**Crucible 2016**

**Congratulations!**

**You’ve made your first step towards doing what millions of people dream of doing – starting their own business.**

**Welcome to your application for Crucible 2016.**

**We are going to need a bit of information to really find out what your idea is about.**

**What you need in order to apply:**

* **To be a De Montfort University graduate (2015 and 2016 graduations)**
* **To have an innovative, creative and/or unique idea that you want to commit to developing full-time for 12 months**
* **To be able to get to De Montfort University’s Innovation Centre every week to turn your idea into a business**
* **To create a simple one-minute video telling us about you and your idea**

**Please get your application in by Midnight on Monday 4th July 2016 to** [sbaines@dmu.ac.uk](mailto:sbaines@dmu.ac.uk). Don’t worry if you can’t complete it all, just do your best!

Sections in this application:

1. About You
2. The Idea...
3. About the Market
4. Money Matters
5. Growth and Exit Plan
6. Just a Bit More
7. Imagery and Diagrams
8. Curious
9. **About You**

Before we get to the good stuff, we need a few details from you:

|  |  |
| --- | --- |
| Name |  |
| Business Name (If applicable) |  |
| Business Sector (e.g. Fashion, Food, Tech) |  |
| Email |  |
| Website |  |
| Video URL (if not transferred) |  |
| Course Studied |  |
| Graduation Year |  |
| Active Co-founder Details (If applicable) |  |

1. **The Idea...**

Tell us about your idea in nutshell – what is innovative and/or unique about it?

What problem does your idea solve?

How did you come up with the idea?Do you have an additional co-founder? Was your idea made in collaboration with university staff or anyone else?

At what stage is your idea? (What development has taken place so far? Prototype 1 complete/initial concept/market research?)

Is DMU already aware of your idea? (Have you ever been featured on the DMU web pages – please provide a link, have you pitched for investment from Pitch2Win, taken part in Fox’s Lair etc?)

1. **About the Market**

In what industry or market could your idea best be exploited/commercialised?

How have you established a need for your idea?   
Do you have any idea, or direct evidence, of the potential market size or commercial interest in the idea? Please provide details in relation to known market factors such as size, potential sales or customer numbers. Please also detail any commercial enquiries from interested parties.

Who are your biggest competitors? How will you compete with them?

|  |  |  |  |
| --- | --- | --- | --- |
| Competitor | Tell us about them – how large a share of the market do they have? | What do you compete with them on? | What would make a customer switch to you? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Who are your customers and how will you reach them? What specific activities will you undertake to reach your customers (e.g. social media, direct sales)?

|  |  |  |
| --- | --- | --- |
| Customer | Method to reach | Cost |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Money Matters**

In this section we need to get down to some figures. Please provide a summary of what you think setting up will cost in the first year. Please provide a brief breakdown, including things like patent/design right filing costs, operational costs, marketing, prototyping, etc.

How much additional investment might you be looking for to help your business grow and develop?

£

If successful, what will this additional investment support? Please provide a breakdown and highlight benefits.

How will you make money? How much do you think you will make in the next one to two years? Please provide calculations for any figures. How do you imagine your idea will be exploited (for example, licensing of your IP, further research, new company formation, sale, own manufacture, etc)? Please provide a copy of your business plan, if available.

1. **Growth and Ambitions**

Tell us about your plans to grow or exit the business once you’ve set up. Where do you want to be in five years? Tell us about your vision for the future of your business.

1. **Just a Bit More...**

Please list any particular equipment or facilities that you will need to help develop your business. This includes hardware, software, Mac, PC, etc. Do you know if the university has these? Have you used these before?

Are there any technical, or similar, risks associated with the further development of your idea?

1. **Imagery and Diagrams**

Please include any diagrams, images or doodles that will help us understand your business idea better.

**Curious**

1. **Curious**

What do you want to get out of the Crucible Project?

How did you hear about the Crucible Project?

What is “Plan B” if you do not receive support from the Crucible Project?

**Details for applicants**

**About the Crucible Project**

The Crucible Project offers 12 months of initial support to recent De Montfort University graduates, subject to terms and conditions.

This includes a comprehensive package of support:

* Space in the Innovation Centre
* £5,500 to spend - paid monthly over the year to help with living costs for each business
* Access to university expertise
* Opportunities to pitch for additional investment based on a royalty agreement
* Support network of start-up entrepreneurs
* Workshops and training
* Mentor Support

**Crucible timeline**

|  |  |
| --- | --- |
| **Applications close** | **4th July 2016 (Midnight)** |
| **Shortlist announced** | **14 July** |
| **Bootcamp Day** | **tbc** |
| **Pitch** | **tbc** |
| **Start** | **Mid September 2016** |

**Video uploads**   
Please keep this video as simple as possible. It should introduce the assessing panel to you, your idea and your journey so far. It should be no more than one minute long. This is not a video production competition! All we need is for the audio to be clear and to be able to see you. Something recorded on your mobile phone is more than fine. Please upload this to YouTube or transfer via [WeTransfer](https://www.wetransfer.com/). Check out the support online if you want to keep your idea and video private on [YouTube](https://support.google.com/youtube/answer/157177?hl=en-GB). Email your video to [innovationcentre@dmu.ac.uk](mailto:innovationcentre@dmu.ac.uk)

**Confidentiality**

Applications will be shared with a small panel but kept confidential.

**What will assessors be looking for?**

* Unique ideas
* Commercial viability
* Clarity of application
* Quality of application
* Level of innovation
* Intellectual property each business owns or can create (DMU does not own this)
* Willingness to start a new enterprise here in Leicester

**Support when applying**

If you would rather meet in person, Simon Baines (Crucible Co-ordinator) is happy to meet you to answer any questions. Alternatively, drop him an email to [sbaines@dmu.ac.uk](mailto:sbaines@dmu.ac.uk)

**Good luck!**