



Answering Frequently Asked Questions



South Bank

IGNITE





South Bank

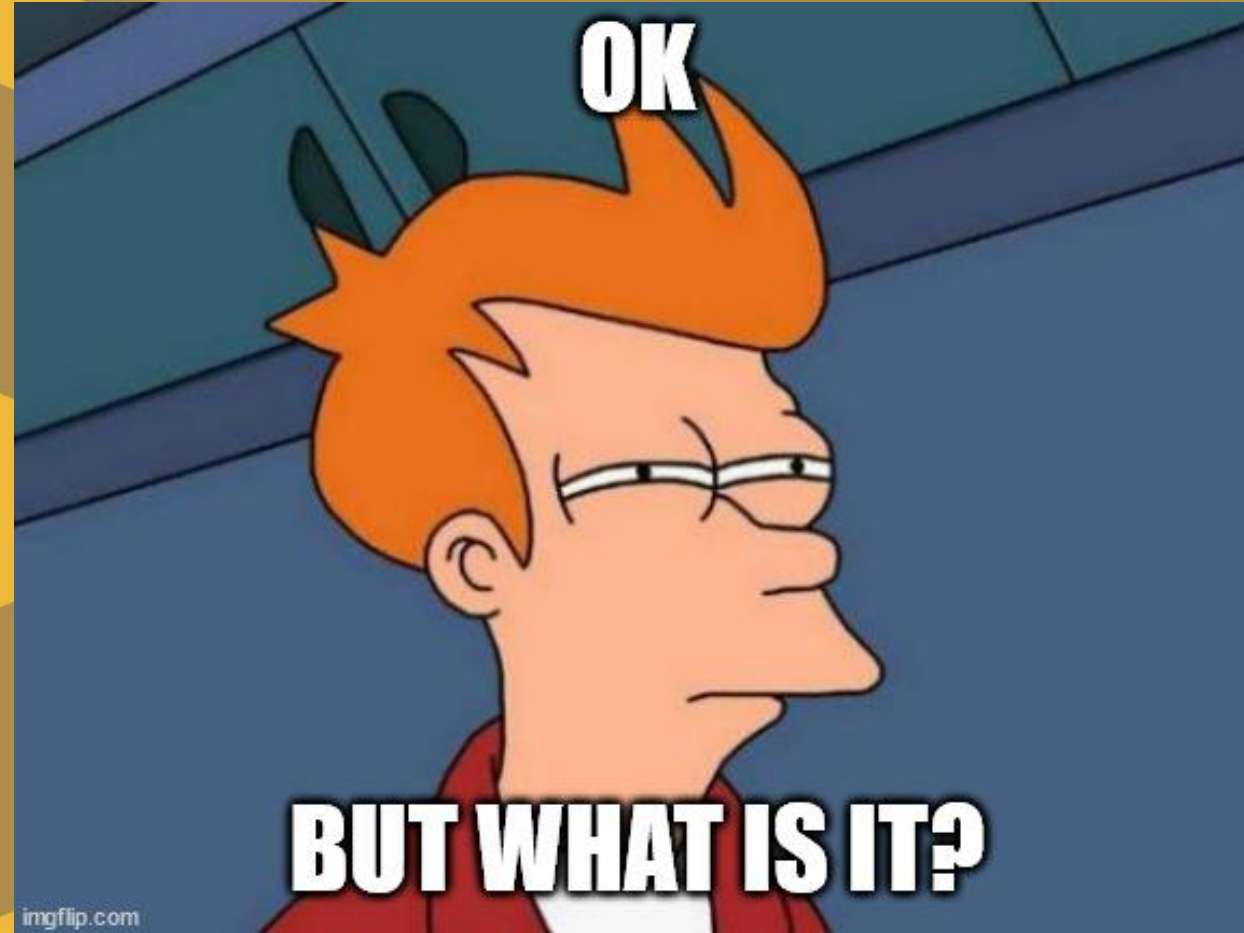
IGNITE





South Bank

IGNITE





Let's do it!





South Bank Ignite	Applications
Round 1	★ approx. 75
Round 2	★ ★ approx. ??
Final	★ ★ ★ ??
Awards	★ ★ ★ ★ ??

As a Finalist, you will be guaranteed:
A **place** in Final and Awards days
A **space** to showcase your idea in the Marketplace
A **chance** to win up to £3,000... and much more!



South Bank Ignite 2026 Winner


this space is reserved for you



South Bank Ignite	Date
Round 1 – deadline	Monday, 5 January
Round 1 – release results	Friday, 9 January
Startup London Programme	from Wednesday, 21st January to Wednesday, 18th February
 Round 2 – deadline	Tuesday, 31st March, 1pm UK time
Round 2 – release results	Friday, 10th April 2026
Support for Finalists	throughout April & May
 South Bank Ignite – Final	Thursday, 21st May 2026
 South Bank Ignite – Awards	Thursday, 4th June 2026



Write and submit an application!

 **Round 2 – deadline**

Tuesday, 31st March, 1pm UK time





Prepare and deliver a pitch!

Round 2 – release results

Friday, 10th April 2026

Support for Finalists

throughout April & May

 South Bank Ignite – **Final**

Thursday, 21st May 2026

 South Bank Ignite – **Awards**

Thursday, 4th June 2026





More info* available at

👉 bit.ly/ignite-startup-cohort 👉

(*including timelines, locations, forms, recordings, extra support, etc.)

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South Bank Ignite – Round 2

What do you need

- Mindset 🧠
- Enthusiasm 💪
- Drive 🚀
- A thorough application of your business idea ❤️

South Bank Ignite – Round 2

What do you need

- Share the specific **problem, opportunity or pain point**
- Describe your **ideal customers** and their habits, challenges, or motivations
- Share **research or feedback** you have done
- Identify **market** threats and opportunities and competitors
- Identify what makes your **solution** unique and **attract first customers**
- Share **goals and milestones**
- Fill the blanks and more...

SOUTH BANK IGNITE AND START UP PROGRAMME SUCCESS

Welcome to your resource site, designed to support and spark your ideas.



[Home](#) > [For Business](#) > [Entrepreneurship](#) > [South Bank Starters](#) > South Bank Ignite and Start Up Programme Success

SOUTH BANK IGNITE & START-UP PROGRAMME

Congratulations!

You are onto the next step of your start-up, freelancing, innovation, social enterprise, and side-hustle journey.

[APPLY TO SOUTH BANK IGNITE ROUND 2](#)

[Download the South Bank Ignite Round 2 Application Word Document](#) to help you prepare your answers before applying online.

[Review example responses](#) to the Round 2 Application as a guide (**NOT** a template) of how to respond.

Timeline – January to June

Date	Support
Friday, 9 January	<p>South Bank Ignite Round 1 Results Announced</p> <p>South Bank Ignite Round 2 Application Open. Apply today!</p>
Wednesday, 21 January 12:00–13:00	<p>Start-Up Programme Session 1 – Know Your Customers</p> <p>Location: Southwark Lecture Theatre, LSBU Hub</p> <p>Download the Session 1 – Know Your Customers Slide Deck</p> <p>Watch the Recording</p> <p>Don't have enough time? Want a refresh? Watch the 20-sec. recap.</p>

1. **Give your business idea a name**, even if it's only temporary?

2. How would you **share your idea** with someone who's never heard of it before? [30 words limit]

💡 Tip: Keep it short and focused on value.

3. What **specific problem, opportunity or pain point** does your business aim to address?

💡 Tip: Focus on what the issue is, not how you plan to fix it.

4. **Who are your idea customers?** What are their habits, challenges, or motivations?

💡 Tip: Pick a specific group or individual. Write as if you are describing a real person.

5. What **research or feedback** supports your understanding of your target customer?

💡 Tip: Include both primary research (surveys, interviews, feedback, sales data) and secondary research (reports, articles, industry analyses, online databases).

6. What **wider opportunities or threats** could shape the future of your business?

💡 Tip: Consider market trends, regulations, new business practices, emerging technologies, and shifts in consumer behaviour.

7. Who else offers similar solutions? **What sets your idea apart?**

💡 Tip: Look at existing solutions, businesses, or freelancers. Identify what they do well, and what your idea does differently (or better).

8. What is your **strategy for securing your first paying customers?** If you already have paying customers, how will you attract new ones?

💡 Tip: Focus on practical first steps like how you will reach out to potential customers, form partnerships, use market channels, offer trials, or set up direct conversations.

9. If you win South Bank Ignite, **how do you plan on spending the prize money?**

💡 Tip: How will £3,000 help you invest in taking your idea to the next level?

10. How would you **pitch your business** in just 15 seconds?

💡 Tip: Use a simple, conversational structure that clearly explains who you are, who you help, what they need, and how you deliver value.

Fill in the gaps:

Hi, I'm _____ (your name), founder of _____ (your business name).

My business _____ (is your business a product or a service?)

helps _____ (who is your target customer?)

who want to _____ (what problem / need / goal is your customer looking to accomplish?)

by _____. (what tasks / actions does your business aim to accomplish?)

South Bank Ignite – Round 2

Tips

- Download a copy of the application in Word document format
- Start answering some of the questions
- Ask questions, take notes, repeat
- Be open to feedback
- Follow problems and you will find solutions
- Show, don't tell
- Ask questions, take notes, repeat x2
- A.B.C – always be curious! & K.I.S.S – keep it simple, stupid!
- Just do it!

In the meantime



Meet LSBU Innovators at Demo Day

Monday, 23 March | 10am - 12pm
Pitches, Networking, & Prizes



Register
Today!





**PRODUCT OF
SOUTH BANK
SPRING
MARKETPLACE**

Host your own market stall!



<https://bit.ly/posb-market-interest>



Let's meet in the Hub



Rui will be in the Hub throughout the term – ready to answer questions, share guidance, and help you get through the next round of Ignite.

No need to book – just drop by and say hi!



👉 bit.ly/starters-support 👉



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Thank you!

Any questions?

