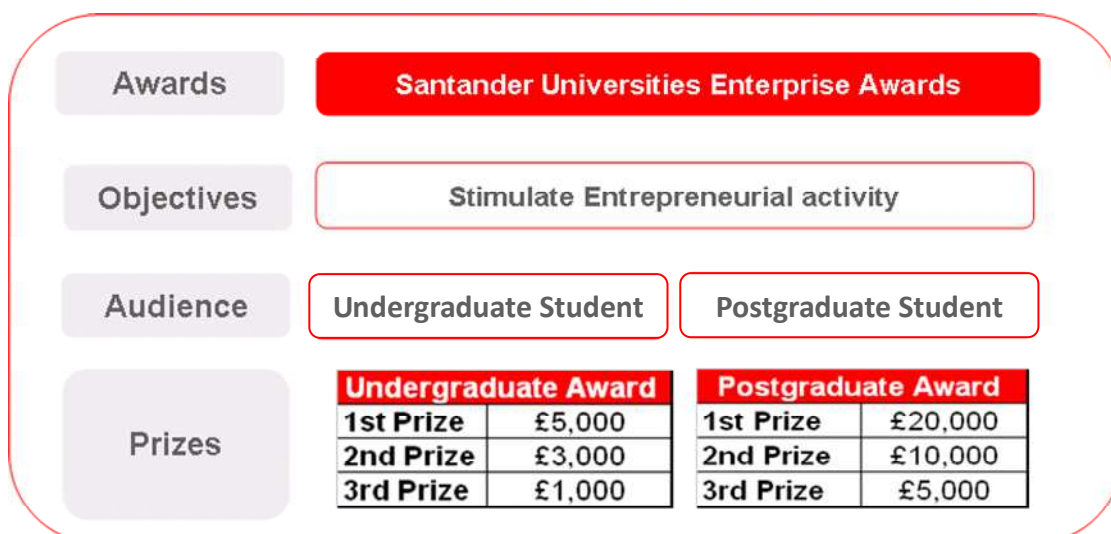
An Overview of the Awards:

The Santander Universities Entrepreneurship Awards are run by the Santander Universities Division: a global division of Banco Santander established with the aim of supporting higher education through philanthropic donations and specialised initiatives. Santander Universities UK began its activity in 2007 and currently has partnerships with 72 universities in the UK.

The aim of these awards is to offer increased support in the form of funding for young entrepreneurs who have either recently graduated from or who are still studying at one of our UK partner universities. All of our 72 university partners have been invited to participate in this competition and have been asked to submit one business plan for the Undergraduate category and one for the Postgraduate category by the deadlines outlined below:

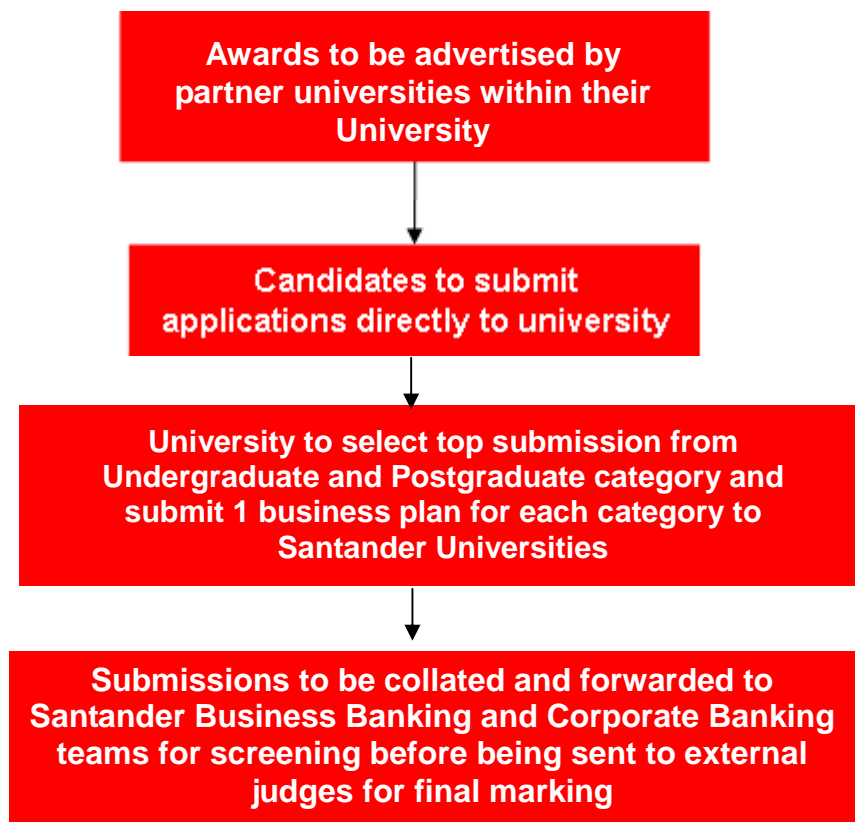
24th January 2014	Universities to confirm participation in the awards and nominate a university representative to oversee the applications. Participating judges to be confirmed
28th March 2014	Universities to submit one business plan for the Undergraduate category and one business plan for the Postgraduate category to Danny Jones
4th April 2014	Business plans sent to internal Santander Judges
25th April 2014	Internal Santander Judging score deadline
2nd May 2014	Shortlisted applications circulated to external finalist judges
6th June 2014	Finalist judges scores to be returned
11th June 2014	Results to be released and top 5 candidates to be invited to present their business plan to the panel of judges
1st July 2014	Top 5 candidates in each category to present business plans to panel of judges
TBC	Winners to be announced at Santander Universities Reception

An overview of the awards and outline of the prizes available can be found below:



Submission process:

We would like to invite the Vice Chancellor from each of our partner Universities to send their submissions to Danny Jones at Santander Universities no later than 28th March 2014. Please send a digital copy of the submission to danny.jones@santander.co.uk accompanied by a hard copy mailed to: C/O Danny Jones, Santander Universities, TS4 A38, 2-3 Triton Square, Regent's Place, London, NW1 3AN (please see submission criteria for further details).



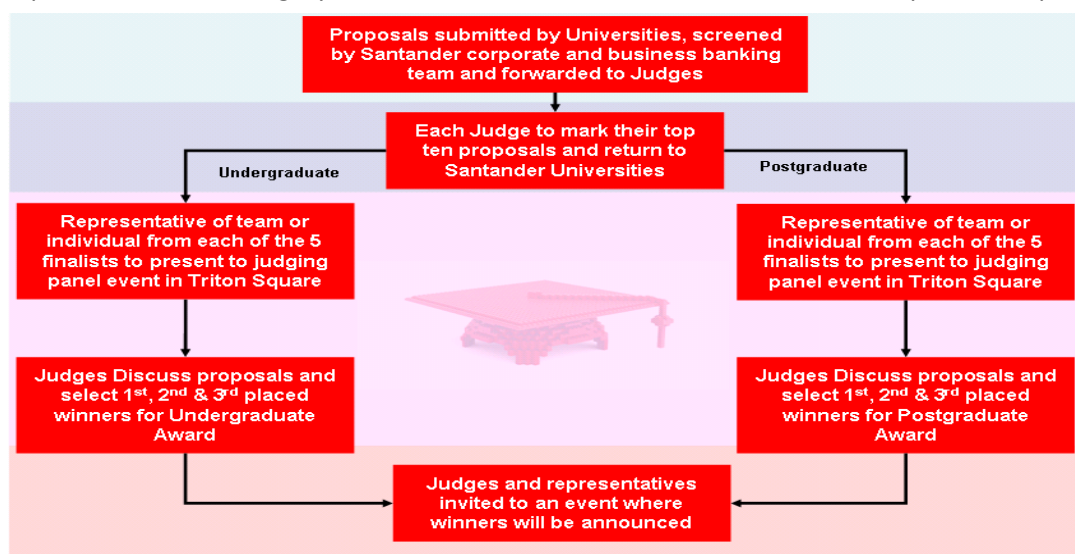
The Judging Process:

It will be the universities responsibility to coordinate the initial stage of the submission process. The Vice Chancellor's will then be asked to nominate one business plan for the Undergraduate and Postgraduate categories which then need to be submitted to Danny Jones at Santander Universities. Once we have received all submissions from both categories the business plans will be reviewed by a selected Panel of judges selected from our Business and Corporate Banking Divisions. From this review 10 business plans will be identified from each category to enter the next round of judging.

10 judges, most of who will have been selected from our partner universities, will then receive the top 10 screened business plans along with judging instructions. They will be asked to mark the 10 business proposals using a set of pre-established judging criteria to ensure consistency. The judges will then submit their marking summary to Santander Universities who will collate the marks and inform the top 5 candidates from each category of their progression to the final stage.

The top 5 candidates from each category will then be invited to attend a Judging Day where they will be asked to present their business plans to the panel of distinguished judges. The judging will be hosted by a representative from the Santander Business Banking and Corporate Banking teams. Each business will have 20 minutes to present their business with an additional 10 minutes allocated for any questions from the judges. *Please note that a technical specialist is authorised to accompany the finalists if required and agreed in advance by Santander Universities.*

Once the business plans have been presented the judges will be asked to select the winning top three business plans from each category to receive the 2014 Santander Universities Entrepreneurship Awards.



Judging Day:

The Judging Day will be held at Santander UK's offices based in Triton Square, London on the 1st July 2014. An agenda will be circulated to the relevant individuals in due course.

Announcing the Awards:

The Awards will be announced at a Santander Universities reception shortly after. Formal invitations and event details will be circulated in due course.

Competition Submission Criteria:

- **All applicants must be students at the university or alumni who have graduated within the last two academic years.** Applicants can be individuals or groups.
- Students or alumni (within the last 2 years of graduation) must **own at least 50%** of the business in question
- An applicant's level of study determines their application category
 - ❖ If the applicant has only completed or is currently completing an Undergraduate degree they will need to submit their plan in the undergraduate category
 - ❖ If the student has completed or is currently completing any further studies (Masters, Post-graduate, PHD etc) then their application will fall into the post-graduate category
 - ❖ If the business consists of more than one member then the highest level of study completed or currently being completed will be used to determine the submission category
- **Professors/members of staff must not have any share in the business or business idea** (This includes a financial share, intellectual property or formal advisory role)
- Entries must be submitted by the closing date and any **late submissions will not be judged**
- Business plans must be no more **than 5 A4 double-sided pages** plus a maximum of **two appendices** no more than 1 A4 double-sided page each (The maximum submission can therefore consist of 7 A4 double sided pages)
- All business plans must be submitted in Arial, font size 10
- Business plans should be secured **by paperclip only** and should not be bound
- Applicants should submit one digital copy and one hard copy of the business plan by the specified date
- Applicants must also complete and submit a copy of the contact details cover sheet along with their business plan (Cover sheet attached at the end of this pack)
- At least one member of the business must be available for the presentation at the final round of judging. Santander Universities reserve the right to remove the business from the competition if this condition is not met
- Any technical specialist attending on the Judging Day must be authorised to do so beforehand by Santander Universities

Additional Competition Terms & Conditions

- Santander Universities (a division of Santander UK plc) reserve 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
- In the event that a judge is required to review a business plan by a business from their university, and/or has a particular vested interest (direct and/or indirect) in said business then the marks from that judge will not count towards the overall scoring
- In the event that one of the finalist judges is on a panel to which a business from their university will be presenting on the judging day, that judge will be required to leave the room during the relevant presentation and will be prohibited from voting for that presentation
- The judges' decision is final and no correspondence will be entered into
- By taking part in the competition you are agreeing that you will participate in any associated media activities and that you are providing consent and authorisation for the use of any marketing materials obtained during the awards
- Any use of or reference to Santander UK and/or Santander Universities will need to be signed off by Santander before being published or pushed live on the internet
- Santander UK and Santander Universities accept no responsibility for any intellectual property rights infringements (including issues relating to third party copyright, design rights, patents, trade marks or trade names) and the revelation of business ideas, processes or products attained during the

normal course of the competition. All judges however will be asked to sign confidentiality agreements to ensure that Santander does its best to protect the businesses involved

- Applicants must be ordinarily resident in the UK
- All applicants must be at least 18 years old (unless they have the consent of a parent or guardian to participate in the competition)
- Santander Universities reserves the right to publish the names and photographs of the Competition winners and the winners may be required to participate in any post-Competition publicity (including press releases). The names of the winners will be available on request by contacting the Finance and Operations Manager at Santander Universities (whose details are set out below).
- By submitting a business plan, applicants agree to be bound by the Competition terms and conditions and to participate in marketing and promotional activities relating to the Santander Universities Entrepreneurship Awards
- Any personal data relating to the winners or any other entrants will be used solely in accordance with current data protection legislation and will not be disclosed to a third party without the applicant's prior consent
- Prize money will be paid into a UK business bank account held in the name of the winning applicant.
- No responsibility can be accepted for entries not received for whatever reason nor for entries that are lost, mislaid or illegible
- The competition and these terms and conditions will be governed by English law and any disputes will be subject to the exclusive jurisdiction of the courts of England.

By entering this competition, applicants are indicating their agreement to be bound by these terms and conditions.

Data Protection Statement

By participating in the Santander Universities Entrepreneurship Awards you agree that your data will be used in accordance with the award programme, structure, judging process and relevant press activities as laid out in this document. Your data will be stored on Santander UK systems for these purposes and will be stored, maintained and deleted in accordance with the UK Data Protection Act 1998

You can exercise your rights of access, rectification, cancellation and opposition as well as the right to see certain records held about you if you pay a fee by contacting Santander UK Plc. For more information contact Santander.universities@santander.co.uk

All of the above is in compliance with the provisions of the UK Data Protection Act 1998

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Judging Criteria:

The criteria outlined below will be used during the first and second judging round. These criteria will also be provided to the judges during the finalist presentations as an overall set of guidelines which are to be taken into consideration when selecting the winning businesses.

Each sub-criteria should be marked out of 3 (3 being the highest score)

General (Total for category 12)

- Is the business idea innovative in the sense that it offers unique consumer benefits and fulfils market demands? (Mark 1-3)
- Expresses a concise executive plan which clearly highlights the business strategy and product/service advantages (Mark 1-3)
- Clearly defines the idea, aims and objectives of the business (Mark 1-3)
- Highlights features and benefits of product/service (Mark 1-3)

Target Audience and Market Research (Total for category 15)

- Defines the market/market audience providing relevant and accurate information on market trends (Mark 1-3)
- Highlights the need/gap in the market (Mark 1-3)
- Quantifies the market and identifies the target segment providing justification for any assumptions made (Mark 1-3)
- Identifies the main competitors (Mark 1-3)
- Highlights the strengths, weaknesses, opportunities and threats based on detailed market research (Mark 1-3)

Pricing, Sales & Risks (Total for category 15)

- Provides detailed information on the strategy relating to the pricing of the product/service (Mark 1-3)
- Demonstrates the relevance of the pricing strategy to the intended audience and market (Mark 1-3)
- Clearly defines how the product will be/has been taken from concept to market (Mark 1-3)
- Offers a strategy for marketing and sales relevant to intended target audience (Mark 1-3)
- Outlines both current and future risks and identifies how these risks have been factored into the business plan (Mark 1-3)

Financial Information - 1, 3 and 5 year projections (Total for category 15)

- Illustrates a cash flow/profit and loss forecast clearly stating any assumptions made (Mark 1-3)
- Clarifies any capital and operational expenditure (Mark 1-3)
- Outlines anticipated profits and losses (Mark 1-3)
- Outlines strategy for future growth (Mark 1-3)
- Are the market and financial projections realistic and reasonable? (Mark 1-3)

Overall Presentation of Plan (Total for category 3)

- Overall presentation (Mark 1-3)

Total marks: 60

Useful Contacts:

For all information relating to the Santander Universities Entrepreneurship Awards please contact:

Danny Jones
Finance and Operations Manager
Santander Universities
TS4 A38
2-3 Triton Square
Regent's Place
London
NW1 3AN

Tel: 0207 756 5557
Mobile: 07809 493770

Email: danny.jones@santander.co.uk

Santander Universities is able to provide literature in alternative formats. The formats available are : large print, Braille and audio CD. If you would like to register to receive correspondence in an alternative format please contact Danny Jones whose contact details are set out above.



Santander Entrepreneurship Awards 2014 Cover Sheet

Please ensure that all of the information below is provided to enable us to contact the finalists once selected and to obtain any further information should it be required.

By entering this competition, each of the candidates identified below agrees to be bound by the terms and conditions governing the Santander Entrepreneurship Awards.

Please note that information regarding the submission category guidelines (Undergraduate/Postgraduate) is provided in the introduction pack.

Business Name:

Candidate(s) name:

Contact number(s):

Email Address(es):

University:

Submission Category:

University Representative Name and Contact Details:

Please ensure that this cover sheet is submitted with your business plan to Danny Jones at Danny.Jones@santander.co.uk no later than 28th March 2014.