**Crucible 2019**

**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 2019.**

**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.**
* **To have an innovative, creative and/or unique idea that you want to commit to developing full-time for 12 months**
* **To have 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 two-minute video telling us about you and your idea**

**Please get your application in by 5pm, Friday 5 July to** [crucible@dmu.ac.uk](mailto:crucible@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 |  |
| Lead tutor |  |
| Active Co-founder Details (If applicable) |  |

1. **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?)

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. **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...**

Tell us anything else that you think will support your application

1. **Imagery and Diagrams & links**

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

1. **Curious**

How did you hear about the Crucible Project?

Through a member of staff at DMU

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

**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 two minutes 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 [crucible@dmu.ac.uk](mailto: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

**Support when applying**

If you would rather meet in person, Percy Emmett is happy to meet you to answer any questions. Alternatively, drop him an email to [crucible@dmu.ac.uk](mailto:crucible@dmu.ac.uk)

**What next?**

If successful in stage 1, you will be invited to attend a 1 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. This recruitment process will start in August 2019 and the programme begins early September, 2019.

**Good luck!**