**Business Plan Competition 2018**

**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 Thursday 15th February 2018.*
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 to take this idea forward?** |  |

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

***All applications to be submitted by 10.00 am on Thursday 15th February 2018.***

**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: Thursday 22nd February 2018

Finalists Presentations: Thursday 01st March & Friday 02nd March 2018

Winner’s announcement: Monday 05th March 2018

Business Plan Competition Lunch and Awards Ceremony Thursday 08th March 2018

**Please note that in applying for the competition you are confirming your availability to attend the Business Plan Lunch and Awards Ceremony should you be selected to receive an award. The Lunch and Awards Ceremony will take place on Thursday 08th March 12.00 - 14.30 at University House.**