

Enterprise Challenge Application Guide 2021/22

Important Note: This document is meant for guidance only. **This is NOT your application form.** The application form can be accessed [here](#). Please note you cannot save your progress once you have started filling out the application, therefore you should take time to read and prepare your answers to the questions below and then input them in the application form.

If you have any questions or require any support, please contact the team; generator@greenwich.ac.uk

Enterprise Challenge application form [here](#).

This guide is for the **Social Category** only. If you need the guide for the Commercial Category, you can find it [here](#).

Social Category

Page 1: About you

(This section is to find out more about you and does not require much preparation)

- First Name
- Surname
- Email address (personal)
- Phone number
- Post Code
- UoG Student Number
- Campus
- Faculty
 - o Faculty of Architecture, Computing and Humanities
 - o Faculty of Education and Health
 - o Faculty of Engineering and Science
 - o Faculty of Business
- Subject of study
- Year of study
 - o 1
 - o 2
 - o 3
 - o 4
 - o 4+
 - o Graduate
- Gender
- Do you consider yourself to have a physical disability or learning difference?
 - o Yes
 - o No
 - o Prefer to not say
- Are you the first person in your family to go to university?
 - o Yes
 - o No
 - o Prefer to not say

Page 2: Your Idea

(In this section you will select which category you will be applying for)

The Enterprise Challenge has two categories, Social and Commercial.

- The Social Category covers any idea that has a positive impact on society, community, the environment or health.
- The Commercial Category covers any idea that exists primarily to make a profit.

Please tick which category you would like to enter and fill in the relevant details for your chosen category below.

Which category would you like to apply to?

- ☐ Social
- ☐ Commercial

Page 3: Commercial Category

(This page will only appear for those candidates who selected "Commercial" on Page 2)

Page 4: Social Category

(In this section you will talk more about your business idea)

This is the Social Category application only. If you intend to apply for the Commercial Category, please tick commercial in answer to question 14.

- Write a short summary of your idea - what is it, and why do you think people will want to use your product or service? (100 words max).
- What problem is your idea solving? How will it have a positive impact on society, community, the environment or health?
- What solution does your social enterprise offer to address each of the problems you've identified?
- What is your unique value proposition? This should be a clear, compelling message that states (1) how your social enterprise is uniquely placed to impact the social or environmental problem you've identified and (2) why people will be willing to spend money on it.
- What is your unfair advantage? What do you have that can't easily be bought or copied by your competitors? E.g. it might be a skill, a location, a patent, or an invention.
- Customer Segments: (1) Who will pay to use your product or service? E.g. it might be a school, a charity, or your end user. (2) Who are the beneficiaries of your idea - i.e. who will your social enterprise benefit? E.g. it might be a user who doesn't pay for

the service, such as a school child.

- Channels: How will you reach your customers (paying) and your beneficiaries (who might be non-paying)? E.g. online/ offline, and which marketing methods will you use?
- Key Metrics: How will you measure the success of your social enterprise E.g. can you count the number of people using the service, number of products sold, number of organizations signed up etc.
- Cost Structure: What are the different areas you'll need to spend money on to launch and maintain your business? E.g. staff costs, renting premises, buying stock, maintaining computer software?
- Revenue Streams: What are the different ways you can make money from your idea? Even a social enterprise should generate profit to ensure it is sustainable. List the different ways you could charge for your product or service, including any government or charitable funding sources you intend to target if relevant.

Film a short video pitch (no more than 2 minutes in length) of yourself outlining your business idea and why you think it will work. Upload this to YouTube and include the URL link here:

Note: If you wish your video to be private please select "Unlisted" when uploading to YouTube. If you select "Private" we will not be able to access the video.

Page 5: Other Information

(This section is to find out some more information and does not require much preparation)

- What is your business status? (trading etc)
 - o The enterprise is trading and making money
 - o The enterprise is trading
 - o The enterprise is NOT trading
 - o The enterprise is currently just an idea
- Do you have any other team members working with you?
 - o Yes
 - o No
- Name of team members
- Are they a student at UoG?
 - o Yes
 - o No
- Student Number of team members
- Email address of team members
- Phone number of team members
- How long have you been working on your idea?
- How did you hear about us?
- Can you commit to at least 3 hours per week from January to February 2022 to attend webinars & workshops, meet with your mentor virtually, and work on your business idea?
 - o Yes
 - o No

Page 6: Thank you page
(Final page of the application form)

Thank you for your applying to the Enterprise Challenge - we'll be in touch soon!

Please ensure that you download a copy of your answers when it gives you the option at the end, so this can be shared with your mentor at a later stage. If you have any questions please get in touch; generator@gre.ac.uk



Good luck!

If you need any support with your application please do not hesitate to get in touch via generator@gre.ac.uk.

Deadline for application: **29th November 2020**

Enterprise Challenge application form [here](#).