

ELI & BRITT  
HARARI AWARD 2025  
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# INFO PACK 2025



# 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 2022) of The University of Manchester.

## YOUR TEAM...

Teams can contain **up to 4 people**.  
50% of the team must have The University of Manchester status or have graduated from the University on or after 1st December 2022.

## 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 2022.

# KEY DATES

<b>11 November 2024</b>	<b>APPLICATIONS OPEN</b>
<b>28 January 2025</b>	<b>APPLICATION SUPPORT SESSION</b> 10 - 11:30am, Enterprise Zone (2.039 AMBS)
<b>10 February</b>	<b>APPLICATION DEADLINE</b> 12pm, midday
<b>25 February</b>	<b>SHORTLISTED APPLICANTS INFORMED OF RESULT</b>
<b>4 March</b>	<b>PITCHING WORKSHOP</b> 10 - 12, Enterprise Zone (2.039 AMBS)
<b>25 February - 11 March</b>	<b>1-TO-1 BOOKABLE SUPPORT SESSIONS</b> with previous winner, Scott Dean
<b>11 March</b>	<b>PITCH DAY &amp; AWARDS</b>

If you would like support with your application, please email [harari@manchester.ac.uk](mailto:harari@manchester.ac.uk) and we can meet with you to discuss. This will help us to connect you with experienced professionals from the Graphene Engineering Innovation Centre and our intellectual property rights lawyers.

# APPLICATION PROCESS

## WHAT YOU NEED TO GET STARTED:

A Graphene or 2D Materials based idea.

## HOW DO I APPLY?

Register your interest on our [website](#) & fill out the application form.

The main component of the application is a **PITCH DECK + ONE-PAGE ADVERT**

See overleaf for template pitch deck structure and assessment criteria.

## 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.

# PITCH DECK STRUCTURE

A standard pitch deck usually contains the following information:

## 1. TITLE SLIDE

Company Name, Logo, Tagline, Contact Info & Your Name

## 2. PROBLEM

Clearly articulate the problem your startup is solving.  
Use real-world examples or stories to make it relatable

## 3. SOLUTION

Present your product or service as the solution.  
Highlight the unique value proposition

## 4. MARKET OPPORTUNITY

Define the target market, size, and potential growth.  
Provide data to back up your claims

## 5. BUSINESS MODEL

Explain how you plan to make money. Detail your revenue streams, pricing strategy, and customer acquisition plan

## 6. GO-TO-MARKET STRATEGY

Outline your plan to enter the market, including marketing, sales, and distribution strategies

## 7. TRACTION

Showcase any progress you've made—user numbers, revenue, partnerships, or product development.  
Use charts and metrics to illustrate growth

# PITCH DECK STRUCTURE

## 8. COMPETITION

Identify your main competitors and highlight your competitive advantage. A comparison chart can be effective here

## 9. FINANCES

Provide financial projections, including revenue, expenses, profitability. Use realistic assumptions

## 10. TEAM

Introduce your team, emphasizing relevant experience and expertise. Investors often invest in people, not just ideas

## 11. ASK

Clearly state what you are asking for  
How will you use the money if successful?

## 12. CLOSING SLIDE

Recap your key points and leave your contact information.  
End with a strong, memorable statement.

## TOP TIPS:

- **SIMPLICITY:** Keep slides clean and uncluttered. Use bullet points, not long paragraphs.
- **STORYTELLING:** a compelling story that takes the audience on a journey from the problem to your solution.
- **VISUALS:** Incorporate high-quality images, icons, and infographics to make your points visually appealing.
- **EVIDENCE:** Back up your claims with data - market research, pilot results
- **CONSISTENCY:** Use a consistent colour scheme, font style, and layout throughout the deck.
- **POLISH:** Review your deck for typos, grammatical errors and formatting issues

# ONE-PAGE ADVERT

## FLYER OR POSTER

In addition to the pitch deck, applicants must submit a 1-page business summary, crafted as an advertisement directed at their target customer. Imagine it would be used as a flyer or poster to advertise your business.

## UNLEASH YOUR CREATIVITY

You have complete creative freedom over the design, but we would recommend including the key points your target customer would need to know, such as:

- **Customer Problem:** Define the pain point or need that your product/service addresses.
- **Solution/Value Proposition:** Present your offering and explain how it uniquely solves the problem.
- **Key Benefits:** Showcase the top features and advantages that resonate most with your target market.
- **Call to Action:** Encourage potential customers to engage with your product or service.

Keep the tone persuasive and customer-focused, and feel free to be creative with the design!

Please submit your advert in PDF, JPG or PNG format.  
See overleaf for example poster designs:



# BUSINESS POSTER EXAMPLES



## MEDICAL SERVICE

**YOUR HEALTH, OUR PRIORITY !**

At Borcelle Medical Service, we prioritize your health and well-being. Our dedicated team of professionals is here to provide exceptional medical care tailored to your needs.

**CHOOSE US FOR:**

- Specialized Expertise
- Check Up
- Vaccinations
- Diagnostic Services
- Holistic Care

**MORE INFORMATION**

+123-456-7890

www.reallygreatsite.com

123 Anywhere St., Any City



## HEAVY EQUIPMENT RENTAL

Are you planning an extraordinary event? Look no further! Our top-notch heavy equipment rentals are here to make your event a resounding success.

**UNIQUE REQUIREMENTS:**

- ✓ Delivery Services
- ✓ Moving Services
- ✓ Construction Projects

**CONTACT US**  
123-456-7890



**Ingoude Company**

## One Stop Business Solutions

We are specialized in rising your business income and bringing in more customers towards your services.

**DIGITAL PUBLISHING**

We rely on data to optimize your campaigns for the best possible outcomes.

**BUSINESS CONSULTANT**

We analyzes data and takes action based on your value, purpose, and business need.

**WHO WE ARE?**

We are a young company driven to help achieving small business success. Our purpose is to analyze and take action against any problems your business encounter. Let us show you what our team of professionals can do for your business.

**WHAT WE DO?**

Ingoude Company started 10 years ago and since then we helped companies around the world to become what they are today. We are specialized in rising your business income and bringing in more customers towards your services.

**CALL US FOR MORE INFO**  
123-456-7890

hello@reallygreatsite.com

www.reallygreatsite.com

# OUR SUPPORT PACKAGE

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@graphenetrace.com](mailto:scott@graphenetrace.com)  
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. **customer discovery** and expansion)
- **A clear demand for your product**

# 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

**If you have any further queries about the assessment of the commercial propositions, please contact us:**

harari@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