



ROYAL  
ACADEMY OF  
**ENGINEERING**

---

ENTERPRISE **HUB**

# **Launchpad Competition**

**Support for early career entrepreneurs**

**Applicant guidance notes 2018**

**Submission deadline: 10 September 2018**

**Pitch final: 22 November 2018**



# Launchpad Competition

Each year we help one budding engineering entrepreneur aged 18-25 to start a business based on their engineering innovation.

The winner will receive:

- The JC Gammon Award
- £15,000 equity-free seed funding
- Lifetime membership of the Enterprise Hub

Over our 12 month programme we focus on equipping the awardee with the confidence, skills, experience and network of expert advisors necessary to enable them to develop their innovation.

The most successful awardees will then serve as role models to inspire the next generation of aspiring entrepreneurs, passing on the skills they have gained.

To date the Enterprise Hub has supported 73 Entrepreneurs with £4.5million of seed funding. These Hub members have since raised over £63 million in further funding, and now employ over 300 staff.

Full details on how you too can gain access this support and become part of the Hub are given below.

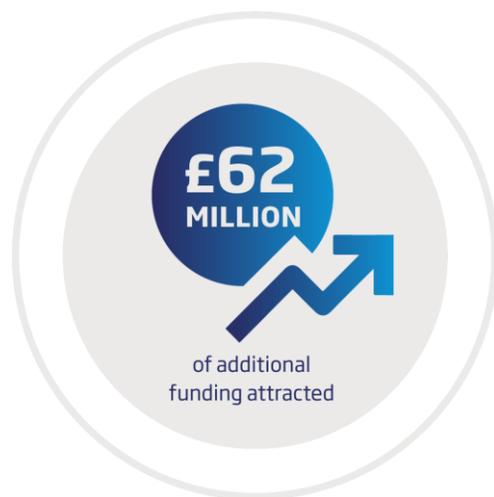
# Our Aims

- 1. To bring engineering innovations to market for wider public benefit**
- 2. To improve the skills of the awardee, through training and application**
- 3. To develop role models of entrepreneurship**

Applicants must show commitment to the objectives of the scheme and may only use the award to establish a business that develops an innovative product or service emerging from their past research or projects.

Applicants must have appropriate intellectual property rights to utilise the innovation as envisaged, and must attend the training programme, consisting of 12 days training beginning in March 2019.

The Academy believes training is most effective when there is ample opportunity to deploy the new learning. The Awardee is expected to establish and lead a business based upon their innovation and to spend the vast majority of their time pursuing the objectives of the award.



# What you receive

---

## Hub Membership

The winner becomes a Member of the Academy's Enterprise Hub. This is a lifetime award which means you'll receive an exceptional package of support, including:

### **Primary – first 12 months of the award**

- Support from Rockspring and other Gammon Family members
- Equity-free seed funding of up to £15,000
- Tailored mentoring and training

### **Additional – lifetime access**

- PR, marketing and promotion assistance
- Access to the Taylor Centre, our exclusive drop-in workspace in a prestigious central London location
- Access to our network of investors, experts and advisors
- Become part of our community of like-minded individuals to discuss challenges and share best practice with
- Public and members-only meetings, conferences and events for networking, exposure to markets and upskilling

# Eligibility criteria

£15,000  
funding

These awards support an individual, who may be part of a team, based in the UK, who has an engineering innovation they wish to commercialise by leading a startup company.

## The Applicant

- Applications are invited from individuals or small teams demonstrating entrepreneurial promise.
- The Lead Applicant must be UK-based and between the ages of 18-25 on the date of the submission deadline.
- The Lead Applicant should intend to play the leading role in the development of the business, e.g. CEO, CTO.

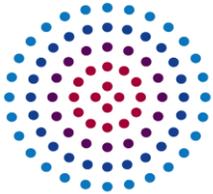
## The Project

- Applicants should have a viable and commercial business proposition with a large market opportunity.
- The proposed technology/service must be an innovation or invention in engineering and/or technology. Engineering is defined in its broadest sense.
- Applicants should be aiming to set up a business within the next 12 months.
- The feasibility of the initial product or service idea must have reached proof of concept level or above, and so been proven – i.e. it has been shown to work under test conditions, for example with a basic prototype, and is not just a theory.
- The Academy is committed to diversity and welcomes applications from women and other groups currently underrepresented across engineering and the start-up community.
- The applicant must have been directly involved in the development of the invention or innovation.

# What to expect

## The Gammon Family

'Rockspring will provide informal advice, over a period of a year, to assist you to make your company investment ready.



# ROCKSPRING

nurturing ideas | creating new business

## Signposting opportunities

The Enterprise Hub team will also be on-hand throughout the award period and beyond to assist by signposting additional opportunities.

- Providing networking opportunities with and through the Academy's Fellowship and events programme.
- Signposting opportunities for additional support.
- Providing pitching opportunities at Academy-hosted events, attended by Fellows of the Academy, investors, and entrepreneurs.
- Building a public/media profile.

## Training and mentoring

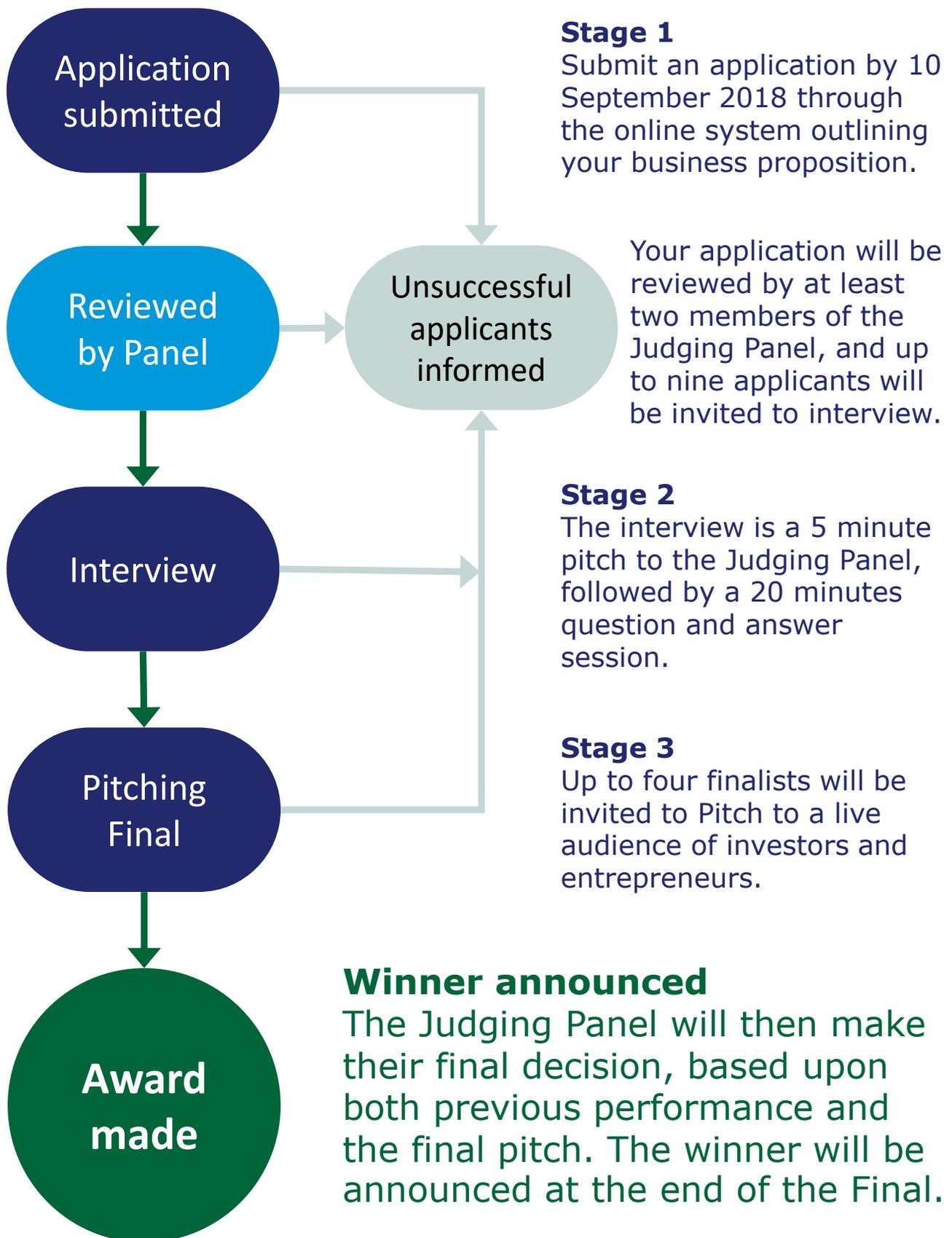
- We will provide a Mentor, usually a Fellow of the Academy with extensive business and technical experience. They will offer support and guidance throughout the Fellowship.
- Approximately 12 training days will be provided over the year. Topics covered may include business modelling, pitching, negotiations, investment readiness, leadership, marketing, etc. Awardees are required to attend all training days.

## Reporting

Awardees are expected to submit brief weekly progress updates so we can identify what we can help you with, and also to submit quarterly reports so that we may monitor progress.

# Application process

---



# How to apply

---

All applications must be submitted via our online application system - available here:  
<https://grants.raeng.org.uk>.

All applicants must first register with the system and provide some basic log-in details to create a profile. Then select 'start application' from the list of available funding programmes.

Please allow at least four weeks from start to finish to ensure you have sufficient time to consider your responses and to obtain the necessary input from other parties.

All the questions are listed in the next few pages, and inserted into the application form is additional guidance on what to include in your answers.

If you have any questions about the application process or the online system, please contact the Programme Manager.

The Academy staff can provide you with feedback on your draft application if you contact the Academy sufficiently far in advance of the deadline, so we recommend starting the process well before the deadline.

At any stage in the application process you can save your work, log-off and return to it at a later time.

# Application Questions

All the questions are listed below. Additional information and tips on how to answer them can be found within the application form itself.

	<b>Question</b>	<b>Type</b>
<b>1</b>	What is your status – tick all which apply?	Tick-box
<b>2</b>	Date of Birth	Date field
<b>3</b>	C.V.	File upload
<b>4</b>	Project title	Text
<b>5</b>	'Elevator pitch' video	Provide a video link
<b>6</b>	What problem are you solving	Text box (100 words)
<b>7</b>	How is your solution better than current methods	Text box (100 words)
<b>8</b>	Tell us about the market size and competition	Text box (100 words)
<b>9</b>	Tell us about your current team, or what positions you will hire first	Text box (100 words)
<b>10</b>	Tell us about your ambition, for yourself and for the company	Text box (100 words)
<b>11</b>	Any additional information	File upload
<b>12</b>	How well developed is the technology – tick all which apply	Tick box
<b>13</b>	How soon will you have a product to sell	Tick-box
<b>14</b>	How can the technology be protected – tick all which apply	Tick-box
<b>15</b>	What have you completed so far – tick all which apply	Tick-box
<b>16</b>	As reviewers we read a lot of applications – tell us something to remember you by	Text box (100 words) (optional)
<b>17</b>	Where did you first here about the scheme	Tick box (optional)

# How you are assessed

A Judging Panel led by Professor Andy Hopper CBE FRS FREng will review the applications in three stages.

- First the Panel will review the written applications and video to select up to nine applicants to interview.
- The interview will then be used to select up to four applicants to pitch at the Final. The interviews involve a five-minute pitch followed by a 20-minute question and answer session.
- At the Final the Panel will consider the overall performance including the written application, the interview results and lastly the pitch itself.

The winner of the JC Gammon Award will be chosen on the night by the judges. There will also be a 'People's Choice' public-vote, which will open online a week before the Final. Finalists are asked to release a video summarising their technology and business to win the public vote. The winner of the People's Choice award will receive £1,000.

The results of the Judging Panel will normally be provided around 6 weeks after the closing date. Following the interview stage, the results will normally be sent to applicants within a week, with details of the Competition Final.

In assessing the applications, the Judging Panel will take into account a number of factors, including:

- **Applicant/team** - Entrepreneurial potential, vision, ambition, self-awareness and commercial awareness
- **Technology/product/service** - How effective, innovative, well developed, and protectable it is.
- **Market potential** - Size and type of market, level and nature of competition, competitive edge
- **Commercial credibility** - Strength of the Business Plan, route to market, ability to scale, customer validation.
- **Expected benefits** - to the applicant, to the UK economy and/or to the wider public

# Information

---

## Key dates

The **submission deadline** is 4pm (GMT) Monday 10 September 2018.

The **interviews** will be held at the Academy in central London on Thursday 1 November 2018.

The **Competition Final** will be held at the Academy in central London on the evening of 22 November 2018 where you will pitch to the Judging Panel and an invited audience evening. You must be able to attend this event in person to be eligible for the award.

Applicants must be able to attend the interview in person (or by Skype if living abroad) to be considered for an award.

## Contact

If you have any questions about your eligibility, the programme, or problems with your application, please contact one of the Programme Managers:

**Angus Baker** +44 (0) 20 7766 0650 | [angus.baker@raeng.org.uk](mailto:angus.baker@raeng.org.uk)

**Sarah Gummer** +44 (0) 20 7766 0624 | [sarah.gummer@raeng.org.uk](mailto:sarah.gummer@raeng.org.uk)

## FAQs

For more information on [eligibility](#) and [Frequently Asked Questions](#), please follow the links to the website.

## Visa Requirements

The Academy cannot take any responsibility for applying for the visas/work permits required and cannot provide advice. Applicants must be able to remain and work legally in the UK for the duration of the Fellowship but there is no restriction on applicant nationality.

Successful applicants will be eligible for the 'accelerated endorsement process' in Stage 1 of the Tier 1 (Exceptional Talent) visa, if they choose the Academy as the Designated Competent Body to assess for endorsement prior to the Home Office assessment. For more information please see the [guidance document](#) for eligibility criteria or contact the Academy's International team at [international@raeng.org.uk](mailto:international@raeng.org.uk)