

Discovering Start-Ups 2011

– Stimulating and enabling technology innovation –

Competition Terms and Conditions

Eligibility

- This competition has been designed for technology developers or providers of software, hardware or services based in the East of England and Cambridge Wireless Members nationally.
- Candidate organisations should fall within the European Community definition for small and medium-sized enterprises (SMEs), i.e. fewer than 250 employees, turnover less than Euros 50M, no more than 25% ownership or voting rights or capital belonging to a larger organisation. European Commission SME information
- SMEs or R&D organisations wholly owned in the UK.
- Entrants must own the rights to the technology that:
 - Falls into one of the five categories aforementioned
 - Is wholly owned or substantially developed in the UK
 - In the opinion of the judges is new or is clearly innovative, or represents a significant step forward in technology or in an application
 - Is suitable for further commercialisation

Start-up Definition

We use the following definition of start-up from InvestorWords.com:

A new business venture in its earliest stage of development.

Follow this link for the InvestorWords definition: <http://www.investorwords.com/>

For the benefit of doubt, BusinessDictionary.com defines this as the: *'Early stage in the life cycle of an enterprise where the entrepreneur moves from the idea stage to securing financing, laying down the basis structure of the business, and initiating operations or trading'*.

Visit the following link for BusinessDictionary definition: <http://www.businessdictionary.com/>

We believe that this stage in a company's development is not time limited and that companies that have been in existence for some years may be considered to be 'Start-ups'. Departments in larger organisations that are considering spinning-out technology may also meet these criteria. We encourage entrepreneurs with innovative ideas to participate. Contact us for more information.

Judging criteria

- Subject to time availability and the entry requirements being met, suitable applicants will be invited to give a five-minute pitch on 8 December 2011. Following the pitch there will be 5 minutes of **questions** from the judges. An appointed spokesperson for the panel will provide **feedback**. A time for each pitch will be assigned.
- Competitors must not exceed five minutes and may be disqualified if they do so.
- Entrants must arrive no later than 30 minutes prior to their allocated time and failure to do so may result in disqualification.
- A maximum of five winners will be chosen. The judging panel will view all pitches, score entrants and create a shortlist of finalists.
- Winning organisations will be notified at the reception after the Pitching Competition on 8 December 2011 and winners will be invited to attend the Founders' dinners as Cambridge Wireless' guests. At least one company representative must be present to receive the prize at the Founder's Awards dinner.
- Prizes will be awarded at the Founders' Awards Dinner at a venue to be confirmed.
- The judging panel's decision will be final and no correspondence will be entered into.
- Application forms will be reviewed before the competition and if it is oversubscribed, Cambridge Wireless reserve the right to shortlist applicants, reduce the number of pitches or adjust times as appropriate. Competitors' websites could be viewed for additional information as part of the selection process. If applicable, the judges reserve the right to contact applicants or visit them at their place of business/employment in advance to assist in selection.

Applications for the competition must be submitted by 28 October 2011. Any applications received after this date will not be considered.

Please refer to the website for other information.



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