



# Put Your Best Idea Forward



# South Bank Ignite

## What?

An ideas competition **open to all** LSBU students and recent graduates!

## Who?

**Everyone, really!**

If you have a passion, business idea, or solution to a real-world problem, join the competition.

No business experience is necessary. Bring your hard work, dreams, and can-do attitude; we'll provide the support, knowledge, and community!

## Why?

You may win a share of a **£24,000** prize pot, ongoing training, support and guidance.



[www.lsbu.ac.uk/ignite](http://www.lsbu.ac.uk/ignite)

# First things first



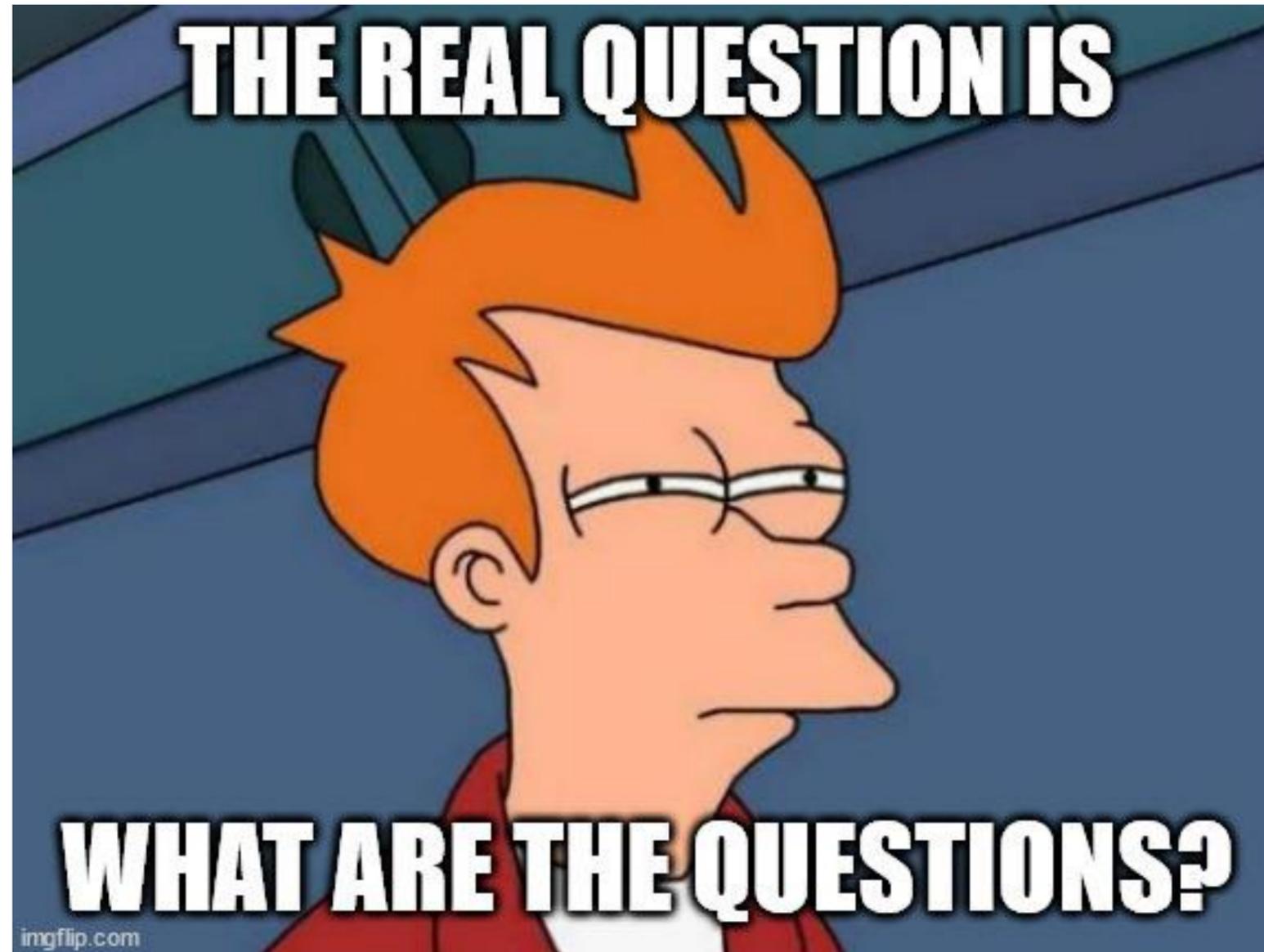
**Apply online** and **in a short and concise way answer the following questions:**

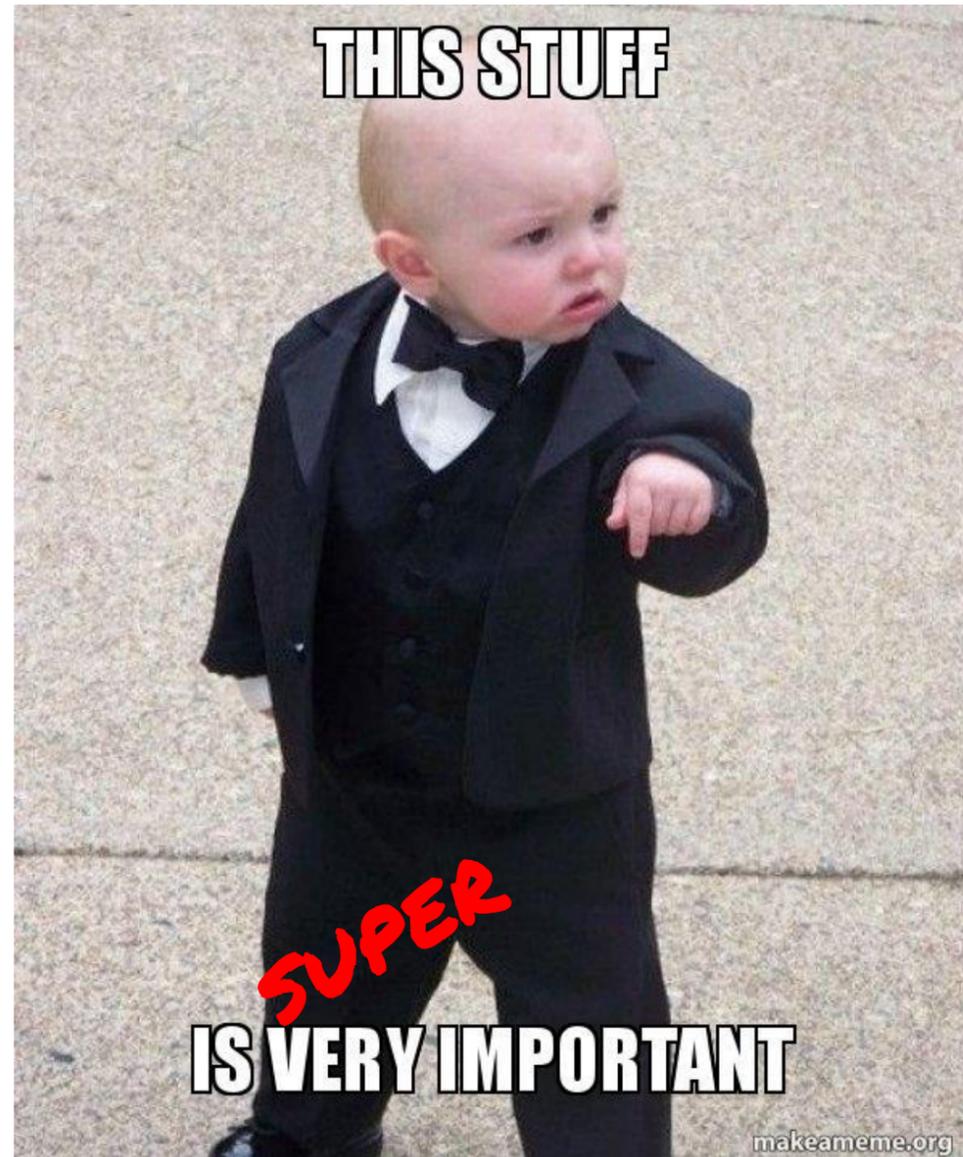
- what the problem or need is,
- how it is currently being solved,
- what your solution is, and how your idea or business solves the problem,
- why you (and your team) are in the best position to take this idea forward.

**Deadline Monday, 6<sup>th</sup> January 2024, 12:00 (noon)**

applications submitted after the deadline will not be accepted

[www.lsbu.ac.uk/ignite](http://www.lsbu.ac.uk/ignite)







**Short description of your value proposition:**

Our \_\_\_\_\_ (is it a product or service?)  
helps \_\_\_\_\_ (who's your target customer?)  
who want to \_\_\_\_\_ (what problem are they facing, what need do they  
have, or what goal are they trying to achieve?)  
by \_\_\_\_\_ (what actions must be taken to address their problems, needs or  
goals?)

Example:

**Tinder**

Our online dating service  
helps individuals  
who want to go on a date  
by connecting them with one another

(product / service)  
(target customer)  
(problem / need / goal to be achieved)  
(actions to be done / to be achieved)



Question

**What is the problem your idea addresses? How is the problem currently being addressed?**

Example:

*“Imagine you're a single person looking to meet new people and potentially find a meaningful connection. Traditionally, you might rely on chance encounters in your daily life or go through lengthy dating websites, which can be time-consuming and lack spontaneity. This is where Tinder comes in. Tinder simplifies the process by using a location-based approach and a swiping mechanism. It allows you to quickly browse through profiles and make instant connections with people who are nearby and share mutual interest.”*



→ TELL a story → DESCRIBE the problem, need, pain → INTRODUCE the idea, hero, cure → MENTION VERY BRIEFLY WHAT the solution, superpower, medicine is → Biiiiish 😎



Question

**You've identified the problem; what's your idea's solution? How does your idea solve the problem or needs addressed in question above?**

Example:

*“Our idea is to create a mobile dating and socializing app, using a location-based approach and a user-friendly swiping mechanism. This solution simplifies the process of meeting new people by allowing users to quickly browse through profiles and make instant connections. By doing this, our app addresses the problem of traditional dating methods and provides a more efficient and exciting way for people to connect, fostering real-life interactions and potentially leading to meaningful connections or friendships.”*



SAY WHAT idea is → DESCRIBE how it provides a solution,  
superpower, medicine for previous question → Think of ELEVATOR  
PITCH → K.I.S.S Keep it simple, stupid → Baaaaash 😎



Question

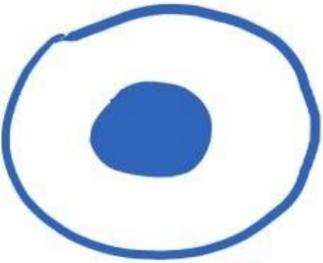
**Why are you (and your team) well placed to address this problem or need?**

Example

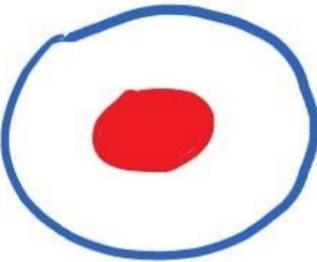
“We are well positioned to address this problem because our team brings a unique combination of skills and experiences to the table. Jane Doe, MSc. Data Analytics, is a data wizard, currently developing the user experience. John Doe, BA. Fashion Communication, is a social media expert, currently conducting market research. With our collective skills, dedication, and personal connection to the problem, we believe we are exceptionally well-equipped to bring our solution to the forefront and make a positive impact on people's lives.”



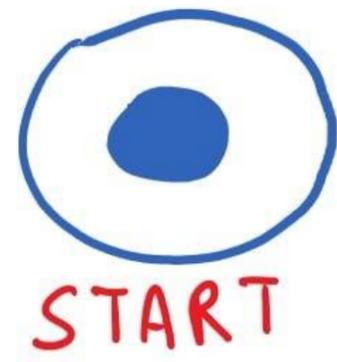
TELL another story → We are well positioned → Skills, experience  
and knowledge → Quick intro with human dimension → We believe  
we are → Boooooosh 😎



START



END?



APPLY NOW



[www.lsbu.ac.uk/ignite](http://www.lsbu.ac.uk/ignite)

See you again soon!





# Got any questions?

