

**\*Please read terms and conditions before proceeding with your application\***

These T&C's apply to the "Build a Biotech" Business Idea Competition 2021 run by the North West Biotech Initiative, a student-led society which is part of The University of Manchester's Students Union and funded by the Masood Entrepreneurship Centre.

**General Rules/Guidelines**

**1. Eligibility and application:**

- 1.1. The competition is open to all undergraduate students, postgraduate students, post-doctoral research associates and staff enrolled at any of the universities of the UK at least until June 2021.
- 1.2. Applications for the competition are accepted for individuals or teams of up to 4 people (teams of at least 2 people are strongly recommended to avoid excess workload).
- 1.3. Each team must contain at least one student (undergraduate, masters or PhD)
- 1.4. Only one application per individual or team is permitted.
- 1.5. To enter the competition the teams must fill in the application form and email it to [manchester@nwbiotech.co.uk](mailto:manchester@nwbiotech.co.uk) by **Saturday 3rd of April**.
- 1.6. The ideas must be the teams' own ideas.
- 1.7. The ideas must be novel and not presented in any other competition before.
- 1.8. The ideas must be related to the following topics, aiming to solve a problem:
  - **Global health and well-being**
  - **Climate change and sustainability**
- 1.9. The NW Biotech Initiative reserves the right to contact entrants to validate the entry information.
- 1.10. The applications which do not meet the above criteria will not be taken into evaluation or will be disqualified if any of the criteria are found to be breached during the course of the competition.

**2. Fictional character of the competition and intellectual property rights:**

- 2.1. Build a Biotech is a fictional start-up competition. Fictional ideas are expected and don't necessarily have to match with the research/study field of the participants.
- 2.2. The participants should be aware that all the ideas presented in the pitches will be disclosed to all the participants, mentors, judges and organizers of the competition, as well as potentially the general public.
- 2.3. Regardless of the fictional character of the competition, it is the responsibility of the applicant teams to take appropriate steps to protect the intellectual property rights in which the fictional idea might be based.
- 2.4. The North West Biotech Initiative is not responsible for any sort of intellectual property or copyright conflict that might arise from the utilisation of the fictional ideas' concepts presented in the competition as base for future real ideas.

### 3. First round - evaluation of applications:

- 3.1. The NBI committee will evaluate the applications forms and the 10 best applications will be shortlisted.
- 3.2. The successful applicants (qualified teams) will be notified on the **10th of April**, and will receive the competition schedule and instructions on how to join the workshops, mentoring sessions and the competition day.
- 3.3. There can be no appeal against the decision of the committee and these decisions must be accepted as final.
- 3.4. The evaluation criteria may be provided upon request.

### 4. Second round: Workshops, mentorship session and competition day

- 4.1. All the sessions will be held *via* Zoom online platform.
- 4.2. The shortlisted applicants will attend the workshops, mentoring sessions, prepare the presentations and deliver a pitch to a panel of expert judges.

#### **Workshops:**

- 4.3. The workshops will take place on the **20th and 22th of April**. (See detailed schedule below).
- 4.4. The workshops will include “switched learning” sessions where the participants will discuss materials (papers and videos) sent out to them in advance.
- 4.5. Participants must find the time to read/watch/absorb these materials and be prepared to discuss them at the Workshops.
- 4.6. At least half of the team must ensure they can attend each of the workshops.

#### **Mentoring sessions:**

- 4.7. The mentoring sessions will take place **between the 23rd-27th of April**.
- 4.8. Each team will be given a 1-hour mentorship session with an expert.
- 4.9. The time and date of the mentorship session will be arranged between the team and the expert.
- 4.10. The teams are free to ask any questions to the mentors and the mentors can provide feedback on pre-prepared presentations.
- 4.11. Contact details of the expert will be provided to the team upon their shortlisting.
- 4.12. At least half of the team must ensure they can attend the mentoring session.

#### **Competition day:**

- 4.13. On the day of the presentations, the judges will evaluate the pitches, select the winners and award the prizes to the three best teams.
- 4.14. Details on how to prepare the pitches will be provided in the workshop sessions.
- 4.15. The presentation slides must be presented in Microsoft PowerPoint format.
- 4.16. The presentation slides must be emailed to the organising committee before the day of the competition on the 28th of April.
- 4.17. No further amendments will be allowed to the slides once the presentation has been sent.
- 4.18. All the teams will receive judging forms and anonymised written feedback after the event.
- 4.19. There can be no appeal against the decision of the judges and these decisions must be accepted as final.

- 4.20. The judges may decide to award joint prizes. If there are no entries of a sufficient quality, at the absolute discretion of the judges, the right not to award any prize is reserved.
- 4.21. The evaluation criteria may be provided upon request.
- 4.22. All the team must ensure they attend the competition. (See detailed schedule below.)

## 5. Rules on presentation/pitch and evaluation

- 5.1. The presentation/pitch must last no longer than 10 min.
- 5.2. The presentation/pitch will be followed by a 5 min Q&A session performed by the judges.
- 5.3. Both the presentation and the Q&A session will count for the judges' evaluation.
- 5.4. The application form will not be evaluated by the judges.
- 5.5. No copyrighted material allowed; teams can use open-source code and Creative Commons licenced images/videos.
- 5.6. Only team members listed on the application form can present.
- 5.7. Teams should get informed consent if images of people appear in the presentation.
- 5.8. Further information of how to prepare the presentations/pitches will be provided in the workshops.

## 6. Rules/Guidelines for judges:

### 6.1. Judging attitudes:<sup>1</sup>

- 6.2. Mentorship - give constructive criticism as well as highlight strong points
- 6.3. Championship - find the overall excellence
- 6.4. Critique - evaluate projects, but do not be inquisitive
- 6.5. Fairness - judge teams on their own merits

### 6.6. Judging Protocol:<sup>2</sup>

- 6.7. Watch pitches/presentations
- 6.8. Quiz on pitches during the judging sessions
- 6.9. Fill in the judging form and award points to the teams
- 6.10. Votes of an individual judge represent their individual opinion, not a consensus of the judging panel. The organising committee will determine the winner based on the points from all judges in the judging forms
- 6.11. Judges are asked to write at least one positive comment and one constructive criticism in the judging forms provided. The comments will be anonymised before presenting them to the Teams
- 6.12. Judges award the prizes

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<sup>1</sup> Adapted from: iGEM Foundation, <https://2020.igem.org/Judging/Resources>, (accessed Jan 14th, 2021).

<sup>2</sup> Adapted from: iGEM Foundation, <https://2020.igem.org/Judging/Resources>, (accessed Jan 14th, 2021).

## 7. Prizes:

- 7.1. Three prizes will be awarded collectively to the team:  
 1st place - 600£\*  
 2nd place - 300£\*  
 3rd place - 100£\*  
 \* Apart from the cash prizes, the teams will also receive 2 extra mentoring sessions and support from the Masood Entrepreneurship Centre to develop potential real business ideas.
- 7.2. All teams will be issued a Certificate of Participation.

## 8. Competition timeline and schedule:

- **3rd April:** Application deadline
- **10th April:** Notification to the Finalists
- **20th and 22nd April:** Business workshops

### **Day 1 - Tuesday 20th April**

#### **16:00 - 17:00 - Introduction and Innovation - turning science into life-saving treatments or devices**

*What should be in your pitch, what makes a technology interesting to the 'real world'*

17:00 - 17:15 - Break

#### **17:15 - 18:15 – Understanding Markets**

*Researching your Innovation, getting evidence from stakeholders and thinking about your business model*

### **Day 2 - Thursday 22nd April**

#### **16:00 - 17:00 - Intellectual Property**

*What is it and who owns it? How does it link with your business strategy?*

17:00 - 17:15 - Break

#### **17:15 - 18:15 – Finance - time and Money**

*How long is it going to take us to do this?*

*How much is it going to cost?*

- **23rd-27th April:** Mentorship sessions ( 1 hour per team, scheduled between mentors and teams)
- **28th April:** Competition Day
  - 15:00 - 15:15 - Introductions
  - 15:15 - 16:45 - Team presentations, block 1
  - 16:45 - 17:00 - Break
  - 17:00 - 18:30 - Team presentations 2, block 2
  - 18:30 - 19:00 - Break and panel discussion (speaker talk TBC)
  - 19:00 - 19:15 - Winner announcement and closing remarks

**9. Complaints and Responsible Conduct Issues:**

If you find that anyone involved in the competition is breaching the competition rules or behaving in a manner not in line with the standard of the Competition, please contact the NBI committee at [manchester@nwbiotech.co.uk](mailto:manchester@nwbiotech.co.uk).