**Business Plan Competition 2021**

**Application Form**

***Please read the rules very carefully before completing this form:***

1. *You must be pre trading or have been trading less than 24 months on Friday 19th February 2021 (please delete accordingly).*
2. *For current University of Leeds students (all courses and disciplines) and University of Leeds graduates graduated in the last seven years.*
3. *Groups may also contain members external to the University of Leeds but at least one individual must match the criteria in rule number 2.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Name** |  | | | |
| **Status (Delete As Appropriate)** | **Trading** | **Pre-Trading** |  | |
|  | **Lead Contact** | **2** | **3** | **4** |
| **Contact Names** |  |  |  |  |
| **Contact numbers** |  |  |  |  |
| **E-mail addresses** |  |  |  |  |
| **Address** |  | | | |
| **Subject studied** |  |  |  |  |
| **Year of Study / Year of Graduation** |  |  |  |  |

**Business Summary**

***Please use the template below to summarise your business idea. You are allowed a maximum of 1500 words (no appendices are allowed). Rows can be widened manually to suit your requirements if necessary.***

|  |  |
| --- | --- |
| **Summary of your idea**  (e.g. what?, where?, when?, how?, why?) |  |
| **What is your USP and positioning Philosophy** (e.g. low cost, high quality)? |  |
| **Who are your target market and main competitors?** |  |
| **How will / do you get your product / service to market?** |  |
| **How will / does your business make a profit?** |  |
| **What makes you think your business works or that it will work?** |  |
| **What are the risks?** |  |
| **What do you need to make it happen (skills, money)?** |  |
| **Why are you the person or people to take this idea forward?** |  |

**Please email all completed applications to Richard Doyle at the Careers Centre at the following email address: r.o.doyle@leeds.ac.uk.**

***All applications to be submitted by 10.00 am on Friday 19th February 2021.***

**First Prize: £2,000**

**Second Prize: £1,250**

**Third Prize: £750**

**(Prizes available at both levels, pre-start and trading up to 24 months)**

Announcement of finalists: Friday 26th February 2021

Finalists Presentations: Wednesday 03rd March 2021

Winner’s announcement: Friday 05thth March 2021

**Please note: applications will only be accepted from individuals or groups submitting this completed template. *Please do not submit a formal business plan.***

**All sections of this application must be completed in this format only. Please *do not* refer onto other websites or media platforms*.***