



SWANSEA METROPOLITAN UNIVERSITY
PRIFYSGOL FETROPOLITAN ABERTAWE

PIE IN THE SKY BUSINESS IDEA?

TELL US ABOUT YOUR
BUSINESS IDEA
AND WIN!



ROBERT OWEN CHALLENGE 2012

The competition is open to all current Swansea Met students and you can enter as an individual or in a team of up to six students. The best teams will win fabulous prizes including a two night trip to London to attend the Business Startup Conference at ExCel.

HOW TO GET YOUR SLICE OF THE PIE

To get started you just need to fill in the application form online at:
www.smu.ac.uk/robertowenchallenge

Closing date for applications is 31st March.

Four shortlisted entries will be invited to take part in the grand final on 3rd May to compete for the top prizes and the all important Robert Owen Cup.



Swansea
Business
School

ROBERT OWEN CHALLENGE 2012

The Robert Owen Challenge is an annual business planning competition run by Swansea Metropolitan University and is open to individuals and teams of up to 6 people, all of whom must be current students at Swansea Met.

This is a fantastic opportunity to gain advice, support, and encouragement to take the next steps towards running your own business, and to be in with a chance to win the prestigious Robert Owen Cup and a trip to London.

HOW TO ENTER

All you need to do to enter is fill in the brief application form:

www.smu.ac.uk/robertowenchallenge

All entries must be received by 31st March at which point short listing will take place.

COMPETITION STAGES

The competition has two stages – firstly you fill in the application form. Applications will be shortlisted by our judging panel and four teams will be selected to submit further details by email and give a short pitch on finals evening. If your team is selected you will need to make sure you are available to attend this on the evening of 3rd May.

JUDGES AND JUDGING CRITERIA

The judging panel is made up of a number of high profile local business people, members of staff from Swansea Metropolitan University and representatives of professional bodies including the Chartered Management Institute (CMI) and the Institute of Consulting (IoC).

PROTECTING YOUR IDEAS

Your business idea is valuable, so you need to protect it. If you have 'intellectual property' that you have developed as part your studies at SMU the University has a system set up to help protect your interests. Please see your course tutors for more information about how this works in your subject area.

If you have an idea that has been developed outside your normal studies then you may wish to take steps to legally protect it. There are various parts of your business idea that you may wish to protect (designs, brands/visual identities etc) and there are a number of ways you can do this.

If you take part in the Robert Owen Challenge you should be aware that, if you reach the final, your business idea will be presented at the finals evening which is a public event. When you fill in the online application form you will be asked to tick a box to say that you agree to this and to participate in publicity regarding the event as required. If you are concerned about protecting your ideas, please see your course tutors for further guidance on how you might do this prior to the event, and/or visit <http://www.ipo.gov.uk/> for further details.

KEY DATES

Date(s)	Activities
2nd March	Competition launches
31st March	Competition launches
W/C 2nd April	Shortlisted finalists informed by email
25th April	Finalists submit an electronic copy of their plan by email
3rd May	Finals evening

FAQS

1. WHO IS ROBERT OWEN?

Robert Owen was a Welsh businessman and social reformer. He aimed to transform societies with socialist principles and has been described by some as the father of the co-operative movement. The social entrepreneurs of today have a great deal in common with Robert Owen, who worked hard to improve working conditions for those involved in mill/factory work in the late eighteenth and early nineteenth centuries.

Google him to find out more about his life and work.

2. HOW MANY PEOPLE CAN THERE BE IN A TEAM?

Teams can have between 1 and 6 members, but must consist only of current students of Swansea Metropolitan University.

3. I NEED SOME ADVICE ON MY BUSINESS PLAN BEFORE ENTERING – WHERE CAN I GET HELP?

Please go along to one of the 'Shut Up and Start Up' meetings or ask your Faculty's Academic Champion for Enterprise for help. These are:

Faculty of Art and Design:	Ian Simmons	Email: Ian.Simmons@smu.ac.uk
Faculty of Applied Design and Engineering:	Chris Thomas	Email: Christopher.Thomas@smu.ac.uk
Faculty of Business and Management:	Lucy Griffiths	Email: Lucy.Griffiths@smu.ac.uk
Faculty of Humanities:	Caroline Usei	Email: Caroline.Usei@smu.ac.uk

4. IF MY TEAM IS NOT SHORTLISTED WILL I RECEIVE FEEDBACK ON WHY?

Yes – each entry will receive feedback from the judging panel, and advice on how to access support from both inside and outside the University to help them take their business plan forward.

5. IF I'M NOT SHORTLISTED CAN I STILL COME TO THE FINAL?

Yes – all entrants will be invited to attend the finals evening.

6. IF I AM SHORTLISTED FOR THE FINAL CAN I INVITE FRIENDS AND FAMILY

Yes – all teams selected for the final will be allocated a small number of reserved places for the finals evening, the number will depend on how many there are in each team.

7. WHAT ARE THE PRIZES?

There are a range of prizes, courtesy of our partners and sponsors, with the winning team receiving the opportunity to travel to London for two nights to attend the Business Start Up Conference on 17th and 18th May. There is no cash alternative to this prize, and if, for any reason you are unable to attend on these dates, you will lose your entitlement to the prize. Other prizes will be announced shortly.



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RHOWCH WYBOD I NI AM EICH SYNIAD BUSNES I ENNILL GWOBR!



HER ROBERT OWEN 2012



INSTITUTE OF
CONSULTING

Swansea
Business
School

Mae'r gystadleuaeth ar agor i holl fyfyrwyr presennol PFA a gallwch roi cynnig arni fel unigolyn neu mewn tîm o hyd at chwech o fyfyrwyr. Bydd y timau gorau'n ennill gwobrau ardderchog sy'n cynnwys taith 3 diwrnod i Lundain i fynychu'r Gynhadledd 'Business Startup' yn ExCel.

I gychwyn arni, y cwbl sydd raid i chi ei wneud yw llenwi'r ffurflen gais ar-lein yn:

www.smu.ac.uk/robertowenchallenge

Y dyddiad cau yw 31ain Mawrth

Bydd y pedwar cais a fydd yn cael eu cynnwys ar y rhestr fer yn cael eu gwahodd i gymryd rhan yn y rownd derfynol ar 3ydd Mai i gystadlu am y gwobrau mawr a Chwpan Robert Owen hollbwysig