

 #BrightSCIdea

# 20 Bright 22 SCIdeas CHALLENGE

## ENTRANT HANDBOOK

---

**WIN £5,000 CASH -**  
pitch your business plan  
to industry experts!

---



# SOCIETY OF CHEMICAL INDUSTRY BRIGHT SCIDEA

## COMPETITION TIMELINE

### DEADLINE FOR INITIAL APPLICATIONS OF INTEREST

1 November 2021

### ONLINE TRAINING SESSIONS

9 November and  
2 December 2021



### SUBMIT BUSINESS PLANS

Deadline: Friday  
11 February 2022

Using knowledge obtained in the business training, work with your team to put together a business plan. This is your chance to win a place in the final, so ensure your plans are well-researched! Business plan templates are provided.

### ENTER YOUR TEAM TODAY

*Tell us your Bright SCIdeas!*

Enter your initial application and gain access to our exclusive training videos. Enter at [soci.org/BrightSCIdeas](https://soci.org/BrightSCIdeas)

### DEADLINE FOR SECONDARY APPLICATION WAVE

1 December 2021



### COMPETITION FINAL

15 March 2022

Turn all your hard work into action and pitch your idea to industry experts. The winning team will receive a £5,000 cash prize, followed by a 2<sup>nd</sup> and 3<sup>rd</sup> prize of £500 for the runners up. All finalists will receive free SCI membership.







## COMPETITION AIMS

The Bright SCIdeas Challenge is a competition devised by members of SCI's College of Scholars to allow university students to develop and showcase their entrepreneurial and business skills.

There will be an opportunity for each registered team to engage in exciting business planning and pitch training which will help to enhance their business acumen and employability.

The competition includes a number of networking activities, allowing participants to raise their profile amongst the commercial scientific community.

### How does it work?

1.  Form a team of 3-4 university students.
2.  Develop a plausible scientific concept with a societal benefit.
3.  Register your team online [soci.org/BrightSCIdeas](http://soci.org/BrightSCIdeas)
4.  Access exclusive business training materials.
5.  Turn your concept into a compelling product or service.
6.  Develop a business plan to commercialise your innovation.

*Shortlisted teams will then be invited to the grand final at SCI, London, to pitch their ideas to a panel of high-profile industry and investor judges.*

*All shortlisted teams will receive assistance with funding for travel within the UK and accommodation and free SCI membership.*

## BUILDING YOUR BUSINESS CASE

SCI is a multi-science organisation focussing on five key themes. Your Bright SCIda for a product or service should centre on one or more of these sectors:



Agri-food



Energy



Environment



Health &  
Wellbeing



Materials

At a previous event finalists pitched ideas for an RNA-based implant to treat Alzheimer's disease, a low-cost desalination module and a non-profit enterprise that used undergraduate laboratories in universities to produce chemicals needed by local companies.

Once you have a team and a concept, register online at [soci.org/BrightSCIda](https://soci.org/BrightSCIda)

### Business training

To help you develop your business skills, SCI will provide access to business training videos free of charge to all competition entrants. Topics which will be covered include:

BASICS OF BUSINESS

CASE STUDIES

INTELLECTUAL

INTELLECTUAL PROPERTY

MARKETING

FINANCE

We will then invite entrants to join industry leaders and fellow teams for a day of interactive training online on **9 November and 2 December 2021**.

As part of the training package, SCI encourage Bright SCIda teams to attend the following SCI events:

29 SEPT 2021 – Fuelling the future: science, society and the research and innovation system

27 OCT 2021 – How to engage with millions of people

24 NOV 2021 – Media and the Chemical Industry

6 OCT 2021 – Nurturing an emergent, chemistry-based business – experience from the sharp end

### Business plan

SCI will provide a business plan template for your final submission. Teams must complete and submit their final business plan no later than **12pm, Friday 11 February 2022**.

## OUR BUSINESS EXPERTS

Victor has spent the last 25 years building technology companies as both a founder and investor. He is a Partner at YFM Equity Partners where he is responsible for the growth companies in the portfolio. Prior to joining YFM, Victor was CEO of Cambridge Innovation Capital where he built up the team and portfolio, as well as being responsible for investments in CMR Surgical and Pragmatic Printing. Before that, Victor founded Opsys, an organic electronics business, which he and the team sold to Cambridge Display Technology in 2002. Victor has a PhD in Chemistry from Imperial College, London and was a Sloan Fellow at the Graduate School of Business at Stanford University. He began his career as an academic at the University of Oxford, where he was a Royal Society University Research Fellow. Victor was the Royal Society of Chemistry Entrepreneur of the Year in 2002.



**Victor Christou**

Partner, Head of Growth,  
YFM Equity Partners



*“ It’s an opportunity to experiment, an opportunity to take risks in a safe way – and when you’re an entrepreneur, taking risks is what you’re all about. ”*

**Victor Christou** – Partner, Head of Growth at YFM Equity Partners and Bright SCIdeas Challenge trainer



**Lucinda  
Bruce-Gardyne**

Founder, Genius Foods



After struggling to find quality alternative bread for her gluten-intolerant son, Lucinda, a professional chef who studied physiology at university, founded Genius Foods in 2009 with her gluten-free bread. First sold in Tesco, Genius bread is now the UK’s leading ‘free- from’ bakery brand and is sold across Europe, America and Australia.

Lucinda has won numerous awards for her work at Genius Foods, including the Ernst & Young UK Emerging Entrepreneur of the Year 2012. In addition to Genius, Lucinda is an SCI Board Trustee, an NED of Scotland Food and Drink, The Scale Up Institute and former Royal Society Entrepreneur in Residence at The School of Physics and Astronomy, University of Edinburgh.

## SOCIETY OF CHEMICAL INDUSTRY

The Society of Chemical Industry (SCI) is a learned society, established in 1881 to promote the application of chemistry and related science into industry for the benefit of the public. SCI was established by a prominent group of Scientists, Inventors, and Entrepreneurs; with founder members going on to set up major businesses, producing many of the daily products we recognise today.

The Society is unique, being a multi-science and multi-disciplinary international community. SCI works at the interface between science and industry, conducting a range of activities that focus on supporting innovation and the commercialisation of science. We provide a forum for members to come together to develop commercially viable solutions to some of the biggest challenges facing society today. SCI places great emphasis on providing support for the next generation of people moving into industrial and applied roles across the chemical using industries.



### Terms and conditions

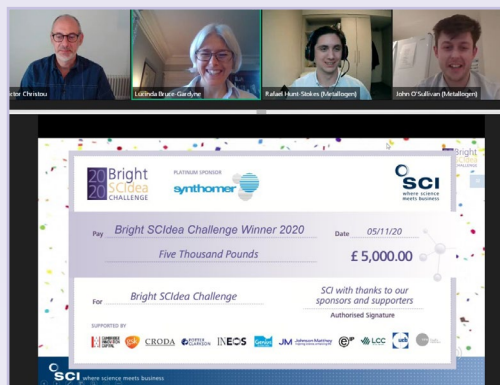
1. Teams should be made up of 3-4 university students members; open to undergraduate and postgraduate students.
2. Teams are encouraged to be multi-disciplinary: the best results will come from bringing together those with different skills and experience, just like in the real world.
3. Product or service concepts should be based on plausible, but not necessarily proven, scientific principles.
4. Entries should fall under SCI's focus areas of Agri-food, Materials, Energy, Sustainability and the Environment, and Health & Wellbeing (see page 4).
5. Submitted business plans must be the team's own work. Minor external guidance is acceptable; however, this must be acknowledged in submissions.
6. Entrants should note that SCI is unable to protect any intellectual property submitted as part of the competition.
7. Business Plans must be submitted on the template provided by SCI no later than 12pm, Friday 11 February 2022; no entries received after this time will be considered.
8. Entrants must be available to travel to London and participate in the final taking place at SCI 14-15 Belgrave Square, London, SW1X 8PS on Tuesday 15 March 2022. Under certain circumstances, there may be a possibility for Teams to attend online.\*
9. Assistance will be provided for funding of travel within the UK and accommodation costs. Any claim made must be done so in accordance with SCI expense claim policy.

\* Please contact [BrightSCIdeas@soci.org](mailto:BrightSCIdeas@soci.org) if you are unable to travel to Belgrave Square for the final.

## PREVIOUS WINNERS

2020 **Metallogen**

After a challenging year, Metallogen excelled and won the first ever virtual Bright SCIdeA challenge competition with their solution to assist phytoremediation which removes heavy metals from contaminated soils.

2019 **Plastech Innovation**

In the face of tough competition, Plastech Innovation emerged triumphant in 2019 with their pitch for a new method of processing waste plastic into plastic aggregates for use in construction materials.

2018 **Team Glucoguard**

Team Glucoguard fought off stiff competition from an excellent field of finalists to win the inaugural Bright SCIdeA Challenge with their pitch for a genetically modified bacterium for treatment of pre- and type II diabetes.



SCI is a global organisation - connecting science with business.



## Society of Chemical Industry

14/15 Belgrave Square,  
SW1X 8PS, London, UK

**T:** +44 (0)20 7598 1561

**E:** [brightscidea@soci.org](mailto:brightscidea@soci.org)

**[www.soci.org](http://www.soci.org)**

SCI founded in London 1881 and in New York 1894 | Incorporated by Royal Charter 1907 | Registered as UK Charity 206883  
Recognised as a not for profit organisation across the world | SCI is a trademark of Society of Chemical Industry

