

# Bright SCIdEa Challenge

*show us you mean business*



## ENTRANT HANDBOOK

Pitch your business plan to industry experts  
to win **£5,000** cash!

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## COMPETITION TIMELINE



6 DECEMBER 2019  
TRAINING DAY



ENTER YOUR TEAM TODAY

Tell us your Bright SCIdes! Enter your initial application and gain access to our exclusive training videos. Enter at [soci.org/BrightSCIdes](https://soci.org/BrightSCIdes)

14 FEBRUARY 2020  
SUBMIT BUSINESS PLANS



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.



17 MARCH 2020  
COMPETITION FINAL

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 2nd and 3rd prize of £500 for the runners up. All finalists will receive free SCI membership.

## COMPETITION AIMS

The Bright SCIda Challenge is a national 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?

Form a team of 3-4 university students

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Develop a plausible scientific concept with a societal benefit

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Register your team online [soci.org/BrightSCIda](https://soci.org/BrightSCIda)

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Access exclusive business training materials

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Turn your concept into a compelling product or service

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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 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 the 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](http://soci.org/BrightSCIda)

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## 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**

**PROPERTY**

**MARKETING**

**FINANCE**

We will then invite entrants to join industry leaders and fellow teams for a day of interactive training at SCI HQ in London on Friday **6 December 2019**

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## 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 14 February 2020.**

## OUR BUSINESS EXPERTS

Victor is a seasoned entrepreneur with vast experience in investment on both sides of the table, with a focus on the technology industry. After completing a fellowship at Stanford Graduate School of Business, Victor, alongside partner Oleg Salata, started Ophys, an electronics business producing organic light-emitting diodes used to create displays on TV and phone screens. Before his current role, Victor worked as a Venture Partner at Wellington Partners.

As CEO of Cambridge Innovation Capital, he helps to build relationships between the University of Cambridge and intellectual property-rich companies in the Cambridge cluster. Victor was awarded the Royal Society of Chemistry Entrepreneur of the Year in 2002.



VICTOR CHRISTOU  
Cambridge Innovation Capital

*"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 – CEO of Cambridge Innovation Capital and 2019 Bright SCIdea Challenge trainer



LUCINDA BRUCE-GARDYNE  
Genius

After struggling to find quality alternative bread for her gluten-intolerant son, Lucinda, a professional chef, 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 and is sold across Europe and in Australia.

Lucinda has won numerous awards for her work at Genius Foods, including the Ernst & Young UK Emerging Entrepreneur of the Year 2012. The company has also been named as one of the Top 50 most valuable Scottish brands.

## ABOUT SCI

The Society of Chemical Industry (SCI) is a learned society, established in 1881 specifically to promote the application of chemistry and related science into industry for the benefit of the public. SCI is a unique, multi-science and multi-disciplinary international community.

SCI today continues to work at the interface between science and industry, conducting a range of activities that focus on supporting innovation and the commercialisation of science. SCI places great emphasis on providing support for the next generation of people moving into industrial and applied roles across the chemical using industries.

## CONTACT

brightscidea@soci.org / +44 (0) 20 7598 1500



## TERMS AND CONDITIONS

1. Teams should be made up of 3-4 UK/ROI university students members; undergraduates and postgraduates (Masters and PhD)
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, 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 14 February 2020**; 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 17 March 2020**
9. Assistance will be provided for funding of travel and accommodation costs. Any claim made must be done so in accordance with SCI expense claim policy

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