Oxford Brookes University
FUEL Idea Pitch Competition
Information Pack
Welcome to Oxford Brookes University’s Idea Pitch Competition, FUEL (previously OBU Dragons Den) organised by Brookes Enterprise Support and supported by Santander Universities UK. This information pack defines the terms of the competition and answer general questions you may have. If you have any further queries, please email enterprise-support@brookes.ac.uk or visit our website www.brookes.ac.uk/enterprise.

1. Competition aims
More than just a competition, the purpose of FUEL is to educate, empower and enable ambitious entrepreneurs to take their ideas to the next level. We do this by providing expert support in the critical areas for business success: branding, marketing, finance, sales, technology, teamwork and legal.

2. Eligibility
A student, recent graduate* or staff member of Oxford Brookes University must lead the project presented, or the majority of team members must be Oxford Brookes University students, recent graduates or staff. [*Recent graduates must have been awarded their degree no earlier than March 2017]

Candidates can only submit projects for which they have the rights to develop the intellectual property.

Previous prize winners can only re-enter the competition if they have a completely different proposition from the one that was previously awarded a prize.

3. Competition Structure
The competition will have three rounds: a general application round, followed by a semi-final and a final based on the following structure.

**First round**: Submit your application

Candidates must submit their application by Monday 18 February 2019 at 12pm noon. The submission should be made by completing the application form available on our website: https://www.brookes.ac.uk/enterprise/funding-and-opportunities/fuel-awards/

From all applications received, there will be a selection process to choose 20 semi-finalists. Those applicants who do not get selected to go through the FUEL semi-finals will be redirected to apply for a Spark Grant (more information about Spark grants is available on our website under Funding & Opportunities).

The 20 semi-finalists will be announced on Friday 22 February 2019 at 12pm noon.
**Second round:** Interviews

Semi-finalists will be invited to take part in an individual interview with a small panel of judges during week 5 (Feb 25th to March 1st). They will be asked to present and discuss their idea using the information submitted in their application form and are expected to answer a few questions from the judges. Then, there will be a selection process to choose the final 10 candidates who will pitch at the Finals. Those applicants who do not get selected to go through the FUEL Finals will be redirected to apply for a Spark Grant (more information about Spark grants is available on our website under Funding & Opportunities).

The 10 finalists will be announced on Wednesday 6 March 2019 at 12pm noon.

**Final round:** Pitching at the Finals

The 10 finalists will receive mentoring to help refine their pitch with a minimum of two individual meetings or calls taking place prior to the Finals. Mentors and mentees will work together to create a pitch deck and rehearse an elevator pitch which will be delivered at the final competition.

The finalists are expected to attend the following training events:
- Storytelling and pitching workshop: Sunday 17 March 2019
- Individual pitch rehearsals: week 8 (March 13th-20th)
- Minimum of two mentoring meetings

Finalists will be expected to submit the following documentation:
- Written document to accompany your pitch deck (template will be provided) by Wednesday 20 March 2019 at 12pm noon
- Final version of your pitch deck by Friday 22 March 2019 at 12pm noon

The pitch decks will be used at the Finals and will be shared with the judges ahead of the pitching event.

Pitching event

The Grand Finale will involve the 10 finalists delivering their elevator pitch to an audience and a panel of judges. It will take place on Wednesday 27 March 2019.
A summary of the competition structure is presented in the following table:

<table>
<thead>
<tr>
<th>Dates</th>
<th>Description</th>
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<tbody>
<tr>
<td></td>
<td><strong>SEMESTER 1</strong></td>
</tr>
<tr>
<td>From September 2018 onwards</td>
<td>Competition launches (promotion)</td>
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<td><strong>SEMESTER 2</strong></td>
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<tr>
<td>Week 1</td>
<td>Support &amp; guidance before submitting an application</td>
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<td>January 30th 2019</td>
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<tr>
<td>Week 2</td>
<td>Support &amp; guidance before submitting an application</td>
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<tr>
<td>February 6th 2019</td>
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<tr>
<td>Week 3</td>
<td>Support &amp; guidance before submitting an application</td>
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<tr>
<td>February 13th 2019</td>
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<tr>
<td>Week 4</td>
<td>1st round Application deadline</td>
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<tr>
<td>February 18th 2019</td>
<td>Semi-finalists announced (up to 20)</td>
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<tr>
<td>February 22nd 2019</td>
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<tr>
<td>Week 5</td>
<td>2nd round Semi-Finals - Candidates interviews with judges</td>
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<tr>
<td>February 25th – March 1st 2019</td>
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<tr>
<td>Week 6</td>
<td>Finalists announced (up to 10)</td>
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<tr>
<td>March 6th 2019</td>
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<tr>
<td>Between week 6 and end of week 8</td>
<td>Mentoring and refining pitch deck</td>
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<tr>
<td>March 6th – 22nd 2019</td>
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<tr>
<td>Week 7 and 8</td>
<td>Individual Pitch rehearsals</td>
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<td>March 13th-20th 2019</td>
<td>Storytelling and Pitching workshop</td>
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<td>March 17th 2019</td>
<td>Submit final version of written application</td>
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<tr>
<td>March 20th 2019</td>
<td>Submit final version of pitch deck</td>
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<tr>
<td>March 22nd 2019</td>
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<tr>
<td>Week 9</td>
<td>3rd round Final – Pitching event &amp; winners announced</td>
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<tr>
<td>March 27th 2019</td>
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4. Content

*Below are some guidelines on the application process for FUEL Awards.*

- All entries must be the original work of the candidates.
- Entries should be made with full understanding of the Oxford Brookes policy and regulations on Intellectual Property (IP).
- Entries must include a summary of each team member’s past experience and future plans. These will be used to judge the team’s commitment to turn the business idea into an actual business or social enterprise, or even to scale an existing business.
- Teams that have already secured any source of capital must disclose the amounts and sources in their entries.

Submission formats for each of the rounds will be:

✔ **First round:** Completing an application form covering information about the idea, the team and how it fits in with the chosen category. The application should be made using the Google Form available on our website:

https://www.brookes.ac.uk/enterprise/funding-and-opportunities/fuel-awards/

✔ **Second round:** The semi-finalists must prepare for an interview to discuss their submission with a small panel of judges. They will be expected to demonstrate their passion for their idea and their commitment to developing it.

✔ **Final round:** The finalists will receive mentoring ahead of the pitching event to finalise a pitch deck and an elevator pitch. They will pitch their idea and answer questions from the panel of judges in front of a live audience on Wednesday 27 March 2019.

5. Judging

*The judges will be selected and coordinated by the Oxford Brookes Enterprise Support Team. The judging panel reserves the right to disqualify any entry that, in its opinion, violates the spirit of the competition.*

Judges for each of the rounds will be:

✔ **First round:** judges will be members of the Enterprise Support Team including Faculty Champions.

✔ **Semi-finals and Finals:** judges will be a mix of Brookes alumni, established entrepreneurs and investors.
Judging feedback will be provided for the semi-finals and finals. The prizes will be awarded at the discretion of the judging panel, and all judging decisions are final and not subject to appeal.

All finalists should be available to attend the Semi-Finals Interview, The Storytelling and Pitching Workshop, and the Grand Finale pitching event.

The judging criteria will be:

✓ First round:
Market: market and market size clearly defined
Competitive position: good and sustainable
Product or service: good description, stage of development and possibility to diversify
Business/revenue model and commercialisation plan.
The route to market.
Team: complete skill set or plan to fill the gaps in skills
The reality of the plan

✓ Semi-finals and Finals:
Market: market and market size clearly defined
Competitive position: good and sustainable
Product or service: good description, stage of development and possibility to diversify
Business/revenue model and commercialisation plan.
The route to market.
Team: complete skill set or plan to fill the gaps in skills
The reality of the plan
Business creation potential: the passion for company creation
Financial plan: coherent and reasonable assumptions
Presentation: organisation of the presentation, clarity, concision