

Crucible 2021

Do you have an idea which we can help you turn into a business?

If yes, this is the right application form for you.

Welcome to your application for Crucible 2021.

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 have graduated from DMU, be in your final year of study or on a DMU post-graduate programme.**
- **To have an innovative, creative and/or unique idea that you want to commit to developing over a 12-month period.**
- **To have passion and an entrepreneurial mind-set and be dedicated to driving your idea forward into a business (we provide the support but it's YOUR business to run).**
- **To create a simple one-minute video telling us about you and your idea**

Please get your application in to crucible@dmu.ac.uk

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

1. 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	
Lead tutor	
Active Co-founder Details (If applicable)	

2. The Idea...

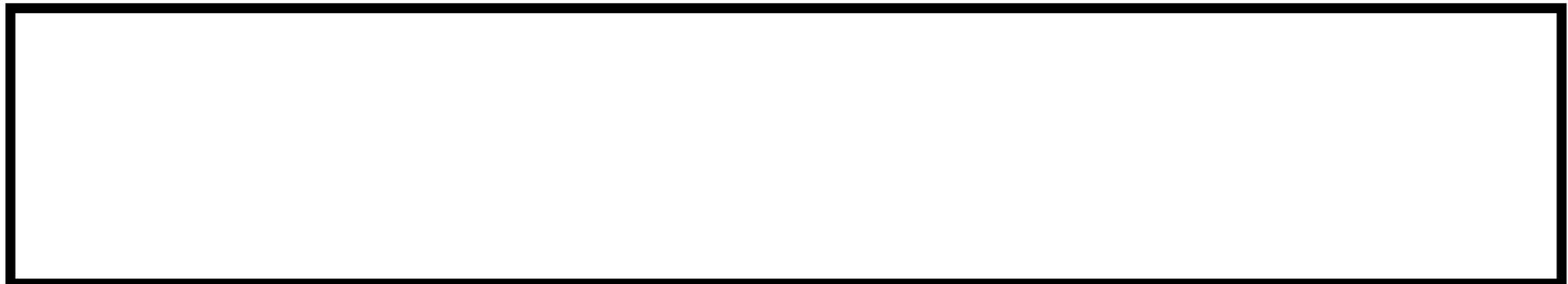
Tell us about your idea in nutshell – what is innovative and/or unique about it?

How did you come up with the idea? Also 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?)



3. 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

4. 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.

Tell us about some networking events or trade shows you think would be useful for you to attend?

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.

5. 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.

6. Just a Bit More...

Please list any particular equipment or facilities that you will need to help develop your business. This includes

Tell us what makes you an entrepreneur?

7. Imagery and Diagrams & links

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



8. Curious

How did you hear about The Crucible?

Through a member of staff at DMU

What is "Plan B" if you do not receive support from The Crucible?

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](#). Check out the support online if you want to keep your idea and video private on [YouTube](#). Email your video to crucible@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
- Entrepreneurial spirit

What next?

If successful in stage 1, you will be invited to attend a one-day boot camp session after which we will whittle down the applications further. A number of applicants will then be invited to pitch to a panel. If successful, you will be informed of a start date as soon as possible.

If you have any further questions then please address them FAO Percy Emmett and send them to crucible@dmu.ac.uk

Good luck!