



South Bank Ignite Finalists Bootcamp

20 and 21 April 2026

Enterprising
Futures at **LSBU**

Congrats!



Today:

1. Key Details

Important Dates, Available Support, & What You Need to Prepare

2. The Final Pitch & Marking Criteria

Pitch Format, Slide Deck Format, & What Are the Judges Looking For?

3. Pitching at the Festival

Value Proposition, Public Information, & Making an Impression

4. Next Steps & Q&A

Leave the Bootcamp with an Action Plan + Answers to Your Questions

South Bank Ignite 2025-2026 Cohort

Round 1 Applications

74
Ideas

South Bank Ignite Finalists

26
Ideas

Road to the Final & Festival Ceremony

- 3-minute pitch to judges in the closed-door Final
- 1-minute elevator pitch in the public Festival Ceremony
- A chance to showcase your idea, gain recognition, & win awards + part of the £24,000 prize pot.



Ideas

Key Details



Date	What's Next
Monday, 20 April & Tuesday, 21 April	South Bank Ignite Finalists Mandatory Bootcamp
27 April – 15 May In Person & Online	Support with Kadeza and Monica Get Help. Polish Your Pitch and Value Proposition, Feel Confident in Your Next Steps.
Friday, 15 May at 9:00 am	Deadline Submit your Final Pitch Deck, Value Proposition, & Additional Images to starters@lsbu.ac.uk .
Wednesday, 20 May 9:30 am – 1:30 pm Borough Road Building	South Bank Ignite Final Present your 3-Minute Pitch & Answer Questions In Person to a Panel of Judges.
Thursday, 4 June 4:30 pm – 8:30 pm LSBU Hub	South Bank Ignite Awards & Festival Celebration Pitch your Idea in 1-Minute, Be Recognised for Your Hard Work, & Join the Public Celebration

Key Details: South Bank Ignite Final

Time to Pitch Your Amazing Idea In Front of the Judges!

- 3-minute pitch
- Wednesday, 20 May
- 9:30 am – 1:30 pm
You must stay the entire morning.
- In Borough Road Building, LSBU
- Coffee, pastries, and lunch provided!
Take time to connect and support each other.
- This is a private event, just you and your South Bank Ignite colleagues + the judges.
- Your slide deck (submitted by 15 May) will be pre-loaded. Clicker will be provided. Bring your energy, passion, and best self!



Key Details: South Bank Ignite Festival

Time to Pitch Your Amazing Idea In Front of an Audience!

- 1 minute elevator pitch/introduction
- Thursday, 4 June
- 4:30 pm – 8:30 pm.
- In the LSBU Hub + Exhibition Space
- This is a public event.
Invite your family, friends, and supporters!
- A slide with your Value Proposition and images (submitted by 15 May) will be created for you.
Bring your energy, passion, and best self!
- Awards and prize funding will be announced, plus network, connect, and celebrate!



Your Final 3-Minute Pitch

Present Your Amazing Idea In Front of the Judges!
Wednesday, 20 May



Final Pitch Structure

- **3-Minute Pitch Presentation**

Describe the problem, the audience, your idea as a solution, the market research, & your unique selling point, and your next steps.

- **5 Key Slides**

Use visuals to tell a story in 5 slides, submitted as a PDF by Friday, 15 May at 9:00 am

- **5 Minute Q&A**


Answer questions from the judges. There's no gotcha moments, but a chance to clarify and expand on your knowledge.

Final Pitch Structure



Optional Intro	Slide 1	Slide 2	Slide 3	Slide 4	Slide 5	Optional Outro
Your Idea Name or Your Name	The Problem & Who It Effects	Your Idea as a Solution & How it Works for Your Target Customer	Your Market Research & How it Validates Your Idea	Your Idea is Different/ What the Market Wants & Why You are Best Person to Do it	Your Plans to Launch & The Milestones You Will Set	Your Call-to-Action & Thank You

Optional Intro



**Your slogan
goes **here.****

Pitch Deck • Month 20XX

Y

Slide 1 – The Problem & Who It Affects

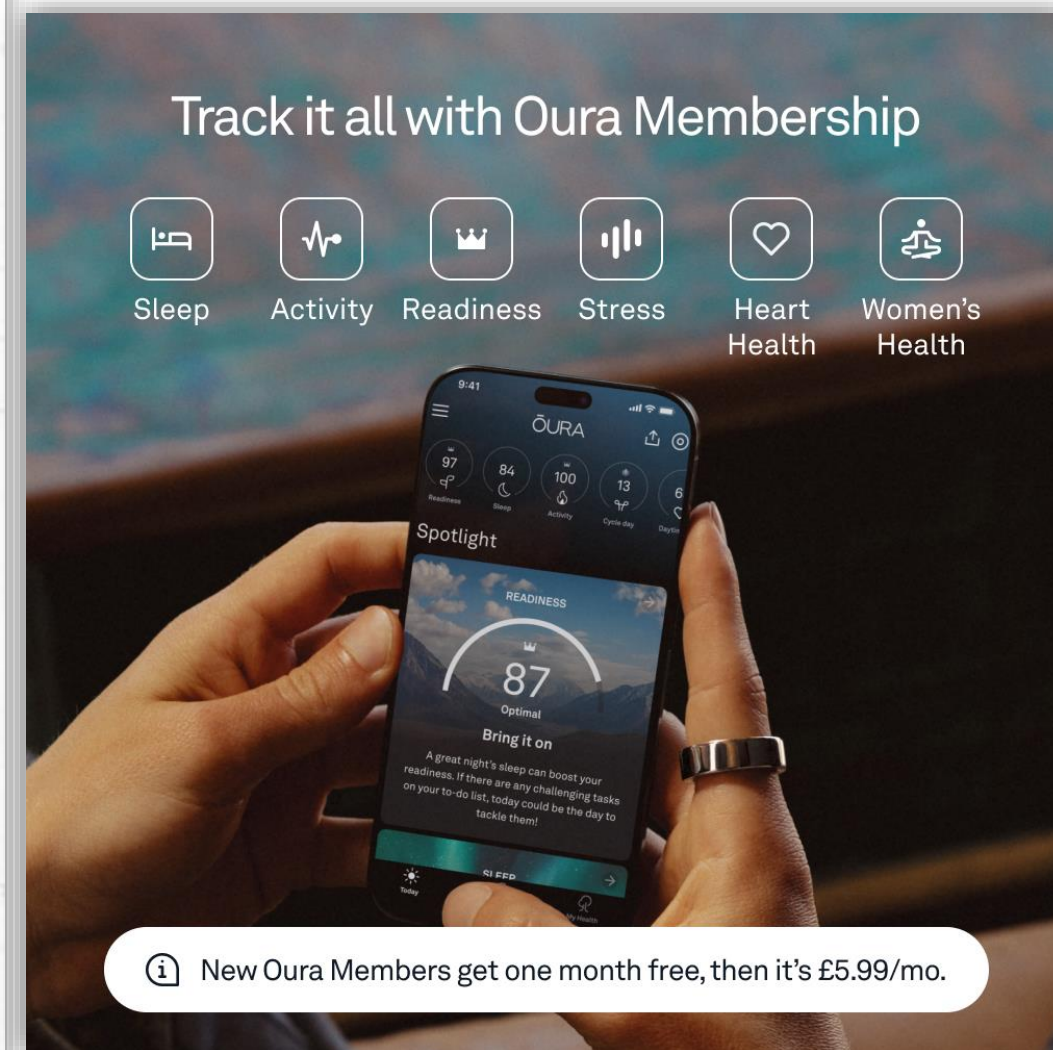
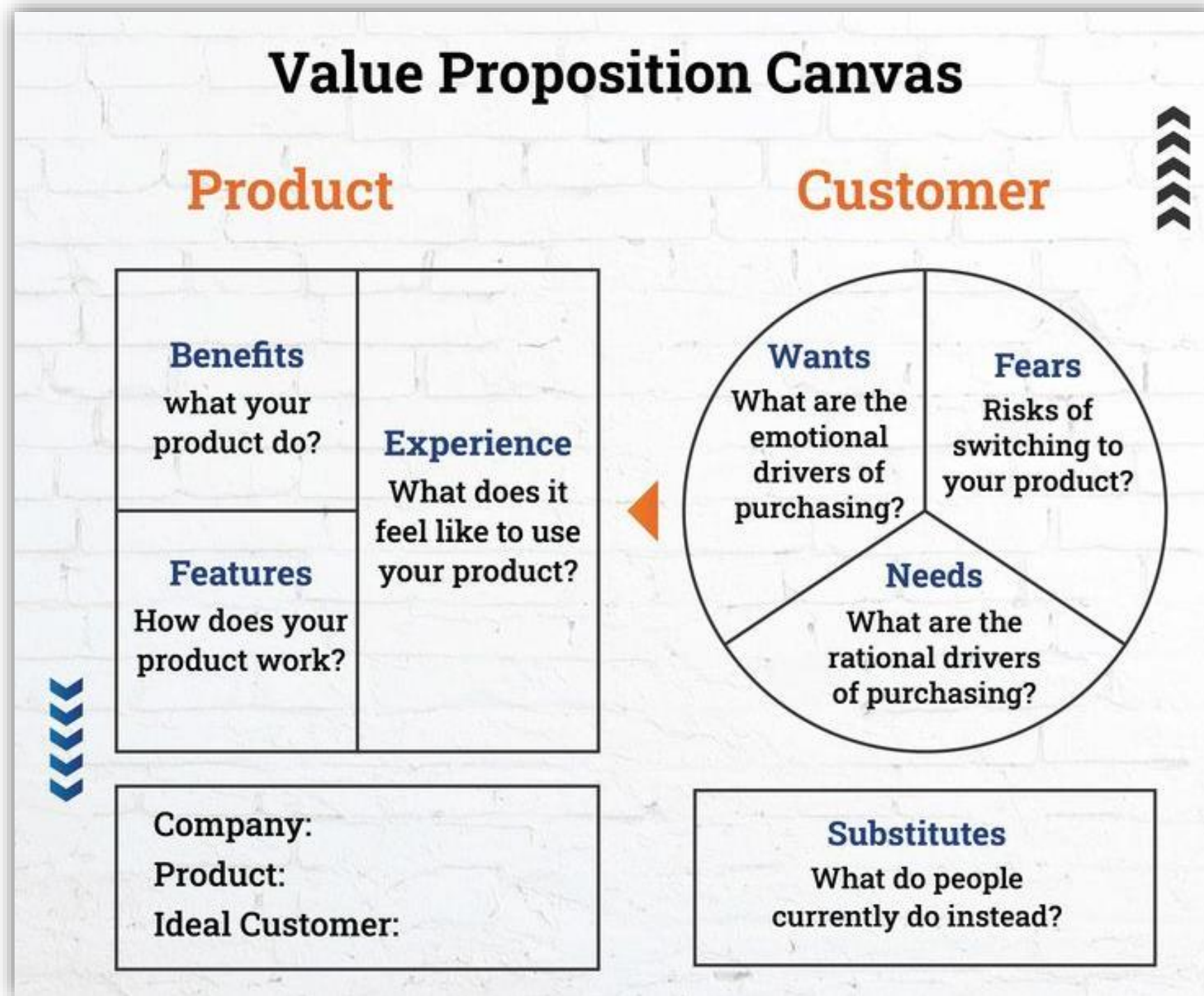


‘With a rise in health tech, wearables and data overload, Oura solves **untracked or misunderstood personal health metrics** by providing continuous, accurate, and actionable data on sleep, recovery, and stress.’

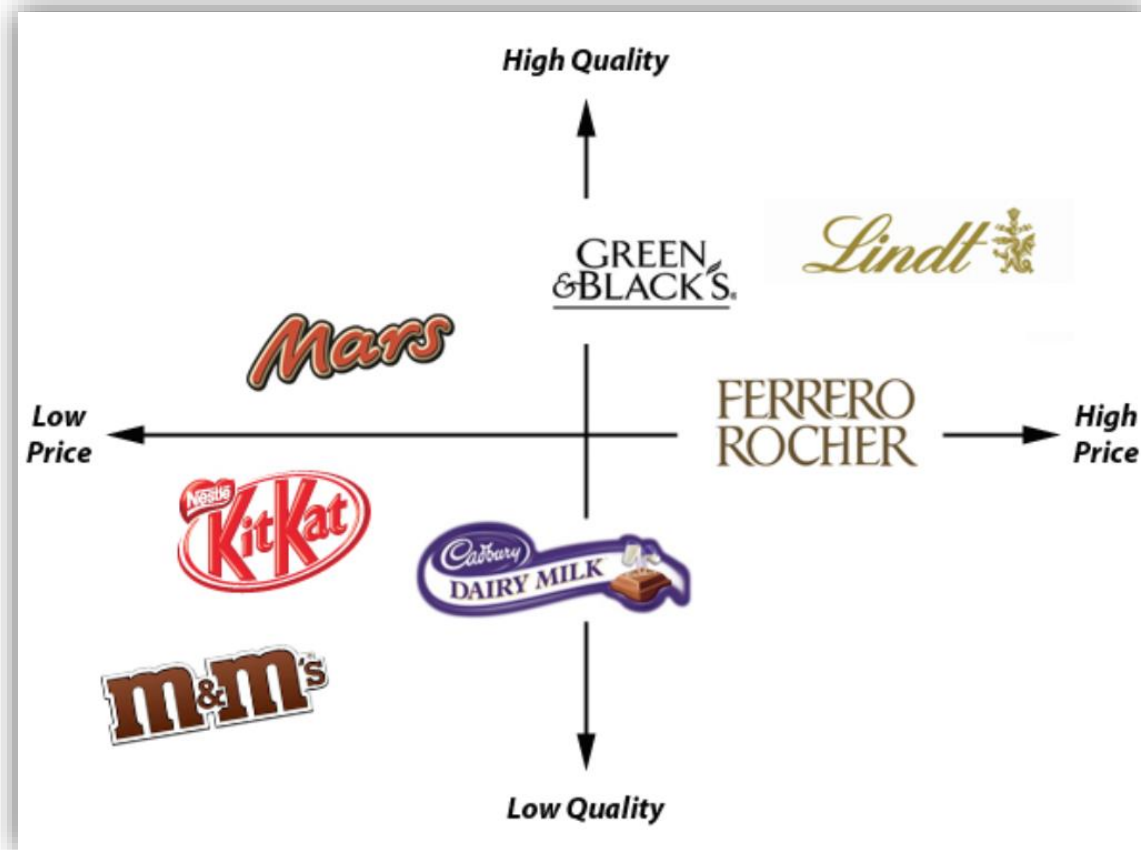
Current offers are bulky, high maintenance and have few data points.



Slide 2 - Your Idea as a Solution & How it Works



Slide 3 – Market Research & Validation



COMPARISON CHART

Details	Features	Easy of Use	Pricing	Template & design	Inventory	SEO & Marketing	Payments	Security
1. shopify ★★★★★ full review visit website Free Trial SEO Friendly Offline Store Discount codes App Store 24/7 Support	8	9	8	9	7	9	9	10
2. Bigcommerce ★★★★★★ full review visit website Free Trial Built-In Blog SEO Friendly App store	8	6	8	6	7	6	7	7
3. SQUARESPACE ★★★★★★ full review visit website Free Trial Mobile Friendly Free Custom Domain Social integration 24/7 Support	4	6	5	7	6	7	6	8

Low price	High price
Basic quality	High quality
Low volume	High volume
Necessity	Luxury
Light	Heavy
Simple	Complex
Unhealthy	Healthy
Low-tech	Hi-tech



Slide 4 – You & Your Idea are Unique and Needed



Slide 5 –Your Plan Ahead & Future Milestones



A simple diagram or bullet points on what you plan to do, have already done, you can add images and graphics- your own or sourced online to help bring the vision to life!

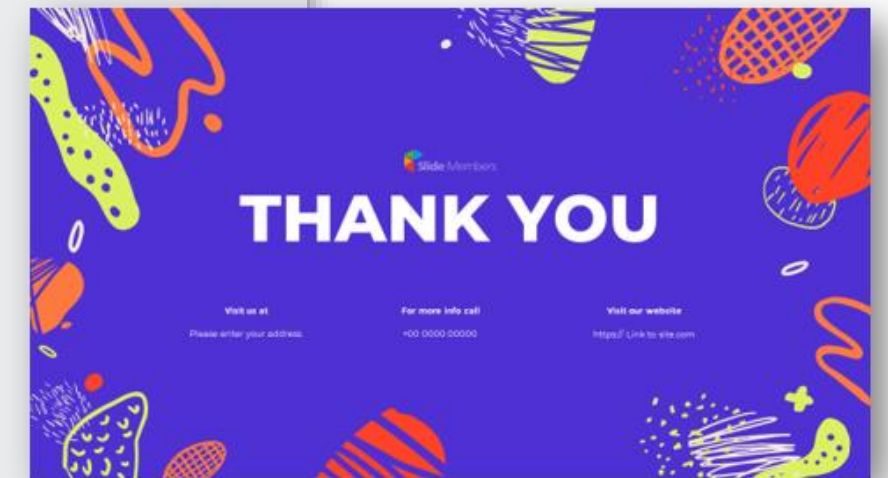
Optional Outro - Your Call-to-Action & Final Impression



HELP US SAVE WATER



#EveryDropCounts





B&R



Human trafficking is
a **\$150 billion**
lucrative business

136,000
people in the UK
are living in
modern slavery

50% of survivors are
trapped in trafficking
due to a lack of
employment
opportunities

*Source: National Referral Mechanism.

** Source: Human Rights First.

***Source: The Anti Trafficking Monitoring Group.

Bread & Roses:

A home delivery baking service: making products that foster health and vitality, and providing an ethical solution to one of the most critical social issues of our time.



Allocate a provision of funding to support survivors of trafficking

Provide work placements, training in business skills and employment

Maintain ethical supply chains with key partners to provide meaningful opportunities

The infographic features a light pink background with a subtle floral pattern. It is divided into four main sections by dark red, multi-layered geometric outlines. Each section is decorated with a cluster of autumnal flowers, including purple peonies, yellow and orange leaves, and red rosehips. The text is centered within each geometric frame.

Artisanal bread
revenue is worth
£780.7m
in the UK

Subscription
based businesses
grow revenues
5.5
times quicker than
their counterparts

By 2020
artisanal bread
revenue is set
to rise another
9%

86%
of consumers are
seeking
companies to
address social
issues

Why Me and Why Now?



MSc Psychology Student

3 yrs working in women's shelters

Active campaigner against modern slavery

Already have a strong network in this space to be able to find women to support, proven commitment to mission

With more conflicts around the world, as well as DV survivors, there are too many going unsupported as demand continues to grow

Bread & Roses: pioneering new ways for business to end modern-day slavery.

£6,000 would allow us to rent a kitchen, cold room and storage for 6 months and achieve...



Why it matters?

Because when survivors of trafficking are empowered, communities to thrive.

Help end human trafficking one loaf at a time.

Email: hello@breadandroses.co.uk
Instagram: [@bread_and_roses](https://www.instagram.com/bread_and_roses)



Thank You

Give Your Pitch Star Power!



Give Your Pitch Star Power



Voice projection
No fillers
Tone
Hand gestures
Posture and stance
Walking with purpose
Eye contact
Speak slowly & breath
Humour
Pause for effect



Give Your Pitch Star Power



PRACTICE!



Marking Criteria

- **Problem & Solution**

Did you describe the problem and audience specifically? Do you understand the user's pain points or needs? Is the idea explained as a clear solution that addresses the problem?

- **Validation & Differentiation**

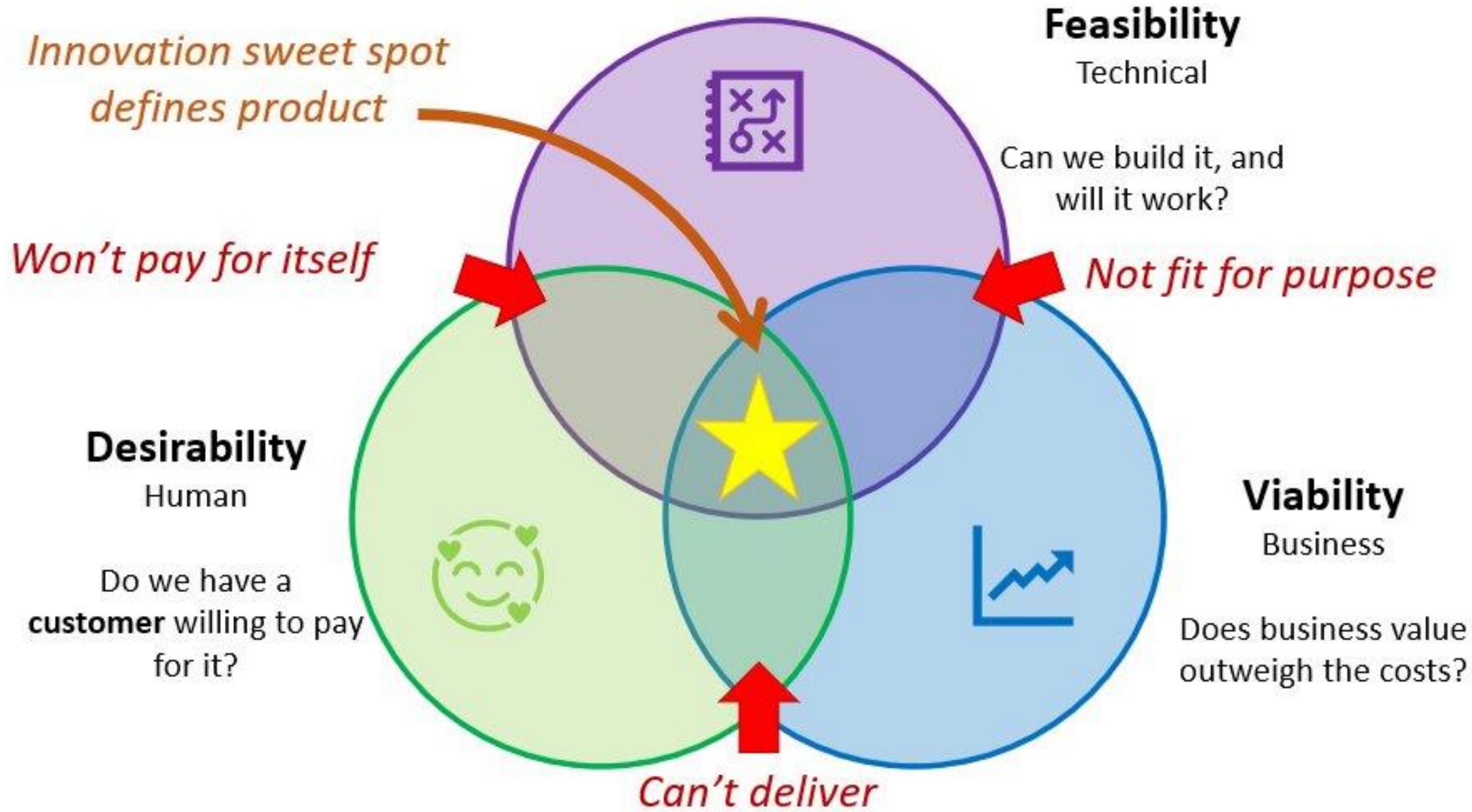
What testing or research did you conduct to validate your idea? Do you know your competitors? What makes you and your idea unique, different, and ready to solve the problem or meet the market?

- **Next Steps**

Do you have a plan for moving the idea forward into a viable business? What are the next milestones to building the business or getting customers?

- **Presentation & Communication**

Do you deliver a compelling story? Do you use visual aids wisely? Do you read from notes? Do you handle questions gracefully?



Your Festival 1-Minute Pitch & Value Proposition



Present Your Amazing Idea In Front an Audience!
Thursday, 4 June

1-Minute Pitch & Information: South Bank Ignite Festival

By Friday, 15 May at 9 am, email starters@lsbu.ac.uk with:

- Value Proposition Statement
- Additional images and logos that represent your idea
- Information you would like to share publicly:
 - Your preferred name
 - Contact details (email, phone number)
 - Links to your idea (website, social media)



Festival Pitch Structure & Value Proposition



Hi, I'm **[your name]**, founder of **[business name]**.

At **[business name]**, we offer a **[product/service]** designed to help **[target audience]** who are struggling with **[the problem they face or need they have]**.

We solve this by providing **[your solution – what your business offers and how it works]**.

We're **[business name]**, and we're here to **[impact or call to action – e.g., "make healthy eating easier for students."]**

If you would like to know, get in touch **[business website and / or email address]**.

Xavier Ed

Joanne Longdon-Xavier

Xavier Ed supports students who have fallen through the cracks of the education system with affordable, flexible tuition and university guidance.

Make quality education accessible, no matter the path taken.

xaviered.com

[instagram.com/xavieredhub](https://www.instagram.com/xavieredhub)

enquiries@xaviered.com





Next Steps!

Next Steps

Preparing Your Pitch

- Work within the constraints of the slide structure & time
- Outline your key points & what can be supplied in other ways
- Plant visuals & language prompts to keep you on track
- Get help & feedback early
- Practice!

Do's

- Be clear & concise
- Tell a story
- Use visual aids wisely
- Be confident
- Handle questions gracefully
- Practice!
Time yourself. Say it out loud.

Don'ts

- Read from slides
- Ignore your audience
- Overload slides with information
- Rush
- Wing it!

More Information & Resources



Bookmark & Save These Links!

South Bank Ignite Cohort Website	https://bit.ly/ignite-startup-cohort
WhatsApp Group	https://bit.ly/ignitewhatsapp26
Festival Registration on Eventbrite	https://bit.ly/sbignite2026
Please check your emails from	starters@lsbu.ac.uk

