

Engineer Your Fit, Pitching Competition Guidelines

Prize Fund Sponsorship:

ESBF is a registered charity that promotes the importance and value of business education for engineers to improve people's lives and the performance of the UK and global economies.

The Engineers in Business competition prize fund helps to increase the level of participation in business ideas competitions by engineering undergraduates.

Aim: Bath Beyond Boundaries, The Engineering Challenge

The aim of our competition is to encourage ideas that have the potential to grow into ventures that address the challenges that we face.

Your innovations should help solve real problems in society through engineering and design, aligning to the values of future environmentally and socially conscious leaders. They should be needs-led with a strong market fit or have a well-defined problem with a clear customer base for which an innovative solution is developed.

This competition offers a wonderful way to win support to help make your idea a reality.

Prizes:

A total prize pot of £3,000, funded by the ESBF.

First Prize: £1,000

Runners Up x 3: £650

How is the prize money to be used? ESBF makes no stipulations on the use of the prize fund. It may be used by the winners how they wish, whether that is to develop their innovation or their career, or something else.

Prize money won by a team (as opposed to an individual) must be shared between the team members.

Entry Requirements and Team Size:

To be eligible to enter you, and all team members, must be participating in the Engineer Your Fit Programme.

Team, or individual, entries are permitted (maximum five group members)

In the planning stages, while you are exploring ideas, you may want to collaborate with more than one group. Please note you can only participate in one final entry.

Timeline: December until April

- **November: Competition Launch**
- **December: Winter mentor event.** Take advantage of this opportunity to see how mentors respond to your ideas.
- **26 February: Closing date for entries.** You will be invited to declare if you are entering the competition. Entry/declaration to include names of individual(s) taking part, title of innovation and 100 - 250-word description of idea. Explain your innovation and the benefits to the target audience.
- **7/14 March: Pitch your idea to a panel.** (Pitch time 5 minutes followed by Q&A)
- **15-20 March: Shortlisting.** Up to four entries will be selected for the final.
- **21 March: Finalists announced.**
- **April: Final takes place.**
The judges will inform the Competition winners on the night.
All winners will have their photographs taken for publicity to be sent to ESBF – the competition sponsor

Frequently Asked Questions

Are entrants/winners expected to turn their ideas into a real business?

No, participants are not expected or obliged to do this. A key goal for ESBF is for participants to engage with business topics as part of their educational experience in a way they might not have done without ESBF's support.

Which winners are entitled to a mentor?

The first prize winning team wins the option of mentoring. One mentor will be assigned to the team, not one mentor per individual team member.

Are first prize-winners entitled to a mentor if they do not turn their idea into a real business?

Yes, they are entitled to a team mentor who can provide support. The nature of that mentoring relationship is decided between the team and the assigned Sainsbury Management Fellow mentor.

When will the prize money be received?

The prize money will not be presented immediately after the event and will only be released once the University of Bath competition report has been received and approved by the Competition sponsor – a process which will likely take up to 2 months.

Judging Criteria

This pitch is proof of concept and the panel will measure against the areas listed below

Taking into consideration the limited time available to entrants to develop their business plan, and the limitations of a short pitch.

1. Clarity of Business Concept:

- Clear definition of the product or service.

2. Market Understanding:

- Evidence of market research.
- Identification of target audience and market demand.

3. Feasibility and Viability:

- Some evidence of why it may be financially viable.

4. Social and Environmental Impact:

- Consideration of the broader impact on society and the environment.

5. Execution Plan:

- Key milestones and next steps.

6. Presentation Skills:

- The overall impression created by the team during the presentation.
- Effective use of any visual aids.

7. Q&A Session:

- Ability to handle questions confidently.

Out of round one (which will be run over 2 evenings) four prize winners will be selected. Those four teams/individuals will go on to present again at the final, where an overall winner will be announced.

The same concept will be pitched at the final, but participants can adjust their pitch if they wish.

Example of judging form

Team Member(s)	Innovation/Idea Name	
Entry Paragraph		
	Rate 1 to 5 (5 high)	Comment/Notes
1. Clarity of Business Concept: Clear definition of the product or service.		
2. Market Understanding: Evidence of market research. Identification of target audience and market demand.		
3. Feasibility and Viability: Some evidence of why it may be financially viable.		
4. Social and Environmental Impact: Consideration of the broader impact on society and the environment.		
5. Execution Plan: Key milestones and next steps.		
6. Presentation Skills: The overall impression created by the team during the presentation. Effective use of any visual aids.		
7. Q&A Session: Ability to handle questions confidently		
Overall Feedback/Observations;		