**Crucible 2017 Application**

**Submission Deadline: Thursday 16 November 2017**

**All applications to be submitted by email to** [**crucible@dmu.ac.uk**](mailto:crucible@dmu.ac.uk)

**Crucible provides DMU graduates with an opportunity to take an innovative business idea forward to commercialisation. Applications for Crucible 2017 are now open.**

The Crucible Project helps a number of innovative DMU graduates a year, to turn an idea or product concept into a business reality, ready to launch in less than ten months. Now in its fourth year, the Project has received acclaim in the national press and was featured in an article [*The Economist*](http://dmu.ac.uk/about-dmu/news/2015/june/dmu-graduates-playing-their-part-in-story-of-leicesters-business-success.aspx), which credited DMU’s young entrepreneurs in helping to make Leicester a “contender to be England’s most business-minded city”.

**Details for Applicants**

The Crucible Project offers support to recent De Montfort University graduates, subject to terms and conditions. Crucible will support participants to achieve one or more of the following;

1. Develop an investable business plan during the period of the programme, in order to launch a company which will be ready to pitch to investors.
2. Launch a company and establish a market presence.
3. Develop a device, product or service to proof of concept stage.

Full terms and conditions will be issued to successful applicants.

Crucible includes a comprehensive package of support:

* Access to expertise in new venture creation, business strategy, investment strategy, marketing and a range of other support measures tailored to helping you in your new venture endeavour. As part of the programme of support and activities that can be engaged in, successful applicants will receive mentoring and Project Management Support.
* A working space at The Innovation Centre at the heart of Leicester and DMU. From here you can network and develop your enterprise.
* Successful applications will receive £1500 (three tranches of £500) to pump-prime the initial phase of your venture. Depending on the project and progress additional funds could be made available on a competitive basis to help at key milestones of the development within the period.
* Provision to help with establishing an investible business plan and in the approach to investors to secure further investment.

**Applications are now open.**

Applicants for 2017 should be a DMU graduate who have graduated since 2013.

They should have an innovative business idea (concept/service/or product), that requires development, and holds the potential to be the basis of a company within the period of funding (November 2017 to August 2018).

Successful applications will need to be based in Leicestershire for the duration of the project, which will run November 2017 - August 2018.

To discuss Crucible in more detail, please email Simon Baines, via [crucible@dmu.ac.uk](mailto:innovationcentre@dmu.ac.uk)

**Crucible Application Form 2017**

**Part 1: Applicants Details.**

|  |  |
| --- | --- |
| **APPLICANT NAME:** |  |
| **Email Address:** |  |
| **Course studied at DMU:** |  |
| **Year of Graduation:** |  |
| **Name(s) of co-applicants if applicable:** |  |
| **Website:**  *Please insert your website address if you already have one set up* |  |

**Part 2: Justification for Funding.**

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| --- | --- |
| **Describe your idea/concept/innovation:** | |
| **Why is your idea innovative/unique?** | |
| **At what stage is your idea? Have you made any money from it as yet?** | |
| **Are DMU already aware of your idea? If so, how?** | |
| **Will your idea require prototyping?** | Please Indicate: YES …….NO  If Yes, brief details: |
| **Will the project generate new IP [patents, know-how, copyright etc]?** | Please Indicate: YES …….NO  If Yes, brief details: |
| **If awarded a place on the programme, your commitment to attend regular workshops and one to ones (approx. monthly) is essential. You will also be expected to utilise The Innovation Centre Co-working Café to work on your idea.** | Please indicate how you expect to manage your time in order to commit to the programme and your business during the programme: |
| **Successful applications will receive £1,500 (in three tranches of £500) to pump-prime the initial phase of your venture. Please provide a breakdown of how you would spend this to develop your venture?** | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Describe your target market:**  **Please provide a brief Overview of your perceived competitors/competition in the market:**   |  |  |  |  | | --- | --- | --- | --- | | Competitor | Tell us about them – how large a share of the market do you think they have? | What differentiates your business idea from the competition? | What would make a customer switch to you? | |  |  |  |  | |  |  |  |  | |  |  |  |  |   ***Please add details of any additional competitors here:*** |

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| --- |
| **Total estimated cost to take the product from where it currently is, to market: £**  **Risks: Please highlight any risks that may affect delivery of the intended outcome(s):**  **There are only a limited number of places on Crucible each year. Why do you feel you deserve a place?** |

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| **SIGNATURE:**  **This is to certify that all information given here is correct at the time of writing.**  **Signature. Name.**  **………………………………………. ……………………………………………**  **Date. ………………………………………………………..** |

**Submission: Please submit this form (Word or PDF Format) to Simon Baines via** [**crucible@dmu.ac.uk**](mailto:crucible@dmu.ac.uk)**, by the closing date of Noon on Thursday 16 November, 2017.**

**Process**

Applications will be shared with a small panel who will assess eligibility for the programme against the following criteria:

* 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.

Applicants may be asked to attend a short interview during which they will be asked to give a presentation on their idea.

Places on the Crucible programme are not guaranteed and the panel’s decision is final.

**Support when applying**

If you have any questions regarding the application process or the Crucible programme, please email Simon Baines, via [crucible@dmu.ac.uk](mailto:crucible@dmu.ac.uk)