



# Creative Enterprise Awards 2020

## Guidelines for Applicants

### Eligibility

To apply you must:

- Be a current UAL Student or graduate within 2 years of graduating
- Have a business, social enterprise or community project based in the UK
- [If you are an international student] hold, or are in the process of applying for a visa to remain in the country to start a business. More information on this [here](#).

### Notes on eligibility

- The decision of the UAL panel is final
- If unsuccessful, you can apply again, anytime within 2 years of graduating
- You can apply as a team (with a joint application)

### Award categories

- Maker
- Global
- Social Enterprise
- Community Project
- Technology
- Freelancer
- Innovation

Please note you can apply for up to two categories of your choice.

#### Maker

The maker award is open to individuals who produce and sell creative work or products to the public or collectors.

#### Global

The global award is open to businesses that operate internationally, with a substantial proportion of business coming from international clients or customers.

#### Social Enterprise

The social enterprise award is open to individuals or companies with socially-led objectives or ethical or sustainable practises at the heart of what they do.



## Community project

The community project award is open to projects that have a focus on community engagement or intervention. This award is aimed at those who may not be operating as a company or business.

## Technology

The technology award celebrates businesses or individuals whose work demonstrates innovative uses of technology.

## Freelancer

The freelancer award is open to self-employed individuals or small companies who work on a contract basis to provide a creative service to clients.

## Innovation

The innovation award celebrates businesses or individuals whose work demonstrates innovation at its heart. It may be creating a new product, a new market or a new way of doing things.

## Steps to applying

- Read these Guidelines carefully
- Complete Application form
- Submit everything by the deadline: **1 June 2020**

## Dates for you diary

- If shortlisted pitch to a judging panel (this can be done online and full instructions will be given): **10 or 11 June 2020**

## The Application

Throughout the application form you are asked to:

1. Provide information on the product or service
2. To show there is a **clear market** for your proposed product or service
3. To provide evidence on your **competitive** position
4. To outline a **credible** business model
5. To outline the **finances** for the business
6. Explain the **skills and experience** of you/your team
7. Demonstrate and present this in a **clear way**

## 1. Information on the product/service

Set out a convincing story of how the product or service will work.

- How will your product be made or your service delivered?
- How will you reach enough customers? Where will your product or service be sold? (e.g. online, shops)
- Is there an opportunity for this business to grow and branch out into other areas?

## 2. Clarity of market

This should be a clear and compelling, fact-based description of your market (customers).

- Who are your customers? Who will you sell to? Be specific, 'everybody' or 'young people' is too broad. Do you have different customer groups?
- Is your market niche or can you prove there's enough people that need/want your product or service? Can you provide some market-research evidence on this?
- Can you test the market - (speak to potential customers) are people willing to pay for your product or service? What feedback can you get to test out your idea and strengthen your application?

## 3. Competitive position

Describe existing competitors and how you'll sit alongside them

- Do your research on what's already out there and make this clear in your application.
- What makes your idea unique? Or what 'edge' does your service or product have over potential competitors?
- How will your business survive (be sustainable)? Do your competitors prove there is a ready market for you to enter?

## 4. Business model

Set out how your business will make money and sustain itself.

- Describe a business model that will make money across the year and onwards
- Where will you sell and in what quantity? Will that make enough money?
- How much money will you need to start up? For example, do you need to buy equipment to start?

## 5. Finances

Research and evidence costs and potential sales

- Make sure to include and explain all costs, e.g. how do you cover salaries? How do you produce products?
- Explain your product or service pricing decisions (are these based on evidence from potential competitors for example?)
- Do your research on realistic sales in the first year. Show evidence
- Include profit/ loss projections

## 6. Skills and experience

Evidence the skills and experience that you and your team bring. And/or evidence of how you will address any skills gaps.

- Give evidence of study or work experience
- Are you bringing skills from outside your academic life to this enterprise? (family's business, volunteering, past work)
- How do you plan to improve your business skills?

## The video pitch

Your video pitch should capture your idea in a succinct and engaging way. We are not looking for professional quality, instead use this as a way to inject some personality and enthusiasm into your application. We recommend you upload your video on a sharing platform such as Vimeo. If you do not want the link to be public, make sure you set a password and send it to us. Your video can be in any format e.g. animation, film, Prezi, PowerPoint, etc., but please stick to the 1 minute limit.

## Attaching documents

There is opportunity to attach documents to your application. Please use this to attach more research, charts, tables, spreadsheets or images. If your business is to do with anything visual then it is important to include designs and pictures for the judges to view which can also be attached here – although you can hyperlink us to your website/ online portfolio at other points in the application instead if relevant. If attaching documents please submit as pdfs or jpegs.



## What are the panel looking for?

Successful applications tend to show:

- First-hand experience and/or some initial testing of the market
- Passion and drive for the idea
- Good connections with potential companies/clients/customers
- Some market research - proof there is a buyer or customer out there
- Realistic, evidence-based finances which make sense
- A well-presented proposal, easy to understand the business idea
- An interesting and creative product or service

## Common reasons for unsuccessful applications:

- No real first-hand experience / knowledge of that industry/market
- No clear business model
- Not enough detail on the practicalities of running product /service
- No details on competitors, similar products, evidence of a big enough market
- Unclear proposal / application appears rushed
- Unoriginal business (in already crowded market)

## If you are successful:

You sign an agreement with UAL to:

- Work to agreed milestones
- Take part in ongoing support / mentoring
- To achieve your objectives in credible manner
- If business is not progressed, UAL will withdraw the offer

We welcome emails with your questions on the applications process.

**Contact us by email: [enterprise@arts.ac.uk](mailto:enterprise@arts.ac.uk)**

Enterprise Practitioner: **Emma Thatcher**

Please:

- Read the Guidance carefully
- Give us enough time to respond

We look forward to receiving your application!

## Frequently Asked Questions

### Q. Do you offer help with applications?

A. Yes. Please check our [workshops and events website](#) as we usually run (free) workshops on how to apply. There are also some links and resources on this page that you may want to look at: <http://www.arts.ac.uk/student-jobs-and-careers/funding-and-mentoring/funding-advice/>

### Q. Can I apply again if my application was unsuccessful? How many times am I allowed to apply?

A. You are allowed to apply as many times as you wish, as long as you are still within 2 years from graduating, and therefore eligible.

### Q. I just missed a deadline, can I still apply?

A. No, unfortunately we cannot consider late applications under any circumstances. The application process is highly competitive. Please make sure to double-check deadlines and not to leave applications to the last minute in case you experience technical difficulties etc.

### Q. If I'm an international student do I have to apply to get a Start Up Visa endorsement as well?

A. Yes, you'll have to apply to that too (deadline 15 June 2020). Please note this is a separate application form and panel. For full information please go [here](#).

### Q. Is there some preference of certain type of projects?

A. The panel considers all strong business ideas, from all areas of creative and media work.

### Q. Can I run the business from abroad?

A. Whilst we approve of working on international projects/ with international clients, the business should be based in the UK.

### Q. Do you offer funding to graduates of more than 2 years?

A. Unfortunately, we do not offer any funding or support to alumni, after two years of graduating.

### Q. Can I use figures and tables within my application?

A. Yes you can copy/past or insert tables and figures, and these will be treated as images and not go towards your word count. Or, use the online form to attach documents. Please convert these into pdfs.