

Dragons' Den Style Event Guidance Notes

This document outlines the information you will need to submit via the on-line form to apply for the C-DICE Dragons' Den Open Call to win up to £2000.

Background

The aim of the Dragons' Den style event is to help researchers develop valuable commercialisation strategy tools, business plan development skills, and gain experience of pitching their ideas to a lay audience. Maximum amount of funding is £2,000, all funds will need to be justified in the "Rationale for funding / business plan". section. You should give as much information as necessary to enable us to assess your business idea but should not disclose any information which is commercially sensitive. You must not include details on any application or process which may be patentable unless you have secured the patent, or this is pending – if you do disclose this it may invalidate any patent application you later make.

How will applications be assessed

Applications will be assessed using the following assessment criteria:

Table 1: Assessment Criteria Table

Criteria Area	Criteria	Stage	Assessment
Experience / work history	Applicant has worked at a C-DICE partner within the last calendar year or is currently employed at a C-DICE partner.	Application form	Pass/fail
	Applicant does not hold a permanent academic position.	Application form	Pass/fail
Qualifications	PhD / EngD awarded.		Pass/fail
Topic Specific	Business fits within the scope of helping to transition to Net Zero Carbon Future.	Application Form Pitch	Score 1-10 Score 1-10
Business Specific	The business plan is viable.	Application Form Pitch	Score 1-10 Score 1-10
	Funds have been allocated efficiently.	Application Form Pitch	Score 1-10 Score 1-10
	Idea is innovative.	Application Form Pitch	Score 1-10 Score 1-10
	Summary of target audience and plan to engage them.	Application Form	Score 1-10
	Marketing and Comms Strategy.	Application Form	Score 1-10

Online Application Form

The below table give guidance on how to fill in each section of the on-line form.

Field Name	Information	Recommendations/Requirements
Name	Your Full Name. If you are a entering as a team/partnership please enter each team members name separated by a ; e.g., “Joe Bloggs; Jane Doe”	Required Field Please use your legal name
Email Address	Your email address. If you are a entering as a team/partnership please enter each team members’ email address separated by a ; e.g., J.Bloggs@uni.ac.uk; Jane.Doe@uni.ac.uk If you have a UK university email address (i.e., ends in .ac.uk) we prefer it if you could use this address.	Required Field
Current Employer	Your current employer	Optional Field
Are you registered on Inkpath?	Yes or No – list the names of the people registered on Inkpath	Required Field
Describe how you are affiliated with a C-DICE partner(s)	Outline affiliation with C-DICE partner(s), partnership list is available here . Only individuals associated with a C-DICE partner(s) will be eligible for funding under the C-DICE Dragons' Den Programme.	Required Field Max 50 words
Date PhD/EngD was awarded	Date your PhD/EngD was awarded, or the date you passed your viva with minor corrections if it has not yet been awarded.	Required Field
Name of company	The name you have or are going to call your company. If you are planning on registering your company information with Companies House please use the registered name. You can use this Company name availability checker to see if your name is available.	Required Field
Describe your idea in one line	One sentence describing your business. A strapline that sums up the brand or company in a line.	Required
Amount of investment required	Amount in pounds sterling. Only enter numbers – do not use £ sign. Max £2000.	Required
Executive summary	The executive summary should convey the objective and key points of your business plan in the fewest words possible. We suggest you include information on the problem, solution, and your business model.	Required Max 150 words

Rationale for funding / business plan	Explain your idea in more detail. We will use this section in conjunction with your executive summary to assess the business specific criteria outlined in <i>Assessment Criteria Table</i> .	Required Max 800 words
Key Success Criteria	State clearly what you will spend the money on and how you will measure the success of the investment.	Required Max 200 words
Marketing and Comms Strategy	Summerise your marketing and communications strategy, remember to include the message (what is to be said), the medium (where it is to be said), and the target (to whom their message is reaching).	Required Max 350 words
How does your business align to C-DICE themes?	This will be used to assess how your business fits within the scope of helping to transition to Net Zero Carbon Future.	Required Max 250 words
Have you ever been bankrupt or been disqualified from being a director of a company? (Please give details)	Information provided here will be used to assess if you are disqualified from setting up a business.	Required