



ROYAL
ACADEMY OF
ENGINEERING

ENTERPRISE **HUB**

Launchpad Competition

Guidance notes 2019-20

Stage 1 submission deadline: 2 September 2019

Stage 2 submission deadline: 30 September 2019

Awards start: 1 January 2020

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Introduction

Do you have a great idea but don't know where to begin?

Our Launchpad Competition helps young inventors and designers get started on their entrepreneurial career.

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

We're looking for ambitious, creative, curiosity-driven people with a passion for solving problems and a desire to buck the trend in company success rates and make a difference. If you have a desire to learn from serial-entrepreneurs and are willing to give back to the community by passing on these new skills to others, then read on to find out how to apply.

Our 12-month programme of support equips you with the confidence, skills, experience and network of expert advisors necessary to enable you to develop the innovation. You don't need prior start-up experience, and you will join 20 other aspiring entrepreneurs at the start of their journey.

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

The winner will receive:

1

The JC Gammon Award

2

£15,000 equity free case prize

3

Lifetime membership of the Enterprise Hub

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 aims of the programme and desire 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 January 2020.

We believe 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.

Launchpad award winners have received £77,000 in prize funding over the last five years, and have gone on to raise over £5 million in private investment so far.

What you receive

The winner becomes a Member of the Academy's Enterprise Hub. This is a lifetime award that 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.
- A £15,000 cash prize, to be used as the winner wishes. This prize is a gift, and neither the Academy or Rockspring take any equity in the company.
- Training on how to establish a business and build a team.
- Tailored mentoring from successful entrepreneurs.



ROCKSPRING

nurturing ideas | creating new business

Additional – lifetime access

- PR, marketing and promotion assistance to help build your personal profile.
- 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.

Visit our website to learn more about what previous Launchpad winners have gone on to achieve.

Who it is for

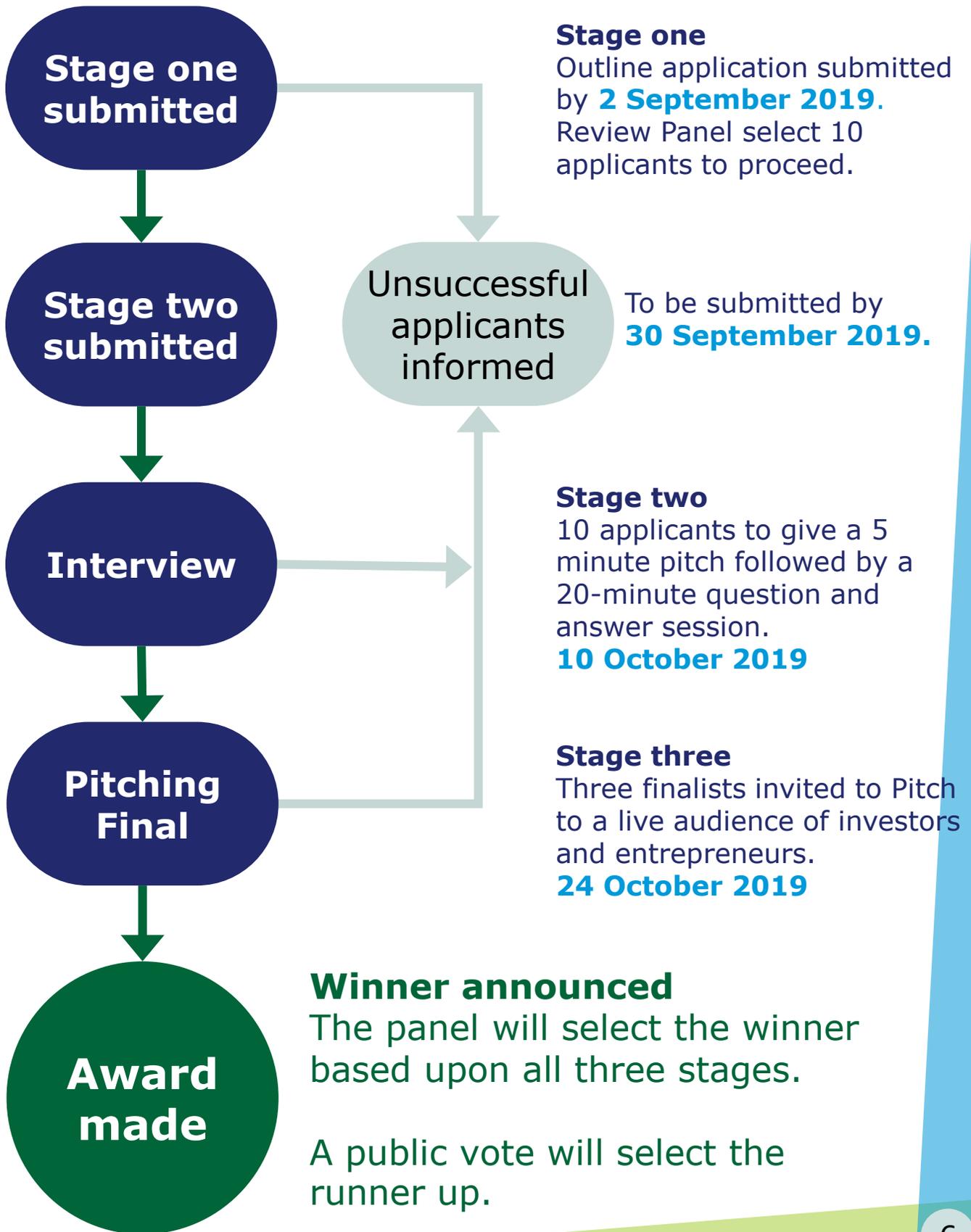
The applicant

- Applications are invited from individuals or small teams demonstrating entrepreneurial promise.
- We encourage applications from women and other groups who are underrepresented in the engineering and startup community.
- The lead applicant must be UK-based and between the ages of 18 to 25 on 24 October 2019.
- The lead applicant should intend to play the leading role in the development of the business, such as CEO or CTO.
- You do not need to have a degree.

The project

- The proposed technology/service must be an innovation or invention in engineering and/or technology. Engineering is defined broadly, including, but not limited to software, design, energy, cleantech, materials and medical devices.
- It can be a social enterprise, although this is not essential and you should intend for it to become self-sustaining.
- You should have identified a viable and commercial business proposition with a large market opportunity. You may not yet know how to realise it – we can help with that.
- You should be aiming to set up a business within the next 12 months.
- The initial product or service idea must have reached at least the 'proof of concept' stage – i.e. it has been shown to work under test conditions, for example with a basic prototype. So you know it works and is not just a theory.
- You do not need to have received investment, funding or orders already.
- The Academy is committed to diversity and welcomes applications from women and other groups currently underrepresented across engineering and the startup community.
- The applicant must have been directly involved in the development of the invention or innovation, and may be a gadget they designed.

Application process



How to apply

All applications must be submitted via our online application system - available here:

<https://grants.raeng.org.uk>.

First time applicants must register with the system and provide some basic details to create a profile. Then select **My Applications** and 'start application' from the list of available funding programmes.

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

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 Angus Baker angus.baker@raeng.org.uk.

Diversity

We are committed to diversity and inclusion and we welcome applications from all underrepresented groups across engineering. It is the Academy's policy to ensure that no applicant is disadvantaged or receives less favourable treatment because of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, gender and sexual orientation.

27% of Launchpad recipients are women, which is well above the average for the sector.

Stage 1 – outline application

The questions on the Stage 1 application form are given below. Additional information and tips on how to answer can be found on the application form itself. Stage one applications are reviewed by the panel to select 10 candidate for interview.

	Question	Type
1	Project title	Text box (6 words)
2	Date of birth	Date
3	What problem are you solving?	Text box (100 words)
4	What are your USPs (unique selling points)	3 x 30 words
5	Tell us about your business model	Text box (100 words)
6	Tell us about your ambition, for yourself and for the company	Text box (100 words)
7	One page of additional information	File upload
8	Where did you first hear about the programme?	Check box

The 11 previous Launchpad recipients have founded 10 companies between them, 8 of which are still active and have a combined valuation of £18 million.

Stage two – full application

The questions on the stage two application form are given below. Additional information and tips on how to answer can be found on the application form itself, and on the website. Your answers from stage one will be copied over automatically, and you may edit them if you wish.

Stage two applications are sent to the interview panel and will inform the questions you are asked at interview.

	Question	Type
1	Project title	Text box (6 words)
2	Elevator pitch video	Weblink
3	What problem are you solving?	Text box (100 words)
4	What are your USPs (unique selling points)	3 x 30 words
5	Tell us about your business model	Text box (100 words)
6	Tell us about your ambition, for yourself and for the company	Text box (100 words)
7	Tell us about the market size and competition	Text box (100 words)
8	How well developed is the technology	Drop down list
9	How soon will you have a product to sell	Drop down list
10	What have you completed so far	Tick box
11	CV	File upload
12	Pitch deck	File upload

How you are assessed

The judging panel will assess you at each stage against the criteria below:

- **Applicant/team** - entrepreneurial potential, vision, ambition, self-awareness, commercial awareness, expected benefits to being on the programme, fit with programme.
- **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, benefits to the UK.

The winner of the JC Gammon Award will be chosen by the Judging Panel at the final pitch event in front of a live audience, and will receive a £15,000 cash prize and associated support.

There will also be a 'People's Choice' public vote to select the runner up, who will receive a £1,000 cash prize.

The Judging Panel are:

- Elspeth Finch MBE (Chair)
- Paul Excell CEng FIET FBCS
- Cameron Gammon
- Ian Ritchie CBE FEng FRSE
- Josh Valman

Further information

The **submission deadline** is 4pm (GMT) 2 September 2019.

Interviews will be held at the Academy on 10 October 2019.

The **Competition Final** will be held at the Academy in central London on the evening of 24 November 2019, where the winner and runner up will be announced.

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

Contact

If you have any questions please contact:

Angus Baker 020 7766 0650, angus.baker@raeng.org.uk

Sarah Gummer 020 7766 0624, sarah.gummer@raeng.org.uk

FAQs

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

Visa Requirements

There are no nationality restrictions, however 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 2020, but there is no restriction on applicant nationality.

Successful applicants will be eligible to choose the Academy as the Designated Competent Body for the 'accelerated endorsement process' in Stage 1 of the Tier 1 (Exceptional Talent) visa. For more information see the [guidance document](#) or contact international@raeng.org.uk.