Is this award for me?

What do I need to apply?

Support Available

Eli & Britt Harari Award

How to win £50k

Useful Resources

Key Dates & Terms

MANCHESTER 1824
The University of Manchester

Masood Entrepreneurship Centre

Eli & Britt Harari
Graphene Enterprise Award

£50,000 and **£20,000** cash awards for commercialisation proposals utilising graphene or 2D materials

Who is the award for?

Open to all University of Manchester Students, Postdocs & Recent Graduates

Do I need a business to apply?

No. Eli & Britt Harari award is aimed at anyone with an idea or believes their research has commercial or industrial applications

How do I get started?

Register your interest on our website and we can provide a wealth of support for your idea and your application

Eligibility Criteria

You...

Applicants must be either **current students**, **postdoctoral researchers**, or **recent graduates** (graduated later than 1st December 2020) of The University of Manchester.

Your Team...

Teams can contain **up to 6 people**.
50% of the team must have The University of Manchester status or have graduated from the University later than 1st December 2020.

Your Idea...

Your idea must include any use of graphene or other 2D materials

Your Business...

You do not need a registered business to apply.

If you have registered your business it must not have been trading earlier than 1st December 2020.

Key Dates

Monday 11 March — **Applications Open**

Wednesday 17 April — **Information Session**
1-2pm , Enterprise Zone & Online

11 March - 23 May — **Bookable Sessions: Application Review & Help**
1-to-1 online session to review your application & answer any questions

Thursday 23 May — **Application Deadline**
12pm, midday

Friday 31 May — **Shortlisted Applicants Informed**
Shortlisted applicants move onto Phase 2 of the application process: pitching

3 - 7 June — **Pitching Workshop**
Enterprise Zone & Online

10 - 21 June — **Bookable Sessions: Industry Experts**
Business & Market Research, Graphene Innovation, Intellectual Property

Wednesday 26 June — **Finalists Pitching Day**
Pitch your idea for your chance to win £50,000

Wednesday 3 July — **Awards Event**
Presentation of awards at National Graphene Institute

Application Process

What you need to get started:

An idea

How do I apply?

Register your interest on our website & fill out the application form.

The main component of the application is a **Commercial Proposition.**

see overleaf for a template proposal: offered only for guidance, please feel free to present your idea and opportunity however you see fit - get creative!

Focus on the commercial opportunity

Use your limited space to excite the judges about the massive market opportunity your idea presents by solving a critical issue for a known customer.

This is not an academic proposal

You are the expert in your idea.

Your application is presented to **non-experts** on the technology: keep your technology descriptions simple and use **diagrams** where possible.

Support we offer for your application:

Selling your idea:
- What is the problem that your idea solves (painful problem, large market opportunity)

- How your idea solves this problem and benefits your customers

Technical, Business & Market Support:
- Identify patentability of your technology
- Understanding your target market
  - existing technologies & your competitive advantage
- Business model and accessing your customers

Reach out to Scott Dean: scott.dean@postgrad.manchester.ac.uk to **book a 1-to-1 session to review your application** and ask any questions prior to submission on 23 May.

Assessment Criteria

Applicants must put forward an **idea for a viable commercial opportunity** and demonstrate that they have a **credible implementation plan**.

Applications will be judged on the strength of their **commercial proposition** by the following **assessment criteria:**

Problem & Opportunity

- An existing **problem or need validated with market research**
- A good understanding of **key stakeholders** and the **impact** / cost of problem to them
- A **clear opportunity**; its scope, scale and what's driving it

Solution & Value Proposition

- A **clear value proposition** and identification of unique selling points, focussing on **benefits** of the product / service demonstrating the **competitive advantage.**
- A good understanding of competing technologies/products and benchmarked against them (**competitor analysis**)
- A **strong mission / vision** for the business

Technology & Customer Knowledge

- Understanding of the **application** of technology & capabilities to **scale**
- A robust **Intellectual Property Statement**, which clarifies ownership of the idea/technology, rights to use, any signed agreements and IP protection
- A clear understanding of **target market** & why buy the product
- The **skills & commitment** to drive the technology into the marketplace
- A solid plan to secure first customers/deal (i.e. c**ustomer discovery** and expansion)

Assessment Criteria

Business Model

- For pre-revenue propositions, a clear articulation of the likely **business model to evidence commercial viability**
- For revenue generating propositions, a clear articulation of the business model and relevant financial projections
- A good understanding of the **supply chain, key partners and resource requirements** to build the business
- Awareness of **key financial requirements / costs** to take start up and/or operate the business for the **next 12-18 months**

Team & Roadmap

- Credible evidence that the **team can build, deliver and market** this solution
- Identification of any **skills and resource gaps** and **how they will be addressed**
- Specific, **actionable milestones** which are realistic and achievable for the next 12-18 months
- Understanding of resource requirements and consideration / **management of risks** to the business

Template Commercial Proposition

My Idea Title / Logo

Mission Statement: One or two sentences that define the purpose of your idea/business.

The Problem

- **Explain the problem**
  - Why is it a problem? (think Pain Points for the customer)
    - Storytelling is key here: show the assessor why they should care about this problem. If they don't think the problem is severe, they won't value your solution

  - How much does this problem affect the customer (financially, physically etc.)?

  - If possible, use referenced data/statistics to justify the scale of the problem and why it needs to be solved

- **Who will pay to solve the problem & how much will they pay?**
  - Clearly identify who your customers will be: who is it that will pay for your solution because they are desperate to solve this problem?
    - Your customer could be a specific group of people (eg: wheelchair users, new parents under 35, homeowners)
    - Your customer could be a business (eg: shoe manufacturer that wants to improve the grip on their trail running shoes, eg: device manufacturer that wants to improve the thermal performance of their SOC)

  - Quantify the cost of the problem to each customer
    - Therefore, since this problem costs £X per year, our solution at £Y represents excellent value to the customer.

- **Existing technologies & why they're failing**
  - If this problem is so painful, why hasn't it been solved effectively yet?
  - What products already exist that attempt to solve the same problem?
    - and why are they not working?
    - how much do existing solutions cost?

- **Scope of opportunity, backed up with market research data.**
  - What is the scale of the problem?
    - How many people/businesses are affected?

  - Market analysis data:
    - Overall market size and dynamics (growth rate) for the sector

  - Consider using graphics here to help break down the overall market into addressable chunks

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Your Solution

- **What is your solution?**
    - Brief summary of your solution - memorable for the assessor
    - Don't get too technical - there is space for the detail below

- **How this solves the problem**
    - Think of this in terms of value to the customer (Value Proposition)
        - What features of your idea will improve the customers' lives?

- **How your solution works**
    - Technical Details: this section will be used to assess the credibility of the idea
    - How will your idea use graphene or 2D materials?

- **Your solution compared to existing technologies**
    - Refer back to problem section: why haven't existing solutions solved the problem?
    - How does your solution differ to those existing solutions, and how does that difference directly address/solve the problem?

- **Intellectual Property statement: type of protection & ownership**
    - Who owns the idea?
        - If this idea comes from your research, reach out to the University of Manchester Innovation Factory for advice on ownership
        - If you're a student or came up with the idea in your free time, you are likely to be the owner of the IP - but do check this.

    - What type of IP protection is necessary to protect your idea?
        - Patent: for innovative hardware solutions
        - Copyright: often used to protect software (SaaS)
        - Trade Secrets: think Coca Cola recipe, the 11 herbs and spices etc.

- **Current stage of development of the idea**
    - It's totally ok if there is no development yet, but it's good for assessor to understand what stage you're at

    - Do you have any proof that your innovative idea will work?
        - Proof of concept in lab
        - Theoretical proof
        - Reference to similar technology in another field, for example

    - What is needed to take your idea forward into a market-ready product?

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Team

- **Brief overview of your team**
    - This is your opportunity to sell yourselves
        - Your academic background - technical validation
        - Your business background - commercial validation

    - What skills does each team member bring to the team? (can be technical or soft skills, such as presenting, communication, organisation etc.)

    - Any previous awards you and your team have won
    - Any experiences of your team working together before
        - Starting a business is time consuming and difficult, any experience your team has working together towards a common goal will stand you in better stead to get to market

    - What motivates your team to take your idea forwards?
    - Identify skills gaps
        - Every team has skills gaps, and that is ok.
        - How could you fill these gaps in the future?
        - Are there any critical gaps that you would like support in filling?

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Commercial Opportunity

- **Your target market**
  - This is your chance to get the assessor excited about your idea and prove that there is a big opportunity to make money

  - Bottom-Up approach:
    - Our target market consists of X potential customers, if we sell our product at £Y this gives a total addressable market of £XY
  - Top-Down approach:
    - The total global market for *our solution sector* is £Zmillion per year, growing at a compound annual growth rate (CAGR) of A%

  - This is a great opportunity to introduce some graphics
    - Look up Target & Serviceable Addressable Markets (TAM, SAM, SOM)

- **Business Model: how you plan to sell your idea (sales channels)**
  - How will you sell your idea?
    - Direct to Consumer: (Online, In-Store etc)
    - Business-to-Business

  - Are you selling a product or a service, or both?
    - Consider all possible revenue streams for your idea.
    - E.g: If your idea is data-generating, what is the value of that data to third parties?

- **Key inputs needed for your idea to reach market (financial requirements, key resources, key partnerships)**

  - Key Resources
    - Specific lab space requirements?
    - Access to materials / equipment
    - Commercial/Business Advisors

  - Key Partnerships
    - Distributors
    - Manufacturers

- **Risks to the business**
  - **Technical Risk:** what if the idea doesn't work (this can be de-risked by evidencing your proof of concept)
  - **Commercial Risk:** what if the customer won't buy it
  - **Development Risk:** how much time does the team have to give to R&D and business development?

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Development Plan

- **Specific, actionable & measurable milestones for next 12-18 months**
  - **Technical Milestones:**
    - By the end of this 12-month project we aim to have a working prototype that can demonstrate *known solution feature*
    - To reach the next stage of funding required to reach market, this development project must output a prototype with these quantifiable features: …

  - **Commercial Milestones:**
    - We want to have a business plan written and approved by a business advisor by month X of the project
    - To reach the next stage of funding required to reach market, it is important for us to be able to evidence X,Y,Z…for example:
      - Value Economics
      - Financial Forecasts
      - Business Plan
      - Business Incorporation & Associated Documentation

  - **Customer Validation**
    - By month-X we want to have spoken to Y number of customers, in an effort to validate the assumptions we have made about whether or not that customer type will want to buy our idea and at what price.

- **What would £50,000 or £20,000 do for the development your idea?**
  - Basic breakdown of what you will spend the money on

- **Financial Milestones:**
  - £20,000 will get our idea to this stage
  - £50,000 will take our idea even further to this stage
  - We'll need to raise a further £X to reach our first sales

If you wish to see an example Commercial Proposal please contact Scott Dean
scott.dean@postgrad.manchester.ac.uk

Useful Resources

Online Articles:

- [Masood Entrepreneurship Resource Centre](#)

- [Problem-Solution Fit for Startups](#), Pitchdeck Academy

- [Business Model Canvas](#), Strategyzer

- [How to spin out your scientific research](#), Y Combinator

Video Resources:

- [From Idea to Business](#), Strategyzer

- [Startup School](#), Y Combinator

- [Graphene & Applications](#), Graphene Hackathon

- [The Secret to Successfully Pitching an Idea](#), TED

- [Idea Mapping](#), GrowthLab

Intellectual Property

- IP for Your Startup, Potter Clarkson
- [Manchester Innovation Factory](#)

Brilliant (but non-essential) books:

- Value Proposition Design, Strategyzer
- Start With Why, Simon Sinek