**AUB Innovation and Enterprise Awards 2021**

This year AUB is launching two new awards. **The Innovation Award** and the **Enterprise Award in partnership with TOSH**

Courses should nominate students who have shown a real interest in generating innovative and entrepreneurial ideas that could be developed into a business or who are known to be either planning or running their own business. The award criteria for the awards are slightly different, see more details below.

They must commit to making use of the space offered at [TOSH](https://www.toshspace.co.uk/) or in The Innovation Studio.

**The Pitch**

Those shortlisted will be put forward to pitch their ideas to a panel made up of industry professionals and AUB staff. The session will be an opportunity to get feedback on their ideas with signposting to further support to develop their idea.

**AUB Innovation Award**

**Nominating criteria**

Students nominated for the AUB Innovation award should have an idea or new business that demonstrates at least two or more of the following attributes:

* An idea that tackles a social aim
* A unique product or service that serves a market need
* An idea that has the potential for growth
* An idea that uses creative skills for innovation
* An idea that demonstrates the capabilities of creative technology
* They are able to commit to staying in Innovation Studio for 6 months

**AUB Innovation Award - winner**

* The winner of the innovation award will receive a workspace at AUB Innovation studio for 6 months
* Mentoring from Innovation Studio staff
* One to one business coaching
* £500 towards costs

**AUB Enterprise Award (in partnership with TOSH)**

* The winner of the AUB Enterprise Award will receive a workspace at [The Old School House](https://www.toshspace.co.uk/) in Boscombe for 6 months
* Business skills training and access to the Community hub networking meetings
* £500 towards costs

**Nominating criteria**

Students nominated for the AUB Enterprise Award should be outstanding in their entrepreneurial mindset. They may have an idea for a business or might have already started their own business. This could include a freelance service based business.

The idea or business should demonstrate at least two or more of the following attributes:

* An idea that tackles a social aim
* A unique product or service that serves a market need
* An idea that has the potential for excellent growth
* A freelance or service-based creative business
* An artist or maker with a commercial practise.

**Application for both awards:**

Those who are nominated and would like to participate in the awards must provide **no more than two (2) sides of A4,** including images demonstrating:

1. Their concept and why it is innovative or why it entrepreneurial
2. How their idea addresses at least two of the criteria
3. Their ambitions for the project
4. Market research - Awareness of potential customers and competitors
5. Evidence of relevant skills, experience, and motivation
6. A 12-month delivery plan and potential for growth
7. How they can support themselves financially while they pre-trade
8. Why they think AUB Innovation Studio / TOSH would be best suited for their development Commitment to taking up residency in The Innovation studio / TOSH for 6 months

**Time Scales**

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| Action | date |
| Deadline for nominations | Friday 22nd April  |
| Short listing – send applications to judges to review | w/c/ 25th May |
| Short listing Meeting with judges | w/c/ 2nd May |
| Short listed candidates announced | w/c 9th May |
| Pitch before panel to be held  | w/c 27th May |