

# Santander Universities Growth Accelerator – Participants from the University of Cambridge Terms and Conditions

The following terms and conditions apply to the Santander Universities Growth Accelerator – Participants from the University of Cambridge (“SUGA”) [organised and run by the Cambridge Judge Entrepreneurship Centre (“CJBS EC”) alongside the University of East Anglia, University of Essex, University of Kent and Santander].

By submitting an application to SUGA, applicants agree to be bound by these terms and conditions.

## 1. Key Dates

Open for applications: **1 February 2019**

Submission Deadline: **11:59pm on 31 March 2019**

Places offered: **5 April 2019**

Deadline to accept place: **11 April 2019**

Dates of SUGA: **27 and 28 April, 05 June, 03 July, 17 July and 13 September 2019**

CJBS EC reserves the right to vary the key dates stated above at its discretion. CJBS EC will use reasonable endeavours to notify any variation to the key dates to applicants using any contact details supplied.

## 2. Eligibility

- 2.1. Applications will be accepted by both companies and teams made of individuals. For teams of individuals, please note clause 7.7.
- 2.2. Where applications are made by companies, the companies must have been registered for no more than two years before entering.
- 2.3. There are no restrictions on the size or composition of your team, aside from those noted in Sections 2.4., 2.5 and 2.6.
- 2.4. All staff and students at all levels of education from any department, registered with the University of Cambridge for the year 2018/2019, are eligible to enter. This includes visiting and exchange students.
- 2.5. Alumni of the University of Cambridge are eligible to enter the competition given that they graduated from the University no more than 24 months prior to October of the previous academic year. These participants will have to provide their degree certificate to demonstrate their eligibility upon submission of their entries.
- 2.6. Those who do not meet either requirement 2.4 or 2.5 may join or form teams provided that at least one principal team member meets either of those requirements. It is understood that any team offered a place on SUGA must have at least one member meeting requirement 2.4 or 2.5 as a director.
- 2.7. Applications from businesses which are a subsidiary or spin-out of another company need to declare this in the application. The Judges reserve the right to deny existing companies entry onto SUGA.
- 2.8. Staff at the EC or any of the individuals taking part in the running of SUGA may not be awarded any of the places.
- 2.9. By applying for SUGA, applicants confirm that they are eligible to do so.

## 3. Application Fees

- 3.1. There is no application fee associated with SUGA.
- 3.2. The CJBS EC is not responsible for any costs incurred by the applicants in preparing for or making their application.

## 4. Content

- 4.1. All applications must be the original work of the applicants.
- 4.2. Applicants warrant the content of their application is true to the best of their knowledge.
- 4.3. Applications should be made with full understanding of Intellectual Property Rights and University regulations on Intellectual Property Rights. It is the responsibility of the applicant to ensure that no third party, such as a research sponsor or another member of the University who participated in your research, has any rights to the contents, which may prevent its exploitation. Proprietary information about the idea should not be disclosed in the public summary, or presentations, as this information will be published.
- 4.4. Software applications should make clear what parts of the software product have been created by the team. It is the responsibility of software applicants to ensure they have acquired all necessary rights to the parts of the software product that are not the sole property of the applicants.
- 4.5. Applicants warrant that they have all necessary rights and permissions from any third parties to (1) submit their application, and (2) grant the licence to the EC pursuant to clause 9.5. Applicants shall indemnify the CJBS EC (the University of Cambridge) and its staff against all liabilities, costs, expenses, damages and losses (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal and other reasonable professional costs and expenses) suffered or incurred by the CJBS EC or its staff arising out of or in connection with any breach of this warranty, including but not limited to any claim made against the CJBS EC for actual or alleged infringement of a third party's intellectual property rights where such claim relates to the applicants' application.

## 5. Application and Process

- 5.1. Applications should be submitted electronically by email to [SantanderUGA@jbs.cam.ac.uk](mailto:SantanderUGA@jbs.cam.ac.uk) before the submission deadline. Submissions should include the application form, and slide pitch deck.
- 5.2. No applications will be accepted after the deadline and no corrections will be accepted after the deadline.
- 5.3. Additional materials will not be accepted.
- 5.4. If you are not satisfied that you can answer part of the application form, it is acceptable to leave that part blank. Remember that you are trying to inform the judges, not simply filling in boxes.
- 5.5. A public summary of no more than 100 words will be required as part of the submission. It may be circulated via press releases and CJBS EC publications for promotional purposes.
- 5.6. All existing financial support, either received or committed, needs to be disclosed in the company's application. Financial support includes, but isn't limited to, cash generated from sales revenues or contracts, research grants and personal or family funds.
- 5.7. All applications will be judged by judges chosen by the CJBS EC.
- 5.8. If selected for SUGA by the Judges, applicants will be given five calendar days to confirm whether they want to take up their place on SUGA. If applicants offered a place do not respond by the deadline, they will forfeit their place on SUGA.
- 5.9. Applicants given a place on SUGA will need to send at least one founder to attend each event of SUGA. Events will take place in Cambridge and London. Ventures will need to fund their team's own travel and incidental expenses during the programme.
- 5.10. Ventures on SUGA will need to complete tasks set after each event during SUGA.

## 6. Judging

- 6.1. The SUGA judging panels are coordinated by the EC. The panels are highly experienced and respected members of the entrepreneurial community and are under the supervision of the EC Judging Coordinator to ensure the impartiality of judging.
- 6.2. The judging panel reserves the right to disqualify any application that, in its opinion, violates the letter or the spirit of SUGA and the application process.
- 6.3. Judging feedback will not be provided.
- 6.4. Judging criteria are available in this booklet
- 6.5. All prizes are awarded at the discretion of the judging panel and all judging decisions are final and not subject to appeal.

## 7. Prizes

- 7.1. There are three prizes being competed for; each one is worth a total of £3,000 and up to three places for founders and employees on SUGA.
- 7.2. The prize money awarded to the winning teams will be paid in instalments linked to agreed milestones in participation in SUGA (section 7.7 and section 7.8).
- 7.3. Judges reserve the right not to award one or more prizes if no prize worthy applications are available.
- 7.4. Prizes are not negotiable or transferable.
- 7.5. The EC reserves the right to refuse to make payments and/or to demand repayment of prizes in the event that the winner or winners have breached of these terms and conditions.
- 7.6. Prizes must be claimed within 12 months of the venture confirming they will take a place on SUGA. Sufficient documents must be provided in order to claim the prize. The EC will not consider prize claims after the 12-month period.
- 7.7. For the ventures participating in SUGA the following additional criteria must be fulfilled in order to claim up to £900 of the £3,000 prize:
  - 7.7.1. The company will be awarded £300 per person, up to a maximum of three people, who take part in SUGA.
  - 7.7.2. Registering a company with Companies House (it may also be registered abroad). Proof needs to be provided.
  - 7.7.3. Creating a business bank account in your company's registered name. Prize money will not be paid into the personal account of any individual, team member or stakeholder.
- 7.8. For the ventures participating in SUGA the following additional criteria must be fulfilled in order to claim the remaining amount of the £3,000 prize:
  - 7.8.1. At least one principal team member attends each SUGA event.
  - 7.8.2. The Venture will need to complete each task set during SUGA.

## 8. Application Confidentiality

- 8.1. All persons with access to the applications will sign a non-disclosure agreement. A copy of the agreement is available upon request at [SantanderUGA@jbs.cam.ac.uk](mailto:SantanderUGA@jbs.cam.ac.uk).

## 9. Intellectual Property Protection

- 9.1. **The EC cannot, and will not, take further** responsibility to protect the intellectual property or other rights of the applicants.
- 9.2. The protection of intellectual property or other rights of the applicants is the ultimate responsibility of each applicant. Applicants are urged to mark as "confidential" any portion of their applications that they consider to be confidential. Applicants should take care about disclosing any patentable concepts in the applications.
- 9.3. Applicants are advised to seek independent professional advice on the issues surrounding Intellectual Property Rights.

9.4. Nothing in this agreement shall affect the ownership of intellectual property rights in the applications. Subject to clause 9.5, applicants retain ownership of all intellectual property rights in their applications.

9.5. Applicants grant to the EC a non-exclusive irrevocable licence to use and reproduce their application for all reasonable purposes in connection with SUGA, including but not limited to for the purpose of judging.

## 10. General

10.1. EC reserves the right to hold void, suspend, cancel, or amend SUGA where it becomes necessary to do so.

10.2. These terms and conditions shall be governed by English law, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.

## Judging Criteria

Criteria	Factors being looked for
Idea	How original is the idea? How much impact would it have on the market?
Market analysis	Thorough, fact-based description of market size and attainable market share, based on direct experience, competitors or a rigorous fermi estimation citing third-party statistics.
Competitive Position	Existing competitors/solutions clearly described. Evidence of a competitive edge over existing companies. Defensible position in market.
Product Realization	Detailed, technical descriptions of how the full product or service will be realised. What is the perceived effort of getting this product the market.
Presentation	Well-organized. No unnecessary sentences. All points supported with evidence.
Team	All skills covered by founders/team, equal workload distribution, evidence of long term commitment to the team and business.
Intellectual Property or Trade Secret	Is there protectable IP? Is the technology a trade secret?
Impact of Money	What would the money be used for? How much would it impact the future of the company?

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