

10th Anniversary
Edition

 Santander Universities

Santander Universities Emerging Entrepreneurs Programme 2020



The Programme



Applications 26 March

Who are we looking for?

- To enter you must be a student* or graduate** from a Santander Universities UK partner university.
- You must attend all dates of the programme.
- One business can be entered per partner university.
- Your business must have been trading for no more than 18 months.

We define trading as;

Have already received funding or investment of up to £250,000.

This includes any funding from Santander Universities, the University you are studying at, grant funding from organisations such as Innovate UK, Competition winnings that are connected to the development of your business, funds raised through crowd sourcing platforms etc.

Whilst also meeting one or more of the following criteria;

- Be promoting/advertising your business publicly (e.g. public facing website) with the specific aim of attracting sales/users or investment in the next 6-12 months.
- You have already made sales.
- You have gained users e.g. app downloads.

Entrants will be required to submit an application form by 5pm on 26 March 2020. Full details of the application form will be available when the competition window opens in February.

*This includes all levels of study e.g. PhD. **Must have graduated within three years of the application submission date. Terms and Conditions will apply.

Launch 28 May, Leicester

The Launch day will give you a chance to meet your peers, and participate in a number of sessions designed to support your business.

Last year we had sessions covering topics such as investment readiness, getting to grips with data, and customer focused marketing.





Sporting Edge Performance Zone® May – September

Exclusive digital content

We've partnered with Sporting Edge, to provide you with exclusive, on-demand access to their Performance Zone library. Their inspiring content will take you Inside the Mind of Champions® to explore powerful stories and insights from the world's smartest thinkers and elite performers, in which you'll discover game changing solutions to your biggest business challenges. You can [click here](#) to learn more.

Accelerator July

The accelerator is aimed to give you a unique educational experience led by a series of innovative businesses and speakers, delivering content sessions, panel discussions and key note speeches.

During the accelerator you will participate in a series of workshops and master classes aimed at helping you understand how to get the most from your business.

What's more, to help prepare you for the pitching event in September and future pitches we'll also be running a pitch training session.



Final 28 and 29 September, London

The programme will culminate in a two day national final which will take place in September at an exclusive venue in London. Businesses in the programme will pitch across two days to be crowned the 2020 winner.

Full details of the pitch requirements will be released during the programme.



The winning business will receive:

- £30,000 of equity-free seed funding.
- Mentoring from business experts.
- A fully funded intern.



The runner up will receive:

- £20,000 of equity-free seed funding.
- Mentoring from business experts.
- A fully funded intern.

There will also be a number of smaller prizes available at the final