



IMPERIAL
ENTREPRENEURS

| IDEAS EMPOWERED
CHALLENGE
GUIDEBOOK
2009

Welcome to Imperial Entrepreneurs!

We are here to help you develop your ideas and turn them into successful ventures.

Our Mission is to drive innovation from within the student body through providing inspiration, education, networking opportunities and the chance to learn through action, to produce the next generation of disruptive technology entrepreneurs from Imperial College and beyond.

By joining us and entering the IDEAS EMPOWERED challenge you will have the opportunity to

- Learn by doing and earn essential business skills and knowledge.
- Have the chance to win cash prizes and free services.
- Be mentored by professionals and get feedback on your business ideas.
- Introduction to a network of investors, entrepreneurs and future partners.
- Get Media exposure

We would like to thank our sponsors and contributors for their generous support and making this possible.

This manual is designed to provide you with guidance throughout the challenge.

More information can be found online on www.imperialentrepreneurs.com
and the resources section on our platform http://younoodle.com/groups/ideas_empowered

Feel free to contact me at niccolo.corsini@imperial.ac.uk if you have any questions.

Niccolo Corsini

President, Imperial Entrepreneurs

Structure of the Challenge and related events.

Phase 1: Teambuilding, Brainstorming and plan submission

- 12th September. Twitter: Weapon of Mass Construction.
Feat **Guy Kawasaki**, the founders of Tweetmeme and Twitterfeed
- 13th October **Launch event** 6.30-8pm. Giles Andrews, co-founder and CEO of ZOPA
Theme: “**Being an entrepreneur in the UK**”. Followed by Networking and Clubbing.
- 26-30th October. Apprentice style **James Caan** “Blinds in a box” sales challenge
- 27th October Speaker event on “**Technology transfer** ”.
Prof Emeritus Keith Barnham, **Quantasol**. Networking and introduction to mentors.
- 3rd November Workshop on TRIZ. “ A proven recipe to generate good ideas”.
Karen Gadd, Oxford Creativity.
- Exec Summary submission online by the 27th December

Phase 2: Judging and preparing pitches for Semi-Finals

- Judges to be assigned a number of entries depending on number of judges and entries.
Signing NDAs.
- Judging based on set of criteria.
- Shortlist of top 15 teams by the 17th of January
- 1st February workshop on “**Pitching skills**” by Emmett Kilduff, CEO of Cmypitch.com
- Top teams prepare pitches and presentation 3 min to panel. Shortlist down to 6 teams

Phase 3: Half-day Workshop (Date TBC)

- Wednesday 18th February attended by finalists. Both pragmatic in content and interactive to learn how to properly launch start up.
- Intervention by professional IP lawyers, accountants, VCs ...

Phase 4: Finals and Prize giving ceremony

- 19th March Finals attended by top 6-8 teams.
- Panel of 5 judges/investors to judge 6 min pitches and ask questions
- Final results, award ceremony and party.

Challenge rules



1) Eligibility

- All staff and students at all levels of education and of registered with Imperial College for 2009/10 and IC alumni are eligible to enter including visiting and exchange students.
- External members so long as one of the team member satisfies the previous condition. Multidisciplinary teams tend to fare better. There is no restriction on the size of the team.
- All entrants must be members of Imperial Entrepreneurs and buy membership with the Union or at our events.
- IE comitee members are not allowed to enter the competition to prevent conflict of interest.
- Entrants are encouraged to seek external advice whether from faculty members, researchers and other staff.
- Entries must describe a new business. Executive summaries of existing companies or projects within existing companies are not eligible for entry.

2) Content

- All entries must be the original work of entrants.
- Information provided in the forms must be factual and accurate.
- Entries should be made in compliance with regulations on intellectual property rights. It is the responsibility of the entrant to ensure that no third party has any rights on the content which may prevent its exploitation. Proprietary information about the idea should not be disclosed in the public summary, posters and presentation as it will be disclosed publicly.

3) Submission

- Entries should be submitted by the **27th December** online on our Younoodle competition platform which complies with data security requirements.
http://younoodle.com/groups/ideas_empowered
- Terms&Condition and NDA have to be understood and approved by all team members and accepted by submitting.
- No entries will be accepted after the deadline.
- The Executive Summary has a word limit of 1800 words but there is no limit on diagrams. The document should be sized to A4. Keep in mind that conciseness appreciated by the judges.
- A 100 word summary will be enclosed as part of the submission and may be disclosed publically.
- Posters have to be sent electronically and may be used for public display in the future.
- Incomplete submission with missing document or submission with more than 1700 words will be rejected.
- The top 6-8 teams will have to prepare a 7min presentation to be delivered in front of a panel of judges and answer questions. Slides may be used for the presentation and have to be submitted electronically to jaw08@ic.ac.uk

4) Judging

- The judging panel for both the exec summaries and the pitches are done by experienced entrepreneurs and other related professionals in conjunction with the IE team. Entries will be cross-judged on a determined set of criteria to ensure impartiality of the judging.
- Feedback shall be provided by the judges for each entry.
- All prizes are awarded at the discretion of the judging panel factoring in both the exec summaries and the pitches and no appeal will be considered.

5) Prizes

- Prize money and free services will be awarded to top 3 teams
- Judges reserve the right not to award a prize if they consider the entries not of sufficient quality or there being too few entries for a competitive challenge.

6) Entry confidentiality and Intellectual Property protection

- All judges with access to entries will sign a NDA.
- Mentors may obtain access to entrants' information based on a mutual agreement who will sign a NDA if required.
- IE and partners have taken measures to ensure confidentiality of your entries.
- IE will not take further responsibility to protect the intellectual property or other rights of the entrants. The protection of intellectual property of the entrant is their ultimate responsibility and it is strongly advised that they mark any portion of their entry as confidential where appropriate and take care about disclosing patentable information in their entries.
- Entrants looking to incorporate are advised to seek professional advice on issues related to Intellectual Property (cf Guide on Intellectual Property)

Intellectual Property Guide



Introduction

Intellectual property covers a range of topics including patents, copyright, trade secrets, database rights and design rights. Some rights are protectable through registration, such as patents and design rights, and some are automatic, such as copyright. Patent protection is often very important to technology-based companies and this guide looks at some of the basic issues involved in obtaining patent protection, and ownership of intellectual property within the University.

Should I Think About Patents?

The following is a basic rule-of-thumb guide as to whether or not your idea should be investigated further for patent protection. Answer yes or no to the following questions.

Is it novel? If it has been made public in any way (e.g. through a conference paper, poster, publication, abstract or public talk, including on the internet) then it is no longer novel but some countries do benefit from a “grace period” allowing 6 or 12 months for filing a patent application after a disclosure by the inventor(s).

Is it inventive? If your idea is obvious to someone knowledgeable in the field then it may not be inventive.

Does your idea have industrial utility? You cannot patent something that does not have an identifiable use.

If you have answered “yes” to all of the above questions then it is worthwhile asking the advice of a patent expert. You should also check the University policy on IP to ensure that you are entitled to exploit your idea.

Exceptions

There are a few classes of invention that cannot be patented:

- Discoveries
- Scientific theories
- Mathematical formulae
- Surgical procedures
- Plant or animal varieties
- Business scheme

It may be possible to protect these classes of invention in other ways.

In addition to the usual scientific abstract databases there are websites that allow you to search published patent applications: ep.espacenet.com is one of them. Please be aware that patent applications are only published 18 months after they are initially filed and that the claims in an application may change considerably prior to the grant of the patent.

Information on the University's policy on intellectual property ownership can be found at: <http://www3.imperial.ac.uk/entrepreneurship/archives/startinganewventure/ideas/protectingyouridea/patents>

If you are a member of staff, its provisions do affect the ownership of intellectual property which you create and you cannot assume that you can use it freely.

The ownership of IP created by students is a complex issue and depends on a number of factors. Staff and students should ask themselves these questions:

- Might the idea be covered in any way by contractual obligations undertaken by the University e.g. through research grants, collaboration, studentships or material transfer agreements?
- Might the idea be “pulling” on intellectual property of others in the department, or make significant use of departmental facilities?
- If you are a graduate student, are there relevant terms in your studentship or research contract?

If you have answered “yes” to any of the above questions then it is worthwhile asking the advice of Imperial Entrepreneurs.

CoInventors

Consider carefully whether anyone else has been involved in the invention. Is there anyone else who could legitimately say that they have made an intellectual input to the invention? This means that they have been more than “a pair of hands” doing what was instructed, but actually contributed intellectually, making an “inventive contribution”. If so, then again you should consult Imperial Entrepreneurs. You need to establish whether a co-inventor who is not part of your team could have rights which would affect your ability to exploit your idea.

Advice on Intellectual Property

Imperial Entrepreneurs is always pleased to help and offer advice. Please contact us on www.imperialentrepreneurs.com.
