

Bath Spa University's Business Plan Competition 2011

Top Prize – £1,000 for Best Business Enterprise

DEADLINE FOR SUBMISSIONS – 28 FEBRUARY 2011

The Business Plan Competition is an opportunity for students to develop an idea into a plan for starting a business and is one way to prepare for the world of work.

A range of workshops on the theme of business start-up and developing an enterprise will support your ambitions and increase your likelihood of success.

Competition guidelines, case studies
and entry details at:

www.bathspabusiness.com

How to Apply

- STEP 1:** Go to www.bathspabusiness.com for an application form and case studies on former winners.
- STEP 2:** Select the workshops and events that you would like to attend and sign up online at Bath Spa Plus.
- STEP 3:** Work up your business plan!
- STEP 4:** Submit your business plan by email to Susan Cherrett, Business Support Manager at s.cherrett@bathspa.ac.uk together with a completed application form.

Guidelines for a Good Business Plan

EVERY ENTERPRISE SHOULD HAVE A PLAN. IT DOESN'T NEED TO BE LENGTHY OR FILLED WITH JARGON. GOOD BUSINESS PLANS ARE:

- **Concise** – to the point and focused
- **Passionate** – conveying how much you really want to do this
- **Logical** – making sense to the reader and giving them confidence
- **Factual** – demonstrating your understanding of the opportunity
- **Realistic** – ambition is ok, but not committing yourself to too much

Your business plan should contain:

VISION

Capture in a sentence or two what it is that makes this business exciting and will make customers want to buy it.

BACKGROUND CONTEXT

Why is this the right business to be in right now? What are the circumstances that are coinciding to create your opportunity?

GOALS (Objectives)

What are the specific short, medium and long-term goals by which you will measure success?

PEOPLE

Is it just you or are there other people in the team and how are you/they perfect for the business?

PRODUCTS/SERVICES

What are you going to sell and what are the main benefits they offer over what you know is available elsewhere?

COMPETITION

Who else is already out there and how will you be different? The differences are crucially important – without knowing them, you may not succeed.

MARKETING

How are you going to communicate the benefits you offer to those you want as customers? How will you evaluate the effectiveness of your marketing?

FUNDING

How will you pay for all the needs of your business and what will you get in return?

RISK

Show that you have assessed the risks to your success and have them covered.

FUTURE PLANS

A business has a lifespan like anything else. What shape do you anticipate the business growing in to and do you have an exit strategy, eg sell it, merge, etc?

Competition Timeline and Supporting Events

NOVEMBER 2010	
Thurs. 11 Nov. 2010 (2.00pm-5.00pm)	Workshop – Business Start-up: The Basics This workshop will introduce you to the essential things you need to do when going into business for yourself – whether as a freelancer, sole trader or setting up a small enterprise.
Thurs. 18 Nov. 2010 (9.30am-4.30pm)	Concept to Reality 1-2-1 Advice Sessions (Newton Park) An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with our B2B entrepreneur-in-residence.
Wed. 24 Nov. 2010 (9.30am-4.30pm)	Concept to Reality 1-2-1 Advice Sessions (Sion Hill) An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with our creative industries entrepreneur-in-residence.
DECEMBER 2010	
Tues. 07 Dec. 2010 (9.30am-4.30pm)	Workshop – How to Structure a Business Plan Top tips from this workshop will put you on the right track for turning your business idea into reality and is also a useful aid to ensuring you have the content the judges will expect to see.
Thurs. 09 Dec. 2010 (2.00pm-5.00pm)	Workshop – Market Research & Marketing Top tips and a practical approach to finding out about your target customers and promoting your key messages to them.
JANUARY 2011	
Tues. 18 Jan. 2011 (2.00-5.00pm)	Workshop – Managing the Money Get to grips with the financial aspects of running a business with the help of some advice from an industry expert.
Fri. 21 Jan. 2011 (11.00am-3.30pm)	Intellectual Property 1-2-1 Sessions Book a 1-2-1 advice session with our IP expert for clarification on any copyright, trademark, patent, licensing or general intellectual property queries you may have regarding any products or services you are developing.
Wed. 26 Jan. 2011 (9.15am-4.30pm)	Introduction to Project Management This one-day workshop will provide you with essential tools and techniques for running a project effectively and efficiently through a combination of presentation and practical exercises.
FEBRUARY 2011	
Thurs. 03 Feb. 2011 (9.30am-4.30pm)	Concept to Reality 1-2-1 Advice Sessions (Sion Hill) An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with our creative industries entrepreneur-in-residence.
Tues. 08 Feb. 2011 (9.30am-4.30pm)	Concept to Reality 1-2-1 Advice Sessions (Newton Park) An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with our B2B entrepreneur-in-residence.
Thurs. 17 Feb. 2011 (2.00-5.00pm)	Workshop - Selling Your Services & Closing the Deal Whether intending to freelance, set up a business or be an exceptional employee, this workshop will teach you the necessary art of salesmanship to convince potential customers and clients to invest in your business and buy your goods or services.
Mon 28 Feb 2011	DEADLINE FOR SUBMISSION OF BUSINESS PLAN ENTRIES
MARCH 2011	
Thurs. 10 March 2011 (9.30am-12.30pm)	Workshop – Successful Freelancing in the Creative Industries Freelancing can be a rewarding and flexible way of working. This workshop will show you how to go about it, particularly in the context of the very competitive creative industries sector.
Tues. 22 March 2011 (9.30am-4.00pm)	Workshop – Presentation Skills Whether you need to pitch for business or persuade a potential investor to fund your enterprise, this workshop will help you prepare yourself and the content of your presentation for maximum impact.
Thurs. 31 March 2011	Grand Final Judging Panel The top four entries present their pitches to a judging panel of industry experts Awards Ceremony and Celebration Event

Book your place at any of these workshops at Bath Spa Plus.

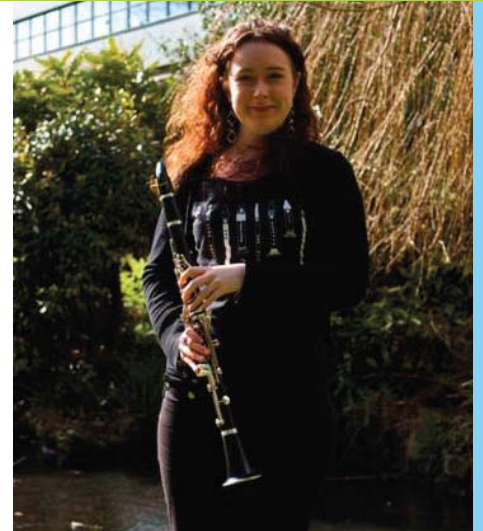
Just taking part in the events and workshops supporting the business plan competition can give you an edge when it comes to leaving university and applying your skills to earning an income.

Winning the prize money can, of course, provide a welcome investment boost and accelerate the rate at which your business idea develops! Former winners are putting this to good use....

**2010 BEST ENTERPRISE:
ROSANNA CAMPBELL – MUSICA**



Rosanna Campbell, a third year Music & English Literature student, secured the £1,000 with her business Musica, which offers instrumental music lessons and workshops for health and emotional well-being to older adults in hospitals and retirement homes in South West England.



**2009 BEST ENTERPRISE:
SAM DIXON – GOGO GUITAR!**



A commercial music third year student, Sam's business plan set him up to provide an innovative guitar tuition method to primary school children. The prize money enabled Sam to develop the website for promotion and sales. As well as the prize money, the judges came up with several different ideas to help the business which Sam hadn't previously considered.



**2008 BEST BUSINESS PLAN:
CLAIRE BAKER – POETICEARTH LTD**



Claire was a second year ceramics undergraduate when she won £1,000 to develop her Prayer Pot business and followed that up by being Bath Spa's entry in the regional business plan competition between six universities.



FULL CASE STUDIES ON FORMER WINNERS AND MERIT AWARDS AT:
www.bathspabusiness.com