



Santander Universities Entrepreneurship Awards Information Pack

Following the success of the Entrepreneurship Awards in previous years we are delighted to announce that we will be repeating the awards again in 2013.

This document will provide you with important information regarding the awards and the relevant deadlines for submission. Following the awards in 2012 we received valuable feedback that has allowed us to improve the process of the awards for 2013.

The Santander Universities Entrepreneurship Awards offer a fantastic opportunity to celebrate the success of our student and graduate entrepreneurs. Not only will the Awards help bring cash investment to aid students with their ideas and business, but they will also provide the winners with valuable press coverage through the recognition received from this initiative.

An Overview of the Awards:

The Santander Universities Entrepreneurship Awards are run by the Santander Universities Division: a global division of Banco Santander established with the aim of supporting higher education through donations and specialised initiatives.

The Santander Universities UK Division has been in operation since 2007 and currently has partnerships with 66 universities in the UK. The aim of these awards is to offer increased support in the form of funding for young entrepreneurs who have either recently graduated from or who are still studying at our partner UK universities. All of our 66 universities have been invited to participate in this scheme and have been asked to submit one business plan for the Undergraduate category and one for the Postgraduate category.

The awards:

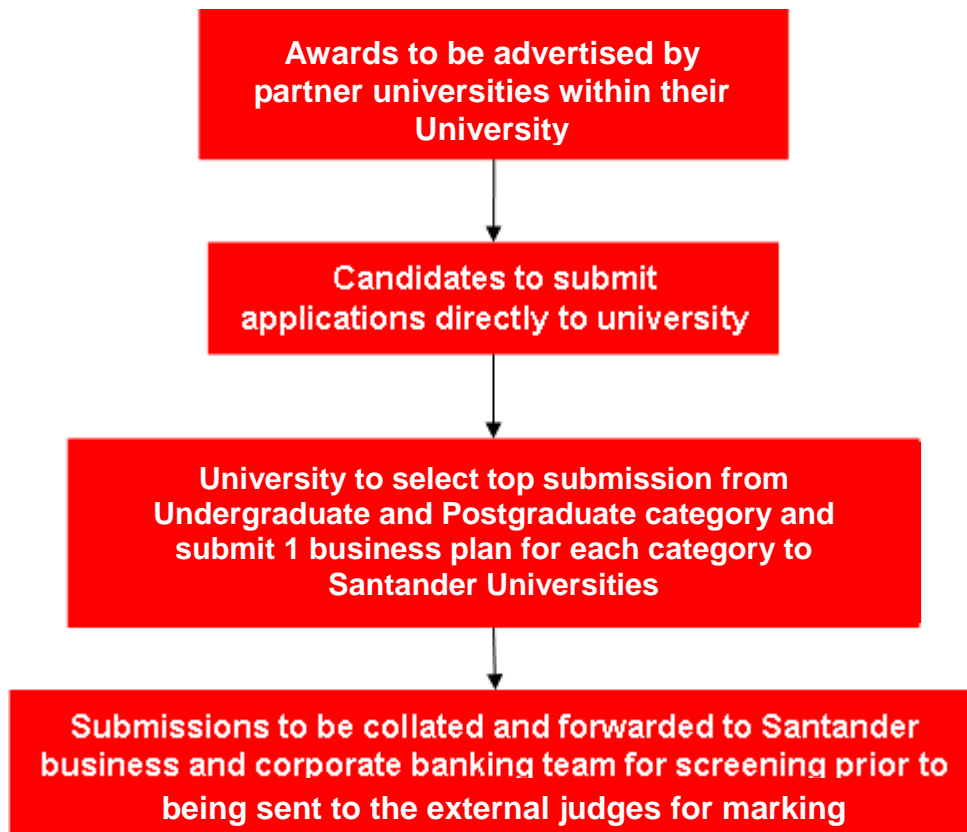
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| Awards | Santander Universities Entrepreneurship Awards | | | |
| Objectives | Stimulate Entrepreneurial activity | | | |
| Audience | Under-Graduate Students | | Post-Graduate Students | |
| Prizes | Undergraduate Award | | Postgraduate Award | |
| | 1st Prize | £5,000 | 1st Prize | £20,000 |
| | 2nd Prize | £3,000 | 2nd Prize | £10,000 |
| | 3rd Prize | £1,000 | 3rd Prize | £5,000 |

Important Dates:

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|---------------------|--|
| 22nd February 2013 | Universities to confirm participation in the awards and nominate a university representative to oversee the applications. Participating judges to be confirmed |
| 12th April 2013 | Universities to submit one business plan for the Undergraduate category and one business plan for the Postgraduate category to Danny Jones |
| 17th April 2013 | Business plans sent to internal Santander Judges |
| 10th May 2013 | Internal Santander Judging score deadline |
| 17th May 2013 | Shortlisted applications circulated to external finalist judges |
| 7th June 2013 | Finalist judges scores to be returned |
| 10th June 2013 | Results to be released and top 5 candidates to be invited to present their business plan to the panel of judges |
| 24th/25th June 2013 | Top 5 candidates in each category to present business plans to panel of judges |
| 25th June 2013 | Winners to be announced at Santander Universities Reception |

Submission process:

We would like to invite the Vice Chancellor from each of our partner Universities to send their submissions to Danny Jones at Santander Universities no later than 12th April 2013. Please send a digital copy of the submission to Danny.jones@santander.co.uk accompanied by a hard copy mailed to: C/O Danny Jones, Santander Universities, TS4 A38, 2-3 Triton Square, Regent's Place, London, NW1 3AN (please see submission criteria for further details).



Submission Criteria:

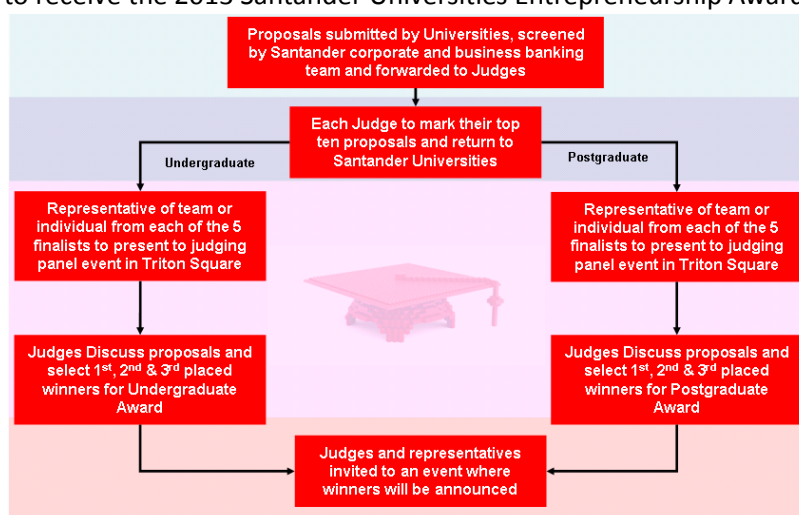
- **All applicants must be students at the university or alumni** who have **graduated within the last two years**. Applicants can be individuals or groups.
- An applicant's level of study determines their application category. If the applicant has only completed or is currently completing an undergraduate degree they will need to submit their plan in the undergraduate category. If the student has completed any further studies (Masters, Post-graduate etc) then their application will fall into the post-graduate category
- **Professors/members of staff must not have any share in the business or business idea** (This includes a financial share, intellectual property or formal advisory role)
- Submissions must be submitted by the closing date and any **late submissions will not be judged**
- Business plans must be no more **than five double sided pages** plus a maximum of **two appendices** totalling 5 pages
- Business plan text must be **no smaller than Arial font 10**
- Business plans should be secured **by paperclip only** and should not be bound
- Applicants should submit one digital copy and one hard copy of the business plan by the specified date
- Applicants must also complete and submit a copy of the contact details cover sheet along with their business plan (Cover sheet attached at the end of this pack)

The Judging Process:

It will be the universities responsibility to coordinate the initial stage of the submission process. The Vice Chancellor's will then be asked to nominate one business plan for Undergraduate and Postgraduate categories to be submitted to Danny Jones at Santander Universities. Once we have received all submissions from each category the business plans will be reviewed by a selected panel of judges from our Business and Corporate Banking Divisions. These judges will then supply a screening of the top 10 business plans in each category recommended for review.

Ten judges, most of whom will have been selected from our partner universities, will receive the top ten screened business plans along with judging instructions. They will be asked to mark the ten business proposals using a set judging criteria to ensure consistency. The judges will then submit their marking summary to Santander Universities who will collate the marks and inform the top five candidates from each category.

The top five candidates from each category will then be invited to attend a judging day where they will be asked to present their business plan to the panel of judges from our partner universities. The judging will be hosted by a representative from the Santander Business Banking and Corporate Banking teams. The presentations will last 20 minutes with an additional 10 minutes allocated for any questions from the judges. Please note that a technical specialist is authorised to accompany the finalists if required. Once the business plans have been presented the judges will be asked to select the winning top three business plans from each category to receive the 2013 Santander Universities Entrepreneurship Awards.



Judging Criteria:

Each sub-criteria should be marked out of 3 (3 being the highest)

General (Total for category 12)

- Is the business idea innovative in the sense that it offers unique consumer benefits and fulfils market demands? (Mark 1-3)
- Expresses a concise executive plan which clearly highlights the business strategy and product/service advantages (Mark 1-3)
- Clearly defines the idea, aims and objectives of the business (Mark 1-3)
- Highlights features and benefits of product/service (Mark 1-3)

Target Audience and Market Research (Total for category 15)

- Defines the market/market audience providing relevant and accurate information on market trends (Mark 1-3)
- Highlights the need/gap in the market (Mark 1-3)
- Quantify the market and identify the target segment providing justification for any assumptions made (Mark 1-3)
- Identifies main competitors (Mark 1-3)
- Highlights the strengths, weaknesses, opportunities and threats based on market research (Mark 1-3)

Pricing, Sales & Risks (Total for category 15)

- Identifies and explains pricing strategy aimed at target audience (Mark 1-3)
- Details information relating to pricing of product/service (Mark 1-3)
- Clearly defines how the product will be/has been taken from concept to market (Mark 1-3)
- Offers a strategy for marketing and sales relevant to intended target audience (Mark 1-3)
- Outlines both current and future risks and identifies how these risks are factored into the business (Mark 1-3)

Financial Information - 1, 3 and 5 year projections (Total for category 15)

- Illustrates a cash flow/profit and loss forecast clearly stating any assumptions made (Mark 1-3)
- Clarifies any capital expenditure (Mark 1-3)
- Estimates potential profit (Mark 1-3)
- Outlines strategy for future growth (Mark 1-3)
- Are the market and financial projections realistic and reasonable? (Mark 1-3)

Overall Presentation of Plan (Total for category 3)

- Overall presentation (Mark 1-3)

Total marks: 60

Judging Day:

The judging day will be held at Santander UK based in Triton Square, London on either the 24th or 25th June 2013. An agenda will be circulated shortly.

Announcing the Awards:

The awards will be announced at a Santander Universities reception on the 25th June 2013. Formal invitations and event details will be circulated in due course.

Useful Contacts:

For all information relating to the Santander Universities Entrepreneurship Awards please contact:

Danny Jones
Operations Coordinator
Santander Universities
TS4 A38
2-3 Triton Square
Regent's Place
London
NW1 3AN

Tel: 0207 756 5411
Mobile: 07809 493770

Email: danny.jones@santander.co.uk



Santander Entrepreneurship Awards 2013 Cover Sheet

Please ensure that all of the information below is provided to enable us to contact the finalists once selected and to obtain any further information should it be required.

Please note that information regarding the submission category guidelines (Undergraduate/Postgraduate) is provided in the introduction pack.

Business Name:

Candidate(s) name:

Contact number(s):

Email Address(es):

University:

Submission Category:

University Representative Name and Contact Details:

Please ensure that this cover sheet is submitted with your business plan to Danny Jones at Danny.Jones@santander.co.uk no later than 12th April 2013.